



SPEECH BY THE KENYA FILM CLASSIFICATION BOARD AG CHIEF EXECUTIVE OFFICER DURING THE LAUNCH OF HIVENTY AFRICA HELD ON 7TH OCTOBER, 2021 AT THE PARK PLACE HOTEL, MAGADI ROAD.

Hon. Betty Maina, Cabinet Secretary, Ministry of Industrialization, Trade and Enterprise Development

Ms. June Chepkemei, representing CEO, Konza Technopolis Development Authority,

Mr. Timothy Owase, CEO, Kenya Film Commission,

Hiventy Group Officials and Representatives present,

Officials from the French Embassy,

Colleagues present,

Distinguished Guests,

Ladies and Gentlemen,

I am delighted to join you this evening at this auspicious occasion of the launch of Hiventy Group offices in Nairobi. The Kenya Film Classification Board is proud of this milestone that will go a long way in opening up new opportunities for the local creative industry in the digital economy.

Hiventy Groups' choice of Nairobi as its regional headquarters is a clear testament that Kenya is indeed one of leading ICT and film hubs in the region.

As you may be aware, the Kenya Film Classification Board is a State Agency established by the *Films and Stage Plays Act Cap 222* of the Laws of Kenya to regulate film and broadcast content. Regulation of content is meant to ensure that it conforms to Kenya's culture, moral values and national aspirations as well as to protect children from premature exposure to adult content. The Board's regulates content at the creation, broadcasting, possession, distribution and exhibition levels.

The Kenya Information and Communications Act (KICA) vests KFCB with the responsibility of imposing age restrictions to ensure content that contains or depicts adult scenes is not aired during the Watershed Period. Additionally, the Films and Stage Play Act, Cap 222,

empowers the Board to issue filming licenses to local and international filmmakers, exhibitors and distributors.

Ladies and Gentlemen,

The launch of *Hiventy Africa* is significant as it will aid in marketing Africa's content to the world. It will also create new jobs in the creative sector, and provide exposure to local content creators in harnessing the myriad opportunities that the digital economy presents. I have no doubt that our local content creators will take advantage of this great opportunity.

The KFCB remains open and looks forward to working closely with *Hiventy Group* in facilitating the uptake of Kenyan content in the emergent digital and Over the Top services platforms. This is important is ensuring that we share our stories with the rest of the world.

In this regard, I appeal to *Hiventy Group* and other like-minded public and private sector stakeholders to support our clarion call for creation of content that promotes our Kenyan culture, moral values and national aspirations. Further, we call upon content producers to work closely with us in ensuring that content meant for broadcast, distribution and exhibition in the country is not only clean but conforms to all legal and regulatory requirements.

Madam CS, I am gratified to report that during our briefing meeting last week, I was delighted to learn that Hiventy Group is also involved in restoration, photochemical laboratory and heritage conservation. This presents an opportunity to the various government agencies that have, in their custody, content of high cultural and historical value to work closely with the Hiventy Group in digitizing those materials. This is key in preserving these materials for the future generations.

As I conclude, I wish to welcome the Group to Nairobi and to assure you that our doors are open in providing any facilitation you may require.

Thank you and God bless you all.


Mr. Christopher Wambua
Ag. **CHIEF EXECUTIVE OFFICER**