



CREATIVE SECTOR FOCUS 2026

UPDATED



A. CST CREATIVE COMPONENT

ROLE OF THE CREATIVE SECTOR IN CST

The Creative Sector is the cultural heartbeat of the CST Expo, transforming the event into a dynamic and immersive experience that celebrates Namibia's identity, talent, innovation and storytelling through diverse creative industries.

The Creative Sector contributes to the CST Expo by:

- ✓ Showcasing creative talent and industries of Namibia and beyond.
- ✓ Creating experiences that engage visitors and increase attendance and ensure staying power.
- ✓ Providing platforms for creatives to access markets, audiences and business opportunities.
- ✓ Promoting cultural tourism and destination storytelling.
- ✓ Encouraging youth participation and skills development.
- ✓ Facilitating collaboration between creatives, industry stakeholders, educational institutions and investors.
- ✓ Positioning creativity as a driver of innovation, employment creation and national development.

The Creative Component is therefore designed not only as an entertainment offering but as a strategic platform that demonstrates the economic, cultural and tourism value of Namibia's creative industries.

CREATIVE SECTOR FOCUS AREAS

- Food & Drinks
- Sound – Music & Performance
- Visual – Film, Media & Content Creation
- Touch – Arts & Crafts
- Design in its broadest sense
- Cultural Heritage – fashion & tradition
- Technology – Gaming, AI, VR & Digital Innovation
- Communication – Audio & visual
- Creative Entrepreneurship & Business Development

B. CREATIVE ACTIVATION ZONES

- 1 FOOD PARK**
High-energy entertainment zone with DJs, live music, competitions, dance challenges, influencer engagement and sponsor activations.
- 2 ESP KIDS TENT**
Family entertainment and education with face painting, arts & crafts, storytelling, puppet theatre, science demos, games, talent showcases and competitions.
- 3 ESP CHILL TENT**
Networking hub for influencers, comedians, content creators and professionals. Features the Savannah Comedy Hour Experience every Thursday evening in a distinctive Savanna-branded social environment.
- 4 AI & VR ZONE (ENTRANCE)**
Showcasing AI, VR, gaming, smart tourism, digital innovation, startups and tech solutions. Networking, learning and future-focused experiences for all.
- 5 ENTRANCE & ARRIVAL EXPERIENCE**
Memorable welcome with NTV and NTV Afrika experiences, interviews, influencer engagement, VR experiences, art showcases, information desks, digital maps, QR content and event orientation.
- 6 MAIN STAGE**
 - Opening Ceremony
 - Live Performances (local, emerging, international artists)
 - Fashion Show & Spoken Word Showcase
 - Creative Competitions
 - Dance & Cheerleading (hybrid: video submission + live final)
 - Choir Competition (original song on CST themes)
 - UNAM Theatre School Opening Production (TBC)

C. INTERACTIVE SEMINARS & MASTERCLASSES

5 curated sessions per day (45–60 min) including masterclasses, industry presentations, workshops, film screenings, panel discussions, interactive breakouts, Q&A and networking opportunities.

PROPOSED INTERACTIVE SEMINAR TOPICS (TBC)

- 1 From Talent to Product: Live Creative Demonstrations in Art, Design and Culinary Innovation
- 2 Protecting Creative Intellectual Property: Publishing, Licensing and Monetising Content Globally
- 3 The Future of Namibian Storytelling: Film, Broadcasting and Short-Form Content Creation
- 4 From Namibia to the World: Building an International Modelling Career
- 5 Animation Without Borders: Namibia's Place in the Global Film and Children's Content Industry
- 6 Content Creation That Matters: Building Influence, Credibility and Global Reach
- 7 The Business of Creativity: Turning Talent into Sustainable Income
- 8 Writing for the World: Creating Globally Competitive Books and Publishing Success
- 9 Creative Innovation and Emerging Technologies: Shaping Namibia's Future Economy
- 10 Global Payments for Creatives: Unlocking Digital Income and International Markets
- 11 Preserving Creative Heritage: Archives, Collections and Namibia's Cultural Memory
- 12 Building Creative Ecosystems: Collaboration, Innovation and Industry Growth
- 13 Preserving Culture, Creating Value: Monetising Namibia's Arts and Craft Heritage
- 14 Film Namibia: Positioning the Country as a Premier International Production Destination
- 15 From K-Pop to Country Brand: What Namibia Can Learn from South Korea's BTS Success Story

D. NTV CST AWARDS

PURPOSE

To celebrate excellence, achievement, innovation and impact across the Creative, Sport and Tourism sectors under the theme "Namibia In Motion".

- Awards integrated into the CST Expo.
- Winners announced and celebrated on 4 September 2026 during the Final Concert and across activations, panels, showcases and experiences.
- Winners receive live recognition, digital profiles, sponsor branding and venue-wide visibility.

NOMINATION PROCESS

Coordinated by the CST Awards Committee in collaboration with an independent industry panel of representatives from the Creative, Sport and Tourism sectors.

NOMINATION NIGHT

1 September 2026 at the National Theatre of Namibia.

Nominees announced across 15 categories. Featuring CST Expo exhibitor highlights, Namibian Film Week trailers, films on NTV and a theatre production. Official launch of awards campaign and CST chatbot voting platform.

E. CREATIVE ACTIVATION PROGRAMME (PROMOTIONAL & PRE-EVENT ACTIVATIONS)

- 1 KASI VIBE FESTIVAL ACTIVATION**
31 July – 02 August 2026
Brakwater Recreational Park
 - Content creation & influencer engagement
 - MC integration & stage mentions
 - QR code registrations
 - Creative sector awareness activations
 - Pop-up engagement with attendees
- 2 SAVANNAH COMEDY HOUR ACTIVATION**
11 June 2026 & others
FNCC, Windhoek
 - MC introduces Expo
 - Info & registration materials
 - Digital content creation
 - Entertainment audience engagement
- 3 ONGWEDIVA ANNUAL TRADE FAIR ACTIVATION**
21 – 29 August 2026
Ongwediva Trade Fair Grounds
 - Exhibition stand & promotions
 - AfriWallet registrations
 - Networking with creative sector
 - CST villages recruitment
 - Cross-industry engagement
 - Media interviews & content creation
- 4 SWAKOPMUND FASHION WEEK COLLABORATION**
To Be Confirmed
Swakopmund
 - CST branding & promotions
 - Engagement with designers & fashion entrepreneurs
 - Fashion show & exhibition participation
 - Media & influencer engagement
- 5 INFLUENCER REVEAL CAMPAIGN (TJIL ACTIVATION SERIES)**
To Be Confirmed
NTV / Tjil Studio
 - Studio interviews & influencer features
 - Individual intro videos & photo shoots
 - Social media handles promotion
 - Multi-platform distribution (TV & digital)
 - Build anticipation & public engagement

KEY OUTCOMES & IMPACT

- YOUTH EMPOWERMENT**
Creates platforms for youth participation, skills development and career opportunities.
- ECONOMIC GROWTH**
Drives entrepreneurship, job creation, investment and industry development.
- TOURISM DEVELOPMENT**
Showcases Namibia's creativity, culture and destinations to domestic and international audiences.
- INDUSTRY COLLABORATION**
Connects creatives, businesses, educational institutions, investors and industry stakeholders.
- INNOVATION & TECHNOLOGY**
Promotes digital transformation, innovation and future-ready industries.
- CULTURAL PRESERVATION**
Celebrates heritage, identity and storytelling through creative expression.