



KEYNOTE ADDRESS

BY

**THE HONOURABLE MINISTER OF ARTS, CULTURE AND THE
CREATIVE ECONOMY**

BARR. HANNATU MUSA MUSAWA

FOR

NATIONAL THEATRE FESTIVAL OF UNITY

DATE:

DECEMBER 14, 2023

1. Greetings creators, esteemed artist, distinguished guests, ladies, and gentlemen.
2. It is my first encounter with this spectacular event, and I stand before you with a heart filled with hope and a spirit lifted by the enchantment of creativity as we gather to celebrate the **fourth edition of the National Theatre Festival of Unity**.
3. As we know, within the hallowed halls of theatre, we discover a sanctuary, free from the shackles of fear and disbelief, where stories find wings and dreams blossom into vibrant realities. It is no surprise that the **theme for this year's festival, 'Boundless Possibilities,'** evokes a sense of limitless potential, where imagination takes flight and creativity knows no bounds.
4. No longer confined by borders, Nigeria's creativity is conquering the world. Our vibrant cultural tapestry now adorns the global stage, a testament to the boundless possibilities that fuel our nation's artistic spirit. Now with a readily available global audience, our actors and actresses are inking deals with multinationals; a partnership that has seen Netflix commit more than \$23.5m into Nigeria and provided a platform to have The Black Book – a movie from our shores attract more than 70 million worldwide views.
5. With more inclusion in international productions to the appearance of our fashion on global runways, from the soaring prose of our literature to the pulsating rhythms of our dance, Nigeria communicates to the world that she is a canvas of unbridled creativity.
6. As we revel in the allure of this moment and the ovation from the global community, I charge us to build infrastructure and sustainable ecosystems. As a government, we are committed, and our ambitions are bold. Destination 2030; Nigeria communicates our goals and vision to propel Nigeria's creative economy to the global top 20 by 2030. We will foster and strengthen collaborations, both local and foreign, that develop talents, create jobs, and proudly exhibit our rich and unique national identity.
7. Under the President Bola Ahmed Tinubu's renewed hope agenda, we will provide the tools needed to accelerate growth across all sectors of the creative economy. As global competition is growing and other countries recognize the economic value of creativity, we are taking advantage of the now and equipping for the future. Talent development, as the cornerstone of hope, will be a compass charting our path to a brighter future.
8. To the organizers, performers, and everyone contributing to this creativity community, I extend my deepest gratitude. I also congratulate the General Manager and CEO of the National Theatre, Prof. Sunday Ododo, for this great success. Your delivery of this

festival testifies to your wide acceptance in the art industry, academia and the network you have leveraged in the rebranding of our National Theatre.

9. Fellow artists, dreamers, and all who believe in the power of creativity, as we continue to build and innovate, there will be challenges. However, let the music of our dreams drown out negativity. Remember, great art is forged in adversity.
10. Thank you for being part of this magical celebration. Fuelled by the Nigerian spirit, let's rewrite our nation's narrative and illuminate the world with Nigeria's boundless possibilities!

God bless the Federal Republic of Nigeria!