Africa should be proud of its resources, its cultural heritage, its spiritual values, and the future should strongly support this natural pride.

His Majesty the King MOHAMMED VI
From the Royal speech at the 28th African Union Summit, Addis Ababa, January 31, 2017
Preface
Held under the High Patronage of His Majesty King Mohammed VI - may God assist Him - the 14th edition of the International Festival of Fashion in Africa (FIMA), was held from December 7 to 10, 2022 in Rabat, Morocco, under the theme: “The Synergy of Cultures for the Development of Africa”. This edition of the FIMA was held as part of the pan-African program of the celebration of Rabat, African Capital of Culture, which is running from June 1st, 2022 to June 30th, 2023.

The celebration of Rabat, African Capital of Culture, is conducted under the responsibility of a steering committee chaired by the Wali (Head Governor) of the Rabat - Kenitra Region. The steering committee comprises the Minister of Youth, Culture and Communication; the President of the Council (Mayor) of the City of Rabat; and the Secretary General of UCLG Africa.

Rabat, African Capital of Culture has a triple ambition: (1) to showcase the influence of the cultural heritage and creativity of Africa, so that the latter regains its full place in the cultural heritage of Humanity, (2) to promote the adoption of cultural policies within African local authorities so that culture is the fourth pillar of sustainable development, relay national cultural policies at the territorial level, and develop new mutually beneficial relationships between local authorities and professionals from the world of culture, arts and creative industries; and (3) to contribute to the emergence of a network of cultural places in Africa likely to stimulate the production of cultural works and creative activities, and for African Capitals of Culture to be regular meeting places to have Africa fit in a more positive way within the global market for arts, culture, and creative industries, whose value is currently estimated at 2.5 trillion US dollars per year, to which Africa attaches to creative industries. As rightly said by Professor Célestin Monga, from Harvard University in the United States, “FIMA is not simply an aesthetic celebration where inspired models do sell dreams. It is also a beauty-based economy and in open door to the potential benefits that the many fashion industries could bring to Africa ”.

With this 14th edition, it is the second time that FIMA has been hosted in Morocco after the other edition which took place in 2018, in Dakhla in the Moroccan Southern Provinces. FIMA aims to promote African excellence in the field of fashion and creative activities.

This fourth edition of FIMA organized in Rabat, Morocco, on the picturesque Chellah site which is listed in the UNESCO World Heritage Register, had as Godmother, Mrs. Débora Katisa Morais Brazão Carvalho, First Lady of the Republic of Cabo Verde.

After the official opening ceremony of this 14th edition of FIMA the following activities were organized: (i) Exhibitions; of African Art, of Paintings; of African Textiles; of Fashion Designers and Designers Booths. (ii) three Round Tables on Culture and Funding; Protection of Works and Intellectual Property. (iii) Competitions: Best Female/Best Male Young Fashion Designer, Best Fashion Designer Booths. (iv) Fashion Shows: Pan-African Night, and Night of the Five Continents

The choice of the leaders and elected officials of territorial governments on the African continent to designate Rabat as the African Capital of Culture for the years 2022-2023 is justified by the density of equipment, professionals and associations of arts and culture that exist in this city, as well as the high number of activities and cultural events that take place there. The designation of the city of Rabat as African Capital of Culture is also justified by the new investments initiated under the authority of His Majesty King Mohammed VI in the field of culture and heritage, such as the Mohammed VI Museum of Modern and Contemporary Art, the National Library, the Medina, and the rehabilitated Oudayas district, not to mention the new Grand Theater of Rabat, a monumental building located at the mouth of the Bouregreg river, a site which will also house the Museum of Archeology and Earth Sciences, a House of Culture, and an Archives Museum.

Alongside the activities and events scheduled to take place in Rabat, which are also associated with the celebration of Rabat, African Capital of Culture, is the hosting of a Week of Morocco and Rabat in five African cities (one for each of the five regions of Africa), that have volunteered to do so. The fact that FIMA was selected as the very first event of the pan-African program of the celebration of Rabat, African Capital of Culture, shows the importance that Africa attaches to creative industries. As rightly said by Professor Célestin Monga, from Harvard University in the United States, “FIMA is not simply an aesthetic celebration where inspired models do sell dreams. It is also a beauty-based economy and in open door to the potential benefits that the many fashion industries could bring to Africa ”.

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I Opening ceremony of the 14th edition of FIMA
B) The three Round Tables: Culture and Education; Culture, Economic, and Funding; Protection of Works and Intellectual Property.
C) The Competitions: Best Female/Best Male Young Fashion Designer, Best Female Top Model and Best Male Top Model; Best Designer in Leather Goods, Jewelry, Fashion Accessories
D) Fashion Shows: Pan-African Night, and Night of the Five Continents

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Conclusions of the 14th edition of FIMA
Message from Mr. Jean Pierre Elong Mbassi, Secretary General of United Cities and Local Governments of Africa (UCLG Africa), President of the African Capitals of Culture (CAC)

It was during the 8th edition of the Africities Summit, held at the initiative of UCLG Africa, from November 20th to November 24th, 2018 in Marrakesh, Morocco, that the need emerged within the African movement of local authorities for a greater consideration of culture in national and territorial policies in Africa, as the fourth pillar of sustainable development. Culture is indeed increasingly recognized as a powerful lever for transcending the differences between communities and establishing a real dialogue between peoples throughout the world, because it is the element around which all societies are on an equal footing. By this very fact, it is the essential leaven for building a world of peace and harmony.

To demonstrate this awareness, mayors and leaders of local authorities in Africa have decided to celebrate the African Capital of Culture, which for two years will be the place to promote the cultural and creative excellence of Africa. The community of mayors and leaders of local authorities in Africa selected the city of Rabat to be the very first African Capital of Culture whose celebration was supposed to take place in 2020-2021, but has been postponed in 2022-2023, following the consequences of the COVID-19 pandemic.

Taking into account the role of culture as a vector of peace and harmony, it fits well with an already long-standing momentum which aims to make culture the leaven of a world of mutual knowledge and respect, a momentum supported in Morocco for example by the Anna Lindh Euro-Mediterranean Foundation for the Dialogue between Cultures. This momentum is also part of an emerging current which recognizes the role that culture plays in the equilibrium of societies and nations, a current which was amplified by the proclamation of the Year 2010 as the "International Year for the Rapprochement of Cultures" by the United Nations; by the decision of UNESCO in November 2019 to make January 24 of each year the "World Day for African and Afrodescendant Culture (JMCA)"; and by the resolution of the Heads of State and Government of the African Union to make 2021 as "The Year of Arts, Culture and Heritage in Africa".

The world of fashion is at the crossroads of cultural, artistic, and creative activities. It is one of the worlds which best manifest African identity, its authenticity, its radiance, and its contribution to beauty. This is the reason why it seemed obvious to start the pan-African programming of the celebration of Rabat, African Capital of Culture, by organizing the International Fashion Festival in Africa (FIMA) from December 07 to December 10, 2022 in Rabat. Beyond the world-renowned event and show, the organization of FIMA within the framework of the celebration of Rabat, African Capital of Culture, would like to send a strong signal on the importance of the professions of fashion, design, and creation to affirm Africa’s image and place in a world where Africa’s share in the creative industries market remains largely to be conquered; and to invite the populations and decision makers of the continent to better take into account the potential of this sector for the creation of wealth and employment.

The FIMA certainly offers young people an adequate framework to bring out their talents and make them known and recognized by the profession.

This 14th edition of FIMA could not have been held without the High Patronage of His Majesty King Mohammed VI and the support of the Government of Morocco. This is proof, once again, that Morocco is at the forefront of promoting the integration of Africa through culture. May His Majesty King Mohammed VI find here the expression of the deep gratitude and sincere thanks of the community of leaders and elected representatives of local authorities in Africa and of their representative organization at the continental level, United Cities and Local Governments of Africa, headquartered in Rabat, Morocco.
Message from Mr. Seidnaly Sidahmed, known as Alphadi, 
Fashion Designer, Founding President of FIMA, 
UNESCO Ambassador for Peace

It is in a spirit of unity, solidarity, and cultural actions that bring hope for the continent that FIMA is organized in Rabat from December 07 to December 10, 2022, at the invitation of UCLG Africa, as part of the celebration of Rabat African Capital of Culture. First of all, I would like to hail this initiative which promotes African culture, this culture that we want to be rich and influential, a culture capable of taking up the multiple challenges of the continent and of the world. FIMA has always been at the forefront of the fight for the recognition of the contribution of the rich tangible and intangible heritage of Africa to the Civilization of the Universal. Through FIMA, we can congratulate ourselves on having given culture, and in particular fashion, the place it deserves in any development momentum. Several high-ranking political decision-makers within the continent provided support of various types at a very early stage to the realization of the FIMA project, and the general enthusiasm encouraged us to continue our struggle.

It is therefore with great joy and with honor that we respond to the invitation of UCLG Africa to participate in the celebration of Rabat, African Capital of Culture. We intend to consolidate the many achievements of our action over the past three decades. Indeed, FIMA, which ranks among the key events in the world of culture, has contributed significantly to raising awareness on the major role of culture and creative activities in the development process.

For our part, fashion being the main aspect of our activity, we intend to bring a particular touch to this event with the program including, as always: the competition for young designers, the competition for creators of leather goods, jewelry and fashion accessories, and the Top Models competition.

Building on the experiences of previous editions, this 14th edition of FIMA in Rabat wishes to contribute to the multiple efforts of UCLG Africa aiming at the integration of Africa and of its cities and territories through culture. As such, we intend to put our experience at the service of this great first celebration to achieve the goals that have been set. It is for this reason that we placed this 14th edition of FIMA under the theme: “The Synergy of Cultures for the Development of Africa”.

We encourage creative African youth to prepare to take over and we urge them to get involved in this synergy of cultures for the influence of our continent.

We would like to thank the Kingdom of Morocco for the multiple initiatives that put culture at the center of the continent’s major challenges. We also thank the Executive Committee of UCLG Africa for having associated FIMA with this great celebration of giving and receiving.
We are here to promote interactions, union, and love between African creators. I think fashion can be the lever for the sustainable development we are looking for. There are so many things we can do through fashion. Fashion is not just about clothes or accessories. It creates jobs and promotes entrepreneurship, especially that of women. Their Excellency Mrs. Débora Katisa Morais Brazão CARVALHO, First Lady of the Republic of Cabo Verde.

"We want to show that fashion is an industry that will take Africa very far. Beauty is love, beauty is about colors. Africa is not only black or gray or brown, Africa is also about all colors. The fashion industry needs to be recognized in Africa as it is in other parts of the world. Our politicians, our Kings, our business people, must invest in African fashion." Mr. Alphadi, Founding President of FIMA.

It is a source of pride to see the dream that Alphadi had in 1998 take shape and now take place in Rabat. FIMA is the expression of African beauty. Only culture carries the message of peace. "His Excellency Mr. Salissou ADA, Ambassador of Niger to Morocco.

"UNESCO is fully committed to supporting the continent’s creative economy, especially the fashion industry, which represents a real lever for sustainable development in general. Since June 2022, UNESCO has been undertaking a study on the fashion industry in Africa with a view to identifying the challenges, needs, and opportunities for the development of this sector for the continent [...] According to the latest figures from the organization, the market value of the fashion industry is estimated at US$31 billion."

Mr. Eric FALT Director of the UNESCO office for the Maghreb.

"Culture is a carrier of identity, self-esteem, and economic activities. It is essential that the populations as well as the decision-makers of the African continent realize the potential for growth and development contained in cultural and creative activities. Everything surrounding fashion, its creations, and its promotion, represents a huge source of opportunities and jobs, especially for women and young people, of which we must be aware. FIMA shows the extent of these opportunities in the African context. Unfortunately, these opportunities are not fully exploited because of the scarcity of the budgets voted for the definition and implementation of cultural policies both at the level of central Governments and the level of local authorities. Our wish is that thanks to the awareness that the celebration of the African Capitals of Culture will have instilled, public cultural policies will finally benefit from a significant share of public resources and that better attention will henceforth be given to professionals and promoters of cultural and creative activities."

Mr. Jean Pierre ELONG MBASSI, Secretary General of UCLG Africa.

The 14th edition of the International Festival of Fashion in Africa (FIMA), was held from December 07 to December 10, 2022 in the city of Rabat on the historic site of Chellah, registered on the World Heritage List of UNESCO. This edition of the FIMA was carried out within the framework of the celebration of Rabat African Capital of Culture for the years 2022-2023, as decided by the leaders and elected officials of the local and regional governments of Africa grouped within the organization of United Cities and Local Governments of Africa. This designation took place during the Africities Summit held from November 20 to 24, 2018 in Marrakech, Morocco.

The official opening ceremony of the 14th edition of FIMA took place on December 07, 2022 from 11:00 a.m. to 12:30 p.m. in Rabat on the Chellah site. This ceremony was marked by the presence of:

- Her Excellency Mrs. Débora Katisa Morais Brazão CARVALHO, First Lady of the Republic of Cabo Verde and Godmother of the 14th edition of FIMA;
- His Excellency Mr. Hassane Barazé MOUSSA, Minister of Post and New Information Technologies of Niger;
- His Excellency Mr. Salissou ADA, Ambassador of the Republic of Niger to the Kingdom of Morocco;
- Mr. Mohamed BENYACOUB, Commissioner General of Rabat African Capital of Culture, Representing His Excellency Mr. Mohamed Mehdi BENSIAID, Minister of Youth, Culture and Communication of the Kingdom of Morocco;
- Mr. Éric FALT, UNESCO Representative for the Maghreb Region;
- Mrs. Olivia YACÉ, Miss Côte d’Ivoire 2021 and Second Runner-up of the Miss World 2022 Competition;
- Mr. Jean Pierre ELONG MBASSI, Secretary General of UCLG Africa.

"FIMA has become a major cultural event in Africa. It is for this reason that we have approved the integration of the 14th edition of FIMA in the pan-African program of the celebration of Rabat, African Capital of Culture. This shows the interest that His Majesty King Mohammed VI and the Government of Morocco attach to culture. Culture is a real vector of development but it is also a unifying factor for our continent." Mr. Mohamed BENYACOUB, Commissioner General of Rabat African Capital of Culture, representing the Minister of Youth, Culture, and Communication of Morocco, His Excellency Mr. Mohamed Mehdi BENSIAID.

"We want to show that fashion is an industry that will take Africa very far. Beauty is love, beauty is about colors. Africa is not only black or gray or brown, Africa is also about all colors. The fashion industry needs to be recognized in Africa as it is in other parts of the world. Our politicians, our Kings, our business people, must invest in African fashion." Mr. Alphadi, Founding President of FIMA.
II List of the activities of the 14th edition of FIMA

Participants from 42 countries were able to visit exhibitions of African textiles during the day, and participate in three round tables, before enjoying contests for young designers and fashion shows each evening.

A) Exhibitions in pictures: Painting Exhibition, African Textile Exhibition, and Designer Booths

The 14th edition of FIMA had reserved a space for the exhibition of four-handed paintings entitled “Ouardane and Alphadi”, the exhibition of African textiles, and that of designer booths.

The collaboration between Mr. Ouardane and Mr. Alphadi on the exhibition of four-handed paintings was born from their common desire to contribute to the promotion of the cultural, artistic, and educational heritage of Africa. The exhibition was inspired by the fashion works of Alphadi. Together, the duo of friends had produced more than 100 paintings, some of which were exhibited on December 7th to December 10th, 2022.

The exhibitors had the opportunity to welcome the First Lady of Cabo Verde and sponsor of FIMA 2022, Mrs. Débora Katisa Morais Brazão CARVALHO for a visit to their booths. Nearly 400 visitors came daily to discover the 30 African and Moroccan brands, which reflects a real curiosity and mobilization for a responsible “Handmade” and “Made-In-Africa” economy.
B) The three Round Tables: Culture and Education; Culture, Economics, and Funding; Protection of Works and Intellectual Property.

Round table: Culture and Education

This round table addressed the relationship between culture, education, and transmission, which are essential themes when it comes to talking about creation in Africa and drawing up an inventory of the creative sector. Which kind of technical and vocational training? The panelists took the specific case of fashion to illustrate their point. A debate also took place around the subject of national and territorial cultural policies in terms of supporting the development of the cultural and creative sector.

The panelists participating in this round table included Mr. Abderrahmane OUARDANE, visual-painter artist (Morocco) Winner of the THUR artistic workshops, Paris; Mr. Hicham LAHLOU, International Designer & Architect of Interior; Mr. Eugène EBODE, Writer, Journalist and Administrator of the First Chair of African Literature and Arts at the Academy of the Kingdom of Morocco; Mrs. Rabiaa MAHROUCH, Director of the first Chair of African Literature and Arts at the Academy of Kingdom of Morocco; and Mrs. Bouchra BY, General Manager of the College Lasalle Fashion School (Morocco). The round table was moderated by Mrs. Hortense ASSAGA, Journalist and Author.

The panelists stressed the need to include Design in the university curriculum in Africa to stimulate imagination and the creative spirit with a view to manufacturing concrete objects inspired by African culture. The panelists proposed to initiate a communication program to deconstruct the negative prejudices from which the fashion and design professions do suffer. The panelists also proposed launching campaigns targeting schools and youth and/or cultural centers to present the various trades linked to fashion and associated activities, and the potential for job creation offered by this sector, in particular for women and young people.

The sharing of experience between the speakers and the participants made it possible to underline the crucial role played by books and publishers in the dissemination of culture and the opening of the cultural space, which is likely to stimulate emergence of an authentically African creativity nourished by the diversity of the contributions and dynamics of the different cultural and artistic currents which irrigate the African continent.

The speakers also noted the importance for African countries and for the African continent as a whole, to include the contribution of cultural and creative industries in their economic development plans and programs, at both national and territorial level, and the need to care about the training of young talents so that the transmission of indigenous knowledge and know-how is ensured. The School of Fashion and Arts project whose creation was proposed by Alphadi was unanimously hailed as highly desirable and deserving support, to ensure that African designers were trained to the highest standards of the profession, while drawing their inspiration from African culture. The use of new technologies to collect, document, and transmit local knowledge and know-how is an opportunity for young people to get inspiration from the creative capacities of African populations and to explore the solutions that the said knowledge and know-how can bring to the development and sustainability of African cities and territories.
Though culture is a development tool, as economists point out, supported by GDP figures, it suffers from a lack of funding, especially in Africa. The question is therefore: what is the real state of funding for culture? How does financial support for culture operate and how is it organized in the 54 African states? Which organizations to turn to for financial support when someone wants to carry out a cultural, artistic, or creative project? These questions were discussed during this round table.

The panelists were: Ms. Nathalie PRIME, Doctor of Management Sciences, Researcher and Professor of International Marketing and Intercultural Management at ESCP Europe; Pr. Célestin MONGA, Economist and Professor at Harvard University, United States; Ms. Noémie Lenoir, Top Model, Actress, Documentary Film Director; Mr. Ismail AMIR SIDO, Director and Head of Development and External Relations at the Ecole Supérieure de Management (Niger); and Pr. Tariq AKDIM, Economist, Associate Professor at the Sup MTI school of Management, Computer Science, and Telecom in Rabat, and President of LOGOS, Morocco.

Participants agreed that the approach used so far to integrate fashion and related activities was largely inappropriate. One must take into account the economic dimension of fashion, explore how to structure and optimize the value chain in this sector’s economic life, and standardize production as much as possible in order to possibly develop industrial activities linked to this sector to increase its social utility and quality.

“What interests me is what Africans think of themselves. What other people think is of very limited interest to me. Culture helps determine what Africans have as assets. Culture helps create a consensus about social norms and socially acceptable behaviors. It is more important than anything, because it determines the rest. What do we think of ourselves? What attitudes do we have about our lives? What do we want to leave as a legacy? We have billionaires in Africa who shy away from investing in cultural sectors. That’s too bad”, said Professor Célestin Monga.

The panelists made a solemn appeal to central Governments, Local and Regional Governments, as well as to women and men of the Business community “African creation is fashionable; it is trendy. Creators can, with support, improve their quality and find the best distribution channels”. Amir Sido Ismail.

“There is a need for training in crafts, so that African creators can work for brands, major international designers, and hope to have financial support to launch their own brand. The role of digital technology today is important. Africa is a continent with a youth that masters new information and communication technologies” Noémie Lenoir.
The round table titled “Protection of works and intellectual property” came to close the three days of conferences-debates which animated the mornings of the FIMA. In a globalized world in which works and creations circulate with fewer constraints than in the past, technological advances have unfortunately contributed to the production and spread of counterfeits, not to mention the phenomena of plundering, plagiarism, and misappropriation of works, cultural and creative experiences of which Africa is a victim. Identifying original products and works, assigning them a protected designation, granting them the benefit of intellectual property is a task to be undertaken urgently to prevent the looting of cultural and artistic works of which Africa is the first victim. The other concern is that most African artists are managed by non-African promoters who largely determine the career profile of those artists. The emergence of powerful international platforms for the dissemination of cultural and artistic works puts most African countries taken individually in a weak position concerning their own artists and creators, hence the call to create a pan-African organization to which African artists and creators could be affiliated, so that such an organization protects the rights and interests of African artists and creators and is empowered to negotiate with international digital platforms on behalf of all African artists and creators. The development of cultural places in Africa is also likely to contribute not only to promoting but also to protecting the cultural and artistic works of the African continent and the authors of those works.

This is essentially the message conveyed by the panelists of the round table, namely: Mr. Lotfi Aoulad, Program Manager at UNESCO for the Protection and Promotion of the Diversity of Cultural Expressions; Ms. Catherine Laski, Managing Director of Black Beauty Celebrities Magazine; and Ms. Anne Grosfilley, Doctor of Anthropology and Specialist in African Fashion and Textiles. The panelists stressed the need for creators to be informed about their intellectual property rights, for example through the addition of a module on this subject in initial and/or continuing training courses. They also affirmed that the cost of patent filing remains an obstacle to the protection of creations. This obstacle must be remedied so that all creators can exercise their rights, especially in this "globalized world where cultural misappropriation is debated, and in which one must be protected in order to be recognized," according to anthropologist Anne Grosfilley. The Artisan-Creator relationship was also part of the debate, because very often the importance of an economic return for the artisan and the valuation of his work when the objects created are produced in series. The restitution of works of art looted in Africa is on the agenda, and that is a good thing. What is less fortunate is that for years the original African fabrics and patterns have been subject to systematic copying and plundering without being particularly the concern of the populations or the leaders of Africa. The panelists proposed that African fabrics be subject to registration in the World Heritage list kept by UNESCO and to protection of their intellectual property. Initiatives should be taken to enhance and promote the production of African fabrics. A call was also addressed for consumers to be made aware of the need to dress African and to first and foremost buy local.
10 Candidates were shortlisted for the final phase of the Young Stylists Contest. They were: Isaoui Rabaa (Tunisia), Caroline Sani (Kenya), Anjali Borkhataria (Tanzania), Esarobo Gift (Nigeria), Bosson Joel Hermann and Konan Kofi (Côte d’Ivoire), Julia Agba (Nigeria), Kyere Kwaku Awiti (Ghana), Badane Gaîwe Rosita (Cameroon), and Ba Fatimata (Senegal).

Results of the Best Female/Best Male Young Fashion Designer Competition

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C) The Competitions: Best Female/Best Male Young Fashion Designer; Best Female Top Model and Best Male Top Model; Best Designer in Leather Goods, Jewelry, Fashion Accessories

To discover and promote young talents Africans, FIMA organizes three competitions: Young Designers, Top Model, Best Designer in Leather Goods, Jewelry or Fashion Accessories. 60 candidates from the 5 regions of the continent took part in the three contests launched for FIMA 2022.

At the end of the contest, the competition for Best Stylist was won by Mr. Konan Kofi from Côte d’Ivoire.

Mr. Konan Kofi holds a Technical Certificate in Fashion Design, as well as a Certificate of Professional Proficiency (CAP) in cutting and sewing. Aged 22, Mr. Konan Kofi became a Fashion Designer out of pure passion. “I like to say it often, I don’t just design clothes. I design for women, because I want to bring out the beauty in every woman. My outfits are made to bring out women’s assets, even the most hidden ones. All our raw materials are 100% made in Côte d’Ivoire. I use, for example of the 100% Ivorian woven loincloth. I sometimes use Western materials, but only upon request. Through my collection, I want the world to see that the future of fashion is in Africa. I want to show that Africa is finally heeding this call from the world, and I want to show that Africa is ready to conquer the world of beautiful and luxury”, explains The young winner.

Konan Kofi Hermann (Côte d’Ivoire)
1st Prize: Young Designer Competition
Results of the Best Female Top Model and Best Male Top Model Competition

32 Candidates were received for the competition of Top Model.
They are: Abdoul Wahid and Binta Boubacar Moussa (Niger), Aicha Cameroon and Josias Maliga Mboc (Cameroon), Alier Kul Deng and Jacelikine Mamoun Dreis (South Sudan), Achata Yatara and Badion Mangara (Mali), Geraldo Albino and Ladine Mendes (Guinea-Bissau), Hélène Astou N’Com and Jean Pierre (Senegal), Chelsea Martina and Joseloty Ebana (Equatorial Guinea), Junior Nidal Ouédraogo and Maimounata Nikilena (Burkina Faso), Marie Samaki and Meye Ulrich Lamy (Côte d’Ivoire), Princesse Pabou and Bichirou Mahamadou (Central African Republic), Nouhaila Aoudi and Youssouf Kayes (Morocco), Christ Agarem and Boiny Nyakou Kora (Togo), Alexane Lydia Marie-Cécile and Koue Kouassi Ahmed (Côte d’Ivoire), Junior Héricom Horta Da Veiga and Andriée Comés (Cabo Verde), Mariame Keita and Abdoulaye Diallo (Guinea), and Archange and Freedaah (Benin).

Nouhaila Aoudi (Morocco) 1st Prize of the Woman Top Model Contest
Koue Kouassi Ahmed (Côte d’Ivoire) 1st Prize of the Men Top Model Contest
Results of the Best Female Designer or Best Male Designer in Leather Goods, Jewelry, or Fashion Accessories Competition

10 Candidates were shortlisted for the contests for Best Designer or Best Designer in Leather Goods, Jewelry, or Fashion Accessories.

The Prize for Best Female Designer in Leather Goods, Jewelry, or Fashion Accessories was won by "Jacquie créations" by Jacquie ATANDJI from Togo.

The winner discovered this passion as a teenager when she began to create jewelry and launched the first brand of wax accessories and products in her country. The idea of the brand is to make the most of the ancestral heritage. Beads made up of glass, bronze, wax, coral, leather, or horn do mingle to create aesthetic and ethical products.
The fashion shows took place on December 9th, 2022 for the Pan-African Night, and on December 10th, 2022 for the Night of the Five Continents. They took place in the presence of the First Lady of Cabo Verde Mrs. Débora Carvalho, the former First Lady of Niger, Mrs. Aissata Clémence Baré, the Ambassador of Niger to Morocco, His Excellency Mr. Ada Salissou, the Mayor of Rabat Mrs. Asmaa Rhlalou, the world-famous designer Mr. Alphadi, the Secretary General of UCLG Africa Mr. Jean Pierre Elong Mbassi, as well as members of the diplomatic and consular corps, as well as partners and sponsors and a large number of festival-goers.

The creations of the biggest names of the world of African fashion took turn on the podium, in particular those of the "Magician of the desert" Alphadi, the Senegalese Mrs. Collé Ardo Sow, the Beninese Félicien Castermann, the Tunisian Mrs. Olfa Mehaoued, or the Moroccan Mrs. Amal Belcaid.

List of fashion designers present:

- Alia Baré
- Soukaina Elahia
- Chérifa Namoro
- Raki Thiam
- Coba Barro
- Chris zahilou
- Soumaya Bennani
- Anna Ngann Yonn
- Umarou Kante Alfa
- Lekondzou Sakia
- Kadidja Lyakoubi
- Edi Séssi
- Mounira Hassane
- Hamidou
- Mariem Sec
- Midaye Aboubacar
- Lucas Escalada
- Mouad Ladraa
Five Continents Night Fashion Show

List of fashion designers present:

- Alphadi
- Colle Sow Arde
- Desmo Design
- Belch/Faro
- Casterman
- Cilles Touré
- Patrick Assanté
- Dorren Mashika
- Karim Tazi
- Zacometi
- Amal Belkaid
- Lizou
- Sebastian Bazemo
- Mctelli
The 14th edition of the International Festival of fashion in Africa «FIMA» which took place from December 7th to 10th, 2022 at the Chellah site in Rabat ended on a note of general satisfaction.

The presence of some 300 delegates and 5,000 festivalgoers once again confirms the importance of FIMA in the agenda of international events and in the cultural universe of Africa. Created to restore African Fashion to the place it deserves in the restricted circle of international Haute Couture, it is clear that the goal of FIMA has been largely achieved and the 14th edition organized in Rabat is an eloquent testimony to this regard.

This 14th edition indeed benefited from significant media coverage, especially that it was the very first activity organized within the framework of the pan-African program for the celebration of Rabat, African Capital of Culture from which FIMA benefited.

Resulting from the three round tables organized within the framework of FIMA, the following recommendations were particularly highlighted:

1. Need to undertake a campaign to raise awareness among populations and decision-makers on the potential of the fashion sector and creative industries and the need to encourage the involvement of young talents in this sector;

2. Need to support the creation of the School of Fashion and Arts in Niamey, a project led by Alphadi in cooperation with the Government of Niger, with the aim of promoting the use of African fabrics and products in the manufacture of clothing and fashion accessories, but also need to document African knowledge and know-how to inspire creators and creativity on the one hand, and to promote synergy between craftsmen and creators on the other hand.

3. Need to take care about the protection of African works and creations and their authors, through the recognition of their intellectual property and the negotiation of their compensation at their fair value.

For these recommendations to be implemented, it is essential that the Public Authorities affirm a firm desire to support the fashion and creative activities sector, that the Business Community is convinced that this sector offers a good return on investment, and that the Media provide the best possible coverage of events and innovations in this sector.

Beyond its festive aspect, the FIMA thus provide a platform of reflection of primary importance to position the fashion sector and associated creative activities, among the activities participating in the structural transformation of the economies of the African continent. It is for this reason that it was agreed to make the FIMA a recurring activity in the celebration of African Capitals of Culture.

The first lady of Cabo Verde called for ecological innovation in creation. “Culture has the power to unify Africa and start a new era. I call on young designers to increasingly take the environment into consideration in order to offer eco-responsible collections. We don’t want fashion in Africa that pollutes the world”, declared Ms. Débora Carvalho.

For the Secretary General of UCLG Africa, Mr. Jean Pierre Elong Mbassi: “The organization of FIMA within the framework of the celebration of –Rabat, African Capital of Culture- aims to send a strong signal as to the importance of fashion, design, and creative professions to assert Africa’s image and place in a world where its market share in the creative industries is up for grabs; and to invite the populations and decision-makers of the continent to measure the potential of this sector to contribute to the creation of wealth, employment, and positioning of Africa in a market of fashion and creation in the process of being fully remodeled”.

The Mayor of Rabat said she was honored to welcome FIMA to her city and in particular to the historic site of Chellah, which bears witness to Morocco’s rich heritage. “Allow me to express to you my great pride for the appointment of Rabat as the first African Capital of Culture”, declared Ms. Azzama Rhalou.
### IV Appendices

**A) Statement of expenses**

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction and Upgrading of site hosting the Event</td>
<td>2 730 000 MAD</td>
</tr>
<tr>
<td>Event Ticketing</td>
<td>913 075 MAD</td>
</tr>
<tr>
<td>Accommodation and Catering for the Event</td>
<td>965 139 MAD</td>
</tr>
<tr>
<td>On-site Catering Services</td>
<td>246 170 MAD</td>
</tr>
<tr>
<td>Event site Transport</td>
<td>361 380 MAD</td>
</tr>
<tr>
<td>Event Printing Work</td>
<td>82 458 MAD</td>
</tr>
<tr>
<td>Event Administration</td>
<td>1 000 800 MAD</td>
</tr>
<tr>
<td>Communication Around the Event</td>
<td>1 556 800 MAD</td>
</tr>
<tr>
<td>Production of the Event</td>
<td>4 058 489 MAD</td>
</tr>
</tbody>
</table>

**Total Amount:** 11 914 310 MAD

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**B) Preparatory press conferences**

**First press conference:** September 13, 2022, at the UNESCO office in Paris, France.

- **Speakers:**
  - Mr. Seidnaly Sidahmed alias ALPHADI, Founding President of FIMA,
  - Mr. Jean Pierre Elong MBASSI, Secretary General of UCLG Africa and President of the African Capitals of Culture (CAC),
  - Her Excellency Mrs. Aïchatou BOULAMA KANÉ, Ambassador of Niger to France,
  - H.E. Mr. Samir Addahre, Ambassador, Permanent Representative of the Kingdom of Morocco to UNESCO,
  - H.E. Mr. Aboubacar Ibrahim ABANI, Ambassador and Permanent Delegate of Niger to UNESCO

**Second press conference:** September 28, 2022, at the Bravia Hotel in Niamey, Niger.

- **Speakers:**
  - Mr. Seidnaly Sidahmed a.k.a. ALPHADI, Founding President of FIMA,
  - Mr. Khalid BAHANE, Chargé d’Affaires of the Embassy of Morocco in Niger,
  - Mr. Tondi GAWEYE, 2nd Vice-Mayor of the city of Niamey
  - Mr. Ibrahim MAHAMAN, Director of Culture, Representative of the Minister of Culture, Tourism, and Handicrafts of Niger

**Third press conference:** October 05, 2022, at the La Tour Hassan hotel in Rabat, Morocco.

- **Speakers:**
  - Mr. Seidnaly Sidahmed a.k.a. ALPHADI, Founding President of FIMA,
  - Mr. Jean Pierre Elong MBASSI, Secretary General of UCLG Africa and President of the African Capitals of Culture (ACC),
  - His Excellency Mr. Salissou ADA, Ambassador of Niger to Morocco.
C) Preparation and organization of the 14th edition of FIMA

SHOW MARQUEE
With an area of 700m², the marquee of 30m/25m to house the fashion parade of young African designers in a personalized decor and made in honor of FIMA.
The marquee was equipped with technical equipment for sound and lighting, stage and podium, screens display and returns, all is detailed as follows:
- Platforms
- Lighting
- Sound
- Video & Projections
- Electrical Distribution
- Decoration
- Security & Air Conditioning

EXHIBITION MARQUEE
These tents have been equipped with technical equipment for lighting, the layout of the stands in mudslides equipped with chairs, tables and electrical racks, all detailed as follows:
- Platforms
- Lighting
- Sound
- Electrical Distribution
- Decoration
- Security

MODELS AND ARTISTS LODGES
These lodges have been carefully designed to offer all occupants a space that combines comfort and ergonomics in order to provide an adequate work area, as follows:
- Make-up area
- Dressing area
- Hairstyling area
- Lounge space

SITE ENTRANCE AND PRESS CONFERENCE AREA
The entrance of the site has been equipped with technical equipment for sound and lighting, all detailed as follows:
- Platforms
- Lighting
- Sound
- Video & Projections
- Electrical Distribution
- Decoration
- Security

EXHIBITION AND CONFERENCE AREA
The exhibition and conference area has been equipped with technical equipment for sound and lighting, as well as systems to hang paintings, all detailed as follows:
- Structures & Stages
- Lighting
- Sound
- Video & Projections
- Electrical Distribution
- Decoration
- Security

CATERING
During the 4 days of the Festival, True Events provided 400 daily meal boxes (200 lunch boxes and 200 dinner boxes) supplied by the master caterer and bakery PAUL for a total of 1600 boxes. Each box is composed of:
- A salad
- A sandwich
- A dessert
- A soft drink
5000 bottles of water were also provided for a number of 1250 bottles per day.

HUMAN AND TECHNICAL RESOURCES
In order to carry out its mission and ensure the smooth running of the facilities, as well as the proper management throughout the event, True Events has mobilized a large number of professionals:
- A project director
- A project manager
- 3 supervisors
- 20 technicians for the installation of tents and canopies
- 20 technicians for the technical installations [sound and lighting]
- 40 security guards / day
- 40 hostesses / day
D) Program of the 14th edition of FIMA

Official program of FIMA Rabat 2022 at the Chellah

Wednesday, December 7th, 2022
10h00 - 11h30 : Free entrance
Press accreditation
FIMA press conference
14h00 : Official opening of FIMA
14h00 - 19h00 : Free entrance
Exhibition of 4 Hands Paintings “Quarante & Alpatti”
African Textiles Exhibition
Exhibition of Designer’s Stand

Thursday, December 8, 2022
10h00 - 11h30 : Free entrance
Exhibition of 4 Hands Paintings “Quarante & Alpatti”
African Textiles Exhibition
Exhibition of Designer’s Stand
11h00 - 14h00 : Free entrance
Round Table
Panel 1 “Culture & Education”
20h00 - 23h00 : By Invitation
Fashion Gala
Young Designers Contest,
Top Models Contest,
Best-Jewelry Contest,
Best Leather Goods Contest,
Best Textile Contest.
23h00 - 03h00 : Afterparty - Hotel Oromo Terminus

Friday, December 9th, 2022
10h00 - 19h30 : Free entrance
Exhibition of 4 Hands Paintings “Quarante & Alpatti”
African Textiles Exhibition
Exhibition of Designer’s Stand
11h00 - 14h00 : Free entrance
Round Table
Panel 2 “Culture, Economy & Financing”
20h00 - 23h00 : By Invitation
Fashion Gala
“Pan-African Night”
32 African countries
23h00 - 03h00 : Afterparty - Hotel Oromo Terminus

Saturday, December 10, 2022
10h00 - 19h30 : Free entrance
Exhibition of 4 Hands Paintings “Quarante & Alpatti”
African Textiles Exhibition
Exhibition of Designer’s Stand
11h00 - 14h00 : Free entrance
Round Table
Panel 3 “Protection of works & Property”
20h00 - 23h00 : By Invitation
Fashion Gala
“The Night of the 5 Continents”
Europe, Africa, Asia, America and Oceania
23h00 - 03h00 : Afterparty - Hotel Oromo Terminus

E) Excerpts from press articles
THANK YOU
14th EDITION RABAT 2022
FIMA
International Fashion Festival in Africa

RABAT
African Capital of Culture 2022

December 07 – 10, 2022
Rabat - Kingdom of Morocco

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