

FORMAL RELEASE DATE: 10:00 A.M WAT, APRIL 10, 2026

PRESS RELEASE

FOR IMMEDIATE RELEASE

AFRICA LIVE ENTERTAINMENT CONFERENCE (ALEC) 2026 TO CONVENE INDUSTRY LEADERS IN JOHANNESBURG TO SHAPE THE FUTURE OF LIVE ENTERTAINMENT

Johannesburg, South Africa — April 10, 2026.

The **Africa Live Entertainment Conference (ALEC) 2026** will take place from **April 23–25, 2026, in Johannesburg, South Africa**, convening key stakeholders across music, touring, live events, policy, and investment to shape the future of Africa's live entertainment industry.

At a time when global attention is increasingly turning toward Africa's creative economy, ALEC is positioning itself as a **critical platform for strengthening the infrastructure required to support a thriving, interconnected touring circuit across the continent.**

The conference has received **formal endorsement from the National Council for Arts and Culture (NCAC) and the Lagos State Ministry of Tourism, Arts and Culture**, reinforcing its relevance within Africa's cultural and economic landscape.

PROGRAMME HIGHLIGHTS

Over three days, ALEC will host keynote conversations, panel sessions, a Women in Live Arts (WILA) Brunch, and closed-door roundtables focused on the industry's most pressing challenges — including artist mobility, visa access, touring logistics, infrastructure gaps, and access to financing.

- **Panel 1:** The State of African Live Entertainment — Infrastructure, Investment & Growth
- **Panel 2:** The Global Routing — Breaking African Artists into International Markets
- **Panel 3:** Festivals, Venues & the Fan Experience — Building World-Class Events on the Continent
- **Panel 4:** The Business of African Music — Rights, Royalties & Revenue
- **Panel 5:** The Johannesburg Commitments — Closing Roundtable
- **Flagship Session:** Touring Without Borders: Mobility, Visas & Regional Cooperation

KEYNOTE SPEAKERS

- **Amb. (Mrs.) Ninikanwa Olachi Okey-Uche, mni**, Consul General of Nigeria, Johannesburg
- **Olivier Laouchez**, Co-Founder & CEO, Trace TV
- **Sipho Dlamini**, President, Africa & Middle East, gamma
- **Mo Abudu**, Founder & CEO, EbonyLife

CONFIRMED SPEAKERS & PANELLISTS

ALEC 2026 brings together an exceptional and growing roster of practitioners, executives, artists, and policymakers from across the continent and the global African music diaspora. Among the confirmed participants are:

- **Amb. (Mrs.) Ninikanwa Olachi Okey-Uche, mni**, Consul General of Nigeria, Johannesburg
- **Cuthbert Ncube**, Chairman, African Tourism Board
- **Annabell Lebethe**, CEO, SAMRO
- **Amy Oraefo**, Entertainment Executive
- **Mamby Diomandè**, CEO, Sima
- **Dama Do Bling**, Mozambican Artist & Cultural Ambassador
- **Walter Wanyanya**, Director, Jacaranda Festival
- **Solomon Sonaiya**, Co-Founder, Livespot 360
- **Bizzle Osikoya**, Co-Founder, The Plug
- **Lerato Sengadi**, Entertainment Lawyer & Industry Advocate
- **Usher Nyambi**, Head of Media & Communications, ALEC

Further speaker and panellist announcements will follow via ALEC's official channels. Full programme details available at www.alec.africa.

ADVISORY BOARD

ALEC 2026 is guided by an advisory board comprising respected leaders across culture, media, policy, diplomacy, and the creative economy:

- **Lee Kasumba**, Founder & CEO, She Speaks Africa
- **Akintunde Marinho**, CEO, T.A.M.C
- **Solape Hammond**, Co-Founder, Impact Hub Lagos; CEO, Produce for Lagos Fund; former Special Adviser to the Lagos State Government on SDGs
- **Chim Chalemera**, Regional Director, Southern Africa & Country Director, South Africa — UK Department for Business & Trade
- **Bolanle Austen-Peters**, Founder, Terra Kulture & Terra Academy for the Arts (TAFTA)

The conference is also supported through collaboration with the **National Council for Arts and Culture (NCAC)**, with participation from its leadership, further strengthening the link between policy and industry development.

"Africa's live entertainment industry is full of potential, but unlocking that potential requires more than talent — it requires structure, collaboration, and intentional investment. ALEC was created to bring together the people shaping the industry, not just to have conversations, but to drive real, long-term outcomes for the continent."

— Sasha P (Anthonia Yetunde Alabi), Founder & Convener, Africa Live Entertainment Conference (ALEC)

With expected participation from stakeholders across Nigeria, South Africa, Kenya, Ghana, Senegal, and beyond, ALEC continues to establish itself as a catalyst for collaboration, deal-making, and long-term industry growth.

As Johannesburg prepares to host this landmark convening, ALEC 2026 presents a timely opportunity for media, policymakers, and industry leaders to engage with the future of African live entertainment on a global stage.

MEDIA CONTACT

Usher Nyambi

Head of Media & Communications

info@alec.africa | +234 818 453 2322

ABOUT ALEC

The Africa Live Entertainment Conference (ALEC) is a pan-African platform dedicated to strengthening the business infrastructure of live entertainment across the continent. Through strategic partnerships, policy engagement, and industry convenings, ALEC is building a more connected and commercially viable African entertainment ecosystem.

www.alec.africa | info@alec.africa

