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Govt, media leaders off to India for WAVES Summit

BY SIMANGA GAMEDZE
Mbabane

MINISTER of Foreign Affairs and International Cooperation Pholile Shakantu, had announced that the local media industry leaders will today travel to India to attend the World Audio Visual Entertainment Summit (WAVES) 2025.

The event will take place in Mumbai from May 1 to 4 at the Jio World Convention Centre

Shakantu shared the news yesterday during a press briefing held at Ramblas Restaurant in Mbabane. She said the Indian government had invited the Eswatini delegation to be part of the important summit. She explained that the summit would bring together media experts from all areas of the industry from around the world. The minister said government was very grateful for the opportunity, as this would be the first time that local media leaders attend such a summit in India. She said she hoped next year an even bigger team would be able to attend. Shakantu stated that future delegations could also include members from the Eswatini National Council of Arts and Culture and other government departments.

"I hope that they will be able to share ideas as we will also engage with other government officials to see what agreements can be signed," she said.

Shakantu also spoke about the strong relationship between Eswatini and India, adding that many Emaswati travel to India for studies through Indian scholarships and cooperations in agriculture and health sectors.

"We will look at how we can further develop these relationships," she added.

The minister said this trip was only the beginning, promising that government would support any new partnerships that the media professionals may form while in India. Meanwhile, the High Commissioner of India to Eswatini Ram Prasad hosted a lunch yesterday to honour Minister Shakantu and the Eswatini delegation at Ramblas Restaurant. The lunch celebrated the delegation's participation in the WAVES summit.

The Eswatini delegation is made up of government officials and professionals from the audio-visual and print media sectors. They will represent the country at the summit, which is expected to have wide international participation.

WAVES 2025 will officially commerce on May 1, and will be opened by the Prime Minister of India, Narendra Modi. During the event, world leaders will take part in the Global Media Dialogue. They will discuss cross-border cultural exchanges and how to promote partnerships through friendly government policies. Prasad said the WAVES Summit was India's first-ever global platform dedicated to the media and entertainment industry. He said ministerial delegations from several countries, along with experts and industry leaders from around the world, were attending the summit. India has a fast-growing and lively media and entertainment industry. This includes film, television, radio, print, digital media and live events.

The WAVES Summit aims to attract new investments, encourage collaborations, create more jobs and position India as a leading global hub for content creation.



Minister of Foreign Affairs and International Cooperation Pholile Shakantu with Indian High Commissioner Ram Prasad and other officials posing with members of the media travelling to India.

ESWATINI Observer
ENTERTAINMENT

'Baka Ngwane' movie trailer to be screened in India

BY SIMANGA GAMEDZE

EXCITING news for the local film industry as the trailer for the Siswati movie *Baka Ngwane* will be shown at the World Audio Visual Entertainment Summit (WAVES) 25 Summit, which will take place in India from May 1-4.

The announcement was made by Minister of Foreign Affairs and International Cooperation, Pholile Shakantu, during a press briefing held at Ramblas Restaurant yesterday. Shakantu said this was a big opportunity for the country's film industry to shine on the international stage.

"The trailer of the Siswati movie *Baka Ngwane* will be screened during WAVES. The summit will include the WAVES Bazaar, which will give creators and producers a global market to meet buyers, make collaborations, and explore co-productions," she said.

She also said the WAVES Summit would also have a section called WAVE-X. This would allow investors to meet creators, listen to pitches, and offer funding opportunities for new projects. Shakantu said this was a proud moment for the country's growing film industry. "Being featured at an international event like WAVES 25 will open many doors for the country's young filmmakers and artists," she said. Indian Minister Ashwini Vaishnaw said it would be a platform for high-level talks, business deals, and investment opportunities in the media and entertainment sector. "It will give all stakeholders a chance to showcase their talent and creativity to the world," Vaishnaw said.



India High Commissioner Ram Prasad with Minister of Foreign Affairs Pholile Shakantu after a press conference held at Ramblas Restaurant in Mbabane yesterday. *(Pic: Lucky Simelane)*

He also announced that winners of the 'Create in India' challenges would perform live during the summit. These talented creators wiould be awarded during the event.

He mentioned that several breakout sessions were planned where creators, investors, and artists could meet, share ideas, and form new partnerships. Sibusiso Dlamini, speaking on behalf of Tribe Studios and the producers of *Baka Ngwane*, said they were very excited. He said this was a chance for them to network and connect with Indian filmmakers. "It will be an opportunity to see how we can collaborate with them on future projects. We are proud that *Baka Ngwane* will be seen by a global audience," Dlamini said.

Baka Ngwane premiered last year in September on Independence Day. The film was shot and edited by Tribe Studios, with famous production director King Shaft Moropane, producer Sibusiso Dlamini and Minister Shakantu the executive producer.





The delegation that will be attending the WAVES summit from May 1-4 in Mumbai. (Courtesy pic)

Summit to unlock opportunities

BY NELISWA SIBIYA

MBABANE - In a notable display of international camaraderie, the high commissioner of India will be taking a delegation of emaSwati to partake in the WAVES Summit to strengthen the local entertainment scene.

India High Commissioner Ambassador Ram Prasad hosted the delegation at Ramblas Restaurant in Mbabane, in honour of Senator and Minister for Foreign Affairs and International Cooperation Pholile Shakantu, who will also be attending the World Audio Visual & Entertainment Summit (WAVES). The delegation, led by Minister Shakantu, comprises government officials and professionals from the audio-visual and print media sectors.

The WAVES summit is a landmark event in the global media landscape, and is set to be inaugurated by the Prime Minister of India, Narendra Modi.

During the Global Media Dialogue portion of the summit, world leaders will engage in discussions and deliberations aimed at exploring cross-border cultural exchanges and fostering collaborations through friendly policies.

Opportunity

Minister Shakantu said this will be the first opportunity for emaSwati to attend the summit and it will help unlock new opportunities for the country as they will be learning from a leading country in the field.

"This is a major opportunity for the entertainment space, as we all know that the country and India have a great relationship. Our attendance means that we will get a chance to network with experts in all sectors in the industry who will share their experience to develop the country," she said.

WAVES summit will take place from May 1, 2025, at the Jio World Convention Centre in Mumbai.

The event has attracted ministerial delegations from various countries, in addition to experts and industry leaders from the global movie and entertainment sectors.

India's media and entertainment industry is renowned for its rapid growth and vibrancy, encompassing a wide range of sectors including films, television, radio, print, digital media and live events.

Tribe Studios Director, Sibusiso 'Sparks' Dlamini said the platform is a groundbreaking opportunity for them as they will get a chance to learn from leading Indian Filmmakers.