

ISSUE 8

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M A G A Z I N E



The Creative Economy



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A portrait of Thoko Kadewere, the editor, is centered at the top of the page. She is a Black woman with her hair styled in a bun, wearing glasses and a white collared shirt. The background behind her is a colorful, abstract pattern of overlapping geometric shapes in shades of orange, grey, and pink.

Note from the Editor

Once upon a time, careers in the creative sector were frowned upon. They were deemed undependable, wayward, and were placed in the box of things that constitute a bleak and unpromising future. While we are yet to do away with those perceptions in their entirety, the creative sectors have undoubtedly redeemed themselves in a way that no one could have projected. I mean, who knew that governments and other authorities would push for self-employment, most of which involves the arts?

This is where most youths find themselves today – at the intersection of art as a career; passion as a means for both survival and earning a living. In this issue of ELYSIAN, we take a deep dive into the intricacies of the creative sector as an income generator, and the ways in which the powers that be are facilitating the rapid growth of the creative industries.

Reality is a constant reminder that ideas and talents are the key to progress and the financial security we all strive for.

The creative arts are not just a hobby or pastime activity, they are a redefinition of the culture of living, and earning our right to a fulfilling life. I invite you to embark on this journey of discovery, of learning, and of unlearning.

Thoko Kadewere
EDITOR



The Creative Economy

Over US\$50 billion from the cultural and creative sectors was lost in the COVID-19 pandemic in 2020...



Africa's Soft Power

Can Africa's creativity
transform the continent?

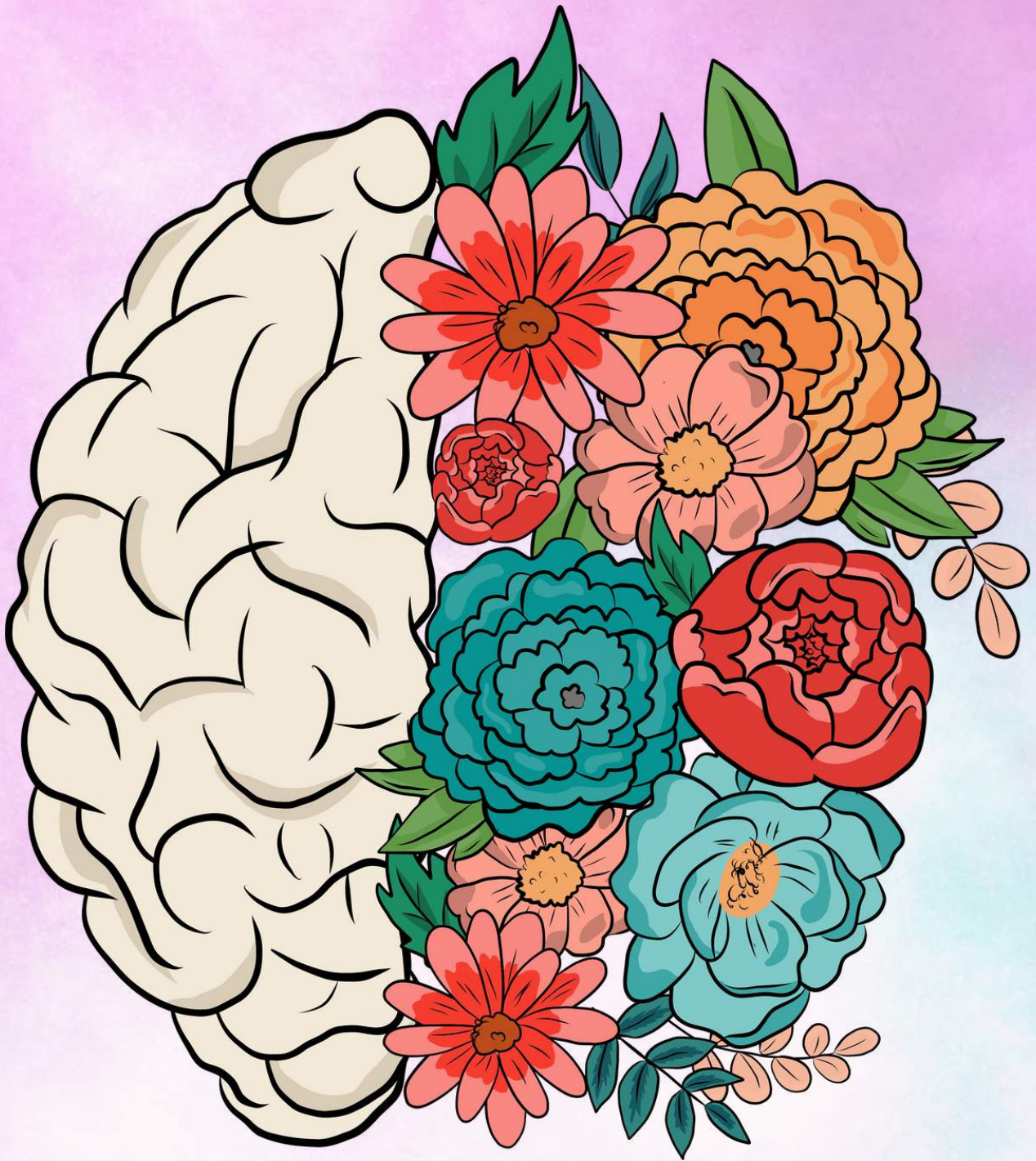
A summary of a
nine-country survey
September 2022



WISDOM PHANGA

Talks about the growth of the Malawi music industry





How to Effectively Handle Creative

Burnout

By Louisa Msiska



The African Continental Free Trade Area (AfCFTA) Agreement: What You Need To Know About It



The AfCFTA: A NEW ERA OF TRADE



**DON'T
GET**



CANCELLED

How To Manage Angry Online Customers in 2023

By Denzel Machaka

“Social Media Management is more than just creating content, posting it, or tracking analytics.”

A BRIEF OVERVIEW



TOURISM INDUSTRY AWARDS



You have
to believe it
can be
done before
it can be
done