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SPEECH DELIVERED BY DeKUT COUNCIL CHAIRMAN DURING THE LAUNCH OF THE KENYA FILM COMMISSION CINEHUB, NYERI HELD ON FRIDAY, 14TH JULY 2026, AT DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY

Acknowledgements

- Hon. Joe Mucheru, EBS, Former Cabinet Secretary for the Ministry of Information, Communications and the Digital Economy of Kenya;
- Dr. Lucy Ndumba Kiogora, CECM, Department of Trade, Tourism, Culture and Cooperative Development, Nyeri County;
- Mr. Sudi Wandabusi, Chairperson, Board of Directors, Kenya Film Commission;
- Members of the Board, Kenya Film Commission;
- Mr. Timothy Owase, MBS, CFC Chief Executive Officer, Kenya Film Commission;
- Prof. Eng. Peter N. Muchiri, DeKUT Vice Chancellor;
- Prof. Eddy Owaga, DeKUT Deputy Vice-Chancellor, Academic Affairs and Research;
- Prof. Esther Magiri, DeKUT Deputy Vice-Chancellor, Administration and Finance;
- All invited guests;
- Ladies and gentlemen;

Good morning?

1. **Welcoming**

It is my great pleasure, on behalf of the Council of Dedan Kimathi University of Technology, to welcome you all to DeKUT for the launch of the DeKUT-KFC CineHub. We warmly welcome representatives from the Ministry of Youth Affairs, Creative Economy and Sports, Nyeri County, and our partners from the Kenya Film Commission (KFC). We sincerely appreciate KFC for partnering with DeKUT and recognising the University's potential to empower young people and create opportunities within Kenya's growing creative economy.

This partnership is an important milestone for DeKUT and demonstrates the value of collaboration between government, academia and industry. The Council appreciates that the CineHub is more than a facility; it is a platform for talent development, creativity, skills development, innovation and entrepreneurship**,** with the potential to transform the lives of our young people.

2. **DeKUT Council's Commitment**

Ladies and Gentlemen,

As the Council of DeKUT, we wish to reaffirm our support for the CineHub initiative.

We recognise the CineHub as an important addition to the University's broader ecosystem of innovation, technology and entrepreneurship. The Council remains committed to providing the necessary strategic support to ensure that this initiative achieves its intended objectives and delivers meaningful value to our students, young creatives and the wider community.

We believe that initiatives such as the CineHub are aligned with the University's broader responsibility of preparing young people not only for employment, but also to become innovators, entrepreneurs, creators and problem-solvers**.**

3. **DeKUT's Innovation and Entrepreneurship Ecosystem**

Ladies and Gentlemen,

One of DeKUT's strengths is its established ecosystem in technology, innovation and entrepreneurship, including DeHUB, which supports innovation and enterprise

development. The CineHub will further strengthen this ecosystem by bringing together the creative and film industries with technology, innovation and entrepreneurship, creating opportunities for young people across filmmaking, acting, directing, photography, animation, digital content, sound, editing and marketing.

The creative industries are no longer simply about entertainment; they are a significant part of the modern creative economy, contributing over 5% to Kenya's GDP and providing opportunities for young people to develop skills, establish businesses, create employment and drive economic growth.

4. **Why DeKUT?**

As the Premier University of Technology, DeKUT is well positioned to facilitate this convergence. We can bring together our expertise in technology and innovation with the creativity and talent within the film and creative industries. In doing so, we can support the development of solutions, products, services and enterprises that respond to the needs of our society and contribute to the national economy.

While we celebrate this partnership with the Kenya Film Commission, I would also like to use this opportunity to call for deeper and broader collaboration with the Ministry of Youth Affairs and Creative Economy.

There is significant potential for the Ministry and DeKUT to work together in developing programmes that connect the University's innovation and entrepreneurship ecosystem with national youth empowerment and creative economy initiatives.

Such collaboration could provide young people with greater access to skills development, mentorship, innovation programmes, entrepreneurship training, industry linkages, incubation and markets. We should also explore opportunities that extend beyond our students and reach young people within the wider community.

The Council is open to such partnerships and remains committed to supporting initiatives that contribute to youth empowerment, innovation, entrepreneurship and national development.

5. Conclusion

Ladies and Gentlemen,

To our students and young creatives, I encourage you to seize the opportunities offered by the CineHub and the wider DeKUT ecosystem. Be curious, innovative and willing to experiment and learn. Do not limit yourselves to being consumers of creative content; aspire to be creators, innovators and entrepreneurs.

Turn your ideas and talents into solutions and businesses, and use your creativity, technology and skills to address challenges in our communities. The future belongs to those who create opportunities, and DeKUT is committed to enabling our young people to do just that.

Ladies and gentlemen,

Let us build an ecosystem where creativity meets technology, talent meets opportunity, and ideas become innovations and enterprises that create employment and drive our national economy.

I congratulate the Kenya Film Commission, DeKUT Management, staff and students as well as all stakeholders who have made the CineHub a reality. This initiative will create new opportunities for our young people and strengthen DeKUT's role in advancing film, creativity, innovation and entrepreneurship in Kenya. Once again, I warmly welcome you all to Dedan Kimathi University of Technology.

Thank you. Asanteni sana.