FOR IMMEDIATE RELEASE

Registration Opens for MACEiCA 2026 as Abuja's Creative Industry Gathers to "Decode" Its Future

A working-session conference, a fashion runway, a creative marketplace and the MiA Award Ceremony: 26–27 November 2026, Abuja

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ABUJA, Nigeria - 2 November 2026 - The Made In Abuja Creative and Entertainment Industry Conference and Award (MACEiCA) has opened registration for its 2026 edition, inviting creatives, entrepreneurs, brands, media, public institutions and investors to join a two-day gathering on 26-27 November 2026 in Abuja. Held under the theme "Decoding Abuja's Creative and Entertainment Industry Ecosystem: Trends, Opportunities, and Challenges," the edition is convened by Gabriel Ubochi, Managing Director of Made In Abuja Entertainment Media, to recognise talent, connect the ecosystem and open pathways between creativity and commerce. Anyone who wants to take part can register now at www.miaaward.ng/register, and there is no registration deadline. The venue is Chinua Achebe Conference Center @Mamman Vatsa Writers Village Abuja.

The conference day, 26 November, is designed as a practical industry working session rather than a series of speeches. It features five keynote addresses and four cross-sector panels, moving from policy and infrastructure, through finance and intellectual property, to production, distribution, audiences and commercial growth. Panel topics include the policy and skills environment for creative work, how creatives can earn from and protect their intellectual property, the journey of content from idea to audience, and how fashion, live experiences and tourism can be turned into commercial opportunity.

The day closes with the MACEiCA Industry Action Note, which will set out priority recommendations, potential partners, action owners and proposed next steps. The organisers have committed to publishing a summary of findings within seven days, sending relevant actions to each stakeholder group within 14 days and holding a virtual follow-up with willing partners within 30 days, so that conversations continue after the event.

The edition also includes a Fashion Runway Exhibition Show, which will serve as a live case study of design, talent, sponsorship, media and commerce at work. It is joined by the Creative Marketplace, a meeting point for creative businesses, service providers, entrepreneurs and potential customers or partners, and the MiA Award Ceremony, which celebrates achievement and contribution across the creative and entertainment industries.

Registration is open to everyone with a stake in Abuja's creative economy, including:

- Creative practitioners such as artists, musicians, filmmakers, actors, comedians, designers, models, photographers, writers and content creators
- Creative business owners, agencies, production companies, fashion labels and event professionals
- Public institutions, corporate organisations, sponsors and investors
- Media, professional associations, foundations and development organisations
- Students and emerging talent

According to the organiser, previous editions of the platform have featured more than 200 nominees across categories and more than 50 industry speakers, networked over 500 industry professionals and showcased

more than 1,000 creative talents across seven or more sectors of the creative economy.

> *“Together, we can turn conversations into connections, talent into opportunity and ideas into lasting value.”*
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> **GABRIEL UBOCHI, FOUNDER / CONVENER, MACEiCA**

MACEiCA also welcomes institutional, corporate, knowledge, media, marketplace, creative and technical, and development partners. Organisations interested in partnering with the 2026 edition can write to marketing@miaaward.ng. Speakers, panelists and award categories will be announced on www.miaaward.ng once confirmed.

HOW TO REGISTER

- **Where:** www.miaaward.ng/register
- **Deadline:** None. Registration is open now.
- **Who can register:** creatives, businesses, institutions, media and the general public

MACEiCA 2026 AT A GLANCE

- **Event:** Made In Abuja Creative and Entertainment Industry Conference and Award (MACEiCA) 2026
- **Dates:** 26–27 November 2026 (conference day: 26 November)

· Location: Chinua Achebe Conference Center @Mamman Vatsa Writers Village Abuja

- **Theme:** Decoding Abuja’s Creative and Entertainment Industry Ecosystem: Trends, Opportunities, and Challenges
- **Website:** www.miaaward.ng · **Social media:** @maceica_ng

ABOUT MACEiCA

The Made In Abuja Creative and Entertainment Industry Conference and Award (MACEiCA) is a platform focused on recognising, connecting and advancing creative talent and enterprise associated with Abuja and the wider Northern Nigerian creative landscape. Convened by Gabriel Ubochi and organised through the Made In Abuja Entertainment Media platform, MACEiCA brings together practitioners, entrepreneurs, industry leaders, public institutions, brands and media across film, music, fashion, media, comedy, digital content and live experiences. Its programme combines industry dialogue, fashion presentation, marketplace activity and awards recognition. Learn more at www.miaaward.ng.

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