



AFRICAN MEDIA CAMPUS
FOUNDATION

AFRICAN
MEDIA
CAMPUS

Transforming media studies in Africa



We believe we can both help the media industry meet its recruitment needs and support talented young professionals in the pursuit of their professional goals by bringing the industry to campus.

Our ambition is to bring together industry leaders and the world's best media education providers to overhaul media studies in Africa.

We work to promote media studies built on industry standards and vocational training supplied by industry mentors, putting theory into practice and talent to work.

Najib Gouiaa
Founder

Our Mission

We are an international education-driven non-profit organisation, dedicated to enhancing academic and skills-based learning for the media and creative industries in Africa.

Convinced that sharing is the essence of knowledge production, we will work with partners to drive the best and most innovative solutions, and:



Support education infrastructure projects
with targeted learning outcomes



Promote pioneering sector-specific research and innovation



Provide specialized scholarships



Establish a dialogue
with industry stakeholders



Source valuable industry equipment



Secure world-class university partnerships



Facilitate unique networking opportunities
for students at critical junctures in their careers





Our Commitments

BRIDGE THE GAP BETWEEN ACADEMIA AND INDUSTRY

Although the creative and media industries are growing in Africa, human resource are scarce. Without hands-on training, there will continue to be a deficit in the necessary skills and qualifications required to innovate at industry level.

We will link media and academia by coordinating partnerships that deliver vocational courses and training. This will help bridge the skills gap the media industry faces in Africa, and foster graduate employability by arming students with the necessary industry experience and tools to unlock their careers.

BRING WORLD-CLASS UNIVERSITIES TO THE CONTINENT

Most African countries are still developing their higher education systems and do not yet have access to many – or even any – world-renowned institutions.

We aim to create the conditions and connections to attract leading universities from across the United States, Europe and Asia to Africa, helping them set up branch campuses dedicated to media studies, and creating educational and training hubs mixing industry and academic excellence.

SUPPORT MEDIA STUDENTS' QUALIFICATIONS

The growth and career of many talented Africans is stunted by a lack of access, financial resources, and opportunities to pursue the media studies they seek.

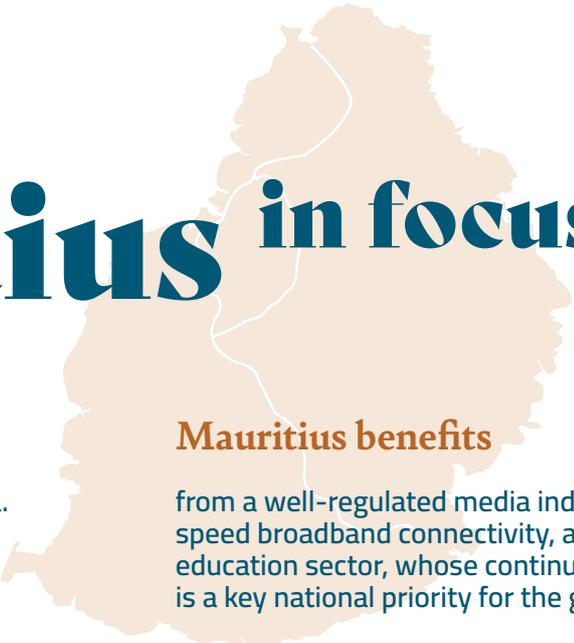
The foundation is committed to support aspiring media studies students by offering scholarships for the universities, technical colleges, and vocational programs it will develop; by securing internships with industry partners; and by assisting with access to career opportunities across all areas of the media and creative markets.

MEET THE DEMAND FOR MEDIA STUDIES IN AFRICA

All in all, the demand for media studies in Africa requires a higher level of teaching expertise; an adequate provision of equipment for students; a more supportive environment; and an increase in funding. .

Our actions will be geared towards catering to all of these needs, with the help of donors, sponsorships from the media industry, and partnerships with the world's leading media education providers.

Mauritius in focus



Mauritius is a gateway

to both Francophone and Anglophone Africa. Perfectly bilingual, connected to Asia and Europe – it is a model of diversity and an ideal destination for African students.

Mauritius recently announced new policies

to facilitate the expansion of campuses to include international university branches.

Mauritius benefits

from a well-regulated media industry, high-speed broadband connectivity, and a booming education sector, whose continued expansion is a key national priority for the government.

From 2024 Mauritius will welcome major international

media companies, located in the heart of the global multimedia hub, MediaCity Mauritius.

Our structure

The African Media Campus Foundation is an independent non-profit organisation, registered in Mauritius.

Our legal status underpins the transparency and inclusivity we strive for in enabling synergies between existing academic and industry resources, for the benefit of Africa and the international media ecosystem.

Our strategy is supported by an Advisory Board, composed of international specialists offering their experience to the development of our goals, the assessment of our impact, and the growth of our network.

The Foundation is funded by philanthropic donations from external donors, as well as institutional grants.



2024

The AMC Foundation's main project is the creation of a Media Campus at the heart of MediaCity Mauritius



MediaCity Mauritius is an integrated hub for the media and creative industries in Africa. It will open its doors in 2024 and host the African Media Campus, as well as major industry players.

MediaCity Mauritius aims to couple its state-of-the-art production and distribution hub with our first African Media Campus, thereby connecting talent with industry.

This leading academic campus will provide African students with both the academic background and the practical training required to pursue a career in the media and creative industries, and create a formidable pipeline of talent for the media city to tap into.

IT WILL BOAST



A MediaCity School

providing a mixture of academic and technical qualifications, as well as hands-on experience in specialist pathways such as TV & Radio, Graphic Design, Interactive Media, and Gaming.



A world-class university

with digital and media expertise, dedicated to African media studies.

We are currently in advanced discussions with leading academic institutions interested in joining our campus.



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Citadelle Mall - Sir Virgil Street | Port-Louis - Mauritius | contact@africanmediacampus.org
www.africanmediacampus.org