



2024

SAUTI ZA BUSARA

Festival Report



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1. STATEMENT

"As the President of Zanzibar, I am profoundly aware of the crucial role that Sauti za Busara plays in shaping not only the cultural landscape but also the economic vitality of our beautiful island. Sauti za Busara Festival stands as a beacon of our rich heritage, drawing artists, musicians, and cultural enthusiasts from across the globe to celebrate the diversity and creativity that defines Zanzibar. Beyond its cultural significance, Sauti za Busara Festival serves as a catalyst for economic growth, driving tourism, supporting local businesses, and creating employment opportunities for our people. By showcasing the vibrant arts and culture of Zanzibar, Busara Festival strengthens our global reputation, attracting visitors who contribute to the prosperity of our communities. As we continue to foster the legacy of Sauti za Busara, let us reaffirm our commitment to preserving and promoting our cultural heritage while harnessing its immense potential to fuel sustainable development and prosperity for generations to come."

**Dr. Hussein Ali Mwinyi, President of Zanzibar
Zanzibar, March 2024**





Sauti za Busara is organised by Busara Promotions, a non-governmental, non-profit organisation as registered in Zanzibar since 2003

OUR VISION

Increased social cohesion and economic growth in Zanzibar, as fuelled by a wider appreciation of local, regional and international music uniquely connected to Africa.

OUR MISSION

- To provide professional employment opportunities in an East African music industry that is connected and in exchange with other regions.
- To provide platforms for expression and celebration of cultural pluralism.
- To organise a globally acclaimed African music festival annually, that is inclusive to local and international audiences.

www.busaramusic.org

2. WELCOME NOTE FROM THE FESTIVAL DIRECTOR

Music connects people of all ages, promoting unity and solidarity across borders.

Sauti za Busara is organised by Busara Promotions, a non-profit NGO registered in Zanzibar. Each year in Stone Town, the festival brings together people of different backgrounds to celebrate the power of African music. Whilst showcasing music from across the Continent, the event also builds respect for cultural diversity and promotes local livelihoods.

As organizers, we consider it our primary foremost obligation to ensure that the festival continues to yield positive outcomes for society at large. By promoting celebration and unity, the festival preserves our cultural heritage and emphasizes activities that enhance knowledge, skills, and income generation for local populations, with a particular focus on women, youth, and marginalized communities.

The 21st edition took place from February 9th to 11th, 2024, and featured artists from across the African continent, showcasing the wealth and diversity of African music. Over three days, people from across the globe celebrated 30 live performances, with 27 held in the Old Fort, Stone Town, and three performances in Fumba Town at the Busara Plus Event—an additional event organized and fully funded by Fumba Town, a project by CPS.

This year's edition was themed 'Moving Diversity,' which resonated strongly with artists, ambiance, and audiences alike. Since its inception in 2004, Sauti za Busara has attracted thousands of musicians and visitors from all over the world, meeting and exchanging their diverse backgrounds, which literally "moved" their diversities and created new encounters and cultural moments.

We extend our esteemed heartfelt gratitude to everyone who contributed to the success of this event — be it donors & sponsors, volunteers, festival crew, audiences, or staff.

Our commitment to continuous improvement remains steadfast, and we appreciate those who have shared their feedback; we will use it to enhance future editions.

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As the end of each festival marks the beginning of preparations for the next, we are now gearing up for the 22nd edition, scheduled from February 14th to 16th, 2025. We remain optimistic about its success and promise another remarkable edition of Sauti za Busara.

**Journey Ramadhan, Festival Director
Zanzibar, March 2024**



3. NOTE FROM THE MANAGING DIRECTOR



Taking over from Yusuf Mahmoud, who ran the festival for 20 years, has been a humbling experience. Yusuf has left behind a great legacy, and I admire him for founding and nurturing Sauti za Busara for two decades. His support during the transition period has been invaluable. He left behind an amazing team, solid structures, and a magic formula, all of which I learn from every day. Having said that, without the relentless dedication and passion from the festival's key team members: Journey Ramadhan, Safina Juma, Zakialulu Mdemu, Abdulrahman Majid, and Lewis McAra, it would not be possible to make the festival happen.

Looking ahead, ensuring the festival's growth and sustainability, we need strong and resilient structures. Busara Promotions as the festival's backbone, will be strengthened and developed into a more resilient and self-sustaining organization. To meet this challenge head-on, we're crafting a new strategic plan for the NGO spanning 2024-2029 prioritizing income generating activities, while maximizing the festival's value. We will expand the organization's horizon by exploring its potential as an art accelerator in Zanzibar and beyond. With a focused approach and strong strategy, we are confident we can fulfill our core mission of strengthening the live music and cultural sector in Zanzibar.

Taking the first steps towards our goals, we have launched a monthly showcase at the Kwetu Kwenu community market in Fumba Town. Creating a new platform for live musicians from the island and beyond, offering more permanent showcase opportunities and increased exposure for up-and-coming musicians on a professionally run stage, at the same time offering a more regular training platform for new and existing technical staff. Expanding our capacities in technical production and event organization for various clients throughout the year, is another small stepping stone towards a more sustainable future of Busara.

Looking back at the 21st Edition of Sauti za Busara, we are proud to have featured a stellar line-up, featuring promising African talents alongside rising legends. Notably, we made history by featuring Made Kuti, Fela Kuti's grandson, with an outstanding 13-piece band in his first ever headlining show on the African continent outside of Nigeria. Followed by rave reviews, his performance did not disappoint and has set the path for a new era of Afrobeat music.

Our theme "Moving Diversity" was visible via the numerous different shows and genres featured – ranging from Traditional to Hip Hop, Jazz, Taarab Fusion, Spiritual, Rock, Singeli, Electronic and various other mixed-genres.

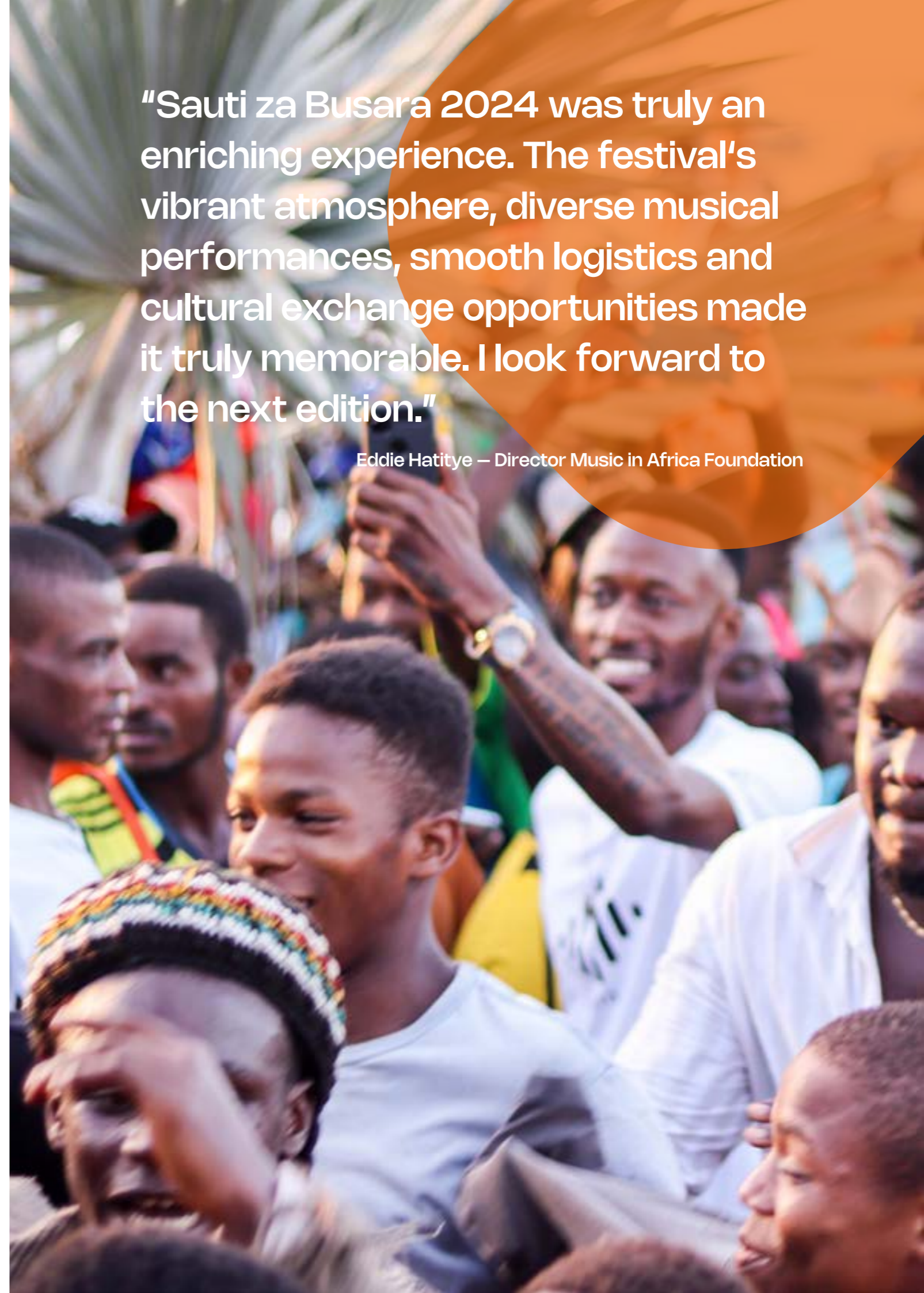
We've received numerous feedback from both our audiences and stakeholders, all noting a fresh thrill and exhilarating atmosphere at the festival, indicating the positive impact of the initial small changes we've made. With this newfound energy and excitement surrounding our brand, along with new partners and sponsors, we're confident to produce an even higher-caliber festival. We aim to showcase strong headliners and upcoming talents while improving sound and lighting production, as well as overall visitor experience.

We invite you to join hands with us, become part of one of Zanzibar's most exciting experiences and uplift Sauti za Busara. Together let's demonstrate to the world that Zanzibar and Tanzania are among the top musical and cultural destinations of the World.

Lorenz Herrmann, Managing Director
Zanzibar, March 2024

"Sauti za Busara 2024 was truly an enriching experience. The festival's vibrant atmosphere, diverse musical performances, smooth logistics and cultural exchange opportunities made it truly memorable. I look forward to the next edition."

Eddie Hatitye – Director Music in Africa Foundation



4. THE IMPACT OF SAUTI ZA BUSARA

The impact of Sauti za Busara extends significantly beyond its annual festivities, leaving a lasting imprint on both the local community and the wider music industry. Here are several key facets of its impact:

Economic Stimulus: Sauti za Busara injects a substantial amount of revenue into the local economy of Zanzibar, benefiting various sectors such as hospitality, dining, and transportation. The festival's ability to draw tourists creates job opportunities and fosters economic growth in the region.

Cultural Preservation and Promotion: By showcasing a diverse array of traditional and contemporary music from East Africa, Sauti za Busara plays a pivotal role in celebrating and preserving the rich cultural heritage of the region. This not only instills a sense of pride within local communities but also promotes cultural exchange and mutual understanding among global audiences.

Nurturing Emerging Talent: Sauti za Busara serves as a prominent platform for emerging artists from Africa and beyond to showcase their talents on an international stage. Through its emphasis on originality, innovation, and artistic quality, the festival helps launch the careers of promising musicians and exposes them to new opportunities for growth and recognition.

Advancing Diversity and Inclusion: The festival is committed to featuring a diverse lineup of artists, including women and marginalized groups, thereby promoting inclusivity and challenging industry stereotypes. By amplifying the voices of underrepresented communities, Sauti za Busara fosters a more equitable and inclusive music industry.

Cultural Diplomacy: Sauti za Busara facilitates cultural exchange and diplomatic relations by bringing together artists, industry professionals, and audiences from diverse backgrounds. Through the universal language of music and dialogue, the festival fosters connections that transcend geographical and cultural boundaries, promoting cross-cultural understanding and collaboration.

In conclusion, Sauti za Busara's multifaceted impact underscores its significance as a catalyst for economic development, cultural enrichment, and social cohesion within the region and beyond.



Website Interaction

5. THE MUSICAL MAGIC

Sauti za Busara is one of the top platforms on the African continent dedicated to showcasing upcoming & established African talents alike. Maintaining its reputation for over two decades, is a prime occasion for both music lovers and music professionals to experience and scout for new talents. Local stars like Siti & The Band and the Malawian Madalitso Band demonstrate how performing at the festival can greatly amplify the paths of upcoming artists, eventually leading to international careers. It is a well sought-after platform, with 500+ musicians seeking to showcase their talent applying every year.

Besides being a well-known platform for emerging artists, Sauti za Busara has featured performances by globally renowned African music stars in the historic venue of the Old Fort in Zanzibar. Artists such as Ebo Taylor (Ghana), Tiken Jah Fakoly (Ivory Coast), Cheikh Lo (Senegal), Sampa The Great (Zambia), Nneka (Nigeria), Made Kuti & The Movement (Nigeria), BCUC (South Africa), Blitz the Ambassador (Ghana/USA), Bassekou Kouyate (Mali), Bi Kidude (Zanzibar), Mokoomba (Zimbabwe), Alikiba (Tanzania), Didier

Awadi (Senegal), DDC Mlimani Park Orchestra (Tanzania), Sarabi (Kenya), Samba Mapangala (DRC), Jagwa Music (Tanzania), and many more have shared their magic on Busara's stages, manifesting its international reputation as one of the best festivals in Africa and worldwide.

The uniqueness of Sauti za Busara's programming stands out for its diverse genres of African music playing on the same stage, creating a slow and steady incline of the vibe usually climaxing with the final act each day concluding the main stage performances. Featuring four stages, including free daytime performances, the festival offers different experiences, from family-friendly vibes with numerous youths from Zanzibar and beyond, admiring the skilled musicians. At night, the Old Fort lights up with music and colourful lighting. The Amphitheatre stage offers a more intimate experience, while the main stage meets international standards and caters to visitors who enjoy impressive sound, stage, and light displays. A magical backdrop to experience the vast diversity of the African continents music and culture.

"Sauti Za Busara was a beautiful experience and I was honoured to be a part of it. "

Mádé Kuti – Musician and Grandson of Fela Anikulapo-Kuti



6. THE ARTISTS



MUBBA
(Tanzania)



SHOLO MWAMBA
(Tanzania)



MUHONJA
(Kenya)



WAKAZI
(Tanzania)



MARY ANIBAL
(Zimbabwe)



FRANCESCO NCHIKALA
(DRC+ Zambia)



ALIDDEKI BRIAN
(Uganda)



SWAHILI ENCOUNTERS
(Zanzibar + Various)



THE BROTHER
MOVES ON
(South Africa)



SIBU MANAI
(Reunion)



FLYING BANTU
(Zimbabwe)



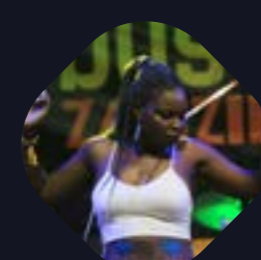
Mádé Kuti & The
Movement (Nigeria)



AFROPENTATONISM
(Niger+ Ethiopia)



SITI & THE BAND
(Zanzibar)



SELMOR MTUKUDZI
(Zimbabwe)



STEWART SUKUMA
& BANDA NKHUVU
(Mozambique)



BRAIN BOY
(Zanzibar)



ANUANG'A &
MAASAI VOCALS
(Kenya)



WARRIORS FROM
THE EAST BAND
(Tanzania)



AFRICULTURE
(Tanzania)



TAMIMU
(Tanzania)



LWENDO AFRIKA
(Tanzania)



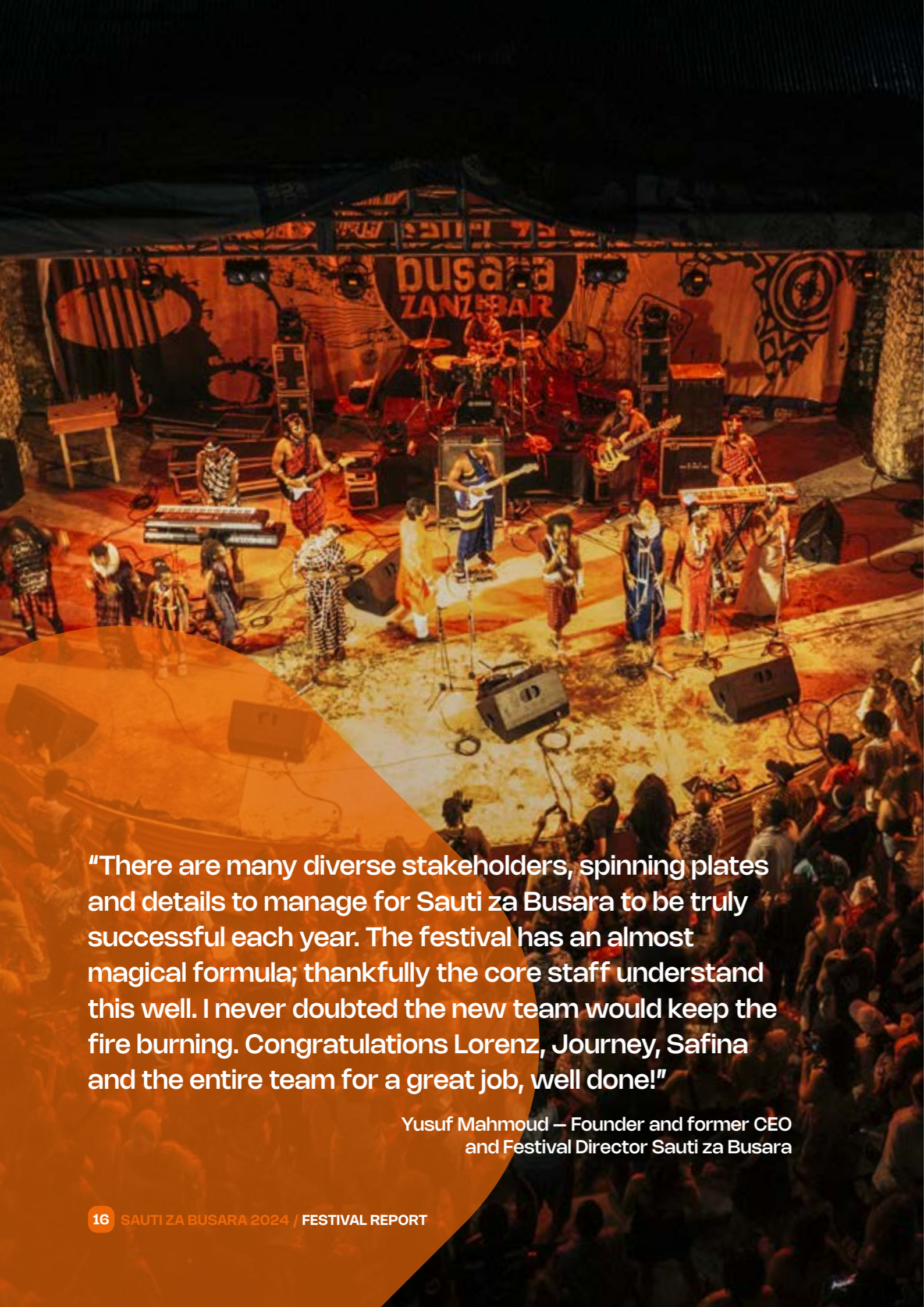
DOGO FARA
(Reunion)



ZOË MODIGA
(South Africa)

"...It was lovely to see people from across the World come together to celebrate music and culture. A big thank you to the exceptional team behind the festival who went above and beyond to make sure we had an incredible time."

Madé Kuti – Musician and Grandson of Fela Anikulapo-Kuti



"There are many diverse stakeholders, spinning plates and details to manage for Sauti za Busara to be truly successful each year. The festival has an almost magical formula; thankfully the core staff understand this well. I never doubted the new team would keep the fire burning. Congratulations Lorenz, Journey, Safina and the entire team for a great job, well done!"

Yusuf Mahmoud – Founder and former CEO and Festival Director Sauti za Busara

7. THE NEW BUSARA EXPERIENCE

Under the new management in 2024 Sauti za Busara Team and Crew put a strong emphasis on creating an enhanced experience for audiences, artists and partners alike. Although there is extremely limited space within the Old Fort, making it difficult to add more spaces for vendors and partners, we did our best to enhance the available real estate to maximize the experience for everyone.

Starting at the entrance, where a stretched-out ticketing counter and two lines for security check assured quicker accreditation and checks, resulting in decreased waiting lines for the visitors to enter the venue. During the accreditation process, visitors were introduced to the new cashless payment system, allowing for quick service at the bars and food vendor stations.

Making history with introducing cashless payments for the first time in a Tanzanian festival, we had overwhelmingly positive feedback from the audience, as cues at the bars we're at a minimum for the first time in Busara's history, and visitors did not need to worry about carrying cash in the late festival hours.

Besides the technological advancements, we laid a great emphasis on enhancing our VIP areas. Whilst on the Amphitheatre stage, we introduced a VIP seating area for the first time in Busara's history, we also enlarged the main stage VIP, added a bar and benches for further convenience of our guests.

Last but not least we managed to secure new partnerships with private companies, benefiting the festival and audiences alike. Kenya Airways offered a 20% discount on all tickets to the Island during the period of the Festival, TigoZantel offered easy registration and

access to networks during the festival, and CRDB bank offered opening of bank-accounts in no-time while powering our POS stations whilst also contributing to the festival. All companies and partners were granted branding and exposure according to their contribution to the festival.



8. FUMBA TOWN & BUSARA PLUS

Since their commitment in October 2023, Fumba Town – a project by CPS – has served as a core supporter of Busara Promotions, ensuring the NGO's continuation for the next three years. This commitment illustrates their passion for cultural advancement and their dedication to the overall development of Zanzibar.

To demonstrate to both visitors and locals the progress of Fumba Town as it evolves into a thriving community, Busara hosts a monthly showcase of live music during the Kwetu Kwenu Community Market. A special edition is held during the Festival Weekend known as Busara Plus, expanding the Festival from former three to now four stages!

This year, captivating performances by Dogo Fara (Reunion), Zoe Modiga (South Africa) and Sinaubi Zawose (Tanzania) drew an estimated one thousand visitors

to the newly established eco-city, just a 20-minute drive from Stone Town. Alongside the music, 93 vendors showcased their locally crafted goods, featuring fashion, housewares, delicacies, organic groceries, and more.

Busara Plus enriches the overall experience of the Sauti za Busara Festival. A great family vibe whilst creating strong value for our core supporter – Fumba Town. It enriches the cultural tapestry of the event and provides our guests with the opportunity to enjoy additional performances by festival artists whilst experiencing the beautiful sea side ambiance and community spirit outside Stone Town.

A big and warm thank you to the whole team of CPS and Fumba Town for their continued support.

"We love music, and we are totally thrilled to have the opportunity to support and participate as a sponsor in the Sauti za Busara festival here in Zanzibar. Music is an essential part of Zanzibar culture and offers the chance to unite and come together with people from all over Africa and the World."

**Sebastian Dietzold CEO of CPS Africa
– the developer for Fumba Town in Zanzibar**



"Gosh you must one day experience the Sauti za Busara festival that just happened. Best Stonetown experience of the most stellar live African music & vibes!"

Wamuhu (kime_waka)

9. CARNIVAL PARADE

Sauti za Busara's Carnival Parade marks the opening of the three-day cultural celebration in Zanzibar. Giving exposure to different local cultural, artistic and community groups, it is the largest annual street event on the island.

This year's parade featured various performing arts groups including Children groups, beni brass band, zumari players, ngoma drummers and dancers, sound systems, zombies, comedians, stilt-walkers, acrobats, kilua and mdundiko dancers, 'mwanandege' umbrella girls, reki warriors, disabled associations, youth and community groups.

A total of 160 musicians and artisans attracted an approximate of 3000 spectators on their route from Kisonge Square via Darajani, the old Slave market, to the famous Forodhani gardens just outside of the Old Fort in Zanzibar. Upon arrival at the Forodhani gardens, the large crowd following the parade through the historical city, got to experience Sibū Manai from Reunion Island, the very first artist to perform at the free Forodhani Stage on Friday, 9th February at 4:30pm.

Staging the Carnival Parade in the backdrop of the historical city of Zanzibar, gives much needed exposure to the different cultural troupes representing the large diversity of cultures on traditions on the island, whilst attracting numerous spectators – locals and tourists alike. It strengthens the community spirit amongst the participants, educates and strengthens the cultural pride in the local communities whilst creating opportunities to showcase their heritage in further occasions.



10. SWAHILI ENCOUNTERS

One of Sauti za Busara's highlights for many musicians and audiences is the yearly Swahili Encounters programme. This unique collaborative project brings together selected musicians from the featured bands alongside local talents, for a week-long musical co-creation session celebrating the diversity of African music.

Adhering to theme "Moving Diversity", Swahili Encounters 2024 united artists from Zanzibar, Tanzania, Kenya, Zimbabwe, Sudan, Ethiopia, Niger and Uganda. Guided by Girum Meznur, musical legend from Ethiopia, the group took on the task of developing a 1-hour showcase in just one week.

The invited artists use this time to experiment, develop and rehearse new compositions or reinterpret songs from the Swahili-speaking repertoire. A unique learning experience for emerging talents who get to see first-hand how internationally established artists work on their craft, while greatly culturally enriching, as each country represented comes with a unique set of sounds, instruments and traditions. This invaluable experience has created the path to professionalism for many local musicians and has sparked many collaborations, networks and friendships across the continent.

"Participating in Swahili Encounters was an incredible experience for me, and I feel truly honored to have been selected for this year's edition. I gained so much from the diverse cultures and rich heritage of the different countries represented."

Mary Anibal – Musician, Zimbabwe



11. AMPLIFYING WOMEN'S VOICES

Across Tanzania and beyond, a major challenge facing festival programmers is the lack of gender balance. Whilst Sauti za Busara has always prioritized women performers, artists are also required to fulfil other criteria (unique music, perform live, with messages useful for society, etc.). Women in East Africa and beyond encounter additional challenges in the local and global music industry hindering their career development resulting in a limited presence of female artists.

The "Amplifying Women's Voices" project provides extensive support to women artists and creative professionals through training programs aimed at enhancing their skills, refine their craft and gaining insights into the music industry. It also offers platforms for expression such as performances, showcases and networking events to showcase their diverse talents and connect with peers, mentors, and industry professionals. By fostering an environment that encourages participation and amplifies women's voices, the initiative seeks to promote dialogue, raise awareness about the challenges and barriers faced by women in the music industry, and inspire positive change in the industry. Furthermore, it strives to foster collaboration, and advocate for gender equality and empowerment within the music sector. Through engaging stakeholders and fostering collaboration, the initiative seeks to catalyze meaningful action to address gender disparities and create more inclusive and equitable opportunities for women within the sector.

At Sauti za Busara 2024, we can proudly state that 63% of performances on all free stages were led by women. We conducted training and capacity building for female stage hands and technical personnel, by a professional training team consisting of 100% women. We managed to raise the overall number of female crew by 5.7% - from 31% to 36.7% and the MCs announcing on all stages were 100% female. Swahili Encounters featured a majority of women participants of 60%, giving it a strong female touch. Besides the directly impacted women and numbers displayed above, all women part of the festival production play a big part as role models for the young female audience members, many of whom appreciate to see numerous women on- and off the stages.

Although it is a difficult task to tackle, we believe that slow and steadfast training, capacity building, exposure and building of role models will make a significant change and have a long-lasting impact in reducing the gender gap of the music industry.



12. MOVERS & SHAKERS

Movers & Shakers is Sauti za Busara's renowned platform connecting the music industry from the African continent and beyond. Attracting thousands of visitors to Zanzibar, the Festival also attracts a great amount of seasoned music professionals as well as young and aspiring talents, managers and entrepreneurs. In order to create synergies, exchange and business opportunities for the young and emerging artists programmed to showcase at the Festival, we host the Movers & Shakers platform.

Through the format of panel discussions on recent topics in the music industry, personal introductions of all participants and an informal networking session, a unique atmosphere of exchange, debate and networking is created during the Festival.

126 professionals attended the event this year. With prominent representation of various stakeholders in the industry such as the Director of the Music in Africa Foundation, the Festival Director of Africolors Festival Paris, Lausanne African Festival Switzerland, Afro Swiss Festival Switzerland, NyegeNyege Festival Uganda, Bayimba Foundation Uganda, Azgo Festival Mozambique, Marafiki Festival Tanzania as well as the Singeli Festival in Tanzania. Representatives from the European Union, British Council, Pro Helvetia, Alliance Francaise, Goethe Institute alongside numerous artists and talent managers, just to name a few.

"Sauti Za Busara 2024 was really vibrant and invigorating. It was a great opportunity to see diverse talents across all areas- from a very energetic and helpful member of staff who helped me find what I need, to powerful female mic controllers and a colourful array of diverse talent."

Asamani Kami – Director British Council Tanzania

Leading the discussion on "The Future of the East African Music and Sound: How do we progress while keeping our Identity alive?" and "Donor Funding. What needs to change to create a more financially independent and sustainable arts sector in East Africa?" were high profile music stakeholders from all over the continent.

Movers & Shakers serves as a cornerstone in nurturing a strong sense of community within the music industry, providing a platform for professionals to connect, collaborate, and grow together. This event plays a crucial role in empowering individuals to excel in their careers by facilitating meaningful interactions, sharing knowledge, and fostering supportive relationships. By uniting like-minded individuals from diverse backgrounds and disciplines, Movers & Shakers not only strengthens the bonds within the industry but also fuels innovation and drives the continual evolution of the music ecosystem. Through its initiatives and engagements, this event contributes significantly to the growth, vibrancy, and sustainability of the music industry, ensuring that professionals have the resources, support, and opportunities they need to thrive in their endeavours.



SAUTI ZA BUSARA
FESTIVAL REPORT



SAUTI ZA BUSARA
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13. FORODHANI STAGE

This year's edition of Sauti za Busara marked the important come-back of the Forodhani Stage. As a free stage, set right in the heart of Stone Town, the Forodhani gardens, it adds great value to local and visiting audiences alike.

With the support of TigoZantel, the Forodhani Stage came back showcasing six musical groups from various backgrounds. With a focus on newcomers from Zanzibar and Tanzania, the stage also hosted established artists from Democratic Republic of Congo and Reunion island.

Attracting thousands of visitors, who enjoyed great sound in front of the backdrop of the Indian ocean, the Sultans Palace and House of Wonders, Forodhani Stage is an essential part of the Festival, making sure the community is involved, our mission of creating platforms for expression and celebration of cultural pluralism.

Forodhani stage was warmly welcomed back and is yet another step towards full recovery of the Festival after strong setbacks by the global Covid-19 pandemic. The involvement of TigoZantel also showed the commercial value, as it enabled them to showcase their brand widely and create memories of their brand connected to the Festival



"Our children had the most amazing day at Sauti za Busara yesterday! All of the staff at the festival were so helpful and friendly, the music and vibe was incredible and we left with 46 very happy but very tired children."

Zaso Orphanage



14. MEDIA COVERAGE

Sauti za Busara was live streamed by ST Bongo, one of the local prime entertainment and news stations, as well as covered by Clouds FM Radio – the number one radio station in Tanzania.

The most notable traditional media coverage was from BBC Swahili, Pan African Music, Afropop WorldWide (USA), The Fumba Times, The Citizen, Mwananchi, Daily News, Habari Leo, The Guardian, The East African, Music in Africa, Clouds FM & TV, Capital Television, Daily Monitor (Uganda), Daily News Digital, Terni In Rete and others.

A vibrant celebration of African talents at Sauti za Busara

By The Citizen, Tanzania, 16 Feb 2024

"This year's festival showcased an impressive line-up of both international and local artistes, captivating audiences from diverse backgrounds and resonating with the spirit of unity and celebration"

Swahili encounters define Africa in one sound

By DailyNews, Tanzania, 18 Feb 2024

Swahili Encounters brings together artists from eight countries, including Zanzibar, Tanzania mainland, Zimbabwe, Sudan, Kenya, Ethiopia, Niger and Uganda. "It took us six days to bring these eight superb artists from different countries. Each with his or her style of music. We worked hard from day to night and in the end, we got what we delivered. During the performance, the audience became wild, stood up and danced nonstop."

Hassan Mahenge, Musical Director

Great music at the Zanzibar festival "Sauti za Busara"

By Chiara Furiani, Italy, 20 February 2024

"Worthy heir of one of the most illustrious dynasties in the international musical world, Made is the grandson of the great Fela Kuti, one of the most representative figures of African musical culture – and not only – of the 20th century. The Nigerian musician and singer performed with a stellar 12-piece band complete with a truly phenomenal dance troupe."

Afropop in Tanzania 2024: Sauti Za Busara

By Banning Eyre, Afropop Worldwide, USA, 22 February 2024

"The standout acts on the main stage the first night included Selmor Mtukudzi, daughter of the late Oliver Mtukudzi. Her set featured a few of her father's classics, the love song "Neria," and the prayerful song inspired by the AIDS crisis, "Todi" (What shall we do?), which had the crowd enraptured and singing along in full voice. Selmor's own songs notably updated the Tuku sound with youthful drive and energy."

Women and young people to dominate Zanzibar festival

By Alfred Lasteck, BBC News Africa, 9 February 2024

One of East Africa's biggest international music festivals, Sauti za Busara, has kicked off in Zanzibar – with close to 300 acts set to grace the stage in Stone Town.

"This year, our focus is on women and young talents, and we will be showcasing big names like Mádé Kuti and The Movement from Nigeria, top Zimbabwean woman artist Selmor Mtukudzi, Tanzanian star Sholo Mwamba and many others," says

Busara promotions director Lorenz Herrman.

Sauti za Busara: raising the flag of culture in Zanzibar

By Pan African Music, 30 January 2024

For more than 20 years, the Zanzibar-based festival has been showcasing the richness of Tanzanian and African music, and perpetuating the tradition of this diverse archipelago by welcoming artists from all over the world. Discover the program for the 2024 edition, which will take place from February 9th to 11th.



14. DONORS & SPONSORS

Each year in February, the world unites to celebrate African music, diversity and togetherness. This celebration of cultures, people, upcoming and legendary musicians alike, would not be possible without the help of numerous contributors. We would like to say a big thank you – from the bottom of our heart – for joining hands with the festival organisers to make this truly remarkable event to come to reality every year.

CORE PARTNER



GOLD PARTNERS



DONORS



SILVER PARTNERS



LOGO PARTNERS



MEDIA & FESTIVAL PARTNERS



PARTNERS OF BUSARA



FRIENDS OF BUSARA:

2Tech Security, Archipelago Waterfront, Azam Marine, Café Foro, Colors of Zanzibar, Food Lovers Joint, Forodhani Park Hotel, Inaya Zanzibar, Januz Safaris, kumi gifts & treats, Kuza Cave, Mercury's Restaurant, Mr Kahawa, Pemba Lodge, Red Monkey Lodge, Spice Tree by Turaco, Stone Town Café, United Petroleum, Vivi Café, Zanrec, Zuri Rituals

Festival Report

2024



Busara Promotions

PO Box 3635, Zanzibar, Tanzania

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Markus Meissl, Dhruv Chauhan, Octavian,
Keegan Checks, Rashde Fidigo, ST Bongo,
Aclovius Benedicto, Masoud Khamis

www.busaramusic.org