



With the support of



unesco

Diversity of
Cultural Expressions

FOR IMMEDIATE RELEASE

September 2025

Busara Promotions and UNESCO Partner to Advance Gender Equality and Strengthen Artists' Visibility in Africa's Music Industry

Zanzibar, September 2025 – Busara Promotions is proud to announce a groundbreaking partnership with the United Nations Educational, Scientific and Cultural Organization (UNESCO) to advance gender equality in the music industry and to strengthen the visibility, market reach, and branding of African artists.

The initiative comes at a pivotal moment for East Africa's music sector, which boasts a rich, culturally diverse scene but faces barriers in management, international exposure, and professional development. At the same time, women and underrepresented groups continue to face obstacles that limit their participation both on and off stage. This partnership addresses both challenges through capacity-building programs, professional training, and inclusive opportunities for women in technical and performance roles.

"Music is not only entertainment, it is a powerful tool for cultural expression, social change, and economic growth," said Journey Ramadhan, Sauti za Busara Festival Director at Busara Promotions. "Through this partnership with UNESCO, we aim to strengthen the skills of musicians and managers while creating a more inclusive music industry where gender equality is prioritized, and all artists and female technical crew can reach their full potential."

Key objectives of the partnership include:

- Providing professional training and capacity-building for musicians and music managers.
- Enhancing artists' visibility and access to international markets through strategic platforms and media exposure.
- Promoting gender equality within the African music industry.
- Creating safe, inclusive spaces where women and marginalized voices in the music sector can thrive.
- Developing sustainable career paths for artists through branding, management, and strategic planning.



With the support of



unesco

Diversity of
Cultural Expressions

Capacity Building and Professional Training

A central component of the project is the development of a comprehensive music management training module, covering branding, artist management, and electronic press kits (EPKs). This resource will guide both online and physical workshops designed to strengthen the skills of East African musicians and managers.

The program will initially reach at least 100 music professionals, with top candidates selected for advanced mentorship through the WOMEX Academy. By equipping artists and managers with essential tools and strategies, the project ensures they can build sustainable careers and access regional and international markets.

UNESCO and Busara Promotions will also implement programs to empower women in technical and production roles, prioritize female-led bands, and amplify underrepresented voices. Through workshops, collaborative projects, and media campaigns, the initiative aims to foster a more equitable, inclusive, and professional music sector.

"As organizers of Sauti za Busara, we believe true progress in the music industry comes when artists are empowered to see their work as valuable, sustainable, and professional. By investing in skills development and creating more opportunities for female technical crew, we are not only breaking barriers but also building a stronger, more inclusive creative economy that benefits everyone." Said, Journey Ramadhan, Festival Director

This initiative further underscores Busara Promotions' commitment to nurturing a vibrant, diverse, and equitable creative industry in Africa, aligned with UNESCO's mandate to foster cultural diversity and equality worldwide.

About Busara Promotions

Busara Promotions is an NGO committed to strengthening both regional and international music industries. Its mission is to showcase Africa's rich cultural diversity, support the growth and development of artists, and foster greater social cohesion and economic growth in Zanzibar, driven by a deeper appreciation of local, regional, and international music rooted in Africa.



With the support of



unesco

Diversity of
Cultural Expressions

About UNESCO

UNESCO, the United Nations Educational, Scientific and Cultural Organization, is a specialized agency of the United Nations that promotes cooperation in education, science, culture and communication to foster peace worldwide. The Organization sets international standards, develops knowledge and tools, and supports its Member States in addressing some of the world's most pressing challenges. This year, UNESCO is celebrating the 20th anniversary of the 2005 Convention on the Protection and the Promotion of the Diversity of Cultural Expressions, an historic international agreement that recognizes the dual nature — both cultural and economic— of contemporary cultural expressions.

Links

<https://www.thecitizen.co.tz/tanzania/news/national/busara-unesco-partner-to-advance-gender-equality-in-africa-s-music-industry-5211230>

<https://expression.africa/busara-promotions-and-unesco-partner-to-advance-gender-equality-and-amplify-visibility-of-african-artists/>