



Afrika Mashariki Dance

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REGIONAL HUB:	Eastern Africa
CULTURAL SECTOR(S):	Performing Arts, dance, cultural management
BENEFICIARY (IES):	Muda Africa
COUNTRIES COVERED BY THE ACTION:	Tanzania
PROJECT DURATION:	03/2023-04/2024 (11 months)
BUDGET:	EUR 180 000 – EU FUNDING: EUR 180 000 (100 %)
WEBSITE:	www.amda.dance

The **'Afrika Mashariki Dance'** project aims to transform young Tanzanians and those from East Africa into professional dance artists capable of being employed worldwide.

The capacity of 12 choreographers and 60 dancers has been developed by targeting individuals not enrolled in tertiary or secondary education and focusing on improving their dance and choreography skills.

The increase in demand, marketing visibility, and reputation of East African dance have fostered economic growth in this sector, both regionally and globally.

Each target country has hosted an experienced guest choreographer to create high-quality dance productions with four local dancers. Touring in the three target countries has expanded exposure and experience.

In parallel, a learning program has been established for four emerging choreographers in each country. They learned various aspects of dance production and toured in the three target countries, allowing them to gain visibility and experience.

Finally, the project also included the training of 30 event managers who played an essential role in organizing and promoting dance events and productions.

