

WORLD KISWAHILI DAY

with

SEMA JAMBO
Celebrating Excellence

July 2022 - July 2025

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www.semajambo.co.uk



Sema Jambo is more than just an organisation it is a vibrant celebration of Swahili language, culture, and heritage.

Our mission is to honour and elevate the diverse traditions of the Swahili speaking world, uniting communities through the beauty of language, art, and shared history.

At the heart of Sema Jambo lies a vision: to bring together Swahili-speaking communities and allies from across the globe to the vibrant city of London, showcasing the richness of Swahili culture, cuisine, fashion, music, and entrepreneurial spirit.

Since its historic launch on 7th July 2022 at the House of Lords—graced by H.E. Asha-Rose Migiro, High Commissioner of Tanzania to the UK, and Baroness Sandy Verma—Sema Jambo has grown into a flagship event for cultural diplomacy and community pride.

Sema Jambo gives participants an unparalleled platform to showcase their excellence and achievements in both business and community work.

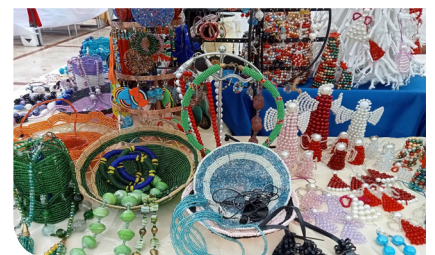
We are the bridge that brings diverse communities together, by shining a spotlight on extraordinary individuals, innovative businesses, and community organisations that make our world a better place.

As we embark on our fourth year, we're thrilled to build upon the success of Sema Jambo 2024. We're delighted to announce that the legacy continues, and we're all set to honour those that make a difference once again in 2025!

2023: Our inaugural Sema Jambo Awards (SJA) took place at Westminster Central Hall, welcoming nearly 300 guests and dignitaries, including the High Commissioner of Seychelles, H.E. Patsy Moustache, diplomatic elites from Uganda, Kenya and Burundi. This marked the debut of the SJA Exhibition, showcasing authentic Swahili artefacts and craftsmanship.

Sema Jambo was founded in 2018 by MTM Awards to connect the platform with its East African roots — a region dear to the founders' hearts. When the United Nations declared July 7 as World Kiswahili Day, we officially launched Sema Jambo on this significant date. In true MTM tradition — as creators of the Sema Jambo Swahili celebrations in London — we showcase talent across music, media, art, and fashion.

In 2023, we proudly welcomed two remarkable young artists: Kenya's Taarab maestro Brother Nassir and Namite Selvaggi, an Italian of Tanzanian descent from Terracina, Rome.



July 3 - July 7 celebrating diverse swahili speaking communities in the UK and beyond!

Sema Jambo – A Celebration of Swahili Language, Culture & Heritage!

Following the success of the 2023 Sema Jambo Evening, we moved to the prestigious London Marriott Grosvenor Square Hotel, July 2024, presenting an immersive celebration of culture, fashion, music, and enterprise.

H.E. Mbelwa Kairuki graced the event alongside dignitaries from Uganda, Kenya and Burundi, with a special reception hosted at the House of Lords by Lord Paul Boateng.

A number of inspiring SMEs participated in the Kiswahili Passage Business and Culture Fair — a valuable platform for partners to showcase their brands.

Now in 2025, Sema Jambo returns to the Marriott Grosvenor Square for an unforgettable showcase of art, culture, fashion, cuisine, and enterprise, culminating in the prestigious SJA Awards ceremony.

Following the successful 61st Union Day celebrations, organised by our associate group Simba Productions for the High Commission of Tanzania, we are geared up for a grander Sema Jambo Glittering Gala Swahili Evening — a day of vibrant culture, music, fashion, cuisine, business, and Diaspora unity.

Festivities begin Thursday, 3rd July, with an invite-only diplomatic reception at the House of Lords, and the main gala on Saturday, 5th July. Why Sema Jambo?

At Sema Jambo, inclusivity is not just a value—it is our foundation. We are committed to ensuring our celebrations reflect the rich diversity of the global Swahili-speaking community, including voices from East Africa and the diaspora. We provide a platform for businesses, creatives, and change makers to connect, celebrate, and be celebrated.

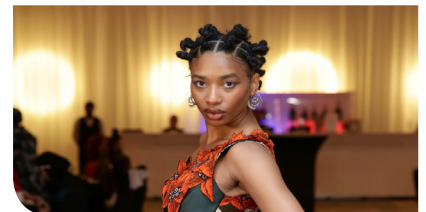
With a strong diplomatic presence, curated exhibitions, and electrifying cultural showcases, Sema Jambo is a one-of-a-kind event where heritage meets innovation.

Join us on July 5 to embrace the beauty of Swahili – a language that transcends borders, connects hearts, and uplifts our shared identity as a global family, sharing a common platform at the guests favourite - The SJA Red Carpet.

Celebrate with us. Exhibit with us. Grow with us.

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The 61st Tanzania Union Day Pictorial



World Kiswahili Day 2025

Our Swahili Expo is a Game-Changer



The Glittering Gala World Swahili Day Evening!

Black Tie/Evening Gown/Traditional Attire
Red Carpet Karibu Drinks Reception
Kiswahili Passage Business and Culture Fair
VIP networking in a uniquely cultural environment
Exquisite Dining with Complimentary drinks
SUA Awards Presentation
Live Entertainment
After Party