

KILIFILMFESTIVAL & MWANANCHI SOKO PROGRAM 2026



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GREETINGS FROM THE EXECUTIVE DIRECTOR

It has been a wonderful learning experience to all of us at Tourism Innovation Hub. We thank our dedicated and committed audience and fans, partners and the whole team. As a company, for this year we are hosting parallel annual events, Mwananchi Soko 28 June - 12 July 2026 and the Kilimanjaro Film Festival 7-11 July 2026 in Moshi, Kilimanjaro at John Shule Park (JSP). We will continue with this modus operandi every year.

Mwananchi Soko is an open affordable market for various goods and services from agriculture, livestock, food, clothing, construction, household items, art etc. It is a place to get information about financial and legal services, tourism, communication, infrastructure and all you need on your daily life. Our market has maintained its motto of being a place for "affordable products for everyone".

Kilimanjaro Film Festival has continued to be a creative platform to bring together filmmakers and film enthusiasts from around the world to showcase their work. The second edition of the Kilimanjaro Film Festival (KFF2026) runs under the theme "What We Carry: Pain, Memory, and Resilience." It's a place of reflection on what is going on all over the world.

Both are public, free events for 15 days, and they comprise of awards, training, business meetings, workshops, panels, exhibitions, entertainment, film screenings, as well as market space for various goods and services.

We are grateful for all our partners and sponsors who have been part of this journey to enable Mwananchi Soko and Kilimanjaro Film Festival to maintain national and international standards in technology, safety, and hospitality, and ensure that entry remains free to ALL our esteemed audience.

Tourism Innovation Hub will continue with its mission of supporting the tourism industry through creativity, research and innovation.

We are happy!

Dr. Lucy Shule
Executive Director
Tourism Innovation Hub

WORD FROM KILIMANJARO FILM FESTIVAL DIRECTOR

As the Festival Director, it is my absolute honor to welcome you to the Second Edition of the Kilimanjaro Film Festival. Please take a moment to look around you. Look at the community we have gathered here. Thank you all for being here and for making this vision a reality. Getting to this second edition has been a long road. It was a journey marked by setbacks, moments of deep longing, but ultimately, overwhelming encouragement. Yet, look at us, we made it here today, together.

This year, the Kilimanjaro Film Festival 2026 is anchored by a powerful theme: "What We Carry: Pain, Memory, and Resilience." This theme serves as a profound reminder of the power of cinema and storytelling in our lives.

- **Memory:** Film is a sacred medium. It doesn't just document our creativity and imagination; it captures our lived realities. It archives our history so we never forget who we are.
- **Pain:** When we speak of pain, we refer to the raw, essential human emotions evoked by the stories on screen. By witnessing these stories, film plays a vital role in building empathy, advocating for human values, and upholding our shared dignity.
- **Resilience:** From colonial times to the modern era, cinema in Africa has always possessed a unique magic to bring people together. It is not just a tool for learning; it is a catalyst for building community. Tonight, we gather to remind one another that we are one. It is our togetherness and unity that allow us to overcome any adversity as a society.

To our filmmakers: you are the reason we are here. I want to offer my sincerest gratitude to the 1,500 filmmakers who trusted us with their art and submitted their work to the festival this year. Out of those incredible submissions, 50 films have been carefully selected.

To the filmmakers present and to those who will take home the Kilimanjaro Tanzanite Awards later this week, thank you. Much appreciation for contributing to the growth of this festival and the preservation of the “film tribe” at large. In that sense, because of your courage to tell these stories, we are all winners.

We also extend our special thanks to the Kilimanjaro Regional Administration and the Moshi Municipal Council for their solidarity, and for creating an enabling environment that allows creative platforms like ours to thrive. We know that filmmakers and organizers benefit immensely from the strong policies and supportive systems our government puts in place.

To our esteemed sponsors and partners: we truly appreciate your belief in us. As you know, the Kilimanjaro Film Festival will take place every year in the month of July. To ensure we grow even bigger, we look forward to reaching out to you in every September to build future collaborations that will far exceed what we have achieved this year. We cannot do this without you.

Last but certainly not least, to our audience: please enjoy the powerful stories of what we carry. Our tireless team of organizers, judges, and juries have curated a breathtaking lineup for you.

Thank you, and happy watching!

Habibu Diliwa

Director

Kilimanjaro Film Festival

HELLO FROM THE MWANANCHI SOKO & KILIMANJARO FILM FESTIVAL COORDINATOR

It has been always a pleasure and learning experience to work for various events under Tourism Innovation Hub. We have made great stride and for this year we are bringing to you parallel events Mwananchi Soko and Kilimanjaro Film Festival.

As a coordinator for both events, it has been a wonderful and challenging experience indeed with hope of brighter future. To make these events happen, we have consolidated our experience, passion and energy of over 20 years of working together. It's a pure sign of memory and resilience.

Each and every person in Moshi and beyond whom we have worked together, showed us love, commitment and support to make both events memorable. I thank you all and I hope we will get enough feedback to allow us to improve as we continue with our journey to make Kilimanjaro Region the hub of business, entertainment, tourism and hospitality.

I want to extend my deepest gratitude to all our audience including our wonderful exhibitors and service providers. We honor your commitment and professional service. Bringing together over 100 wholesalers and retailers, and endless list of creatives, artists and filmmakers is a majestic experience. We commit ourselves to continue to offer quality services and events. Please whenever you see our brands, like, comment, share!

Steve 'Ziro' Mfuko

Coordinator

Mwananchi Soko & Kilimanjaro Film Festival

EVENTS & PROGRAM

- i. Mwananchi Soko 28 June – 12 July 2026 from 10am – 6.00 pm
- ii. Exhibitions 28 June – 12 July 2026 from 10am – 6.00 pm
- iii. Day Film Screening 07 – 11 July 2026 from 10.00 am – 1.00 pm
- iv. Evening Film Screening 07 – 11 July 2026 from 6.30 – 10.30 pm
- v. Opening Ceremony: KFF2026 07 July 2026 from 6.00 pm
- vi. Learning Sessions
- vii. After Party: KFF2026 Friday 10 July 2026 from 10.30 pm at Red Stone
- viii. Closing Ceremony: Kilimanjaro Tanzanite Awards 11 July 2026 from 6.30 pm – 10.30

Date	Time	Voice of Children (Sauti za Watoto)	Youth Stories (Hadithi za Vijana)	Feminist Storytelling (SimuliziKe)	Community Gathering (Michapo ya Wahenga)
8 July 2026	1-2pm				
	2-3pm				
	3-4pm	Kurekodi Filamu (Cinematography) – Facilitator: Emmanuel	Kurekodi Filamu (Cinematography) – Facilitator: Emmanuel		
	4-5 pm	Kurekodi Filamu (Cinematography) – Facilitator: Emmanuel	Kurekodi Filamu (Cinematography) – Facilitator: Emmanuel		
	5-6pm	Kurekodi Filamu (Cinematography) – Facilitator: Emmanuel	Kurekodi Filamu (Cinematography) – Facilitator: Emmanuel		
9 July 2026	1-2pm	Drawing & Painting (Kuchora & Kupaka Rangi) – Facilitator	From Research to Screen – Facilitator: TAZARA Stories	From Research to Screen – Facilitator: TAZARA Stories	From Research to Screen – Facilitator: TAZARA Stories

Date	Time	Voice of Children (Sauti za Watoto)	Youth Stories (Hadithi za Vijana)	Feminist Storytelling (SimuliziKe)	Community Gathering (Michapo ya Wahenga)
	2-3pm	Drawing & Painting (Kuchora & Kupaka Rangi) – Facilitator	From Research to Screen – Facilitator: TAZARA Stories	From Research to Screen – Facilitator: TAZARA Stories	From Research to Screen – Facilitator: TAZARA Stories
	3-4pm	Drawing & Painting (Kuchora & Kupaka Rangi) – Facilitator			
	4-5 pm				
	5-6pm				
10 July 2026	1-2pm	Phone Photography (Picha za Simu) – Facilitator: Emmanuel			
	2-3pm	Phone Photography (Picha za Simu) – Facilitator: Emmanuel			
	3-4pm	Phone Photography (Picha za Simu) – Facilitator: Emmanuel			
	4-5 pm		Laws & Regulations in the Creative Sector (Sheria & Kanuni kwenye Tasnia za Ubunifu) – Facilitator: Godfrey Kizito	Laws & Regulations in the Creative Sector (Sheria & Kanuni kwenye Tasnia za Ubunifu) – Facilitator: Godfrey Kizito	Laws & Regulations in the Creative Sector (Sheria & Kanuni kwenye Tasnia za Ubunifu) – Facilitator: Godfrey Kizito

Date	Time	Voice of Children (Sauti za Watoto)	Youth Stories (Hadithi za Vijana)	Feminist Storytelling (SimuliziKe)	Community Gathering (Michapo ya Wahenga)
	5-6pm		Laws & Regulations in the Creative Sector (Sheria & Kanuni kwenye Tasnia za Ubunifu) – Facilitator: Godfrey Kizito	Laws & Regulations in the Creative Sector (Sheria & Kanuni kwenye Tasnia za Ubunifu) – Facilitator: Godfrey Kizito	Laws & Regulations in the Creative Sector (Sheria & Kanuni kwenye Tasnia za Ubunifu) – Facilitator: Godfrey Kizito
11 July 2026	1-2pm				
	2-3pm				
	3-4pm	Education We want (Elimu Tuitakayo) – Facilitator: Haki Elimu	Youth and Technology (Vijana na Teknolojia) – Edward Mwendamseke		
	4-5 pm	Education We want (Elimu Tuitakayo) – Facilitator: Haki Elimu	Youth and Technology (Vijana na Teknolojia) – Edward Mwendamseke		
	5-6pm	Education We want (Elimu Tuitakayo) – Facilitator: Haki Elimu	Youth and Technology (Vijana na Teknolojia) – Edward Mwendamseke		

AWARDS

- i. Best Feature
- ii. Best Short
- iii. Best Documentary
- iv. Best Documentary Short
- v. Best Animation Short
- vi. Best Series Web & TV
- vii. Best Actor Feature
- viii. Best Cinematographer
- ix. Best Sound
- x. Best African Story
- xi. Best Exhibitor
- xii. Partner Award
- xiii. Jury Award
- xiv. Lifetime Achievement Award

MEET THE JURY

Our jury members have played a fantastic role in selecting films from a pool of over 1,500 submitted films. We appreciate their commitment. The journey continues!

- i. James Padili (Tz)
Director, producer and scriptwriter whose vision shaped the Tanzanian animation films landscape and television commercials. Renowned for his technical precision and storytelling, James provides a definitive voice as a jury for Kilimanjaro Film Festival 2026
- ii. Nakunda Mshana (Tz)
A multidisciplinary artis and curator of the Rangi Gallery. Her expertise extends into the sonic realm as a musician, composer and singer for both theatre, film and television in Tanzania

- iii. Billysalmin William (Tz)
Musician and creative strategist from the university of Dar-es-salaam. Currently consulting at the Project Development and Partnership Relations Department at Nafasi Art Space. Billy's vision contributes to the Jury panel for the Kilimanjaro Film Festival 2026 at a great deal
- iv. Emily Msola (Tz)
Film maker and screen historian, Emily is a leading female voice in Tanzanian Film Criticism dedicated in research and archival of Tanzanian screen culture, trends and movements that define the region's cinematic identity
- v. Hafsa Salum (Tz)
Creative producer and mentor at the acclaimed Nafasi Film Club, a film community that nurtures independent filmmakers and producers. Hafsa brings in a youthful and holistic interpretation of the Jury panel for the Kilimanjaro Film festival 2026

THE JUDGES

The Kilimanjaro Tanzanite Awards (KFF2026 Awards) would not have been possible without the support of our committed judges. It has been an honour to have such a committed and experienced team

- i. Kelvin Kagambo (Tz)
An award-winning Tanzanian filmmaker based in Dar es Salaam. Most of his work explores the emotional complexity of family relationships through unique high-concept stories, often blending grounded realities with imaginative concepts to reveal deeper human truths
- ii. Sauda Simba (Tz)
A popular figure on the Tanzanian television screens, starting out as an anchor for news bulletins on ITV Tanzania to an actress, singer, author and consultant to art and film initiatives across Tanzania. We are delighted to have Sauda as a Judge for Kilimanjaro Film Festival for the second consecutive year
- iii. Jesse Gerard (Tz)
A prominent Tanzanian storyteller, writer, and founding member of the Dar es Salaam-based multimedia curatorial collective, Ajabu Ajabu. His recent work includes the award-winning documentary short Apostles of Cinema

FILMS FOR SCREENING

Tuesday 07.07.2026

Day

COLLATERAL

Dir. Yazid Yettou (Algeria)

Short

KFF3197

19:45

THE SKY HAS LOST ITS COLOR

Gustavo Serrate Maia (Brazil)

Feature

KFF3107

01:12:00

Tuesday 07.07.2026

Evening/Night

Mi Tazi

Dir. Blessing Bulus (Nigeria)

Short

KFF3241

17:17

MFUKO – The Duffle Bag

Dir. Donny Shots and Kayongo

Aloyce (Uganda)

Short

KFF3234

10:37

THE WONDERS OF MKUNAZINI
CHURCH

Dir. Mohamed Suleiman Hamad
(Tanzania)

Documentary Short

KFF3310

19:26

IF I WERE TO LOVE THE BAY

Dir. Alice Faria (United States of
America)

Documentary Short

KFF3281

6:59

HATUA

Dir. Ramadhani Nungu (Kenya)

Short

KFF3206

10:52

NISAMEHE BABA / Forgive Me

Father

Dir. Abdul Mustafa Shaweji (Tanzania)

Feature

KFF3308

01:31:30

Wednesday 08.07.2026

Day

REBIRTH

Dir. Ossema Melki (Tunisia)

Short

KFF3268

12:53

I HAVE LAUGHED AGAIN

Dir. Ping Cheng Wang (Taiwan)

Short

KFF3267

22:00

FIGURE

Dir. Mhammad Amin Vahid Nia (Iran)

Short

KFF3261

15:00

ANIMA

Dir. Boubecrine Ibrahim El Mamy
(Mauritania)

Short

KFF3079

13:51

A WOMAN OF GREAT DREAMS

Dir. Robabeh Rouhi (Iran)

Documentary Short

KFF3262

30:00

THE COLOR OF EXILE

Dir. Azlarabe Alaoui (Cote D'Ivoire/
France/Morocco)

Feature

KFF3152

01:30:00

Wednesday 08.07.2026

Evening/Night

KITANA

Dir. Patrick Angelo Sabuni (Tanzania)

Kiswahili Web Drama Series

KFF3300

20:00

MI TAZI

Dir. Blessing Bulus (Nigeria)

Documentary Short

KFF3241

17:17

COLORS OF TRUTH

Dir. Jackson John Mlay (Tanzania)

Documentary Short

KFF3293

13:20

THE LAST PROJECTIONIST

Dir. Vitor Casemiro (Brazil)

Short

KFF3075

20:00

BELOVED YOUTHS OF MANY DAYS

Dir. Frank Gunderson (Tanzania)

Documentary

KFF3105

01:51:42

Thursday 09.07.2026

Day

AMAKKI

Dir. Celia Boussebaa (Algeria)

Documentary

KFF3135

01:43:40

FINAL STOP

Dir. Rovshan Mamedov (Azerbaijan)

Short

KFF3269

5:46

DOWNPOUR

Dir. Vic Kings (Brazil)

Short

KFF3278

3:33

THE CARETAKERS

Dir. Mital Patel (United States of America)

Documentary Short

KFF3288

14:59

Thursday 09.07.2026

Evening/Night

VOYEUR

Dir. Maryam Hashempour (Iran)

Short

KFF3275

5:52

TAZARA STORIES

Dir. Jamie Monson (Tanzania/United States)

Documentary

KFF3303

53:03

SO LONG WE CAN STILL LOVE

Dir. Ximing (Katie) Lin (Canada)

Documentary Short

KFF3297

9:59

BUREAU DE CHANGE

Dir. Chionisi Tsikisayi (Zimbabwe)

Short

KFF3139

5:41

MY GRANDMOTHER IS A SKY

DIVER

Dir. Polina Piddubna (Germany)

Animation Short

KFF3129

10:00

MTEGO WA HISIA

Dir. Bakari Kasimu Mbuji (Tanzania)

Short

KFF3290

10:58

ROOM 309

Dir. Yemi Ayodele Jolaoso (Nigeria)

Short

KFF3255

8:07

SILENT GRIEF

Dir. Loyiso Paul Padudu (South Africa)

Short

KFF3094

14:00

KUSHINDA – To Conquer

Dir. Guillaume Pascal Balois (Tanzania)

Documentary Short

KFF3195

5:00

CAPTAIN IBRAHIM TRAORE (THE LAST AFRICAN HERO)

Director JACKSON K. BENTU (Ghana)

Feature

KFF3113

01:30:00

Friday 10.07.2026

Day

HAL

Dir. Omar Garby (Tunisia)

Short

KFF3301

14:10

OCCUPIED

Dir. Sérgio Spina, André Tashiro

(Brazil)

Short

KFF3280

25:33

TARA / The Journey of Love and
Passion

Dir. Kumar Raj (India)

Feature

KFF3305

01:15:00

Friday 10.07.2026

Evening/Night

CHASING KILIMANJARO

Dir. Michael Grasela (United States of
America)

Documentary Short

KFF3286

21:00

MAMA BUNGA

Dir. Ismail Pang, Kaling Ismail (Kenya)

Short

KFF3089

7:30

UHURU

Dir. Philippe Antignac (Tanzania)

Documentary Short

KFF3073

5:29

THE RISE OF AYA

Dir. Winifred hMensa (Ghana)

Short

KFF3140

12:00

ONE CARD SPECIAL

Dir. Clerick Morgen (Tanzania)

Short

KFF3160

28:51

PEEK

Dir. Florence Mwendapole (Tanzania)

Short

KFF3157

6:29

ECOCIDE

Dir. Aldana Loiseau (Argentina/Peru)

Animation Short

KFF3212

9:00

TENYORATA

Dir. Sarah Kimario (Tanzania)

Feature

KFF3208

01:19:29

Saturday 11.07.2026

Day

YABA

Dir. Rodrigo Sena (Brazil)

Short

KFF3229

12:00

TOGOLAND PROJECTIONS

Dir. Jürgen Ellinghaus (France/
Germany/Togo)

Documentary

KFF3124

01:35:46

CAFÉ?

Dir. Bamar Kane (France)

Short

KFF3115

24:59

Saturday 11.07.2026

Evening/Night

TUKI

Dir. Likarion Wainaina, Natasha Ayoo
(Kenya)

Kiswahili TV Drama Series

KFF3206

30:00

ASIA AND MADINA

Dir. Francesco Sincich (Italy)

Documentary Short

KFF3125

10:00

WHO KILLED CAPTAIN ALEX?

Dir. Louis Lubega (Uganda)

Animation Short

KFF3219

4:36

FAR AWAY

Dir. Marine Discazeaux (Spain)

Documentary Short

KFF3110

1:32

BARAKA TATU

Dir. Malcom Hamisi Shabani
(Tanzania)

Feature

KFF3159

01:02:26

SPONSORS & PARTNERS: ASANTE SANA



MEET THE FESTIVAL TEAM

- i. Yussuf Muharam – Visual Controller
- ii. Joan Nandonde – Media & Communication
- iii. Edson Mpili – Set Designer
- iv. Ernest Sebastian – Photo & Film Documentation
- v. Rhoda Kambenga – Fundraising Manager
- vi. Emmanuel Amimo – Learning Sessions Coordinator
- vii. Hoclay Mganga – Creative Director
- viii. Steve 'Ziro' Mfuko – Coordinator Mkulima Soko & Kilimanjaro Film Festival
- ix. Habibu Diliwa – Festival Director Kilimanjaro Film Festival
- x. Lucy Shule – Executive Director Tourism Innovation Hub
- xi. Vicensia Shule – Founder Mwananchi Soko & Kilimanjaro Film Festival

SPONSORSHIP PACKAGES

Tanzanite Package: Benefits

- Named after the Event: Exclusive Naming Rights: "Event ..., presented by [Your Company Name]."
- Brand Dominance: Your logo will be the largest on the banners and screen
- Commercial Real Estate: A 60-second brand video posted on social media and played before every screening
- Publicity: Feature mentions in all TV, radio, and print interviews including posters, banners, website.
- Four full-pages adverts in the market & festival program
- Prominent booth space at the venue
- 20 VIP all-access passes
- Recognition in press releases and interviews
- Custom engagement opportunity (branded panel, award, party)
- Present two awards on stage during the Kilimanjaro Tanzanite Awards

Gold Package: Benefits

Mentioning during the festival

- Brand Dominance: Your logo will be the second largest on largest on the banners and screen
- Commercial Real Estate: A 30-second brand video posted on social media and played before every screening
- Publicity: Feature mentions in all TV, Radio, and Print interviews including posters, banners, website.
- Two full-pages adverts in the in the market & festival program
- Booth space at the venue
- 10 VIP all-access passes
- Recognition in press releases and interviews
- Present one award on stage during the Kilimanjaro Tanzanite Awards

Silver Package : Benefits

- Logo placed on website, banners and posters
- One page advert in the in the market & festival program
- Booth space at the venue
- 15-second commercial posted on social media and played before selected screenings
- Booth space at the venue
- 5 VIP all-access passes
- Social media mention

Bronze Package: Benefits

- Logo placed on website, banners and posters
- Half page (1/2) advert in in the market & festival program
- 2 VIP all-access passes
- Social media mention

Mwananchi Package: Benefits

- Name listed on website and in program
- Quarter-page (1/4) advert in the program
- 1 VIP all-access passe
- Social media mention

FROM THE FOUNDER'S DESK

My life is full of ideas, innovation and creativity. I have gone through leaps and bounds for the search of true me. It is of great importance that from 2016 I have managed to 'bring to life' over 10 creative ideas and brands which have worked to improve people's lives across the globe. That being the motive behind my life, I'm grateful.

We have a number of events coming up for 2026

- Tourism Career Expo: Wednesday 21 – Sunday 25 October 2026
- Sanaa Soko: Wednesday 21 – Sunday 25 October 2026,

Followed by:

- Christmas Market: Saturday 05 – Sunday 20 December 2026
- Kilimanjaro Grande Choir Competition: Sunday 13 – Saturday 19 December 2026

As we envision the brighter year of 2027, we commit ourselves to bring to you

- Mkulima Market: Monday 12 – Monday 26 April 2027
- Kilimanjaro Content Competition: Wednesday 21 – Sunday 25 April 2027

To be followed by:

- Mwananchi Soko: Friday 26 June – Sunday 11 July 2027
- Kilimanjaro Film Festival (KFF2027): Tuesday 06 – Saturday 10 July 2027

The journey, continues ...

Prof. Dr. Vicensia Shule
Founder

BRANDS YOU CAN TRUST, ALWAYS!

CONTACT

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