



NZIRIA ASSOCIATION APS

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Blending Tradition with Innovation

An innovative cultural platform supporting artists, creativity, and community - driven projects.

1. About Us

Who We Are:

- **NZIRIA** is a startup founded in 2004. Initially, its mission was to give voice to independent local artists by promoting their work online and through events. Twenty years later, Nziria has expanded globally to include more sectors, such as travel and cultural experiences. Their online publication, Nziria Magazine, highlights emerging artists, upcoming events, travel destinations, and other cultural gems. In 2022, the introduction of Nziria Beer enhanced their mission of bringing people together to share experiences and foster collaboration.
- **Vision:** to provide creators with a platform to shine and to celebrate and elevate local and global cultures through artistic initiatives and events.

2. What We Do

At NZIRIA, we create more than just products or experiences; we craft meaningful connections:

- **NZIRIA Beer:** In 2022, Nziria Beer (AEFFE Brewery) was introduced with the subtitle 'Social beer'. Whether it's supporting a music event or promoting new openings and artists, it was the missing piece in the Nziria Family.
- **Art & Music:** NZIRIA Magazine is the primary tool for reaching out to a global audience interested in discovering new ideas and trends. The online publication constantly updates and highlights emerging artists, upcoming events, travel destinations, and other cultural gems. Artists are supported through articles, interviews, reviews, and social media promotion.

- **Cultural Events:** Curated **travel experiences, workshops**, and immersive tours that connect people with authentic local flavors, sounds, and traditions.

4. Our Impact

NZIRIA's impact is felt across multiple dimensions:

- **Cultural Revitalization:** By championing emerging artists, we offer a platform to voices typically overlooked by the mainstream.
- **Social Innovation:** Through **NZIRIA Beer**, we support local projects contributing to sustainability and community involvement.
- **Fostering Global Connections:** Our projects connect local traditions and global perspectives, creating shared experiences for diverse audiences.

The results: the community is involved as everyone plays a role in creating a successful story.

5. Target Audience

NZIRIA connects with a diverse yet focused audience:

- **Art, Music & Culture Enthusiasts:** People seeking **authentic creative experiences** that bridge tradition and innovation.
- **Emerging Artists & Innovators:** Individuals or groups interested in growing and engaging audiences.
- **Eco-conscious Creators & Consumers:** Those who value sustainable products that serve a **greater cultural purpose**, such as **NZIRIA Beer**.
- **Global Travelers & Explorers:** Adventurers keen to explore new cities with curated tours and authentic regional experiences.

6. Why Choose NZIRIA?

NZIRIA stands out because we **embody the future of cultural innovation**:

- A unique fusion of **local cultural expression** and **global creative influences**.
- A platform where **community collaboration** and **sustainability** are at the heart of everything we do.
- A commitment to promoting **artistic vision**, offering a voice to creators across different disciplines and regions.

Through NZIRIA, the simple act of **consuming art** and **experiencing culture** becomes a means of **supporting progress**.

7. Our Values

- **Innovation:** Constantly pushing boundaries through creativity and collaboration.
- **Sustainability:** Promoting eco-conscious initiatives and aligning our products with positive social and environmental impact. See Nziria Beer.
- **Community:** Promoting a collective of people who support and create change together.
- **Inclusivity:** Offering equal opportunity to all artists, musicians, and creators, especially those on the margins of mainstream culture.

8. Next Steps / Get Involved

Whether you're looking to discover new music, support local artists, or enjoy a beer that does more than just satisfy your thirst, **NZIRIA is your gateway** to creativity and community. Join us in shaping the future of cultural collaboration—get involved by:

- Supporting local projects through **NZIRIA Beer**
- Collaborating on **artistic projects** or **events**
- **Exploring immersive cultural experiences** with NZIRIA's curated travel and music events

9. Contact

Want to know more or start collaborating? Let's connect!

- **Website:** www.nziria.com
- **Email:** info@nziria.com
- **Socials:** Facebook, Instagram, X, LinkedIn

