

Born Mozambican, citizen of the world by recognition, Moreira Chonguiça has taken the notes of his saxophone to almost all over the world, has delighted audiences and changed mentalities.

#### BRAND VALUES

The brand Moreira Chonguiça believes in values like, respect and integrity. Small nouns that are part of the base of all products, activities and projects. These values are transmitted to the young people that interact with the mentor. The market to which the brand operates is complex and demanding, but also loyal and faithful, as long as the quality of the product is kept. The brand is leader on the Mozambique Jazz Market. The complicity with the public is continuous.

#### HISTORY

On the 13th February 1977 in Mozambique, Maputo city witnessed the birth of one of the greatest genius of Jazz, Moreira Chonguiça. It was in the Acacias city, that he did his basic education. When he was old enough to make decisions, he decided to carry on his academic carrier in the neighboring country, and enrolled in South African College of Music in Cape Town, where he did his bachelor honors in ethnomusicology, it was the year 2000. From there, he used to be part of different Jazz bands and was invited for several events, being it in South Africa and United States. On the XXI century, in 2009, Moreira Chonguiça received an invitation to play at Rio de Janeiro. The event was to pay tribute to the Brazilian maestro Silvio Barbato, who passed away on a plane crash. From there, he constantly travelled to Brazil. On the lands of Indian Ocean, the acknowledgment of the musician comes through different awards received. In many mass media institutions he was elected personality of the year. He has taken Mozambican flag to many places of the world, and his voice was heard many times, namely on the inauguration ceremony of the African Leaders Network in Addis Ababa – Ethiopia, together with financial leaders and business men of the African continent. With so many work done around the world on behalf of Mozambican culture, the country that witnessed his birth didn't become insensitive, and during the year 2013 became advisor of the Ministry of Culture and member of the Arts and Culture Committee. In May 2014, he gave his talent to the music that became the anthem of the



African Union. Combining his brand “Moreira Chonguiça” to social responsibility, the artist has put together efforts to support the National Music School of Maputo, in which he studied and is a sponsor, in order to cover the needs of the learning institution.

The musician strongly believes that education is the way to relieve poverty, and improve the communities. On this perspective, he advocates that all social responsibility should have an educacional component..

#### COMMUNICATION

The message of the brand Moreira Chonguiça is transmitted from many mass media institutions that do have a relevant role, allowing that it can be seen in a multifaceted way from photos, videos and other activities, many of these presented live.

The brand does have a strong presence on the new platforms: Facebook, Twitter, LinkedIn, Pinterest, Instagram, and Youtube and does also have a presence in many social and music sites. The brand Moreira Chonguiça is continuously seeking for opportunities to join on a conscient and sustainable way.



#### PRODUCTS AND FUTURE DEVELOPMENTS

Moreira Chonguiça is an individual brand and it has associated products such as The Moreira Project and MoreJazz Series. There is also Moreira Chonguiça – Composer and Moreira Chonguiça – Producer. The Moreira Project. Founded in 2005 the The Moreira Project Band plays with him. The configuration is adapted to the event. The inauguration album, The Moreira Project: Vol 1 – The Journey, was the ramp for the launch of this product. The musician is a researcher prolific fascinated by the traditional music from different places of the world.

The album, “The Moreira Project: Vol.2 - Citizen of the world”, is a good example of this, where sounds, passion and many emotions lived with all musician present in this work mix together. The MoreJazz Series. Was born with the objective of improving the quality of Jazz production in Mozambique, and bring this world class and unique music style to our society.



#### 2014

Launch of the CD “Sensasons”. Won the first place prize in the competition of Cotai Jazz and Blues Festival in Macau, among 11 bands. It was the only African band present.

#### 2015

Celebration of 5 editions of MoreJazz Series together with the 10 years of the brand Moreira Chonguiça. Was also given the status and seal Superbrand that in this case, is distinguished for being the first individual in the African continent to receive this acknowledgement.

Within the scope of music, did perform on the Mozambique independence celebrations in Lisbon and in Kennedy Centre, Washington, United States as part of the Iberian Festival.

#### 2016

Moreira Chonguiça was awarded with the Degree of Merit Order Officer by His Excellency Professor, Marcelo Rebelo de Sousa President of Portugal, for his contribution to Jazz in Mozambique.