

# FocusAfrica

8th International trade exhibition on multi industry sector

24th-26th September 2011

Diamond Jubilee Hall, Dar -Es-Salam, Tanzania



**Focus Africa-Tanzania'11** is East Africa's Prominent 8th International Trade Exhibition on multi Industry sectors with facilities and atmosphere to match the highest standards possible. The exhibition is jointly organized by Tanzania Chamber of Commerce, Industry & Agriculture, Exposerve Africa Limited, Kenya and internationally marketed by Arabian Exposition, Dubai - UAE.

The event would attract **Manufacturers Importers Exporters Traders & Distributors of related Products, Equipment & Machinery, Manufacturers-Importers-Exporters associations, Govt. & Private purchasing organizations etc.** from East-Central-Southern African countries.



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## Products being exhibited

Industrial machinery.  
Consumer-House hold.  
Information technology - Computers & Peripherals.  
Real estate & Properties.  
Building-Construction-Safety-Security.  
Medical-Health- hospital supplies.  
Plastic-Rubber .  
Auto-parts & Accessories.  
Oilfield-Gas-Petroleum.  
Mineral-Metal-Chemicals.  
Printing-Packaging-Office automation and Furniture.  
Food & Agriculture.



## Visitors Profile

Manufacturers Importers Exporters Traders  
Distributors of related Products  
General public, consumers  
Directors  
Purchasing Managers Purchasing Managers

### Promotion of FocusAfrica - Tanzania'11:

An aggressive advertising campaign will be carried out to maximize exposure and visitor attendance.

#### This will include:

Newspaper Advertising  
Outdoor Advertising  
Trade Press

Magazine & Trade Journals  
Online Advertising  
E-Marketing

Radio Advertising  
Direct mail

## Venue

Diamond Jubilee Hall, the only Central A/C hall, is situated in heart of Dar-Es-Salaam, the capital and port city of Tanzania and popular amongst Asian, European and Arab origins settled in Tanzania besides local Africans. Whole year the venue is busy for organizing commercial, trade and Conferences.

**Opening Hours: 10 AM to 6PM (East Africa time)**

## Why Tanzania?

**Big Market less competition - Tanzania offers you both**

Tanzania is fast emerging as East Africa's distribution hub and the market is growing with the economy. Requirements for Consumer, Industrial & Building Products, Equipments, Machinery, Technical support and services are well in demand. This is the only one annual opportunity to explore the vast and most talked about 37 million consumer markets.

The Tanzanian market is fast escalating along with the economy and has already gained recognition as the most potential market in the vast 380 million consumer market of East Africa. The response at previous events has been overwhelming & we can confidently predict success for most of the participants at the upcoming exhibition.

Several International firms are now targeting Tanzania as the hub of East Africa as apart from offering international standard facilities in terms of infrastructure and communication, it also offers a very friendly and safe atmosphere. Moreover, Tanzania is also having one of the largest and busiest ports in the East African region also catering to neighboring countries such as Uganda, Kenya, Ethiopia and Somalia.

Sweeping economic reforms in many East African countries have turned the world's attention towards the region. Tanzania especially has enjoyed healthy economic policies for past 6 years.

Economic & Financial conditions in Tanzania have become more conducive to business development.

Positive moves and policies adopted by the Tanzanian government have played a significant role in promoting Tanzania as a viable business partner in the global market.

Foreign Exchange rates have been stable.

Well Organized International banking networks throughout the country

Import Duties on several commodities have been totally removed, especially on Computers & Peripherals, Capital Goods, Industrial Machinery and Equipment.

Tanzania is a Major re-exporter/distributor to East Africa's Land Locked Countries.

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## Investment & Incentives

Tanzania, compared to other East African countries, has the lowest tax or no tax at all on locally produced commodities and share capital. Full exemption from import duties and sales tax is allowed for all imports that are needed to establish the enterprises including equipment, machinery, spare parts, raw materials and supplies. Mining sector contributes about 2.3 per cent of the GDP, which is projected to account 10 per cent in 2025 as stated in the Development Vision 2025. It is one of the leading components in generating foreign exchange earnings within the non-traditional exports Tanzania has been the major focus of Africa's gold exploration and development over the past five years. As a result, the mining industry in Tanzania grew 29% in 2001, a major increase from the previous years' 17%. Up to 15% of Africa's exploration expenditure has been spent in Tanzania.

### **Main Imports:**

Vehicles, Auto Spare Parts, Cosmetics, Perfumes, Machinery, Foodstuff, Electronics, Computers & Peripherals, Satellite, Cables, Building Materials, Garments & Textiles, Stationery & Office Equipment, Pharmaceuticals, Packaging, Printing & Stationery

### **Main Exports:**

Tea, Coffee, Fruits, Beans, Horticultural Products, Free Flowers, Pyrethrum, Minerals & popular for tourism wild life.

### **Main Trading partners:**

UK, Kenya, Uganda, U.A.E., Japan, Germany, India, Benelux, China, Korea, Italy, South Africa

**Languages:** English & Kiswahili

**Religions:** Christianity, Muslim & Hindu

**Capital:** Dar-Es-Salam

**Currency:** Tanzanian Shilling (1 USD = 1300.00 Tsh approx.)

**Time:** 3+GMT



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Jointly organized by:

## ★ Arabian Exposition

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