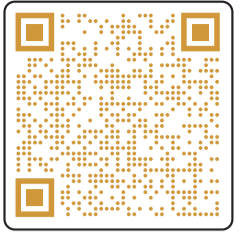




THE ADFAX EXPRESS MAGAZINE

SECOND EDITION - JULY 2026



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Hon. Samia Suluhu Hassan

President of the United Republic of Tanzania

ADFAX EXPRESS MAGAZINE

INDUSTRY LINEUP

A New Era of Business Influence

Welcome to AdFax Express Magazine, where vision meets influence and Tanzanian excellence takes its rightful place on the global stage. We are living in a defining moment for business, one shaped by innovation, speed, interconnected markets, and the rising power of purposeful visibility. In such an era, presence alone is no longer enough. Distinction matters. Positioning matters. Influence matters. It is within this context that AdFax Express emerges not merely as a publication but as a refined platform for strategic visibility, credible storytelling, and meaningful commercial connection.

Conceived as an "Express" platform, this magazine is designed for a discerning readership of executives, entrepreneurs, professionals, decision-makers, and visionaries who value clarity, relevance, sophistication, and impact. Every edition is thoughtfully curated to reflect the ideas, industries, people, and possibilities shaping the future of business in Tanzania, across East Africa, and beyond. Our editorial approach is intentional: to deliver content that is insightful yet accessible, elegant yet commercially relevant, and aspirational yet grounded in real opportunity.

At the heart of AdFax Express is a clear and ambitious vision: to elevate Tanzanian enterprise, creativity, leadership, and innovation through a platform worthy of international attention.

We believe the Tanzanian story is not a peripheral one. It is a story of progress, ingenuity, resilience, and emerging influence. It deserves to be presented with excellence, framed with dignity, and communicated with the level of distinction required to command both regional and global respect.

Through this magazine, we spotlight the sectors, ideas, and brands defining a new economic narrative from business innovation, logistics, entrepreneurship, and investment to lifestyle, enterprise development, and modern consumer culture. In doing so, we offer more than exposure. We offer a platform through which visibility is transformed into credibility, attention into opportunity, and brand presence into enduring influence.

AdFax Express is, above all, a connector. It exists to bridge brands with audiences, ideas with opportunity, and ambition with strategic reach. It is built on the understanding that growth is rarely accidental. It is cultivated through clear positioning, compelling narratives, trusted platforms, and the ability to be seen by the right people, in the right context, at the right time.

What distinguishes this publication is not only what it features, but how it features it. Every page is designed to deliver a refined editorial experience where luxury meets intelligence and aesthetics meet purpose.

Our visual language is intentional. Our storytelling is elevated. Our commercial outlook is sophisticated. The individuals, enterprises, and institutions featured in these pages are not simply showcased; they are positioned with care, profiled with depth, and elevated in a manner that reflects their value and potential.

At AdFax, we believe that when visibility is guided by purpose and presented with excellence, it becomes a force for growth, influence, and transformation. This is the philosophy behind AdFax Express. It is a platform created not only to inform, but to elevate; not only to present, but to position; not only to connect, but to inspire movement.

As you journey through this edition, I invite you to engage with the stories, brands, and ideas that are shaping a new chapter of Tanzanian and African enterprise. This is more than a celebration of business. It is a statement of confidence in our market, our people, our creativity, and our future. It is an affirmation that excellence exists here, innovation is rising here, and influence can be built from here to the world.

Welcome to AdFax Express Magazine. Welcome to a publication of substance, elegance, and strategic influence.

Welcome to a new era of business leadership.



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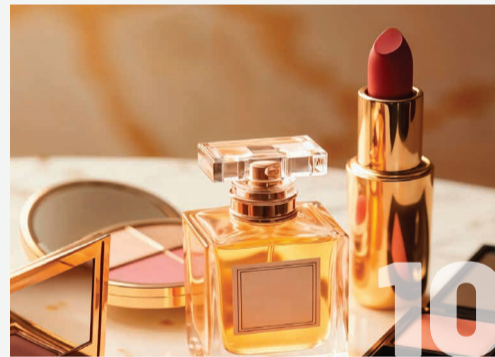
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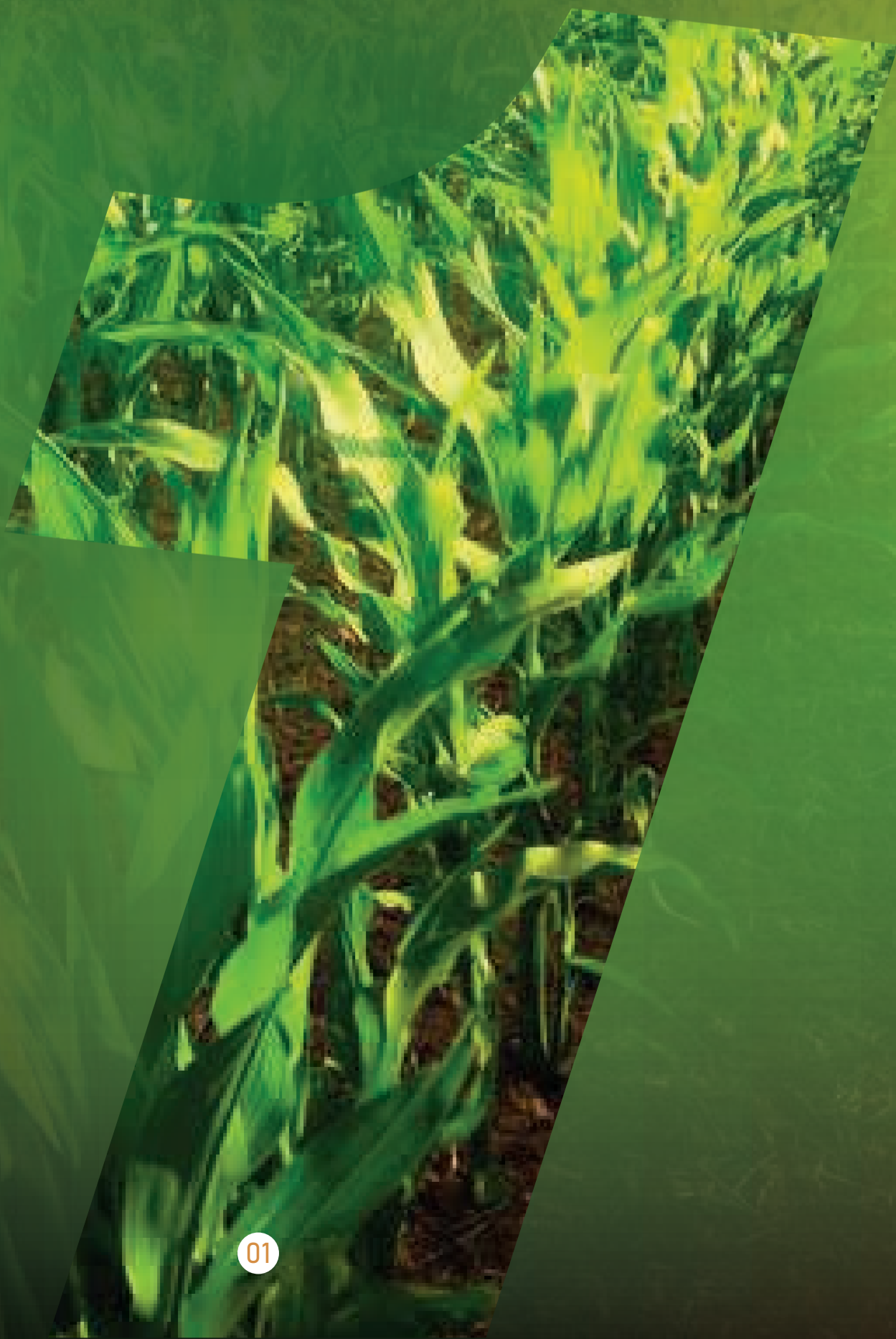
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AGRICULTURE **INDUSTRY**





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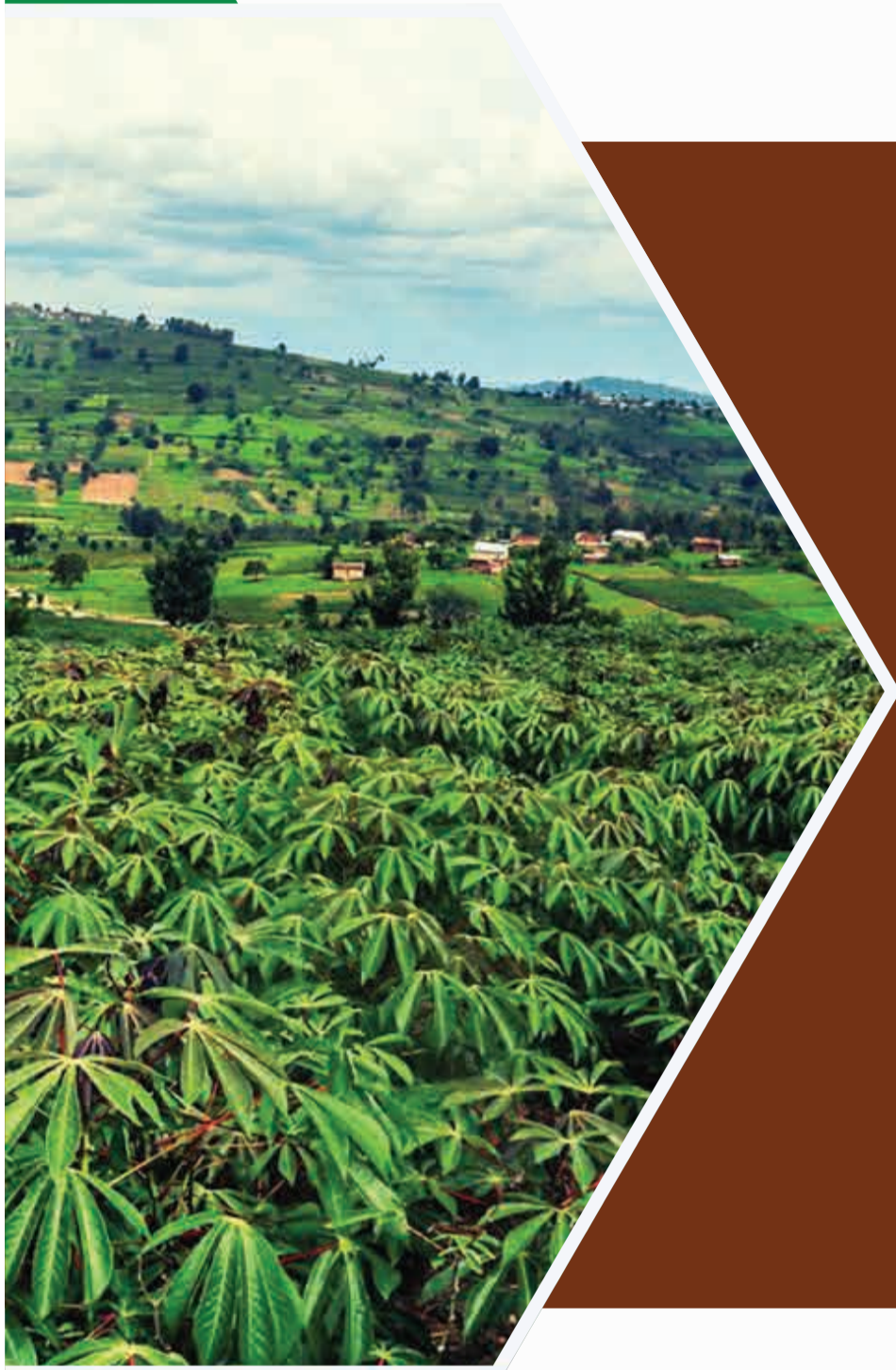


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KIGOMA CASSAVA AGRONOMY INITIATIVE (KCAI)

Executive Summary

KCAI was established in 2024 to break a devastating economic paradox: although Kigoma is the heartbeat of Tanzania's cassava production, its 1.9 million stakeholders remain trapped in a cycle of subsistence farming. Currently, the regional value chain is crippled by a 'productivity gap' averaging only 3.5 to 8.5 tons per hectare. KCAI intervenes to bridge this gap, transforming cassava from a survival crop into a climate resilient industrial powerhouse for the entire Great Lakes region.

The Vision: From Food Security to Agro-Industrialization

KCAI moves beyond traditional NGO models by viewing cassava as an industrial powerhouse for textiles, pharmaceuticals, and bioethanol. Our mission is to bridge the gap between raw production and high-value processing, turning a primary crop into a driver for regional economic stability.



Our Five Strategic Pillars

- 1. Productivity & Climate-Smart Agriculture:** Introducing high-yield, disease resistant varieties and regenerative techniques to triple current output.
- 2. Advocacy & Trade Facilitation:** Serving as a diplomatic bridge to align local production with EAC, SADC, AU and Global standards for international market access.
- 3. Value Addition & Technology:** Transitioning from raw exports to industrial processing hubs for high-quality flour and industrial starch.
- 4. Financial Inclusion & Data Systems:** Building digital identities for farmers to make them "bankable" and ready for industrial capital.
- 5. Socio-Economic Impact:** Measuring success through the holistic development of stakeholders translating "crop yield" into "human yield."

The 2026 Roadmap: Institutional Sustainability

KCAI is redefining the Tanzanian NGO landscape through a Social Enterprise Model. By establishing a commercial arm, we are moving away from donor dependency toward long-term financial independence.

Key 2026 Milestones:

- **10-Hectare Pilot Model:** A precision-engineered "Proof of Concept" to demonstrate high-yield technology and regenerative agronomy.
- **Resource Mobilization:** Partnering with investors to deploy industrial capital.

Support Our Mission:

From pilot production to regional prosperity join us in growing Kigoma. To learn more about our social enterprise model or to support our strategic projects, contact:

Mr. Adamson Nsimba

Executive Director – Kigoma Cassava Agronomy Initiative (KCAI).



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A Health & Traceability Revolution for Tanzania's Livestock Sector.

On June 16, 2025, President Dr. Samia Suluhu Hassan launched a landmark five-year campaign to vaccinate over 76 million animals, equip livestock with electronic ear tags, and unlock international markets — backed by TZS 216 billion in Government funding.



H.E. President Dr. Samia Suluhu Hassan witnessing tablet livestock data entry with electronic ear tags — Nyakabindi Grounds, Simiyu Region, June 16, 2025.



A veterinary officer administers CBPP vaccine to cattle as officials observe. National Livestock Vaccination and Identification Campaign launch, Bariadi District, Simiyu Region.



TZS 216B
5-Year Government Allocation



76.3M Animals
National Vaccination Target



36.3M Ear Tags
Electronic ID Tags Procured



4,500 Tablets
Issued to Extension Officers

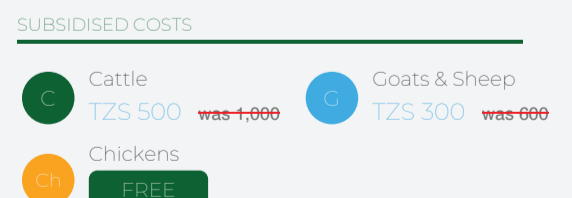
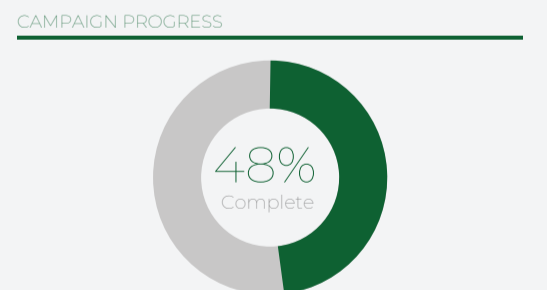
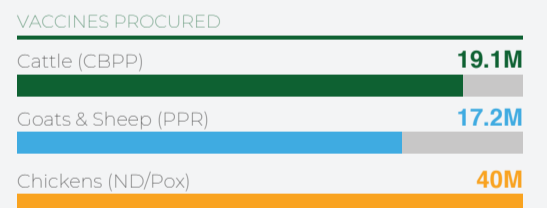
Since assuming office in March 2021, President Dr. Samia Suluhu Hassan has elevated the livestock sector as a pillar of Tanzania's economic transformation. With the formal launch at Nyakabindi Grounds, Bariadi District, the Government committed TZS 216 billion over five years — and TZS 28.1 billion for the 2024/2025 financial year alone — to revolutionise animal health and traceability.

The campaign targets 19,099,100 cattle against Contagious Bovine Pleuropneumonia (CBPP), 17,224,200 goats and sheep against Peste des Petits Ruminants (PPR), and 40 million indigenous chickens against Newcastle Disease, fowl pox, and avian influenza — the latter entirely free of charge. The Government also distributed 700 motorcycles and 4,500 tablets to field extension officers.



"I fully support this campaign. Vaccination for chickens is free — poultry farming is a key livelihood for many women."
— H.E. President Dr. Samia Suluhu Hassan.

Electronic ear tags represent a paradigm shift: Tanzania will move from population estimates to a verified national livestock database — essential for compliance with WOA, FAO, and WTO standards. Countries including Egypt and the UAE are already prepared to begin purchasing live Tanzanian animals, Minister Dr. Ashatu Kijaji conducted field inspection tours opening major new export revenues for the country. across eight regions urging farmers to utilise the subsidy and warning professionals against unauthorised charges. By end of August 2025, 36.74 million animals had been vaccinated — 48.13% of the national target — a remarkable opening milestone.



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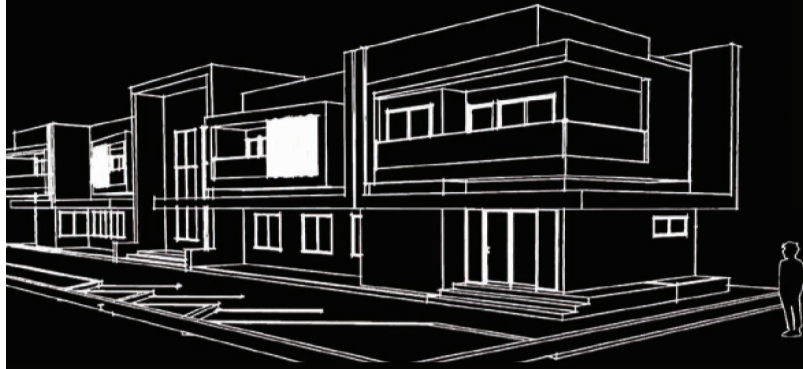
ABOUT US

Who We Are

We are a private company that specialises in conceiving modern, high-calibre solutions for architectural design and urban planning projects. Our team of architects has successfully developed functional and meaningful projects in Tanzania and Mozambique.

TLG has positioned itself as the choice of those who value quality, creativity, and distinction. We work hand-in-hand with our clients on a design strategy and involve them in all processes of the project's development.

The objective of each of our designs is to enrich spatial experiences and provide an ideal modern living environment



WHY CHOOSE US

The Line Group is driven by a commitment to quality, creativity, and excellence in every project we undertake. Our multidisciplinary team delivers modern, functional, and high-caliber architectural and urban planning solutions tailored to each client's vision. With proven experience across Tanzania and Mozambique, we work closely with our clients throughout every stage of the design and development process to ensure clarity, efficiency, and distinctive results. Our focus on detail, innovation, and meaningful spatial experiences makes us a trusted partner in shaping modern living environments.



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450+
PROJECTS



22
CONSTRUCTED



43
UNDER CONSTRUCTION



246000
TOTAL BUILT AREA



08
COUNTRIES



16
STATES



43
MUNICIPALITIES



28
TEAM SIZE

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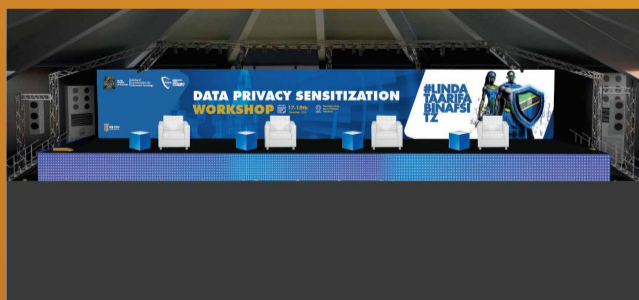
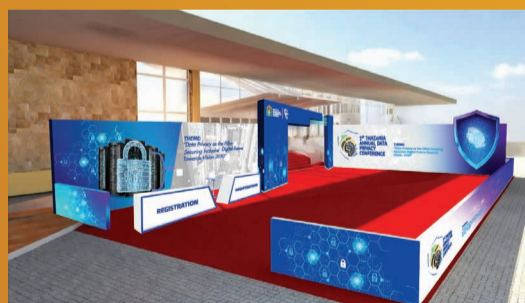


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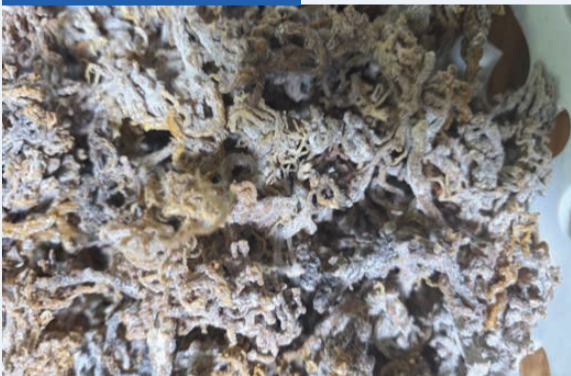
ABOUT ZASCO

Zanzibar Seaweeds Company Limited (ZASCO) is a Government-owned company established to strengthen the seaweed value chain in Zanzibar through production, marketing, processing, and international trade.

Operating across Unguja and Pemba islands, ZASCO works closely with coastal communities and seaweed farmers to ensure sustainable production and reliable supply of export-quality seaweed products.

Our mission is to sustainably cultivate and market premium-quality seaweed products, empowering local communities and contributing to the economic and social development of Zanzibar through innovation, collaboration and environmental stewardship.

PRODUCT GALLERY



COTTONII (Eucheuma Cottonii)
Premium export-quality Cottonii seaweed cultivated in the coastal waters of Zanzibar.



SPINOSUM (Eucheuma spinosum)
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ULVA LACTUCA (Green Seaweed)
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Government Support



Community Empowerment

OUR CURRENT EXPORT FOCUS

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Our products are ideal for:

- a) Animal feed manufacturers
- b) Bio stimulant producers
- c) Agricultural input suppliers
- d) Organic fertilizer companies
- e) Aquaculture industries
- f) Industrial processing companies

OUR FUTURE INDUSTRIAL VISION

ZASCO is currently developing modern processing facilities that will soon enable the production of:

Upcoming Products

- Animal Feed Products
- Bio stimulant Fertilizers
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This investment will strengthen local value addition, increase farmer incomes, create employment opportunities, and position Zanzibar as a leading blue economy hub in Africa.

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Imagine standing on a golden beach, the roar of the Indian Ocean kissing your feet, while just beyond, the wild heart of Tanzania stirs lions roaming, elephants wandering. Here at Saadani National Park, the untamed bush meets the gentle waves, a rare dance of land and sea.

Glide across the glassy waters of Lake Tanganyika, the world's second-deepest lake, where every ripple holds stories of ancient life and untouched serenity. Drift over Lake Victoria, and you'll find Rubondo Island, where birds paint the sky with color and chimpanzees move silently through the forest. Tanzania's blue gems aren't just water they are invitations to pause, breathe, and witness the extraordinary

CULTURAL & GASTRONOMY

A Nation in Every Flavor

Step into Tanzania and you step into a living mosaic. Over 120 tribes, each with its own language, dance, and song, unite through the rhythm of Swahili, creating a harmony as rich as the land itself.

Taste it in the smoky aroma of Nyama Choma grilling over open flames, or the comfort of Ugali, a humble dish that binds families and friends. Every meal tells a story, every spice a memory. Tanzania doesn't just feed the body it nourishes the soul, reminding you that diversity can be a symphony rather than a divide





MICE TOURISM: WHERE IDEAS TAKE FLIGHT

Meet. Inspire. Transform.

Dar es Salaam, Dodoma, Mwanza, Arusha cities buzzing not only with business but with life. Picture delegates arriving for a conference, stepping out to watch the sunset over Lake Victoria or hiking Arusha's rolling hills.

Here, meetings aren't just about agendas they're about inspiration. Tanzania's MICE facilities marry modern efficiency with breathtaking landscapes, creating spaces where connections aren't just made they flourish. **Business becomes adventure, ideas become stories, and every conference leaves a memory beyond the boardroom.**

SPORTS TOURISM: WHERE PASSION MEETS THE WILD

Run. Play. Feel Alive.

Under the slopes of Oldoinyo Lengai, where the Maasai play with their spears and dance around a sewn ball, the spirit of competition is born raw, cultural, and proud. That same rhythm travels from the volcanic plains to the Benjamin Mkapa Stadium, where Simba and Yanga clash in a derby that unites a nation.

In Tanzania, sport is more than competition it's a heartbeat echoing through the land. From the golden sunrise over Mount Kilimanjaro as runners conquer the Kilimanjaro Marathon, to the wild trails of the Serengeti and Selous where athletes race alongside nature's majesty, every stride tells a story of courage and connection. The cheers rise higher in the Dar es Salaam Derby, where football ignites passion and unity, and the coming AFCON promises to set the nation ablaze with pride.

In Arusha, Dar, and soon the Serengeti, golfers swing beneath endless skies, while cyclists chase horizons through valleys and savannahs. Here, every game, every race, every goal is not just sport it's Tanzania's spirit in motion, an anthem of resilience, joy, and the wild beauty of being alive.





WELLNESS AND MEDICAL TOURISM

Feel alive again

In the heart of Tanzania, nature is more than beauty it is medicine, teacher, and sacred guide. At the Waterfalls of Worship, believers honor Mungu wa Wote the God of All as cool mist touches their skin and laughter rises.

The falling water cleanses body and spirit, washing away fatigue and fear, and awakening joy and renewal. Across The Gardens of the Earth, endless hills and valleys invite quiet reflection.

In these calm spaces, nature listens and responds, offering peace to the restless heart. Beneath sacred trees like the Ficus Thonningii, communities gather to pray, sing, and share stories. These ancient trees, symbols of unity and healing, shelter both body and soul their fallen leaves brewed into teas that soothe and restore.

Beneath sacred trees like the Ficus Thonningii, communities gather to pray, sing, and share stories. These ancient trees, symbols of unity and healing, shelter both body and soul their fallen leaves brewed into teas that soothe and restore. Finally, the touch of warm sand and soil reminds us of our bond with the earth.

Walking barefoot reconnects us to life's rhythm grounding, humbling, and healing. In African tradition, every sound and breeze carries a message that true wellness comes from harmony with nature. To heal, in Tanzania is to return to the land, the spirit, and ourselves.





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Themis 2	8M x 15M	119	106	75	75	44	94	50
Themis 3	8M x 15M	119	106	75	75	44	94	50
Pre-Function		123						

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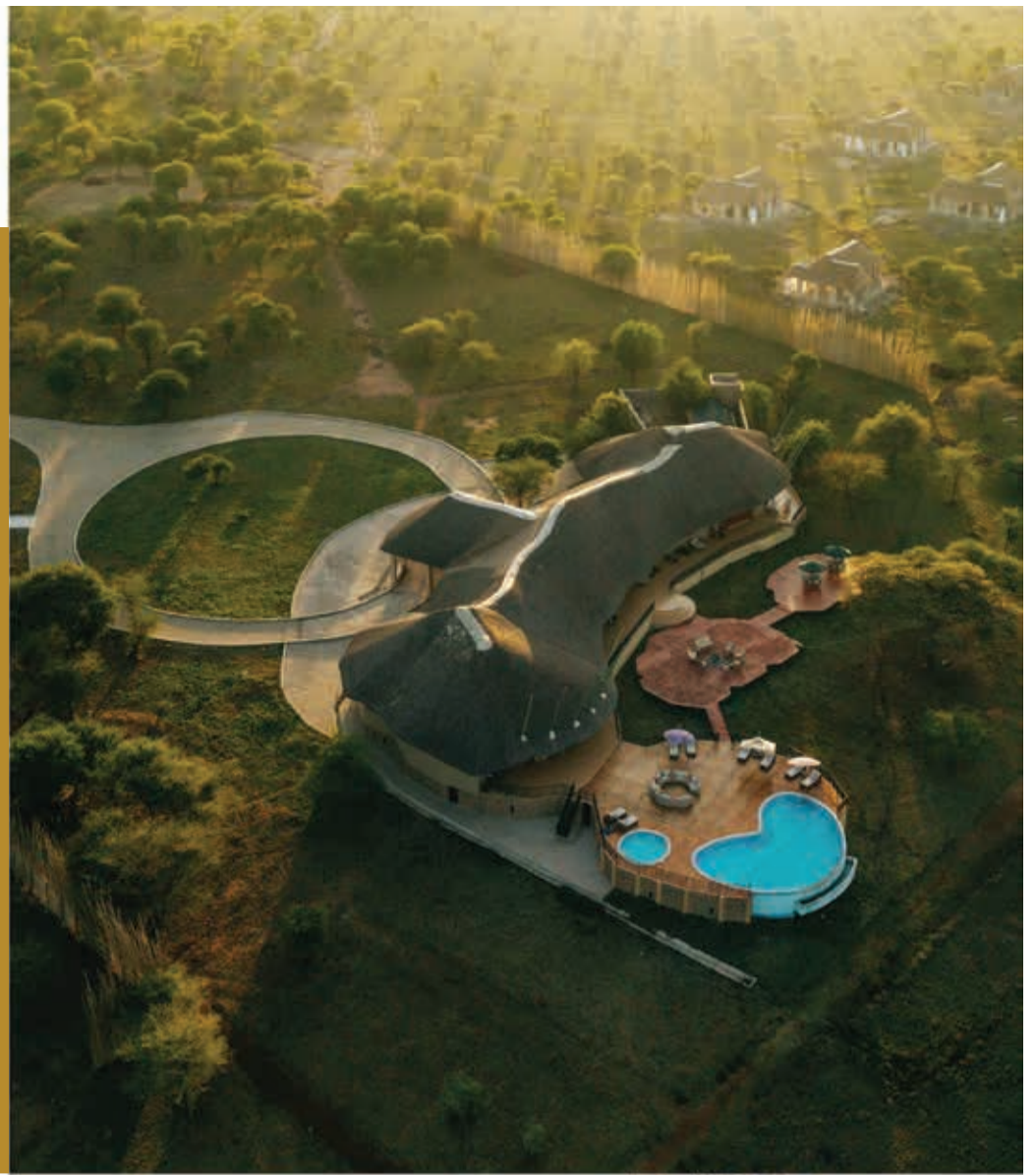
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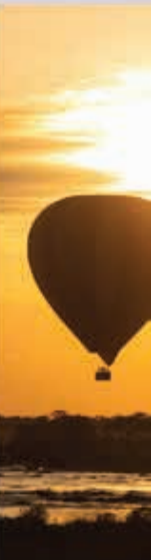
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Zanzibar's Blue Horizon: Why the Ocean Is the Island's Future



Capt. Hamad Bakar Hamad
Principal Secretary
Ministry of Blue Economy and Fisheries,
Zanzibar

Few places in the world are as intrinsically tied to the ocean as Zanzibar. An archipelagic nation made up of the two main islands of Unguja and Pemba, alongside 53 smaller islets, Zanzibar covers just 2,654 square kilometers of land—yet it is embraced by nearly 220 kilometers of coastline and a vast ocean estate that defines its past, present, and future.

Located about 50 kilometers off the mainland Tanzania and forming part of the United Republic of Tanzania, Zanzibar shares an Exclusive Economic Zone (EEZ) of more than 223,000 square kilometers with the Mainland Tanzania. This marine space, almost 88 times larger than Zanzibar's landmass, is the foundation of the island's Blue Economy: *a bold development pathway that places the ocean at the center of inclusive and sustainable growth.*

People of the Coast

Zanzibar's population reached approximately 1.9 million in 2022 and continues to grow at an annual rate of 3.7%. Women make up 51.6% of the population, while men account for 48.4%. Crucially, the island is young and dynamic: around 58% of Zanzibaris are of working age (15–64), and an impressive 74.4% of the workforce is youth aged 15–34. This demographic dividend offers a powerful engine for current and future economic transformation.

Life in Zanzibar is closely woven into the shoreline. Nearly two-thirds of the population lives within one kilometer of the coast, relying on artisanal fisheries, aquaculture, particularly seaweed and sea cucumber farming, tourism, and small-scale agriculture. For women and youth especially, these ocean-based sectors are not just economic activities; they are lifelines.

The Blue Economy as a National Vision

Zanzibar has adopted the Blue Economy as its flagship socio-economic agenda, with an ambitious goal: *to become an upper-middle-income economy by 2050.* At its core, the Blue Economy is about unlocking ocean wealth in ways that reduce poverty, create jobs, and attract large-scale investment—without compromising environmental integrity.

In 2024, already, blue economy sectors contribute an estimated 42.2% of Zanzibar's GDP and employ about 43% of the working-age population. With targeted policies and strategic investment, these figures are expected to rise significantly with an estimated of GDP contribution of 60% by 2026, positioning Zanzibar as a leading ocean-based economy in the Western Indian Ocean.

Priority Sectors Driving the Blue Economy

Zanzibar's Blue Economy policy focuses on five interlinked priority areas:

- *Fisheries and Aquaculture* – from artisanal and deep-sea fisheries to seaweed and sea cucumber farming, supported by value addition and processing.
- *Sustainable Tourism* – capitalizing on the island's "sea and sun" appeal, rich history, and unique natural attractions.
- *Energy* – including renewable energy, as well as oil and gas exploration.
- *Maritime Trade, Transport, and Marine Infrastructure* – strengthening ports, shipping, and logistics.
- *Blue Economy Governance* – ensuring strong ocean governance, policy coherence, and sustainable resource management.

Together, these sectors aim to generate inclusive growth while safeguarding the marine ecosystems that underpin them.



What we offer

Zanzibar presents highly attractive opportunities across several strategic blue economy sectors. Investments in deep-sea fishing and seaweed value chains, including value-addition activities, are among the most lucrative. With a deep-sea fishing port under construction and significantly improved cold-chain infrastructure, we invite partners to collaborate in this growing sector.

In tourism, Zanzibar recorded nearly one million tourist arrivals in 2025. This growth creates strong demand for additional tourism infrastructure, including high-end resorts, MICE facilities, and supporting logistics such as a dedicated cruise ship terminal.

A designated special zone for a multipurpose port has been demarcated, offering investors the opportunity to position Zanzibar as a regional transshipment hub and offshore services center. In the oil and gas sector, Zanzibar has two onshore and eight offshore blocks, fully supported by extensive geological and seismic data and ready for exploration.

For further information, please contact **Captain Hamad Bakar Hamad** at hamad.hamad@blueeconomysmz.go.tz or +255 773 900 595

Why the Blue Economy But, we cannot do it alone:

Small Island Developing States, Zanzibar faces inherent limits to land-based development. Its greatest asset lies offshore. The islands are surrounded by rich and diverse marine ecosystems—mangrove forests spanning an estimated 16,000 to 20,000 hectares, extensive seagrass meadows, and vibrant coral reefs. These ecosystems protect coastlines, support fisheries, store carbon, and sustain

The shared EEZ offers immense opportunities for renewable and conventional energy, marine research, and emerging biodiversity and carbon credit markets. At the same time, Zanzibar's economy is deeply maritime: nearly 99% of international trade is conducted by sea, making ports and marine transport critical national

Zanzibar's investment ambitions cannot be realized in isolation. Under the visionary leadership of H.E. Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council, Zanzibar offers one of the most competitive investment incentive packages in the region. Given that many Blue Economy opportunities remain largely untapped, potential investors in blue economy sectors benefit from tailored, one-to-one incentive discussions in addition to the standard incentives provided by the Zanzibar Investment Promotion Authority (ZIPA). Key incentives include up to 5-year corporate tax holiday, import duty exemptions on capital goods, 100 percent foreign ownership and guaranteed profit repatriation.

A Blue Future for Zanzibar

Blue Economy vision goes beyond growth figures. It is about improving livelihoods, advancing gender equality and social inclusion, creating decent jobs for a youthful population, and building resilience to climate change—while ensuring the long-term health of the ocean.

As the island looks toward 2050, the message is clear: Zanzibar's future prosperity will be written in blue. By investing wisely in its ocean resources and placing sustainability at the heart of development, Zanzibar is charting a course toward a more resilient, inclusive, and prosperous island nation—one wave at a time.



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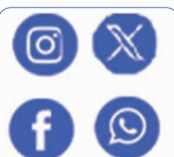
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Powers Tanzania's Global Trade Ambitions

As Tanzania celebrates the 50th anniversary of the Dar es Salaam International Trade Fair (DITF), popularly known as Saba saba, the nation enters a defining chapter in its economic journey, one driven by visionary leadership, institutional excellence, and a unified national ambition.

The golden jubilee is not merely a commemoration of five decades of trade promotion; it is a bold statement of the country's growing influence in regional and global commerce.

At the heart of this transformation is President Samia Suluhu Hassan, whose strategic vision elevates saba saba into a powerful platform for economic diplomacy, industrial growth, and international engagement.

Her leadership reshapes the trade landscape, positioning the exhibition as a catalyst for investment, innovation, and private-sector expansion.

Under her stewardship, saba saba evolved into a dynamic showcase of the country's resilience, progress, and future potential.

The golden jubilee also marks a proud milestone in the journey of the Tanzania Trade Development Authority (TanTrade), reflecting 50 years of commitment to building a strong and competitive economy.

Over the decades, saba saba has grown into a premier platform that connects local producers with international markets, enabling Tanzanian goods to reach global audiences while strengthening the country's economic footprint. It becomes a symbol of national pride, an event that celebrates innovation, entrepreneurship, and unity.

Driving the successful preparation of this landmark event is TanTrade Director General, Dr Latifa Khamis, whose leadership is instrumental in transforming the fair into a modern, efficient, and globally competitive exhibition.

As preparations advance, her focus on infrastructure upgrades, operational readiness, and stakeholder engagement yields tangible results.

Improvements in electricity supply, water systems, and internal road networks within the fairgrounds enhance efficiency and ensure a seamless experience for exhibitors and visitors.



Equally transformative is the integration of digital systems under her leadership. Through initiatives such as CART. IS and the introduction of digital registration and booking platforms, TanTrade significantly reduces bureaucracy and improves service delivery.

Exhibitors now access services online with ease, while visitors benefit from digital tools that simplify navigation within the fairgrounds. This technological advancement reflects the country's commitment to innovation and alignment with global best practices in trade facilitation.

The contribution of Minister for Industry and Trade Ms Judith Kapunga further strengthens preparations. Her efforts in aligning policies, coordinating stakeholders, and facilitating trade create an enabling environment for businesses to thrive.

Her leadership underscores the government's determination to ensure that the golden jubilee is not only celebratory but also impactful in driving long-term economic growth.

Saba saba increasingly serves as a hub for high-level business engagement, with structured Business-to-Business (B2B) programmes playing a central role in fostering partnerships across sectors.

These engagements bring together investors, entrepreneurs, and policymakers to explore opportunities and conclude agreements that drive economic development. In the energy sector, discussions focus on investments in renewable energy and infrastructure development, reflecting Tanzania's commitment to sustainable growth.

In agriculture, the exhibition connects farmers and agribusinesses with international buyers, expanding markets for key products such as coffee, tea, spices, and processed foods while encouraging value addition and modernization.

This fair also serves as a platform for collaboration in education and health. Partnerships between local and international institutions help enhance skills development, research, and knowledge exchange in education, while in the health sector, agreements are forged to improve access to medical technologies, pharmaceuticals, and healthcare services.

Many of Tanzania's major development initiatives, including industrial business clusters, port modernization projects, roads, railways, and strategic dry ports such as Kwala in the Coast Region—are facilitated through Saba Saba's B2B, Business-to-Government (B2G), and Government-to-Government (G2G) platforms.

These sectoral engagements highlight the comprehensive role of saba saba in driving inclusive development.

The scale of participation continues to reflect the growing importance of the exhibition. Previous editions attracted more than 4000 local exhibitors, nearly 500 international companies, and over 700,000 visitors, generating an average of 13 billion Tanzanian shillings in business deals.

On saba saba day alone, attendance reaches approximately 150,000 people. The golden jubilee edition is expected to surpass these figures, with participation projected from more than 30 countries, further cementing Tanzania's position as a regional trade hub and investment destination.

Beyond business, the exhibition celebrates Tanzania's rich cultural heritage. The introduction of thematic villages, including those dedicated to culture and entertainment, adds vibrancy to the event and showcases the country's creative industries.

These attractions not only enhance the visitor experience but also promote tourism and strengthen national identity.

Significant improvements in logistics and accessibility are also evident. Shuttle transport services within the fairgrounds allow visitors to move easily between exhibition zones, improving inclusivity for all participants.

SABASABA IMPACT



LOCAL EXHIBITORS

4,000+



VISITORS

700,000+



PEOPLE ON SABASABA DAY

150,000+



AVERAGE BUSINESS DEALS

TZS 13B+



INTERNATIONAL COMPANIES

500+



COUNTRIES EXPECTED PARTICIPATION

30+

SABASABA IMPACT



ENERGY & RENEWABLES



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Major national projects including industrials business clusters, port modernization, railways, roads and strategic dry ports (e.g Kwala) are advancing through saba saba's B2B, B2G and G2G platforms.

Digital platforms, including mobile applications and online systems, provide real-time information and guidance, making the experience more efficient and user-friendly.

A cornerstone of TanTrade's long-term strategy is the promotion of the 'Made in Tanzania' brand, which emerges as a powerful tool for enhancing the visibility and competitiveness of local products.

By unifying goods under a national identity, the initiative builds trust among consumers and strengthens Tanzania's presence in global markets. It also fosters pride among producers and encourages the consumption of locally manufactured products.

Over the past five decades, TanTrade also plays a crucial role in expanding market access for Tanzanian goods through participation in international exhibitions in countries such as Oman, China, Indonesia, and Mozambique.

These efforts result in trade agreements that boost exports, create employment opportunities, and strengthen the country's economic position.

Experts such as Mr Octavian Mshiu highlight the importance of collaboration in achieving these successes. Through consultative meetings and stakeholder engagement, TanTrade fosters a transparent and inclusive business environment that supports enterprises of all sizes, including women- and youth-led businesses.

This collaborative approach ensures that the benefits of saba saba are widely shared across society.

Business leaders, including Stella Shaibu, express optimism that the golden jubilee will not only celebrate past achievements but also unlock new opportunities for growth and innovation.

Their confidence reflects a broader national outlook, one that views saba saba as a gateway to the future of the country's economy.

In essence, the success of the saba saba golden jubilee is being shaped by strong leadership, strategic planning, and collective commitment.

From the visionary direction of President Samia to Dr Khamis and the policy support of Minister Kapinga, the country remains firmly on track to deliver a historic and impactful event.

As the nation sets the stage for this milestone celebration, saba saba stands not only as a reflection of the country's achievements over the past five decades but also as a powerful platform for future growth.

The golden jubilee is poised to leave a lasting legacy, strengthening Tanzania's global trade footprint, inspiring innovation, and reinforcing its position as a rising economic powerhouse in Africa and beyond.





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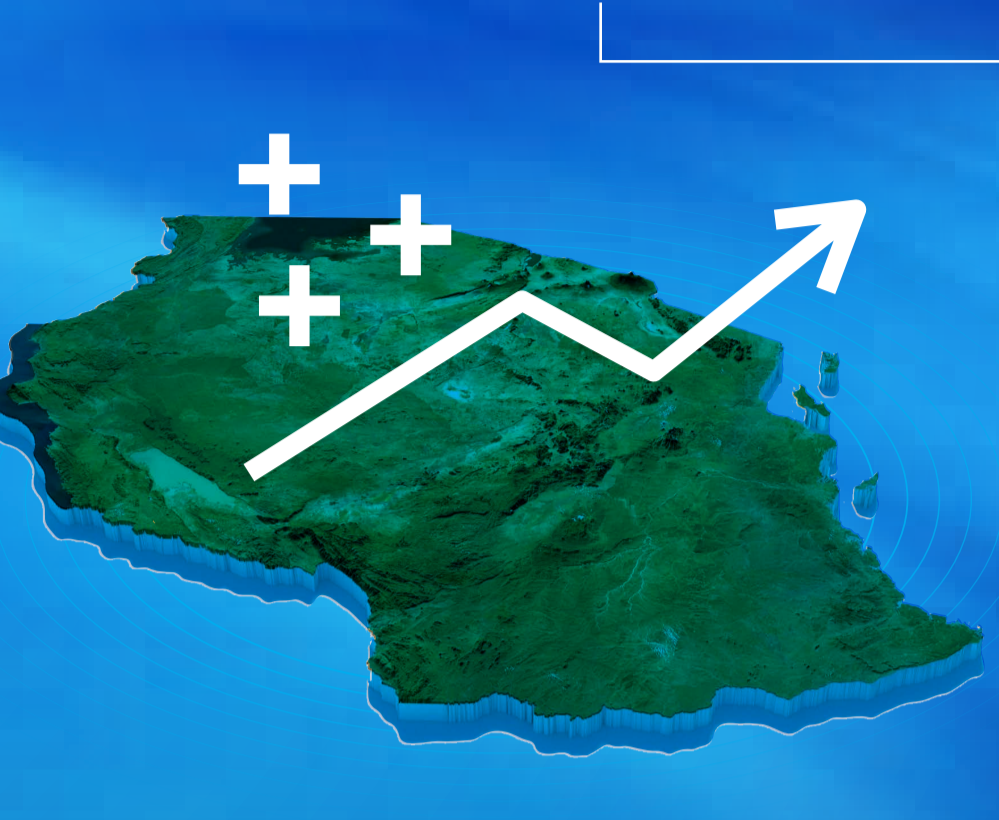
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GBI helps clients move with greater confidence, stronger preparation, and fewer blind spots. Where some firms offer introductions, GBI builds structured pathways. Where some advisors deliver reports, GBI supports coordinated engagement. For clients seeking credible engagement in Tanzania and selected cross border opportunities, GBI provides a disciplined local coordination advantage that helps turn ambition into sustainable value creation

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In complex emerging markets, the greatest risk is not the absence of opportunity. It is entering an opportunity environment without structure, credible intelligence, qualified counterparts, and disciplined coordination. GBI helps clients reduce that risk.

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GBI identifies, evaluates, packages, and promotes commercially viable and development-oriented opportunities for domestic and cross border investment and engagement. The company supports opportunity analysis, readiness assessment, due diligence coordination, transaction preparation, market entry, regulatory navigation, local partner identification, stakeholder engagement, investor onboarding, site visits, project inspections, and aftercare coordination.

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For multinational investors, GBI provides local intelligence, structured entry support, credible coordination, and partner identification.

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Dar Port's Five-Month Jump Shifts Focus to Clearance Efficiency, Evacuation Capacity and Predictability

A port's reputation gets built in the places most people never see. During phone calls between a clearing agent and a customer, the agent inquires about when the cargo will be loaded. In a transporter's decision to accept another job because the last truck turned around on time. In a factory, a manager's confidence that an input will arrive before production stops. That is the real audience for Dar es Salaam's recent surge in volumes, and the real test for the port's next phase.

TPA operational data shows Dar handled 13.97 million tonnes from July to November 2025, compared with 10.40 million tonnes in the same months of 2024. FY 2024/25 closed at 27.7 million tonnes, up from 23.7 million tonnes in the previous year, a 15 per cent increase and the highest annual throughput recorded. Numbers like these bring pride, but they also bring pressure. Every tonne adds work to the yards, the gates, and the clearance chain. When the system works, the region feels it through lower friction. When it strains, the region feels it through delays and cost.

Dar's answer begins with the capacity that affects vessel calls directly. The entrance channel and berths have been deepened to 14.5 metres under the Dar es Salaam Maritime Gateway Project, allowing larger ships to dock with heavier loads. That change ties into a time claim that has attracted attention among logistics players. Average container vessel time in port has fallen from about 10 days to about three days. A week saved on the ship side helps carriers protect schedules and helps cargo owners reduce exposure to time-related charges.

Bulk cargo handling adds another layer of evidence. Some grain vessels are now reported to offload 65,000 tonnes per call compared with around 15,000 tonnes previously. That shift matters for national supply chains and regional import cycles. It suggests a port that can process larger volumes per vessel call. It also increases the need for strong inland evacuation, because intense discharge sends more cargo into the system faster.

TPA Director General Plasduce Mbossa describes the port's goal as a chain-wide discipline, not a waterfront-only story. "A port succeeds when the whole chain moves," Mbossa said. "Working a vessel fast helps, but the customer experiences the port through clearance and evacuation. Our job stays on removing time from the chain end to end."

Operationally, Dar now runs a split terminal structure. DP World manages berths 0 to 7 under a performance-based arrangement. The container terminal, berths 8 to 11, is operated by Tanzania East Africa Gateway Terminal Limited. The structure matters because execution depends on daily decisions, berth planning, equipment uptime, maintenance routines, and yard management. Public investment in cranes and ICT systems supports the operators, while performance-based management sharpens expectations for productivity and consistency.

For the shipping side, a key move has been the implementation of Fixed Berthing Windows. Fixed Berthing Windows provides shipping lines with assured, predefined berthing windows. It rewards discipline on both sides. Carriers gain

more certainty in when a vessel will be served. Terminals gain steadier planning and fewer last-minute disruptions. For cargo owners, the benefit comes indirectly through improved schedule integrity, which makes downstream planning easier for forwarders, transporters, and warehouses.

Mbossa frames the reform in customer language. "Predictability sits at the centre of competitiveness," he said. "When berthing becomes predictable, the rest of the chain can be planned. Planning reduces panic. Planning reduces cost."

Mbossa argues that inland evacuation decides the quality of the port experience. "When cargo gets out quickly, everyone wins," he said. "The ship gets served, the yard stays manageable, trucks rotate faster, and the importer receives goods sooner. Kwala supports that flow, and we will keep strengthening the link between the seaport and inland logistics."

The next phase combines expansion and coordination. TPA is targeting a throughput of around 30 million tonnes by 2030, supported by adding 10 new berths and automation investments. The port authority is also working with border agencies to speed up customs clearances and with truckers to alleviate hinterland bottlenecks. Improved rail connectivity remains central to strengthening the port's role as a regional gateway, because evacuation capacity determines whether time savings at berth translate into time savings for cargo owners.

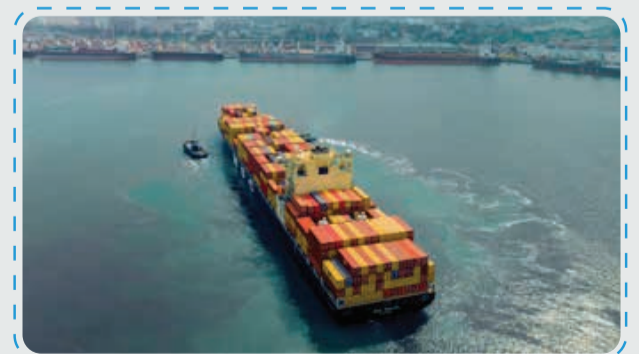
Bagamoyo sits on the longer horizon as a complementary project, revived as part of a sequenced expansion approach. TPA's position emphasises pragmatism and staging to align future capacity with demand growth and avoid overcapacity, while Dar continues to build reliability through operational reform, infrastructure upgrades, and inland logistics.

For the logistics market, Dar's story now reads as a promise with measurable consequences. The port has raised throughput sharply in five months. It has paired that with deeper berths, faster vessel service claims, planned berthing windows, and a large inland depot strategy. The judgment will come from whether clearance and evacuation keep pace. If the chain stays predictable as volume rises, traders feel it in fewer surprises, tighter delivery timelines, and a gradual reduction in the hidden costs of waiting.



Even with strong berthing discipline, most delay pain for traders often comes after discharge. Containers dwell too long when clearance cycles slow or when evacuation cannot keep pace with arrivals. Dar's strategy responds by pushing capacity inland through the Kwala Inland Container Depot, linked by rail. Kwala aims to free quay space and keep the port fluid during seasonal peaks or heavy rains, while shifting handling and storage away from the waterfront.

TPA has described Kwala at a scale that signals intent. The depot sits on 502 hectares and is expected to handle and store about 3,500 containers per day and more than 300,000 containers per year, around 30 per cent of containers moving through Dar es Salaam. The numbers matter because they show a lever that can protect the seaport from yard saturation. They also give the market a way to judge whether the inland plan matches the waterfront gains.





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