



宣传方案汇报

CHINA TRADE WEEK TANZANIA 2022

HYBRID EDITION

Communication Impact Report



The Outline

1. Introduction

2. Impact Summary

3. Pre-Event Media Impact

4. Event Traditional Media Engagement

5. Learnings & Recommendations

Introduction

总体情况介绍

Success Matrix



Awareness on the CTW
Tanzania Exhibition Event

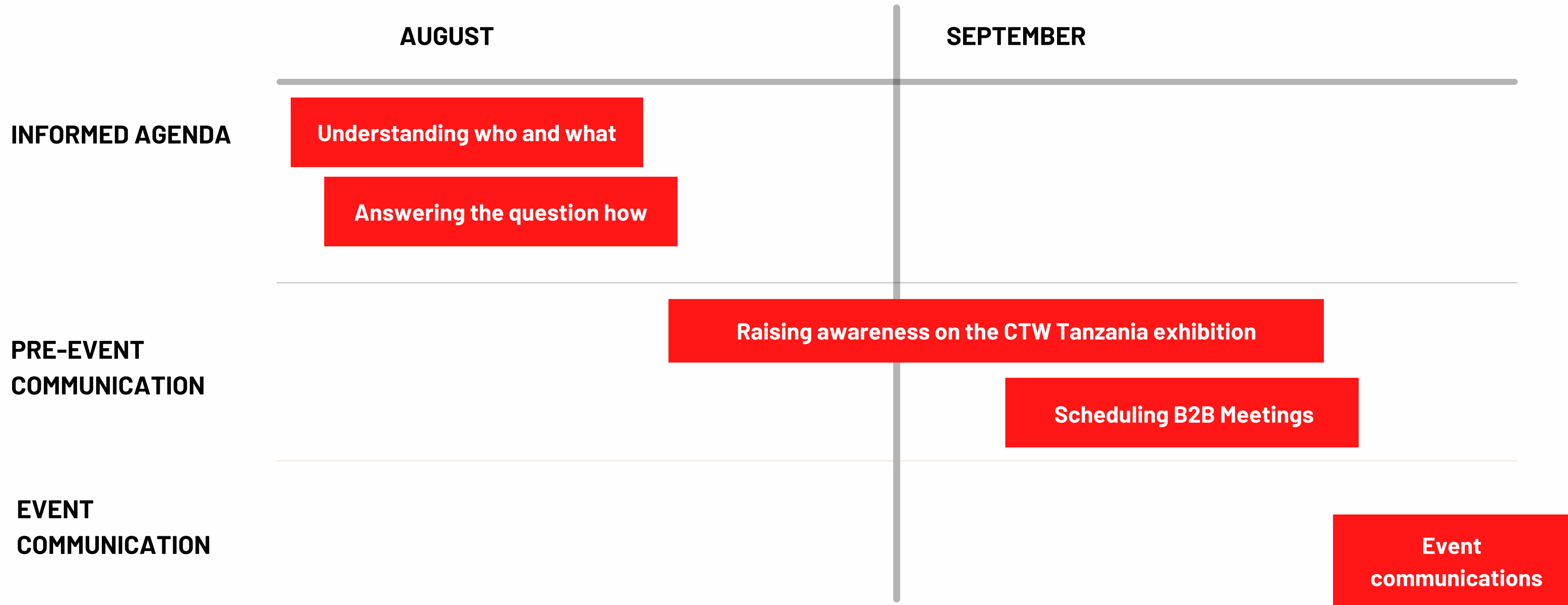


Information on how
to set up B2B
meetings



Successful deals made
between company
owners in China and
business owners in
Tanzania

Communication Overview



Impact Summary

媒体影响力概况

Media and Communications Strategy

The Strategy was divided into Pre-Event and Event Communications

Pre-Event Communications included:

- Social Media posts
- Press releases on 8 newspapers
- Email Marketing
- WhatsApp broadcasting
- Digital Marketing on 4 media platforms

Event Communications included:

- Press coverage of launch ceremony and the exhibition

Pre - event communication impact summary

Channel	Accounts Used
Instagram	@monaforimpact @19eventstz and @cloudsfmtz
Facebook	@Monaforimpact

Pre - event communication impact summary

Channel	Total Posts	Engagement	Reach	New Followers
Instagram	42	178	77,876	20
Facebook	19	175	86,811	0
Newspapers	8	NA	259,000	NA

Social Media Impact

展前 社交媒体宣传

Posts

The social media posts were made of posters that carried 3 different messaging:

1. Countdown posters
2. The 6 groups of goods to be showcased
3. Posters explaining what is to be expected at the CTW Tanzania event

The captions that went along with the posters were made to entice people to register to attend. As our target audience was Tanzanians, Swahili was the main language used to communicate these messages although English was also sometimes used to include foreign investors and business owners.

Instagram



MIE FOR IMPACT's page



19 Event's page

Facebook

M **Monaforimpact** is in Dar es Salaam, Tanzania.
Published by Instagram · September 21 at 10:36 AM ·

Je, wewe ni mfanyabiashara wa Zana za ujenzi kama vifaa vya umeme, zana za kilimo, zana za kuchimbia visima n.k.? Basi usikose kuhudhuria onyesho la biashara tarehe 26-28 Septemba pale Diamond Jubilee Hall kuanzia saa 4 asubuhi. Pata nafasi ya kukutana na wazalishaji 50 wa bidhaa zaidi ya 300 kutoka China. Jisajili sasa BURE kabisa kupitia <https://bit.ly/CTWTanzania2022>

#CTWGlobal #CTWTanzania2022 #GlobalTrade #Tanzania #China #HybridEvent #b2b #Business #Biashara #Business... See more

See insights and ads

Boost post

M **Monaforimpact** is in Dar es Salaam, Tanzania.
Published by Instagram · September 7 at 12:27 PM ·

Are you a business owner that would like to connect directly to manufacturers of over 50 different products from China?
Then join us at Diamond Jubilee Hall from 26-28 September 2022.
Register today for FREE through <https://bit.ly/CTWTanzania2022>

#CTWGlobal #CTWTanzania2022 #GlobalTrade #Tanzania #China #HybridEvent #b2b #Business #BusinessExpo

THE PREMIER B2B EVENT FOR GLOBAL TRADE

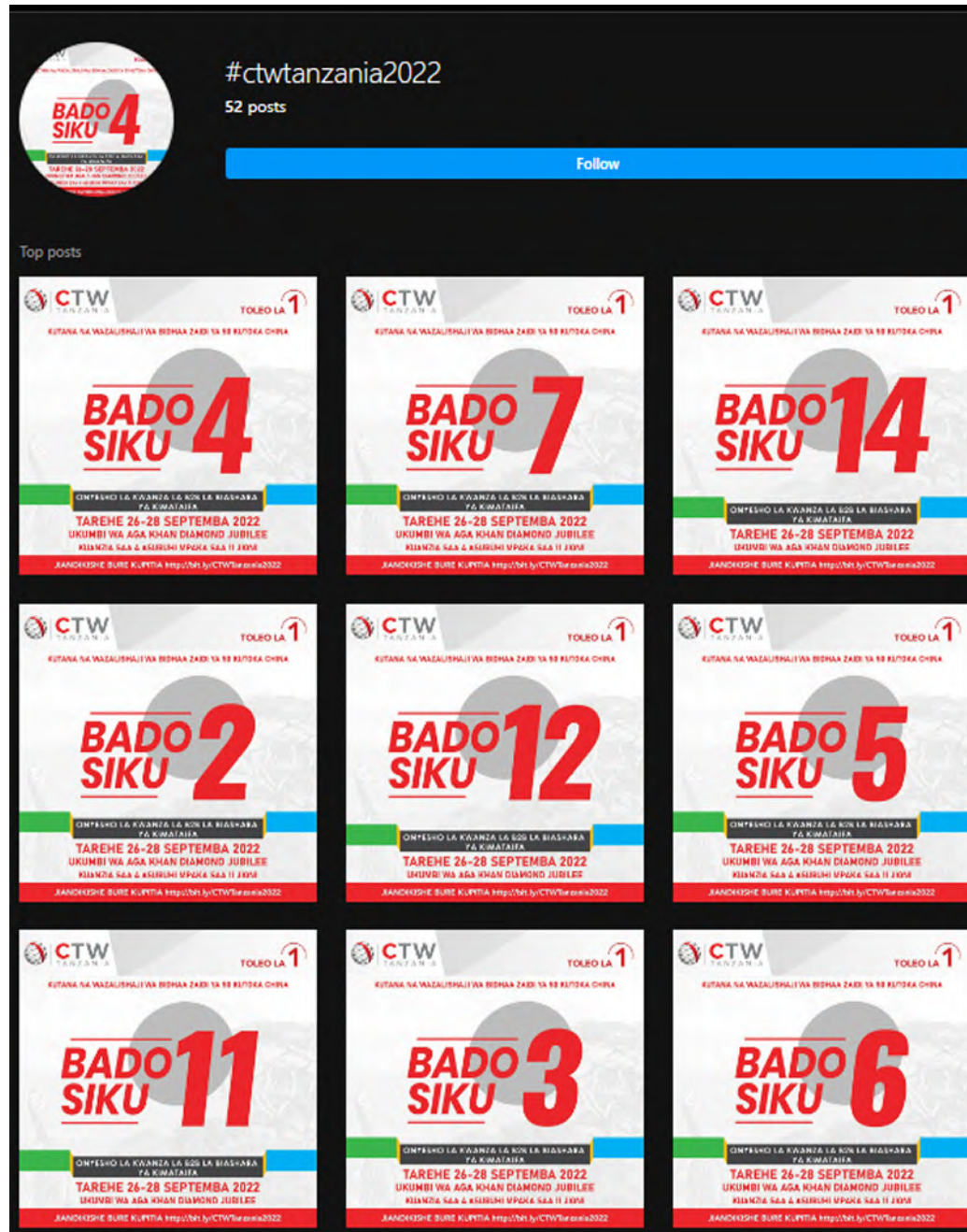
26-28 SEPTEMBER 2022
AGA KHAN DIAMOND JUBILEE HALL

Hashtags

All of the captions of the posts carried two types of Hashtags:

- Hashtags unique to the event that will help an interested party to track this particular event like
#CTWGlobal #CTWTanzania2022
- Hashtags that are popular and commonly used to make the posts discoverable like
#GlobalTrade #Tanzania #China #HybridEvent #b2b #Business #Biashara #BusinessExpo
#Event #Exhibition #fdi #consumergoods #medical #hardware #textile #garments #beauty
#construction #buildingmaterials

Instagram



#CTWTanzania2022



#CTWGlobal

Key Takeaways

- Accounts with the highest engagement was Instagram followed by Facebook.
- Instagram and Facebook profiles had both organic and paid for engagement and reach obtained.
- Video views gained the highest engagement metrics across all platforms.

Best Performing Posts

最有影响力的软文

Instagram 付费广告

Sponsored Content

CTW TANZANIA 1st EDITION

WHY CTW TANZANIA?

HYBRID EVENT
First National Hybrid Event to take place in Tanzania focusing on China & Africa FDI

THE PREMIER B2B EVENT FOR GLOBAL TRADE

26-28 SEPTEMBER 2022
AGA KHAN DIAMOND JUBILEE HALL

REGISTER FOR FREE VIA <https://bit.ly/CTWTanzania2022>

monaforimpact
Dar es Salaam, Tanzania

monaforimpact Ungana nasi tarehe 26-28 Septemba katika Ukumbi wa Diamond Jubilee kuanzia saa 4 asubuhi kwa ajili ya onyesho la kwanza litakalowakutanisha wafanyabiashara wa Tanzania na zaidi ya wazalishaji 50 wa bidhaa mbali mbali kutoka China.
Hii siyo ya kukosa! Jisajili sasa BURE kabisa kupitia link kwenye Bio.

#CTWGlobal #CTWTanzania2022 #GlobalTrade #Tanzania #China #HybridEvent #b2b #Business #Biashara #BusinessExpo #Event #Exhibition #fdi #consumergoods #medical #hardware #textile #garments #beauty #construction #buildingmaterials

Edited · 2w · See translation

View insights

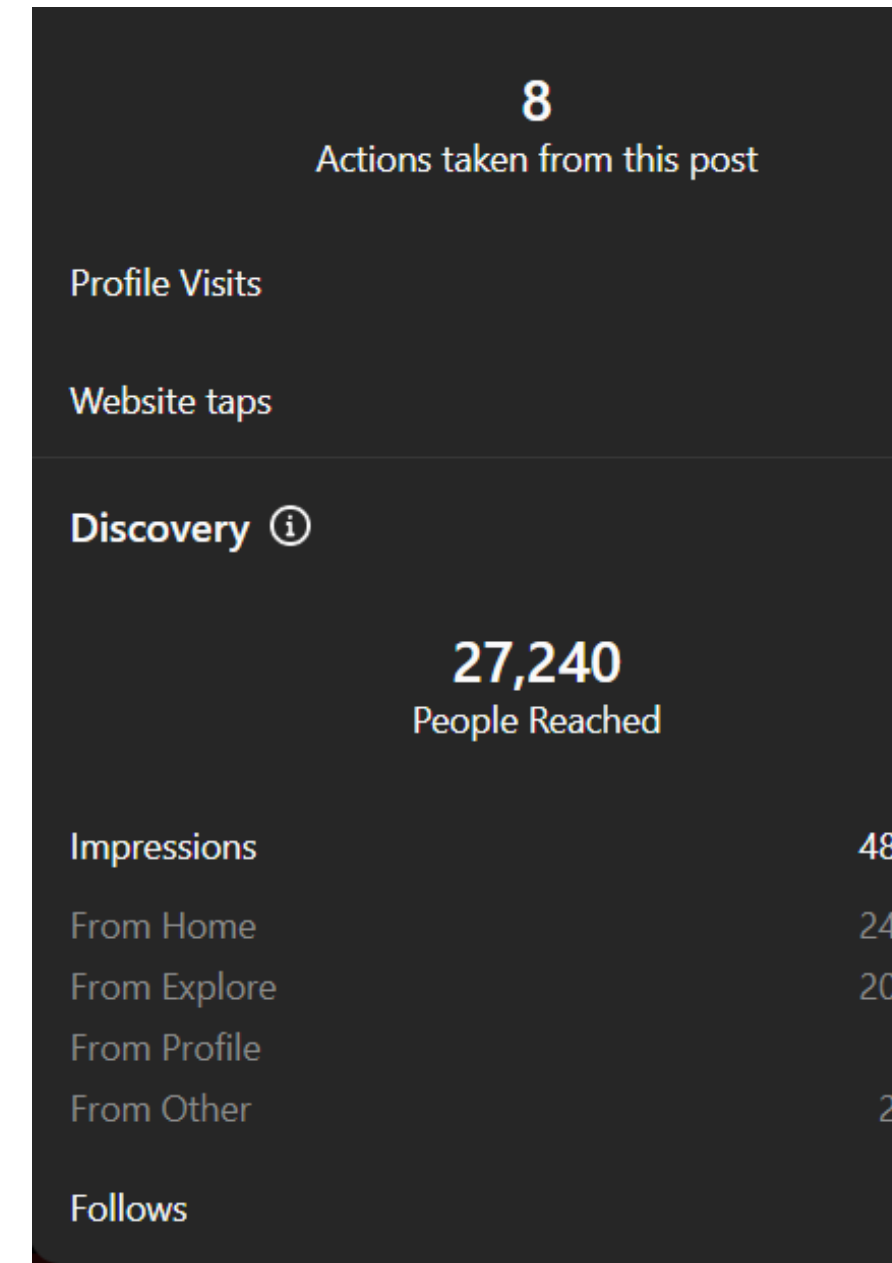
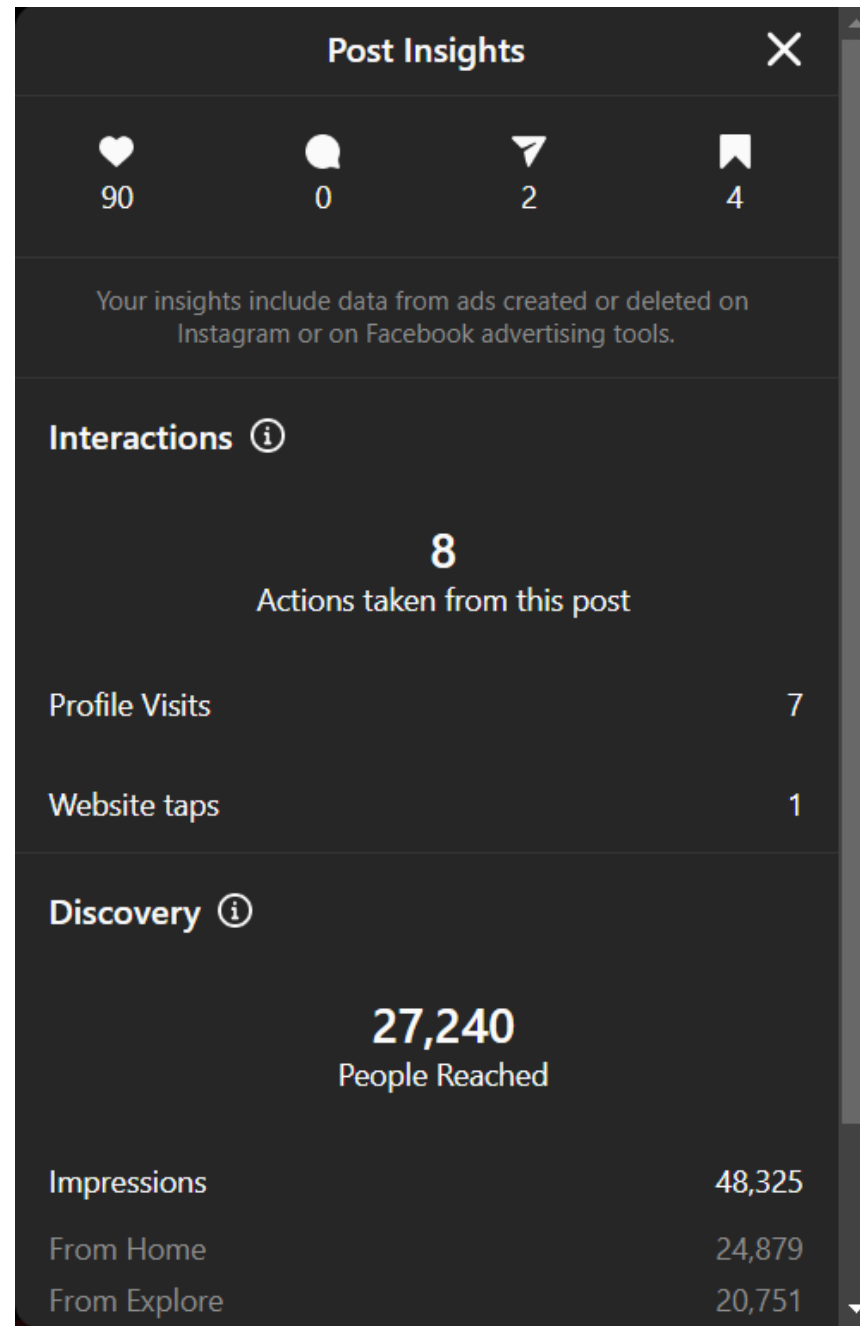
Liked by 19eventstz and 89 others

SEPTEMBER 8

Add a comment... Post

We had 1 sponsored post on Instagram. With the post highlighting the uniqueness of the CTW exhibition

Sponsored Content



Insights for the Sponsored post

Press Releases

展前 8大当地报纸宣传

Press Releases

A press release was prepared by MIE then translated and shared with 8 newspaper outlets in Tanzania. The goal was to ensure that the public was made aware that there would be a China Trade Week hybrid event happening in Tanzania along with the different opportunities that they will have by attending.

The newspapers were selected based on circulation numbers and ones which have content that attracts the readership that CTW Tanzania is trying to reach.

Newspapers Circulation Numbers

Newspaper	Circulation Numbers
Daily News	50,000 - 60,000
Mwananchi	50,000 - 60,000
Nipashe	28,000 - 36,000
The Guardian	25,000 - 29,000
The Citizen	30,000 - 35,000
Habari Leo	12,000
Raia Mwema	15,000
Tanzania Daima	12,000

Newspapers

The Guardian

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13 **The Guardian** **BUSINESS** Wednesday 14 September 2022

No dividends for 2022, Tanga Cement declares

By Guardian Reporter

Despite market headwinds, particularly the competitive environment in cement within the group, the board has decided to not declare a dividend for 2022, after the company will remain positive with available cash resources to reinvest in the business.

The board has decided to not declare a dividend for 2022, after the company will remain positive with available cash resources to reinvest in the business.

The quarterly financial results show that both basic and diluted earnings per share grew to a net of 20% during the second quarter from a net of 12% recorded during the first quarter of this year. The 2022 market report shows the company share price closed at 1,380/- on Monday this week with the market capitalisation of 190,400/-.

The result shows the group's operating profit increased to 363,100/- from 352,100/-, respectively, with revenue from contracts with customers went up by 30 percent to 36,200/- from 28,000/-, respectively.

Revenue increase is attributed by increase in both cement and clinker demand due to increase in government projects and opening up of East Africa regional market.

Group profit also increased by 3 percent to 12,200/- from 12,000/-, achieved in March 2022, driven by the increase in cement price, increase power cost which resulted in an increase in fuel consumption and maintenance cost of the equipment which broke down when there are power dips.

The company remained on a steady electricity supply and also a decrease in production.

"We are proud to report that EBITDA has improved by 30 percent to 5,700/- from 4,100/- achieved in March 2022 driven by improved operational efficiencies and stable cement," the chairman added.

The Group recorded a loss before tax of 2,400/- in the second quarter compared to the loss before tax of 1,700/- recorded in first quarter.

Cash generated from trading activities increased by 140 percent from negative 0,700/- recorded in March 2022 to positive 1,000/- in June 2022.

The increase was attributed to strategic working capital management strategies deployed by the management.

The Chairman said the Group remains to be committed to its sales, logistics and cost optimisation initiatives as it consistently works to enhance value for its stakeholders.

"The Group remains positive about the remainder of 2022 despite the very competitive landscape and unstable Government initiatives to spur economic growth through infrastructure development and promotion of local industries is expected," he said.

"With Tanzania remaining a significant player in the East African construction market, cement output is expected to increase and Tanga Cement is well positioned to take advantage of growth opportunities in the regional market."

He said the group remains optimistic of the positive impact of the ongoing infrastructure development projects under the Government's Development Vision 2025 programme, and expects the projects to continue gaining momentum throughout the remainder of 2022.

"Tanga Cement has the capacity to meet a meaningful share of the cement demand in the country and remains committed to local production of superior cement products," he explained.

On October, he said shareholders are referred to the announcement regarding the proposed acquisition by Kijerani International SA of 60.33 percent of the shares in Tanga Cement PLC from African Maritime Investment Holdings Limited on update issued on 5 July 2022 and 2 September 2022.

SADC launches electronic certificates of origin to facilitate trade

By Guardian Correspondent

The Southern African Development Community (SADC) has taken an important step towards enhancing regional flow of intra-regional trade following the launch of the electronic Certificate of Origin (e-CO).

The e-CO, which will replace the manual one, is aimed at "simplifying customs procedures, enhancing efficiency, eliminating border crossing delays, reducing cost, and reducing the cost of doing business."

The SADC e-Certificate of Origin will go a long way in supporting the implementation of SADC Industrialisation through Incentive (SADI) and is in line with the Regional Integration Agenda as outlined in the Regional Industrial Development Plan (RIDP 2020-2030) as well as the consolidation of the SADC Free Trade Area (FTA).

Director of Finance, Investment and Customs at the SADC Secretariat, Mr. Mankwaka, said implementation of the e-CO is a notable milestone for SADC to keep pace with the rapid shift to e-Commerce, the drive to foster industrialisation and improve efficiency in serving the business community.

Mr. Mankwaka highlighted that it was in the best interest of the public and private sectors in the SADC Region to push for ownership and implementation of the e-Certificate of Origin to member states owing to the heavy burden that it presents to trade in the region.

He noted that, with the introduction of the e-Certificate of Origin, Small and Medium Enterprises (SMEs) will benefit from reduced transaction costs, access to better financing terms, improved cashflow, and increased efficiency of business operations.

For the logistics operators, Mr. Mankwaka said the operators will have improved operational efficiencies and real-time connection, while customs administrations will benefit from automated risk management, better fiscal evaluation and speedy goods clearance.

Mr. Betsera, Marta José Aguil, the Deputy Head of Cooperation at the European Union (EU) Delegation to Botswana, said the launch of the e-CO represented a new step of the EU long-standing partnership with Africa on economic integration and trade relations.

According to John Butwick, Commissioner General of the Malawi Revenue Authority (MRA), the initiative "will improve the way business is conducted in the region because the challenges that were associated with the manual processing of the certificate will be eliminated."

e-CO is an electronic document that will be issued by an authority certifying that goods declared by an exporter or importer comply with specific rules, per criteria set out in the SADC trade protocol. It will usually be implemented in Malawi, Zambia, and Eswatini.

On Tuesday, July 5, the community announced the development of new measures to address issues that increase transaction costs.

The measures, which aim to boost intra-regional trade, include the use of electronic and harmonisation of trade documentation.

They also include improving transparency in the operations of regulatory agencies, harmonising standards and technical regulations, harmonising sanitary and phytosanitary (SPS) measures, monitoring and resolving non-tariff barriers (NTBs), and improving the business environment.

In addition, they plan to hold the North-South Corridor (NSC) during the 2022/2023 fiscal year. The corridor will connect the South African port of Durban to Lusaka (Zambia), Lilongwe (Malawi) via Johannesburg (South Africa), Botswana, and Zimbabwe.

Chinese firms to showcase 300 products in Dar

By Correspondent James Kamboya

TANGANYIKA is set to host the first China Trade Week (CTW) to showcase the latest Chinese products here this month in the coastal city of Dar es Salaam.

Mrs. Sidi Bakari, Counsel General - Consulate General of the Republic of Tanzania in China said the event organised by China Council for Promotion of International Trade (CCPIT) and MIE groups from Dubai will take place from September 20th to 28th this year.

He said over 30 Chinese brand companies will display more than 300 products from the following sectors including consumer electronics, industrial, medical, textiles & garments, beauty & cosmetics and many more.

Furthermore, CTW Tanzania will showcase latest products from over 7 sectors including consumer electronics, industrial, medical, textiles & garments, beauty & cosmetics.

"China has continued to be a key global partner to Africa and especially Tanzania and we welcome the global trade initiatives, partnerships that will be developed from the national industry support it has bestowed," he said.

He said with the global economy slowly opening in trading shows, Tanzania is positioned in a critical region to support and facilitate global trade movement.

CTW Tanzania 2022 is a key initiative in re-connecting global trade between China & Africa and will be the first global hybrid event taking place in Dar es Salaam.

MIE Groups Vice President, Zaher Ahmed said Tanzania government and industry have been incredible in their support in bringing Chinese business and industry to have new partnerships and drive foreign direct investments into the East African economy.

"We are very proud to restart and re-connect global trade and investment with the first Hybrid Exhibition taking place in Tanzania in September in Dar es Salaam," he stated.

"Engaging with Tanzanian industry leaders with our Chinese Manufacturers directly in a live and hybrid environment will be critical to engaging and discussing key project delivery."

He said CTW has been successfully held in Kenya, Ethiopia, Ghana, Morocco and South Africa for many years, which include an exhibition of brand products and seminars.

The meeting CTW theme is "China Africa economy and trade cooperation, investment, and culture exchange" covering infrastructure construction, energy, agricultural, food, and science and technology sectors.

Chinese foreign investment in the country peaked at \$3.5 billion in 2021. Currently, there are over 300 Chinese companies investing in Tanzania.

Apart from China being Africa's largest trading partner and investor, there is another dimension of the relationship that of development aid.

CAPITAL BOOST South Africa-based Investec Bank and Italian Intesa Sanpaolo raise the sum in syndicated term loan facility for CRDB
CRDB secures \$130m for firm lending

The sum will be spent on lending to corporate and SMEs in Tanzania and Burundi in a move showing confidence on the lender

By Alex Malanga
 @ChiefMalanga
 amalanga@tz.nairobimedia.com

Dar es Salaam. South Africa-based Investec Bank and Italian Intesa Sanpaolo have raised \$130 million in syndicated term loan facility for CRDB Bank's lending to corporate and SME sectors in Tanzania and Burundi, the companies announced yesterday.

"The capital raised will be used to unlock working capital for the corporate and SME sector in the East African countries, including project and infrastructure finance linked to the commodity sector," the companies said in a statement yesterday.

Intesa and Investec were joint coordinators and book runners for the transaction with Investec also acting as the facility agent for this

maiden syndicated loan deal in Tanzania outside the government and public sector.

"We're very excited to have closed this agreement. The raised funds from international market will improve the bank's overall capitalisation and support our lending portfolio to corporate and SME sector in Tanzania and Burundi," CRDB Bank Group CEO Abdulmajid Nsekela said in the statement.

He said the target was to raise \$50 million but the high number of international investors showing interest, the deal ended up raising a total of \$130 million.

CRDB Bank has B2 stable outlook rating by Moody's Investors Services.

"CRDB Bank continues to explore business opportunities in strategic sectors that will bring the much needed development to boost the country's economy. This fund will help us boost our lending activities and further strengthen our leader-



From left: CRDB Bank Group CEO Abdulmajid Nsekela, Investec Bank's Africa Structured Debt Solutions head Rowan King, Intesa Sanpaolo's Loan Syndication director Gustaf Erenstein and Bank One Livestock's International Banking director Carl Chirwa sign agreement documents in Dar es Salaam yesterday. PHOTO COURTESY

the Tanzania economy. "Tanzania has proved to be crucial part of the African growth story over the last few years," he said.

Besides, he said, many of the key commodities produced in East, Southern and Central Africa are exported through Tanzanian ports. "In the light of demand for the key commodities that Africa produces, the country is playing an ever more important role in inter-African trade - opening the region to Middle Eastern and Asian markets from both an import and export perspective," he said.

The head of Loan Distribution and Syndication at Investec Bank, Leanne Large said the fact that the \$130 million raised was two-and-a-half times the launch amount, points to the fact that there is a high degree of comfort in CRDB Bank's creditworthiness, which, coupled with a broad spread of investors in the facility, demonstrates a healthy interest in the placement.

TZ radios set to switch to digital waves

By Muyonga Jumanne
 @TheCitizenTZ
 news@tz.nairobimedia.com

Dar es Salaam. Six years after TV broadcasters switched from analogue to digital it is now time for radio to follow suit as the regulator seeks to clear the crowded airwaves in major cities.

The principal broadcasting engineer from Tanzania Communications Authority (TCA), Mr Andrew Kisaka, said the regulator has been forced to move from analogue due to the challenge of signal saturation extended to radio stations in various cities.

"These FM radio stations use analogue technology signals which vary from megahertz 87.5 to 108...In big cities these waves are full," said Mr Kisaka.

This is the situation so far, the regulator no longer has FM radio licences for Dar es Salaam, Mbeya, Mwanza, Dodoma and Morogoro which are about to be full.

Mr Kisaka said the regulator would not stop using the current FM signals but instead, it will utilize them simultaneously until the technology transfer is as user-friendly as television was when people watched high-quality images.

He said the only challenge that consumers will have to contend with is the high level of purchasing digital receivers which will cost between \$50 and \$100. "We will start in the big cities."

EXPANSION: NMB Bank opens Ngamiani Branch to reach a total of 11 branches in Tanga City only



Tanga Regional Commissioner Omari Mgumba cuts a ribbon to signify the launch of NMB's 11th branch in the city yesterday. With him is NMB's Wholesale Banking chief Alfred Shao (centre) and Tanga District Commissioner Hashim Mgandawa (right). Ngamiani Branch brings the total number of NMB Bank's outlets in Tanzania to 228. In his remarks during the inauguration ceremony, Mr Mgumba urged Tanga residents who engage in such income generating activities as farming, fisheries and trading to utilise financial services to improve their undertakings. PHOTO COURTESY

50 Chinese industrialists set for Dar hybrid show

By Alex Malanga
 @ChiefMalanga
 amalanga@tz.nairobimedia.com

Dar es Salaam. A delegation of over 50 Chinese manufacturing firms is set to take part in the first three-day global hybrid show to be held later this month here.

The team of manufacturers will be brought together in the "China Trade Week (CTW) Tanzania 2022", to showcase their latest products and seek partnership with local investors.

CTW Tanzania 2022 will take

place on September 26-28 at the Aga Khan Diamond Jubilee Hall and Tanzania will become the sixth African nation to host this global pan-Africa E2B Platform.

Counsel General at the Consulate General of Tanzania in China Iddi Seid Bakari said CTW that was meant to facilitate global trade, was meant to facilitate trade and economic ties between Tanzania and China.

"We welcome the global trade initiatives and partnerships that will be developed from CTW Tanzania,"

he said in a statement availed to The Citizen yesterday.

China, he said, had continued to be a key global partner to Africa and especially Tanzania.

"With the global economy slowly opening in trading doors, Tanzania is positioned in a critical region to support and facilitate global trade movement," recounted Mr Bakari.

He revealed that products to be showcased will be from over seven sectors including consumer electronics, industrial, medical, textiles and garments, beauty and

construction. CTW Tanzania 2022 has been organised by Mic, a global event management company, in partnership with 19 Events.

Mic vice president Zahoor Ahmed said: "We are very proud to restart and reconnect global trade with the first Hybrid Exhibition taking place in Tanzania."

He said engaging with Tanzanian manufacturing industry leaders with Chinese manufacturers directly in a live and hybrid environment will be critical to engaging and discussing key project delivery.

Newspapers
 The Citizen

Kampuni 50 za China kushiriki maonesho CTW

Na Mwandishi Wetu

ZAIDI ya kampuni 50 kutoka China zinatarajiwa kuwasili nchini na kuonyesha bidhaa zao zaidi ya 300 zinazohusu sekta za kielektroniki, viwanda, afya, nguo na mavazi, urembo na ujenzi katika maonesho ya bidhaa za kichina yatakayofanyika Septemba 26 hadi 28 mwaka huu jijini Dar es Salaam.

Maonesho hayo yanatarajiwa kufanyika chini ya mpango muhimu wa kuunganisha biashara ya kimataifa kati ya China na Tanzania - CTW Tanzania 2022 kwenye ukumbi wa Aga Khan, Diamond Jubilee Hall.

Mpango huo pia utashirikisha

kampuni nyingine kutoka China za CCPIT Jinhua na MIE EVENTS.

Akizungumzia maonesho hayo, Wakili Mkuu wa Ubalazi Mdogo wa Jamhuri ya Muungano wa Tanzania, Iddi Seidf Bakari alisema ushirikiano huo utaendelea kufungua uchumi wa taifa na milango yake hasa ikizingatiwa Tanzania ipo katika nafasi nzuri ya kusaidia na kuwezesha biashara duniani.

"China imeendelea kuwa mshirika mkuu wa kibiashara Afrika na hasa Tanzania hivyo tunakaribisha mipango yote ya biashara ya kimataifa, ushirikiano utakaoendelezwa kutoka CTW Tanzania na msaada wa sekta ya kitaifa ambayo imekuzwa kutokana na

ushirikiano huo. Naye Naibu Rais wa MIE kampuni inayoshiriki kuandaa maonesho hayo, Zahoor Ahmed alisema wanajivunia kuunganisha biashara ya kimataifa kupitia onyesho la kwanza la mchanganyiko litakalofanyika nchini Tanzania Septemba jijini Dar es Salaam.

"Serikali na viwanda vya Tanzania wamekuwa hodari msaada mkubwa kuleta ubunifu na viwanda vya kichina na kuunda ushirikiano mpya na kuendesha uwekezaji wa moja kwa moja wa kigeni katika uchumi wa Afrika Mashariki.

"Kushirikiana na viongozi wa viwanda wa Kitanzania na watengenezaji wetu wa kichina kwenye maonyesho haya yatakayowakutanisha ana kwa ana,

itakuwa njia muhimu kushirikishana mambo mbalimbali na kujadili namna ya kuendeleza miradi muhimu ya kibiashara.

"Jukumu letu kubwa ni kusaaidia ukuaji wa biashara za Kichina na kampuni ndogo muhimu za Baraza la Ushirikiano wa Ghuba na Afrika kupitia Majukwaa yetu ya Biashara ya B2B. MIE Events ndo mratibu wa kwanza wa maonyesho ya kitaalamu huko Dubai.

"Kampuni imechukua jukumu muhimu kuwezesha makampuni kushiriki maonyesho maarufu ya Mashariki na Kati na Afrika. Kuanzia 2000, MIE imeandaa zaidi ya maonyesho ya kitaalamu 1,500 barani Ulaya, Mashariki na Kati, Asia na Afrika," alisema.

Alisema waandaaji hao CTW wamewahi kufanya maonesho hayo kwa mafanikio katika nchi za Kenya, Ethiopia, Ghana, Morocco na Afrika Kusini kwa miaka mingi.



'Tumieni mawasaliano kujiimarisha kiuchumi'

Newspapers

Raia Mwema

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Newspapers

Mwananchi

17th September, 2022 - Page 20



Daily News Business & Finance

16 DAILY NEWS MONDAY, SEPTEMBER 19, 2022

Barrick hailed for promoting local content policy

By DAILY NEWS Reporter

The Minister of Mining, George Manufula, has hailed Barrick Gold Corporation for its commitment to promoting local content policy in the mining sector.

Manufula, who is also the Minister of Energy and Water, said Barrick's commitment to local content policy is a key factor in the company's success in Tanzania. He noted that the company has invested significantly in local infrastructure and employment, contributing to the country's economic growth. Manufula emphasized that the government is committed to supporting such initiatives to foster local industrial development and create jobs for Tanzanians.

SBL commits to support govt in water projects

By DAILY NEWS Reporter

SEKENEZI: Barrick Gold Corporation (BGC) has pledged to support the government in water projects across the country.

The Managing Director, Dennis Mark Ochi, made the announcement during a meeting with government officials. Ochi stated that BGC is committed to providing technical expertise and financial support for water supply projects, particularly in rural areas. He mentioned that the company has already initiated several projects and is looking for more opportunities to collaborate with the government. Ochi also highlighted the company's focus on sustainable water management and environmental protection in its operations.



MINISTRY District Commissioner (DC) Godwin Gwinda (right) is briefed by Sanjivan Business Development Manager, Ernest Suleman (left) during the fire insurance education festival organized by CRDB Bank and brought various stakeholders at Kibunguwa grounds in Dar es Salaam, over the weekend. (Photo: Courtesy of CRDB Bank)

China trade week attract 50 firms

By DAILY NEWS Reporter

CHINA Trade Week (CTW) Tanzania will bring over 50 Chinese companies to showcase about 300 products from various sectors.

The event, organized by the Tanzania Chamber of Commerce, Industry, Agriculture and Fisheries Association (TCCIFA), is expected to attract a large number of local and international buyers. The participating Chinese firms will offer a wide range of goods, including electronics, machinery, and consumer products. The event is seen as a significant opportunity for Tanzanian businesses to expand their trade relations with China.

Pula Group set foot in Tanzania, eyes gold, graphite

By DAILY NEWS Reporter

Region and the others are in Tanzania's Graphite Belt.

The Pula Group, a Canadian mining company, has announced its entry into the Tanzanian market. The company is targeting the Graphite Belt region, which is rich in graphite and gold reserves. Pula Group's CEO, John Pula, stated that the company has identified several promising areas for exploration and development. He also mentioned that the company is committed to responsible mining practices and community engagement. The entry of Pula Group is expected to bring significant investment and job opportunities to the region.

The Pula Group presently holds varying licences issued by the Tanzanian Ministry of Minerals to prospect for gold and graphite. One group of licences is in the Kahama District in Shinyanga Region and the others are in Tanzania's Graphite Belt.

The Pula Group is currently holding several exploration licences issued by the Tanzanian Ministry of Minerals. These licences cover various areas in the Kahama District of the Shinyanga Region and the Graphite Belt. The company is conducting geological surveys and environmental assessments in these areas to determine the feasibility of mining operations.

NBC touts for technology driven banking services

By DAILY NEWS Reporter

The National Bank of Commerce (NBC) has announced plans to enhance its banking services through technology.

NBC's Managing Director, John Mwanuzi, said that the bank is investing in digital banking solutions to improve customer experience and operational efficiency. He mentioned that the bank is launching a new mobile banking app and upgrading its online banking platform. Mwanuzi also highlighted the bank's commitment to financial inclusion and digital literacy programs. He stated that the bank is working closely with regulatory authorities to ensure the safety and security of its digital services.

Newspapers

Daily News

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The National Newspaper
DAILY NEWS

DAILY NEWS Digital NEWS FULL HD
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Home / Business / China trade week attract 50 firms

China trade week attract 50 firms

DAILY NEWS Reporter · 2 weeks ago · 659



Newspapers

Daily News Digital

19th September, 2022

Link - [Daily News Digital](https://www.dailynews.co.tz)

HABARI KITAIFA

'China Trade Week' kushirikisha kampuni 300 maonesho bidhaa

Na Frank Mnyoo

CHINA Trade Week Tanzania (CTW), imandaa maonesho makubwa ya bidhaa zaidi ya 300 kutoka kampuni zaidi ya 50 nchini humo yanayotarijiwa kufanyika mnamo Dar es Salaam.

Lengo la maonesho hayo ya takayofanyika Septemba 20 hadi 28, mwaka huu, kuweza ucha biashara za kimataifa kati ya Tanzania na China na kubanisha ushirikiano na kufungua fursa. Tanzania inakuwa nchi ya tisa kwa maenyeji, Akizungumzia maonesho hayo jana, Balozi mdogo wa Tanzania, Faimo za Karibu zilizopo Dubai, Iddi Seif Bakari, alisema China imekuwa mshirikia mkubwa wa biashara na Tanzania na kupitia maonesho hayo itatua fursa kwa wafanyabiashara wa Tanzania kujifunza zaidi na kutambua ushirikiano kati yao.

"Katika maonesho hayo zaidi ya kampuni 50 za Kichina zishirikiki katika kuonesha bidhaa moja kutoka sekta zaidi ya taba zikiwamo bidhaa za kielektroniki, viwanda, afya, mavazi, urembo na ujuzi.

"China imendelea kuwa mshirika mkuu kwa Afrika na hata Tanzania na tunakaribisha mipango yote ya biashara ya kimataifa, ushirikiano utakaendelezwa kutoka CTW Tanzania na msaada wa sekta ya kitarifa ambayo imekuzwa kutokana na ushirikiano huo," alisema Bakari na kuongeza, "Huku uchumi wa kitarifa ukiondolea kufungua milango yote, Tanzania ipo kusaidia na kuwezesha biashara duniani," alisema.

Alisema CTW Tanzania inajitunza kufanyika maonesho hayo kwa muafaka makubwa nchi za Kenya, Ethiopia, Ghana, Morocco na Afrika Kusini sambamba na kutoka serikali ya sekta za ujenzi wa mkundombini, nchi za kimoja, 500 kila mwaka kuagiza ngano kwa njia ya mshiriki.

Hayo aliyawesha katika mkutano wa watala wa zao la ngano uliofanyika Wilaya ya Makete mkoani hapa na kwamba lengo la nchi ni kusababisha zaidi ya tani milioni moja kwa mwaka.

"Tanzania Sh. bilioni 500 kila mwaka kuagiza ngano kuuza nje, lakini katika nchi jin kama ardhi nani ya kulima ngano, tunu wakulima wenyewe ujuzi wa kulima ngano, tuta hali ya hewa nzuri huku sababu ya kwenza kuagiza Argentina, Ukraine au Asia, tukatambua fedha zetu za kigeni badala ya kutumika kujeraga barabara nzuri kama hi

Ndalichako: Wakopesheni vijana vifaa badala ya fedha

Na Thobias Mwanakatwe, SINGIDA

WAZIRI wa Nchi, Ofisi ya Waziri Mkuu, Kati, Vijana, Ajira na Wenyewe Ukonwani, Prof. Joyce Ndalichako, amesitajisha halmashauri nchini kwakopesha vijana vifaa vya kuongeza thamani ya mazao wanyezabaha badala ya fedha tathmini.

Alisema agizo hilo mwishoni mwaka waki katika ziara yake mnamo hapo kuligiza mwanachano ya utafunzi wa mshiriki wa kitaka nyumba (Greenhouse) inayotakulwa na vijana katika halmashauri za Manyoni, Ikingi na Matingira ya Singida.

Alisema unafu unamwacha kura vijana wanapokopesha fedha tathmini wanapotea, lakini kirovunjika, mradi hasika haufanyiki na fedha hutonekani.

"Vijana wanapoteaji vifaa kwa ajili ya kuongeza thamani ya mazao halmashauri badala ya kuogea fedha tathmini mikojo wa vijana watawazibwa ni vijana wanachotaji ili wanasitizwa watafanya marejesho inakwani sehemu ya mkojo wao," alisema.

Prof. Ndalichako alisema katika mwaka huu wa fedha, serikali itajenga vituo vitano vitamari kwa ajili ya kuendeleza utaji kwa vijana ambavyo vitawazwa na vifaa vya uchukaji na utindikaji wa mazao mbalimbali.

Aliongeza kuwa vijana ambao wanepata mafunzo ya utabiraji na wapo katika hata ya utabiraji wambao mikojo kupitia

Mikojo wa Maendeleo kwa Vijana unaofadhiwa na Ofisi ya Waziri Mkuu.

"Mikojo wa Maendeleo kwa Vijana unawazeni kufikwa na mshiriki sana unafanywa maborebo hata mtu mmoja anawaza kuomba mkojo akapotesha sio lazima kwe kikundi na kwango cha mkojo kutoka Sh. milioni 30 hadi kutika Sh. milioni 50," alisema.

Alisema serikali imendelea kuwathamini katika kuogea ngano vijana zaidi ya 12,000 katika halmashauri 107 wamemfika na mafunzo ya kilimo cha kisasa kwa kutambua teknolojia ya kitabu nyumbani.

Alisema katika mwaka wa fedha 2022/2023, serikali kupita Ofisi ya Waziri Mkuu - Kati, Vijana, Ajira na Wenyewe Ukonwani imetunga Sh. bilioni 1.3 kwa ajili ya kuzua mafunzo hayo kwa vijana 2,400 kutoka katika halmashauri 24 nchini.

"Kwa kutambua amathumini vijana na ndiyo maana amekwaa alisema amekwaa ya kubani miradi ambayo kwakwama vijana kinuacha na kichwani kwa kuwagotaji utaji utakao wasanda waendokani na chugamoto ya ajira kwa kujajiri na kuajiri wenzao kupitia ujuzi walioopata.

Alisema katika mwaka wa fedha 2022/2023, amesema kuongeza bujari ya kilimo kutoka Sh. bilioni 250 hadi Sh. bilioni 500 na pia ametuamua ramu ya mbolea, akitaaraji vijana wengi kuchangamkia fursa hipo kwa kusirikiki katika kilimo biashara.

Mikojo wa Maendeleo kwa Vijana unawazeni kufikwa na mshiriki sana unafanywa maborebo hata mtu mmoja anawaza kuomba mkojo akapotesha sio lazima kwe kikundi na kwango cha mkojo kutoka Sh. milioni 30 hadi kutika Sh. milioni 50," alisema.

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Mkuu wa Wilaya ya Kinondoro, Godwin Gondwe (kulia), akipata maarifa kwa Meneja wa Maendeleo kwa Vijana wa Biashara wa Kampuni ya Bima ya Serikali, Ernest Selenzine (kwa kulia kuhitaji), alipoteleleka mabandaa ya maonesho kwenye Lamuaha la kutua elimu ya Bima kwa vyombo vya media lililoundaniwa na Boko ya CRD katika viwanja vya Posta, Kijitonyama jijini Dar es Salaam. Kati: Balozi wa Tanzania wa Kilembo cha Bima Bima ya CRD, Muzenji Majidasa. Picha: MPAICAPICHA WETU

Bil. 530/- hutumika kila mwaka kuagiza ngano

Na Elizabeth John, NJOMBE

MKURUGENZI wa Bodi ya Nafaka na Mazao Mchanganyiko (CPB), Dk. Anselm Mushi, amesema serikali itatumia Sh. bilioni 500 kila mwaka kuagiza ngano kwa njia ya mshiriki.

Hayo aliyawesha katika mkutano wa watala wa zao la ngano uliofanyika Wilaya ya Makete mkoani hapa na kwamba lengo la nchi ni kusababisha zaidi ya tani milioni moja kwa mwaka.

"Tanzania Sh. bilioni 500 kila mwaka kuagiza ngano kuuza nje, lakini katika nchi jin kama ardhi nani ya kulima ngano, tunu wakulima wenyewe ujuzi wa kulima ngano, tuta hali ya hewa nzuri huku sababu ya kwenza kuagiza Argentina, Ukraine au Asia, tukatambua fedha zetu za kigeni badala ya kutumika kujeraga barabara nzuri kama hi

mbushari ya Wilaya ya Makete, Wilham Makuwwe, alisema ili kuendeleza zao hilo halmashauri wanazabaha ngano ili kupata takwimu za maeneo yaliyolizwa mnamo wa 2021/2022 na mstarajio ya maeneo yatakayolizwa 2022/2023.

Makufw alisema kwa usaji uliofanyika ilikuwa kwa ekari 19274.70 (hekari 8,005,951), zinatarajiwa kulimwa ngano mnamo 2022/23 na mstarajio ya utabiraji kwa tani 18,418.50 kwa mfulgaji hayo mbeji tani 1,385 mshiriki.

Bandi ya wakulima aliswama Alberto Sangi, alisema awali wakulima wakifika kilimo licho kwa maeneo na kutua kwa waliguzi kwa bet wanayotaka kula la ubumamshaji wa kilimo cha zao hilo.

Awali, Mkarugenzi wa Halmashauri ya Wilaya ya Makete, Wilham Makuwwe, alisema ili kuendeleza zao hilo halmashauri wanazabaha ngano ili kupata takwimu za maeneo yaliyolizwa mnamo wa 2021/2022 na mstarajio ya maeneo yatakayolizwa 2022/2023.

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Newspapers

Nipashe

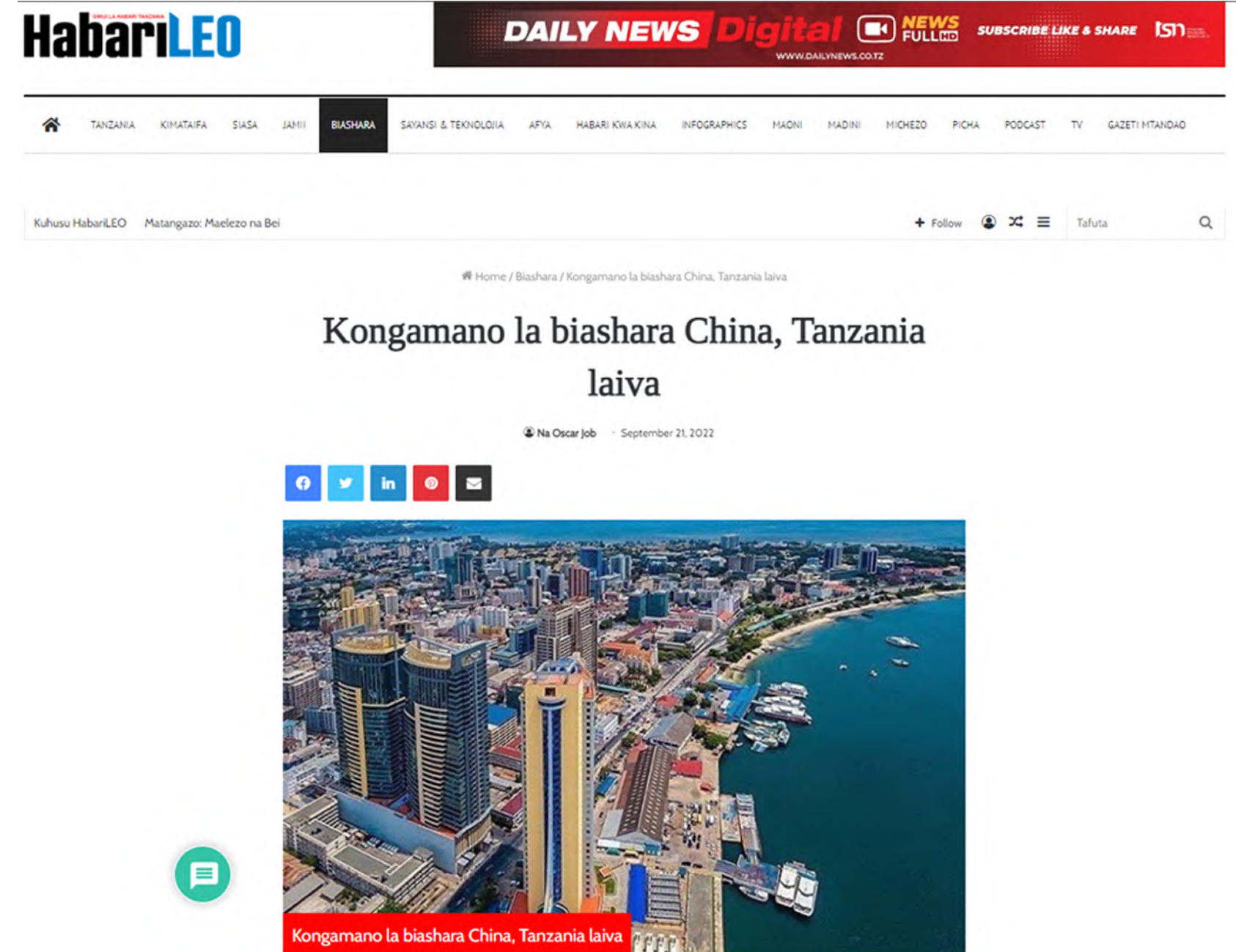
Newspapers

Tanzania Daima

20th September, 2022 - Page 5



Newspapers
Habari Leo Digital
21st September, 2022



Link - [Habari Leo Digital](#)



Newspapers

Habari Leo

24th September, 2022 - Page 5

Email Marketing

展前 邮件推广营销

Email Marketing

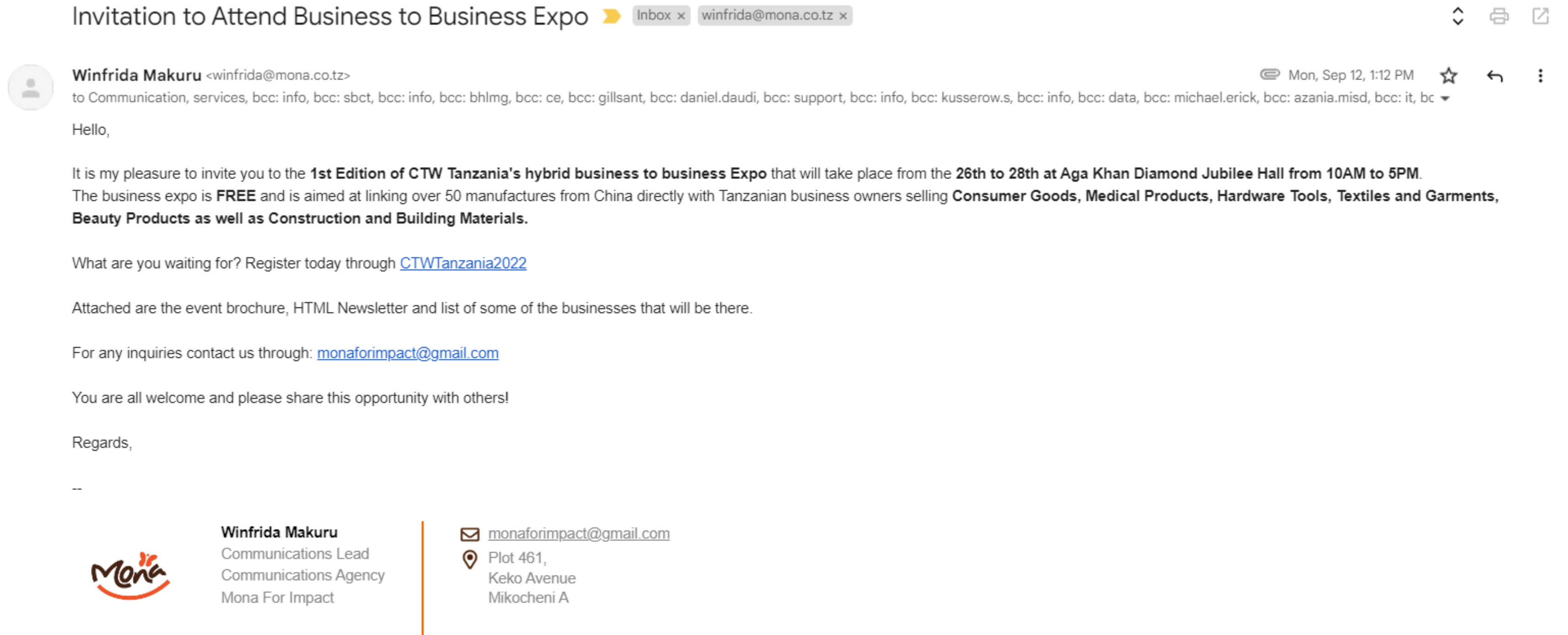
Mass emails were sent to over 200 companies and businesses around Tanzania:

- 2 weeks prior to the event
- 3 days prior to the event
- 1 day before as a reminder together with a follow up call

The emails were sent with 3 attachments:

1. The CTW Tanzania Brochure so that they can familiarize themselves with the nature of the exhibition and what it hopes to accomplish
2. The Newsletter HTML for registration
3. The Exhibitor's list so that they can schedule B2B meetings

Email Marketing



Sample of mass email

WhatsApp Messages

展前 WhatsApp宣传（相当于微信）

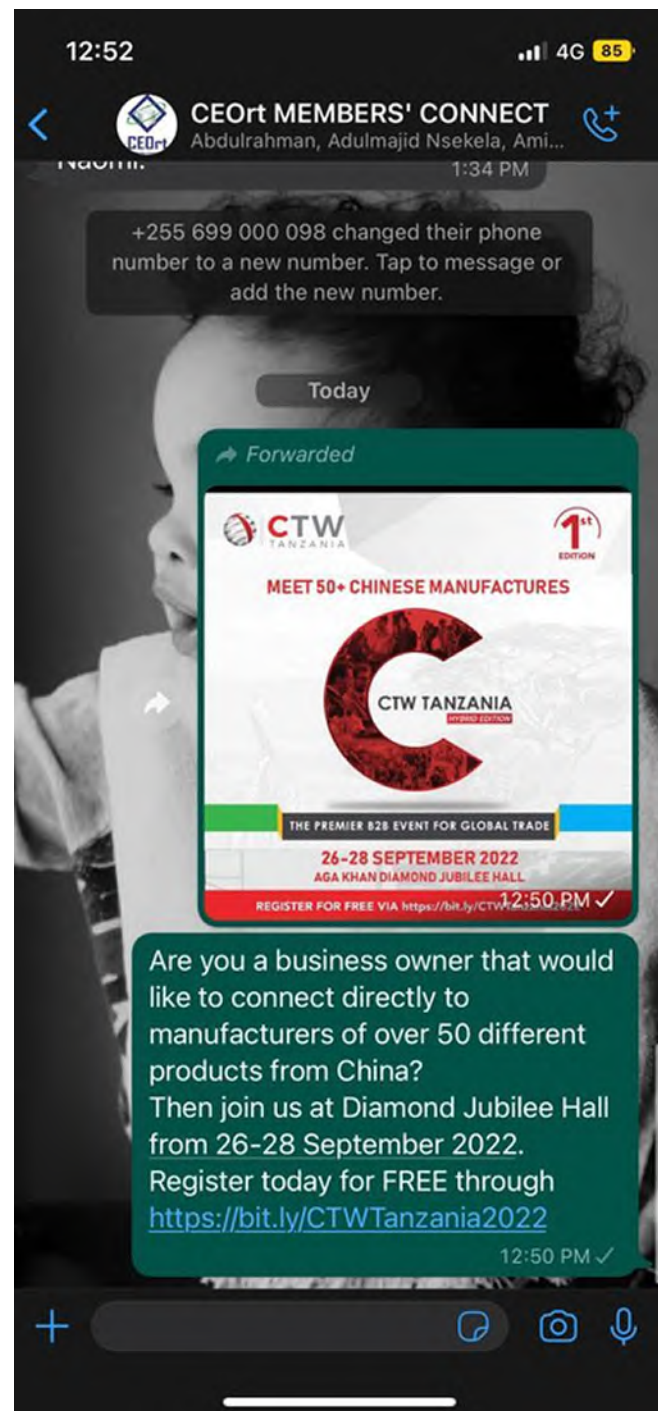
WhatsApp Messages

Banner of the event together with short details regarding the event and the link to register were shared to WhatsApp groups and those in the group were encouraged to share with others.

Thus, over 200 people were reached through this avenue.

WhatsApp Messages

Sample of WhatsApp Messages sent to various groups



Message shared to CEOrt Members Connect - a group with all industrial CEOs in Tanzania



Message shared to a Digital Skills Group which has communications specialists from across Tanzania

Digital Media Marketing

展前 数字媒体宣传（网站和电台）

Digital Media Marketing

In order to further drive traffic towards the exhibition, websites and social media platforms for successful news outlets were engaged as well.

These included placing month long banners on Mwananchi newspaper, The Citizen newspaper and IPP Media websites. Clouds FM radio was also engaged through placing 2 picture posts with captions on their Instagram page.

Mwananchi Communications Limited

The screenshot shows the Mwananchi website interface. At the top is a dark navigation bar with the logo 'MWANANCHI' on the left and a search bar on the right. The navigation menu includes: HABARI ZAIDI, MICHEZO, PICHA, VIDEO, TOLEO MAALUM, AJIRA, and NOTISI. Below the navigation bar, there are two news articles. The first article is titled 'Kesi ya mwanafunzi wa sheria aliyeomba iendeshwe mubashara yapangiwa majaji' and features a small image of a gavel. The second article is titled 'Naibu gavana Kenya afariki dunia ndani ya ndege' and features a small image of a man in a suit. To the right of the articles is a large promotional banner for 'JIANDIKISHE BURE KUTANA NA WAZALISHAJI WA BIDHAA ZAIDI YA 50 KUTOKA CHINA'. The banner includes the text 'CTW TANZANIA' and 'TAREHE 26-28 SEPTEMBER 2022 UKUMBI WA AGA KHAN DIAMOND JUBILEE HALL'. At the bottom of the banner, it says 'JIANDIKISHE BURE KUPITIA <https://bit.ly/CTWTanzania2022>'.

Mwananchi Communications Limited

THE CITIZEN NEWS MAGAZINES OPED PHOTOS VIDEO SUPPLEMENT JOBS NOTICES Search

Hard times for Kenya's SGR as port operations return to Mombasa

President William Ruto has returned all port operations transferred to Nairobi and Naivasha Inland Container Depots (ICDS) to Mombasa, reversing one of the most controversial policies of the...

Optimism as government meets with mobile operators over levies


Implementation of directives given by President Samia Suluhu Hassan who noted that the imposed.....

- Sh954.04 billion paid as VAT refunds
- Six firms blacklisted from purchasing cashew nuts
- Uber, Bolt o resume services in Tanzania
- Tanzania's meat exports rise by 57% to reach Sh6.5 billion
- NMB Bank details women empowerment initiatives
- Meet Susan, fierce businesswoman making strides in competitive space

REGISTER FREE
MEET 50+ CHINESE MANUFACTURERS
CTW TANZANIA
HYBRID EDITION
26-28 SEPTEMBER 2022
AGA KHAN DIAMOND JUBILEE HALL
REGISTER FOR FREE VIA <https://bit.ly/CTWTanzania2022>

Mwananchi Communications Limited

[All orders](#) > [Mwananchi Communications Limited](#) >

★ Order: ctw  Settings

ID: 3079174064 Time: 9 Sept 2022 16:18 GMT+3 - 10 Oct 2022 23:59 GMT+3 Total projected value: KES20,000,000,000.00

Line Items: Delivering (2)

Impressions [?]	Viewable impressions [?]	Clicks [?]	CTR [?]
383,647	N/A	182	0.05%

[Run report](#) [Export order](#) ▼ [More actions](#) ▼

Mwananchi Communications Limited - which is the umbrella company for Mwananchi and The Citizen - made the 2 banners hyperlinks that led their readers directly to the registration website. Together the banners made 383,647 impressions and were clicked on 182 times.

IPP Media Website

Thursday September 15, 2022 | The Guardian | The Guardian On Sunday | Nipashe | Nipashe Jumapili | Financial Times | SW | EN | f | t | q

IPPmedia Home | News | Business | Sport & Entertainment | Editorial | Columnist | Features

underway, House heard
PLANS are underway to expand the Kibaha-Morogoro highway to four lanes in an effort to...
54 MIN AGO | READ ON | NEWS

VP urges MWAUWASA to stop inflating customers' water bills
1 HOUR AGO | READ ON | NEWS

Water scarcity: Zanzibar govt seeks urgent brain storming
1 HOUR AGO | READ ON | NEWS

THE government has committed 3bn/- to construction of bridges in Mkuranga District...
1 HOUR AGO | READ ON | NEWS

Z' bar CAG identifies huge loss of funds in schools' food project
1 HOUR AGO | READ ON | NEWS

New highway safety features to cost 1bn/-
2 HOURS AGO | READ ON | NEWS

Weather
Dar es salaam

DAR ES SALAAM
Hi 34°C
Low 23°C
Sunrise 12:30PM
Sunset 12:45PM

Exchange Rates

BUY (Tshs)	SELL
US Dollar (USD) 2 293.00	2 315.00
Kenya (SHS) 19.00	19.00
Japan (YEN) 16.00	17.00
Pound (STG) 2 005.00	2 031.00

BUSINESS »

Digital banking services transact 199trn/- in 2021
3 HOURS AGO | READ ON | BUSINESS

Shareholders' investments on banking capital hits 6.2trn/-

AfDB appoints director for

REGISTER FREE MEET 50+ CHINESE MANUFACTURERS
CTW TANZANIA HYBRID EDITION
26-28 SEPTEMBER 2022
AGA KHAN DIAMOND JUBILEE HALL
REGISTER FOR FREE VIA <https://bit.ly/CTWTanzania2022>

IPP Media Website – Published on 10th September, 2022

2 Clouds FM Instagram Posts



Clouds FM Instagram Post - 12th September, 2022



Clouds FM Instagram Post - 19th September, 2022

Flyers

展前 插页广告宣传（3万张）

Flyers

30000 flyers were printed and distributed in Dar es Salaam One of the areas included Kariakoo, a large market where the retail and whole sellers of all of the goods showcased at the exhibition are located. Other areas included small markets and industrial areas.

On the right is the design for the flyer which allowed potential visitors to scan the QR code and instantly register to attend the exhibition.



Roadside Banners

展前 户外广告宣传（条幅）

Roadside Banners

12 roadside banners were printed and hung along 3 highly congested roads.

The aim was to keep the message short and concise in order to catch the attention of many road users especially during peak traffic hours,

The banners simply stated what, when, where and that the entrance was free.

Roadside Banners



Banner along Bagamoyo road



Banner along Lumumba road

Traditional Media Engagement During Launch of Exhibition

展中 开幕仪式宣传（报纸/电视台/广播）

TV Networks

TBC

坦桑尼亚国家电视台

链接 - [TBC](#)

The screenshot displays a YouTube live stream interface. The main video area shows three individuals on a stage participating in a ribbon-cutting ceremony. A banner in the background features the text 'TANZANIA TRADE WEEK & JINHUA BI' and the TBC logo. The video player controls at the bottom indicate the current time is 19:20 and the stream is from @TBCOnline. The video title is 'ARIDHIO' and the description includes '#TBCLIVE: ARIDHIO SEPTEMBER 26, 2022 | SAA 1:00 - 3:00 USIKU'. The chat area on the right shows a 'Top chat replay' section and a live chat message from 'Ziwa Victoria' with prayer and thanksgiving emojis.

TBC NEWS AT 7PM ON 26TH SEPTEMBER, 2022 (FROM 20:23 TO 22:25)

TV Networks

ITV

坦桑尼亚独立电视台

链接 - [ITV](#)

DAR ES SALAAM
Serikali imezitaka kampuni za Kichina kuangalia uwezekano wa kujenga viwanda hapa nchini

7:46 / 29:30

#itvtanzania #dakika45 #mubashara
Taarifa ya Habari, Saa Tano Kamili usiku, Septemba 26, 2022.

963 views · Streamed live on Sep 26, 2022

1 DISLIKE SHARE DOWNLOAD SAVE ...

Top chat replay ▾

Live chat replay is on. Messages that appeared when the stream was live will show up here.

ITV NEWS AT 11PM ON 26TH SEPTEMBER, 2022 - FROM 6:55 TO 9:17

TV Networks

MLIMANI TV
TV

坦桑尼亚Mlimani电视台

链接 - [Mlimani](#)



MLIMANI TV NEWS AT 7:30PM ON 27TH SEPTEMBER, 2022

TV Networks

CGTN

央视海外台

链接 - [CGTN](#)



CGTN GLOBAL BUSINESS NEWS AT 9PM ON 27TH SEPTEMBER, 2022

当地报纸 广播报道

Newspapers

Mwananchi

27th September, 2022 - Page 5

JUMANNE, SEPTEMBER 27, 2022 MWANANCHI.CO.TZ MWANANCHI

HABARI 5

Mapya zaidi sakata la Mbatia na NCCR

Sharon Sauwa, Mwananchi
ssauwa@mwananchi.co.tz

Dodoma. Makamu Mwenyekiti wa NCCR- Mageuzi, Joseph Selasini, amemtaka aliyekuwa Mwenyekiti wa Taifa wa chama hicho, James Mbatia kuwa mtulivu kwa sababu kilichotokea ni demokrasia, na kwamba mkutano wa kumvua uongozi, ulifanyika kwa baraka za Mahakama.

Juzi Mbatia alisema kikao kilichofanyika mwishoni mwa wiki cha kumvua uanachama ni kuingilia uhuru wa mahakama, kwa madai kuwa uamuzi huo umefanyika kipindi ambacho kuna kesi inayoendelea mahakamani.

Akizungumza jana na Mwananchi, Selasini huku akionyesha hukumu ya kesi hiyo iliyotolewa Septemba 24 na Mahakama Kuu, alisema ilwaruhusu kuendelea na mkutano huo.

Pia aliwataka wanasiasa hasa wa upinzani kutoteana kwa kuhusisha CCM na idara ya Usalama wa Taifa kwa makosa waliyoyafanya wao wenyewe.

Alisema Mbatia anaposema kuwa

Usalama wa Taifa wameingilia mkutano wake, anataka kupaka rangi uchafu ili watu wa nje wamuone yuko safi.

"Imekuwa ni kisingizio watu wanafanya mambo halafu wakiosea lawama kwa CCM, na usalama wa Taifa," alisema.

Aidha, Selasini alimtaka Mbatia kuwa mtulivu na kuheshimu maamuzi ya mkutano huo ambao imezingatia katiba ya chama hicho.

"Sisi viongozi wa vyama vya upinzani tunakuwa na msuli wa kuzungumzia mafisadi ndani ya CCM na serikalini, lakini tunakosa msuli wa kuzungumzia mafisadi ndani ya vyama vyetu," alisema.

Alihimiza viongozi kuanza kuheshimu katiba na demokrasia ndani ya chama, kabla ya kullia demokrasia ya nchi.

Selasini alisema kwa sasa James Mbatia sio mwanachama wala kiongozi wa NCCR-Mageuzi na kilichofanyika ni demokrasia na kimefiata katiba ya chama.

Kuhusu mkutano wa Mbatia Aidha, Selasini alisema mkutano

ajili ya kuliweka Taifa katika sin-tofahamu na kuchafua vyombo vya Serikal.

Hata hivyo, aliyekuwa Mkuu wa Idara ya Uenezi na uhusiano wa Umma wa chama hicho, Edward Simbeye alikanusha madai hayo na kusema:

"Si kweli kwamba James Mbatia, ana undugu na mwenye hoteli, sisi tuko radhi kutoa vithibitisho vya malipo tuliyoipa kwenye hiyo hoteli. Kwa suala la kesi kama anasema hakuna kesi mahakamani mu-lizeni hiyo kesi ya Oktoba 6 mwaka huu ni ya nini?" alhoji Simbeye.

Atunguka zaidi

Selasini alimshangaa Mbatia kulalamika uamuzi wa mkutano mkuu wa chama hicho kumuondoa madarakani na kumfukuza uanachama, kwani akiwa mwenyekiti aliwafukuza baadhi ya wanachama bila kufuata utaratibu.

"Mbatia anapaswa kukumbuka kuwa Mei 3 mwaka 2012, aliteuliwa na Mwenyekiti wa CCM, Jakaya Kikwete kuwa mbunge wa kuteu-

liwa," alisema.

Alieleza wakati anateuliwa haku-na mwanasisa wa upinzani aliyese-ma uteuzi huo ni batili kwasababu aliteuliwa na Mwenyekiti wa CCM lakini wanademokrasia waliona demokrasia ilifanya kazi yake.

"NCCR-Mageuzi ni chama chenye katiba yake na haina ubia na vya-ma vingine vya siasa" alisema na kusisitiza kuwa wao wamefanya maamuzi kulingana na katiba yao hivyo waachwe na waheshimiwe kwa uamuzi walioufanya.

Kuhusu suala la zulo la mahaka-ma, alisema kesi hizo mbili zili-funguliwa na wanachama wanao-muunga mkono Mbatia, lakini zilishi-baada ya mahakama kufanya maamuzi yake.

Wakati huo huo, Selasini alisema kuwa muda si mrefu watatekela maagizo ya Mkutano Mkuu ya kuwachukulia hatua za kisheria wale wote waliohusika na ubad-hilifu wa mali za chama, huku aki-dai wamekuwa wakipokea vitisho, japo hilo lilikanushwa na upande alioutuhumu.

Waziri: Fanyeni biashara kisasa

Aurea Simtowe na Upendo Peter,
mwananchipapers@mwananchi.co.tz

Dar es Salaam. Naibu Waziri wa Viwanda, Biashara na Uwekezaji, Exhaud Kigabe amewataka wafanyabiashara kuanza kutumia mtandao katika uagiza-ji wa bidhaa kutoka nchini China, badala ya wao kutumia muda mwingi kuzifuata.

Pia amezitaka kampuni kuto-ka China kuja kuwekeza nchini badala ya kuleta bidhaa ambazo tayari zimeshatengenezwa.

Aliyasema hayo jana katika uzinduzi wa maonyesho ya bid-haa kutoka nchini China, "China Trade Week (CTW)" yanayo-fanyika jijini hapa ambapo kam-puni 50 kutoka China zinaonye-sha bidhaa katika sekta mbalim-bali ikiwemo ujenzi na kilimo.

Kigabe alisema ukuzaji wa sayansi na teknolojia unataki-wa kubadili namna ya ufanyaji biashara kwa watu.

"Tutumie mitandao badala ya kwenda; tuagize tuletewe. Wao pia wataletee bidhaa zenye ubora," alisema.

Kuhusu uwekezaji alise ume-fika wakati wa Tanzania kusaka furaha kwa kujenga viwanda na kutumia malighafi zinazozal-ishwa.

"Tutafute viwanda, vizalish-e bidhaa tuuze nje, tuingie ubia kati ya Watanzania na wageni kwani tunaamini inawezekana kufanya kazi pamoja, kufanya hivyo tutaongeza uchumi," alisema.

UTALII

Utalii sasa wageukia ukanda wa kusini

Self Jumanne, Mwananchi
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Njombe. Licha ya sekta ya utalii kuwa na mchango mkubwa katika uchumi wa nchi, mchango huo hauakisi utajiri wa rasilimali za utalii zilizo hapa nchini.

Kauli hiyo ilitolewa jana na Waziri wa Maliasili na Utalii Dk Pindi Chana wakati wa uzinduzi wa mkakati wa kutangaza utalii kusini mwa Tanzania uliofanyika mkoani hapa.

Alisema changamoto iliyopo inatokana na watalii wengi wana-okuja nchini kutembelea zaidi vivutio vya utalii vilivyopo ukanda wa kaskazini ikiwemo hifadhi za taifa za Kilimanjaro, Serengeti, Ziwa Manyara na eneo la hifadhi ya Ngorongoro.

Alisema hali hiyo inasababisha siku za watalii ambao wanakuja hapa nchini kukaa kuendelea kuwa chache na watalii kutojirudia.

Alisema katika kufungua utalii kwenye vivutio vya nchi mwaka 2017, Serikalili ilianzisha mradi wa kuboresha usimamizi wa mali-asili na kukuza utalii kusini mwa Tanzania kwa lengo la kupanua wigo wa mazaao ya utalii kijografia kwa kuendeleza sekta hiyo katika mikoa ya kusini.

"Mradi huo unatekelezwa kupi-tia fedha za mkopo wa masharti nafuu wa dola za Marekani mil-

ion 150 kutoka Benki ya Dunia" alisema Dk Chana.

Alisema katika kufanikisha azma ya kutangaza vivutio vya utalii vilivyopo mikoa ya kusini wizaru ya maliasili na utalii kupitia bodi ya utalii Tanzania imeandaa mikakati mahususi ya kutangaza vivutio vya utalii.

Kaimu mkurugenzi wa bodi ya utalii Tanzania Felix John alisema utalii ni moja ya sekta za vipaum-bele hapa nchini na Rais Samia Suluhu Hassan, amejitoa kupitia programu maalum ya Tanzania Royal Tour ili kuitangaza na kui-fungua nchi katika sekta ya utalii.

Alisema bodi hiyo imejipanga ili kufungua utalii wa nyanda za juu kusini kwa kuleta watalii kwe-nye vivutio vilivyopo katika mikoa hiyo.

"Kama mnavyofahamu vipo vivutio vingi katika ukanda huu wa kusini. Tunayo Kitulo, Mpanga Kipengele na eneo la kihistoria la nyumbanitu" alisema Felix.

Naibu Waziri wa Uwekezaji, Viwanda na Biashara, Exhaud Kigabe (wa pili kushoto) akim-sikiliza Makamu wa Rais Mipango na Uhusiano wa MIE Group, Zahoor Ahmed alipokuwa akikagua bidhaa katika mabanda ya maonyesho ya wafanyabiashara wa China Jijini Dar es Salaam jana, baada ya kuzindua Wiki ya Biashara za China Tanzania. Picha na Michael Matemanga



NATIONAL NOBLE TASK
Small community champions climate change response **P5**

BUSINESS IMPACT
"Royal Tour" a hit at regional tourism expo **P18**

SUCCESS INNOVATION
Young teacher's style inspires rural learners **P11**

Dar, Mombasa ports step up competition

“We endeavour to boost our annual capacity to 30 million tonnes by 2030...in a bid to improve our services even further, we have opened our office in DR Congo”

47m tonnes
The port of Mombasa is undergoing a major expansion that will see its capacity rise to 47 million tonnes by 2030

30m tonnes
The port of Dar es Salaam is one of Tanzania's three major ocean ports, and currently handles over 95 per cent of the country's international cargo traffic. It is projected that the port will handle over 30 million tonnes annually by 2030

Dar es Salaam and Mombasa, East Africa's largest and busiest ports, are in a renewed race to attract more business, with an eye on cargo going to and coming from the Democratic Republic of Congo, which is the East African Community's newest member state

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Major lender defends key pipeline projects

STORY ON PAGE 2

Ukraine war 'to hit global growth hard'

STORY ON PAGE 3

Five ways Tanzania can cut China trade deficit

STORY ON PAGE 3

THE CITIZEN Tuesday, 27 September 2022

NATIONAL NEWS 3

World economy set to slow, paying the price of war: OECD

Paris. The world economy will take a bigger hit than previously forecast next year due to the effects of Russia's war in Ukraine, the OECD said Monday.

In a bleak report titled *Paying the Price of War*, the Paris-based organisation noted that the conflict aggravated inflationary pressure, when the cost of living was already rising quickly.

Covid outbreaks are still having an impact on the global economy while growth has also been affected by rising interest rates as central banks scramble to cool red-hot prices, the OECD said.

"A number of indicators have taken a turn for the worse, and the global growth outlook has darkened," the Organisation for Economic Co-operation and Development said in the report.

Global growth stalled in the second quarter of this year and data in many economies "now point to an extended period of subdued growth", the OECD said.

The organisation slashed its 2023 growth forecast for the global economy to 2.2 percent, down from 2.8 percent in its previous estimate in June.

The outlook for nearly all nations in the Group of 20 top economies was cut, except for Turkey, Indonesia and Britain, though the latter is forecast to have zero growth.

Growth in the United States – the world's biggest economy – is forecast to slow to 0.5 percent in 2023.

The growth forecast for China, whose economy has been hit by strict Covid lockdowns, was cut sharply for this year to 3.2 percent while it was slightly lower to 4.7 percent for 2023.

Gerrmany is now expected to go into recession next year with Europe's biggest economy now seen shrinking by 0.7 percent – a 24-percentage-point drop from the previous forecast.

The country's economy has been hit the hardest in Europe as it has relied heavily on Russian supplies of natural gas, which Moscow has cut significantly in suspected retaliation to Western sanctions.

The eurozone as a whole will post meagre growth of 0.3 percent, a sharp downgrade from 1.6 percent.

The OECD kept its 2022 global growth forecast unchanged at three percent after previously lowering it.

To highlight the impact of Russia's invasion of Ukraine, the OECD said global output in 2023 is now projected to be \$2.8 trillion lower than previously estimated before the conflict in December 2021.

"The war has sent energy and food prices soaring over concerns about supply as Russia is a major oil and gas producer while Ukraine is a key exporter of grains to countries across the world.

Inflation had already been on the rise before the conflict due to bottlenecks in the global supply chain after countries emerged from Covid lockdowns.

"The effects of the war and the continuing impacts of Covid-19 outbreaks in some parts of the world have dented growth and put additional upward pressure on prices," the OECD said.

"Inflationary pressure have become increasingly broad-based, with high energy, transportation and other costs being passed through into prices," it said (AFP).

PROPOSALS Tanzania currently accounts for only \$606 million of its \$74 billion trade with China

Five ways Tanzania can cut China trade deficit

Recommendations are the setting up of Chinese companies in Tanzania, joint ventures, value addition, going digital and raising the standards of products

By Alex Malanga @ChiefMalanga amalang@tz.nationmedia.com

Dar es Salaam. Business stakeholders yesterday recommended five ways that could reduce Tanzania's trade deficit with China.

The recommendations are the setting up of Chinese companies in Tanzania, joint ventures, value addition, going digital and raising standards of products so that they can meet international standards.

Going by official data, the current trade volume between the two countries stands at \$674 billion (about Sh15.5 trillion), with Tanzania accounting for only \$606 million (about Sh1.4 trillion).

This suggests that trade is in favour of China and thus the need for creating an enabling environment that will bridge or narrow the gap.

Those who made recommendations were speaking during the opening of a three-day China Trade Week (CTW) that kicked off yesterday at the Diamond Jubilee Hall.

Investment, Trade and Industry deputy minister Ecaud Kijage called for more Chinese investors to come and set their manufacturing industries here in the country.

"Instead of importing products from China, it is high time they produced the same here in our country," said Mr Kijage when officiating the three-day global hybrid show that involved over 50 Chinese manufacturing companies.

To make it possible, he said, investors from Tanzania and China, which is currently a leading foreign investor in the country, should forge the partnership.

"We need to benefit from Chinese technology so that we can improve our production and trade with China," insisted Mr Kijage.

"Investors need to take advantage of the conducive business environment that the sixth phase government is creating."

This, he added, is important as it would cement trade ties between the two.

Tanzania Private Sector Foundation (TPSF) director of membership and outreach services Zacky Mbenna called on local investors to use the CTW as a platform to enter partnership with Chinese investors.

In doing so, he said, it will help not only to improve the balance of trade, but also boost trade with China.

"Our share in trade volume between China and Africa, which stands at \$254.3 billion, is very small," observed Mr Mbenna, adding, "We need to do something to take it up."

He said partnering with Chinese investors will enhance capital flow and technology transfer and thus boosting trade and investments in the country.

Mr Mbenna was also of the view that Tanzanian traders should mend the way of doing business.

"We need to go digital. We need to use modern technology, if we are to cut operational costs both in terms of money and time," he suggested.

Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA) chairman for the Dar es Salaam Region Vincent Minja said the CTW should be more of business talks.

"Top on the agenda should be on how investors from Tanzania and China could forge a partnership," stressed Mr Minja.

CTW Tanzania 2022 has been organised by MIE, a global event management company, in partnership with I9 Events.

Mr Group Vice president-strategy and partnerships Zaboor Ahmed said engaging with Tanzanian manufacturing industry leaders with Chinese manufacturers directly in a live and hybrid environment will be critical to engaging and discussing key project delivery.

"The government of Tanzania has been incredible in their support to bring Chinese innovation and industry to form new partnerships and drive FDI (Foreign Direct Investment) into this East African economy," said Mr Ahmed.

CTW, he said, has been successfully held in Kenya, Ethiopia, Ghana, Morocco and South Africa for many years, which include an exhibition of brand products and seminars.

Investment, Industry and Trade deputy minister Ecaud Kijage (second left) listens to MIE Group vice president of strategy and partnerships Zaboor Ahmed when he visited the firm's pavilion after opening the China Trade Week in Dar es Salaam yesterday. PHOTO: MCKENZIE WATERMANN

Antwerp tips Dar port on improving efficiency

By Haill Letea @Hillea hileta@tz.nationmedia.com

Antwerp yesterday advised Dar es Salaam Port to focus on key areas, using training, operation and management, to increase efficiency.

Antwerp managing director of Waterschoot said this during a visit to Tanzania Port Authority (TPA) headquarters that the areas will strengthen management of Dar es Salaam and other local ports.

He visited to see how they perform their activities and check the possibility of cooperation.

"The most important area is Bandari College which will strengthen the management and port operations. We also have APEC Port Training. The idea is to strengthen the Tanzania port sector through education and learning," he said.

Mr Waterschoot added that there is also a need for operation support so as to ensure Tanzania can serve more cargo, add more infrastructure and plan new infrastructure that will go together with adoption of new technology.

TPA deputy director general Juma Kajajara said Belgium is "very advanced in port activities in the world and they have a big port college through which we expect to work together and enable Tanzania ports to serve at the best international level in provision of services".

Mentioning some challenges of Dar es Salaam port, Mr Kajajara said the port was built with a capacity of serving 12 ships at a time in 12 berths but now it is different due to changes and only nine ships served at a time.

"This is because nowadays are big ships of up to 40K but we can afford only 20K although sometimes we can do 280 metres at a risk," he said.

Dar es Salaam Port handles million tonnes of cargo, according to latest statistics.

A number of indicators have taken a turn for the worse, and the global outlook has darkened

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HABARI ZA BIASHARA

CRDB yazungumzia sekta ya fedha kukuza uchumi

Na Lucy Lyatu

MKURUGENZI Mwendaji wa Benki ya CRDB, Abdulmajid Nsekela amesema sekta ya fedha ina wajibu wa kuunga mkono juhudi za serikali katika kukuza uchumi kwa kutoa fedha kwa sekta ya umma na binafsi.

Alisema kutokana na mazingira hayo, benki yake inaendelea kumaniha utaji wa mikopo kwa kuongeza kiasi cha fedha kupitia uanzibwaji wa ushirikiano na taasisi za fedha za kimataifa.

Nsekela alisema hayo akizungumza na waandishi wa habari kuhusu ziara anayofanya akiwa na ujumbe wake nchini Ufaransa kwa lengo la kukutana na washirika wake na wawakezaji (kiwamo Shirika la Fedha la Proparco.

Alisema kuhakikisha utwapo wa mitaji ya kutisha kwa kutoa mikopo ni kuteleza kwa vitendo shadi ya Rais Samia ya kufungua uchumi wa Tanzania.

Alisema benki ya CRDB ambayo kwa mara ya kwanza ilita saini ya makubaliano ya ushirikiano na Proparco, kupitia Shirika la Kimataifa la Maendeleo la Ufaransa (AFD) linakijitushia na ukopeshaji wa kibabara, inataka kupanua wigo wa ushirikiano na taasisi hyo yenye makao yake makazi jijini Paris.

Machi mwaka huu, Benki ya CRDB na Proparco zilisaizi makubaliano ya zaidi ya \$b bilioni 182 kwa ajili ya kuongza uwezo wake wa kukopesha wafanyabiashara wadogo na wa kati nchini.

Alisema kiasi hicho kilikuwa katika mifumo wa dhana ya mikopo ambapo tangu makubaliano hayo fedha hizo zimeelezwa kufadhili wajasiriamali kulingana na ajenda ya ukaji wa uchumi wa nchi.

Alisema Proparco, sehemu ya Agence Française de Développement Group (AFD Group), hutoa ufadhili na usaidizi wa biashara kwa taasisi za kifedha barani Afrika, Asia, Amerika Kusini na Mashariki ya Kati.

Alisema wamefanya majadiliano na Mkurugenzi Mwendaji wa Proparco, Françoise Lombard yaliyopita katika kukuza uwezo wa Benki ya CRDB katika kufadhili sekta binafsi, kusaidia uwezenaji wa wajasiriamali waliocathirika na janga la Covid-19, pamoja na kuzidhi pengo la ufadhili kwa wajasiriamali wanawake Tanzania na Burundi ambapo benki hiyo ina kampuni tanu.

Kwa mujibu wa Nsekela, Mkurugenzi Mwendaji wa Proparco, Françoise Lombard amesabidi ushirikiano kati ya taasisi yake na CRDB katika kusaidia maendeleo ya sekta binafsi na ukaji wa uchumi.

Wanawake 100 wafunzwa kuboresha viwango

Na Fadhili Abdallah, Kigoma

WANAWAKE 100 wa Kigoma wamepatiwa mafunzo ya kuboresha viwango vya biashara wanazozalisha kutoka Chama cha Wafanyabiashara Wanawake Tanzania (TWCC).

Lengo la mafunzo hayo ni kuwazidha bidhaa zao kupitia soko la Afrika Mashariki.

Mkurugenzi Mwendaji wa TWCC, Mwanama Hamza alisema mafunzo hayo ya siku mbili yaliikuwaga wanawake wajasiriamali kutoka wilaya sita za mkoa Kigoma.

Wanawake hao walijifunza kuzingatia taratibu za biashara za kimataifa ili bidhaa zao zikidhi vigeo katika kutahata masoko ya nje.

Alisema mafunzo hayo yanayotolewa mkoani Kigoma ni mwendeleo wa mafunzo ambayo yametolewa kwenye mikoa mingine nchini na nchi nyingine sita za Afrika Mashariki kwa ufadhili wa shirika la Trade Mark East Africa (MEA).

Akifungua Mafunzo hayo Othman Bwabara, Othman Mkuu wa Mkoa Kigoma, Delegation Sangu alisema ili kupata mafanikio kwenye shughuli zao ni lazima wazingatie mafunzo wanayopewa kuhusu viwango na ubora.

Sangu alisema kuwa mafunzo hayo ni muhimu kwa ajili yanata mwanagoto kwa wajasiriamali nini wanatakuwa kufanya ili biashara zao zikubalike kwenye nchi nyingine.

TBS yafunda wasindikaji bidhaa za muhogo

Na Mwandishi Wetu

WAJASIGAMALI ambao ni wazalishaji, wasindikaji na wazaji wa bidhaa za muhogo wametakwa kuzingatia viwango ili kuwawezesha bidhaa hizo kushindana katika masoko ya ndani, kikanda na kimataifa.

Wito huo ukitolewa kwa nyakati tofauti na Meneja wa Utafiti na Mafunzo wa Shirika la Vivango Tanzania (TBS), Hamisi Sudi, wakati akieleza wababaji wa mafunzo umuhimu wa mafunzo hayo kwa washiriki hao wa wilaya hito nje.

Mafunzo hayo yalitolewa kwa wajasiriamali wa wilaya nne za Nachingweni, Masisi, Mzama na Newala katika mikoa ya Lindi na Mtwara.

"Majidhira na kuzalisha muhogo wa kutisha na kuanzika muhogo wenyewe, mtawaza kutaridha zama ya serikali ya kuendeleza viwanda na kazi ajira kwa kazi mbalimbali pamoja na kuwawezesha bidhaa kushindana," alisema Sudi.

Meneja wa TBS Kanda ya Kusini, Amna Yasun, aliwataka washiriki wa mafunzo hayo kutambua kwamba zama ya serikali ni kukuza viwanda ili kula live-ops kujitibeleza kwenye uzalishaji wa bidhaa mbalimbali.

Mwengoni mwa muda zilizoolewa kwenye mafunzo hayo ni viwango na faida zake, makawa ya kijwanga da muhogo, kamari bora za kilimo cha muhogo, kamari bora za usindikaji, kamari bora za aya na teknolojia za usindikaji wa bidhaa za muhogo.

Nyongoni ni vitungo na utungaji wa bidhaa za muhogo, budama katika dawati la Othman Mkuu wa Utafiti na Mafunzo, Utafiti wa udfabizhaji ubora wa bidhaa na usaji wa mungo na bidhaa za chakula.

Wafanyabiashara wa China waombwa kuwekeza Tanzania

Na Oscar Job

NAIBU Waziri wa Uwekezaji, Vivanda, na Biashara, Eusud Kigabe, amewataka wafanyabiashara wa China kuwekeza nchini ili kurahisisha upatikanaji wa bidhaa zao.

Kigabe alisema zai hiyo wakati wa uzinduzi wa Wiki ya Maonesho ya Bidhaa za China yanayoridhwa katika ukumbi wa Diamond Jubilee mkoani Dar es Salaam.

Maonesho hayo yamewalata nchini wazalishaji 30 wa bidhaa mbalimbali kutoka China.

"Tunamisi endapo hawa weruzi watakuja na kufungua viwanda vyao itafuta suluhu ya upatikanaji wa bidhaa zao," alisema Kigabe.

Kigabe alisema Serikali ya Awamu ya Sita itaendelea kuhakikisha na Taifa la China katika kufanikisha utajiri wa bidhaa mbalimbali hapa nchini.

Mwakilishi wa Kampuni za Biashara Kutoka China, Lina Cox, alishukuru serikali kwa kuwapa ushirikiano na kuwataka wafanyabiashara kujitokeza kwa wingi katika maonesho hayo ili kubadiliana uzoefu na kupata mbinu zakubashara.

Waziri wa Ujenzi na Uchukuzi Profesa, Makame Mbarawa akiwa na Mkuu wa Bodi ya Benki ya Mwanga Hakiwa, Project Masawe wakati wa maadhimisho ya Siku ya Wahandisi, Dodoma hivi karibuni. Benki hiyo ilishiriki kudhamini maonesho hayo yaliyofanyika Ukumbi wa Jakaya Kikwete Convention Center. (Na Mpagipicha Wetu)



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NATIONAL NEWS

The Guardian



Invest in Tanzania to reduce running costs, Kigahe tells Chinese business community

By Correspondent James Kandoyo

DEPUTY Minister for Investment, Industry and Trade Exaud Kigahe has invited the Chinese business community to invest in Tanzania to reduce operation cost and simplify the availability of their products.

Speaking at the official launching of the China Trade Week (CTW) aimed at showcasing the latest Chinese products in the country, Kigahe said the exhibition will help to create more opportunities for Tanzanians business communities through networking and sharing experiences.

In his statement, Counsel General - Consulate General of the Republic of Tanzania Iddi Seid Bakari said the event had been organised by China Council for the Promotion of International Trade (CCPIT) and MIE groups from Dubai.

The meeting CTW theme is "China Africa economy and trade cooperation, investment, and culture exchange" covering infrastructure construction, energy, agricultural, food, and science and technology sectors.

Up to now, Chinese foreign investment in the country peaked at US \$2.5 billion in 2013. Currently, there are over 500 Chinese companies investing in Tanzania.

Apart from China being Africa's largest trading partner and investor, there is another dimension of the relationship that of development aid.

The deputy minister said the government has created a conducive business environment to allow the private sector to be a lead, in enabling industry economy.

Kigahe called on Tanzanian leaders to collaborate with their counterparts from China to complement government efforts of creating employment and increasing revenues.

A representative of Chinese business persons Lina Coa thanked the Tanzanian government for the strong collaboration, sharing experience and learning new techniques calling more Tanzanians to visit the CTW exhibition.

"I call upon Tanzanians to visit the exhibit to network and learn more experience in the sector," he said.

He said over 300 products from the following sectors including consumer electronics, industrial, medical, textiles & garments, beauty & construction and many more.

Also, exclusive use of our Meeting by Business Match-Making platform, live opening ceremony in China & Tanzania with VIP & key dignitaries.

"One of the government's roles is to emphasize the collaboration of business persons from Tanzania and China to utilize online business which is a bit riskier instead of cash," he said.

He said through the technology the two parts can communicate and place orders urging Tanzanians to utilize the opportunity to create revenues.

The deputy minister said the government has created a conducive business environment to allow the private sector to be a lead, in enabling industry economy.

Kigahe called on Tanzanian leaders to collaborate with their counterparts from China to

Members of the Parliamentary Services and Community Development Standing Committee pictured in Mwanza city yesterday viewing one of the machines used in checking the level of toxicity in medicines and foods. They were on an inspection tour of a modern laboratory at the Mwanza centre of the Tanzania Medicines & Medical Devices Authority. Right TMDA director general Adam Fimbo and second left is the committee's vice chairman, Aloyce Kamamba. Photo: Correspondent Aloysi Mkwana

Over 2,000 students to benefit from special project on road safety regulations and laws

By Getrude Mboya

OVER 2,000 students from 20 primary and secondary schools in Kinondoni District, Dar es Salaam are expected to benefit from a special six-month project aimed at strengthening awareness on road safety regulations and laws as well as traffic signs so as to fight accidents.

Dubbed "Students and Road Safety Project (SRSFP)", the six-month project is implemented by the newly established Tanzania Road Safety (TAKSI) - a non-profit organisation based in Dar es Salaam.

Speaking during the official launch of the project as well as the organisation recently in Dar es Salaam, Kinondoni District Commissioner - Goodwill - Gonchee commended TAKSI for coming up with the initiative to help strengthen road safety awareness among students.

He said that capacitating school children on road regulations and traffic signs will help the group have a broader understanding to help them use the road well and avoid accidents.

Gonchee further wanted motor vehicle drivers and other road users to adhere to road safety rules and regulations so as to avoid causing unnecessary accidents causing loss of people and properties.

He said that the government will continue supervising the laws and that it will not tolerate anyone who will be found causing the accidents recklessly.

Maki Bakoga, TAKSI executive director said the overall objective is to support the reduction of road accidents among students in primary and secondary schools for a period through enhancing awareness where school clubs will be established.

He noted that a number of school children still have little knowledge on various road safety rules and traffic signs, something which poses threat to the increase of unnecessary road accidents. "Our vision is to be the leading organisation in promoting and advocating for the appropriate road use to attain free of traffic accidents, death and injuries in Tanzania," he said.

He also said the organisation will work to champion the best practices in the appropriate, efficient, comfortable and safe roads through sharing of knowledge and experience by organizing stakeholders' forums, training, conducting research and projects which employ sustainable and environmentally friendly technologies.

Reports show that 80 percent of accidents are caused by reckless drivers, 12 percent caused by the mechanical problems of the vehicles, 6 percent by climate change, while only 2 percent of the road accidents are caused by poor infrastructures.

The global figures as provided by WHO in 2018, indicates that, each year 1.35 million people die as a result of road traffic crashes, and millions more are injured or disabled while head injuries remain the leading cause of death and disability among motor-cycle riders.

I call upon Tanzanians to visit the exhibit to network and learn more experience in the sector

Digital Publications

Habari Leo

27th September, 2022

Link - [Habari Leo](#)

The screenshot shows the Habari Leo website interface. At the top, there is a navigation bar with the Habari Leo logo and a red banner for 'DAILY NEWS Digital'. Below the banner is a menu with categories like TANZANIA, KIMATAIFA, SIASA, JAMII, BIASHARA, etc. The main content area features the article title 'CTW ni fursa nzuri kwa wafanyabiashara' by Salma Mgosso na Moshi Nyamsera, dated September 27, 2022. The article includes a photo of a group of people at an event, with a banner in the background that reads '2022年坦桑尼亚国际贸易周暨浙江名品丝路行' and '2022 TANZANIA TRADE WEEK & JINGJIJA BRANDS IN SILK ROADS EXHIBITION 26th - 28th SEPTEMBER 2022'. Below the photo, there is a short paragraph in Swahili.

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Dodoma Maisha ya Vijijini Kanda Zanzibar Dini Utalii Historia Jifunze Kiswahili Fursa + Follow Tafuta

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'CTW ni fursa nzuri kwa wafanyabiashara'

Salma Mgosso na Moshi Nyamsera · September 27, 2022

2022年坦桑尼亚国际贸易周暨浙江名品丝路行
2022 TANZANIA TRADE WEEK & JINGJIJA BRANDS IN SILK ROADS EXHIBITION
26th - 28th SEPTEMBER 2022

WAFANYABIASHARA nchini na wananchi, wametakiwa kutumia vyema maonesho ya CTW Tanzania 2022, yaliyoanza jana ukumbi wa Diamond Jubilee, Dar es Salaam, kwani ni fursa nzuri kwa biashara.

Digital Publications

IPP Media

28th September, 2022

Link - [IPP Media](#)



Digital Publications

Nipashe Social Media
29th September, 2022

Link - [Nipashe Twitter](#),
[Instagram](#) & [Facebook](#)

Nipashe Tanzania
@Nipashetz

#HABARI NAIBU Waziri wa Uwekezaji, Viwanda, na Biashara, Exaud Kigahe, amewataka wafanyabiashara kutoka nchini China kuja kuwekeza Tanzania ili kuwarahisishia Watanzania upatikanaji wa bidhaa zao./bit.ly/3BY2g2Z

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Naibu ametoa rai hiyo Jijini Dar es Salaam, katika uzinduzi wa wiki ya maonyesho ya bidhaa za china akibainisha kuwa maonyesho hayo yataibua fursa nyingi kwa wafanyabiashara wa Tanzania.

Alisema lengo la maonyesho hayo ni kuwaunganisha zaidi ya wazalishaji 50 wa bidhaa mbalimbali kutoka China kwa wafanya biashara wa Tanzania ili kuimarisha uhusoni wao.

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56m · 🌐

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Hashim Witala
Na ajira pia watusaidie kujenga shule hospitali na miundo mbinu mbali mbali yakiwemo madaraja barabara nk
Like Reply 49m

Top fan
Julius Moikan
atlist leo umeongea ya maana... nchi inahitaji watu wenye maona kama wewe
Like Reply 51m

Radio

During Event

Radio One

当地广播报道
CTW开幕仪式



RADIO ONE NEWS SEGMENT AT 7AM ON 27TH SEPTEMBER, 2022

Radio Mentions

展中 广播电台宣传（带录音）

Clouds FM Radio Mentions

During Event

There were 3 Clouds FM Radio Mentions done: 1 at the end of Day 2 (27th September) and 2 at the beginning of Day 3 (28th September).

It was noted that a majority of the visitors on Day 3 had said that they found out about the event through the radio mentions. Thus contributing to a significant increase in the number of visitors at the exhibition on Day 3 compared to the previous 2 days.

Clouds FM Radio Mentions

During Event

[点击收听录音](#)

JAHAZI

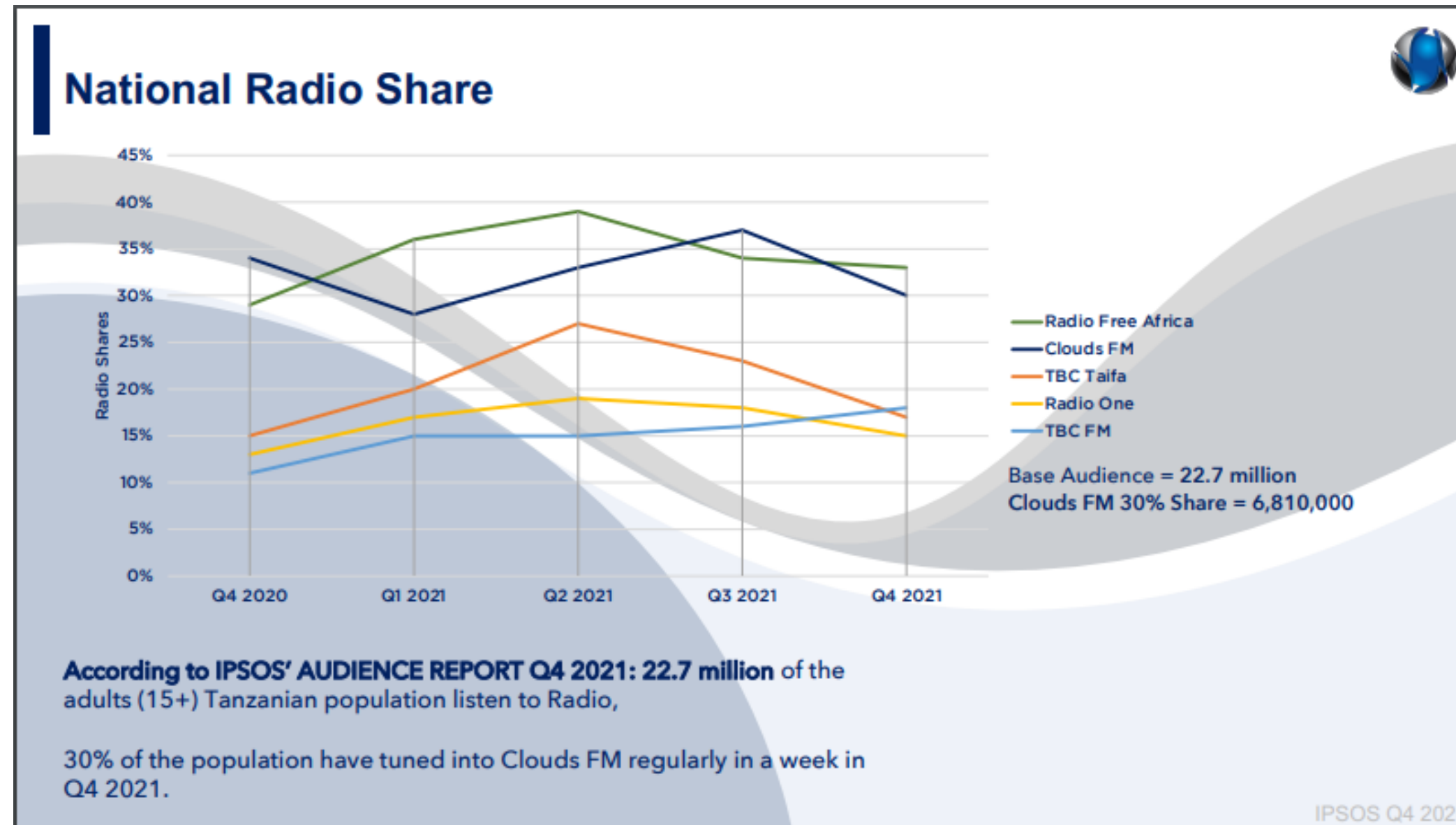
POWER BREAKFAST

LEO TENA



Clouds FM Radio Mentions

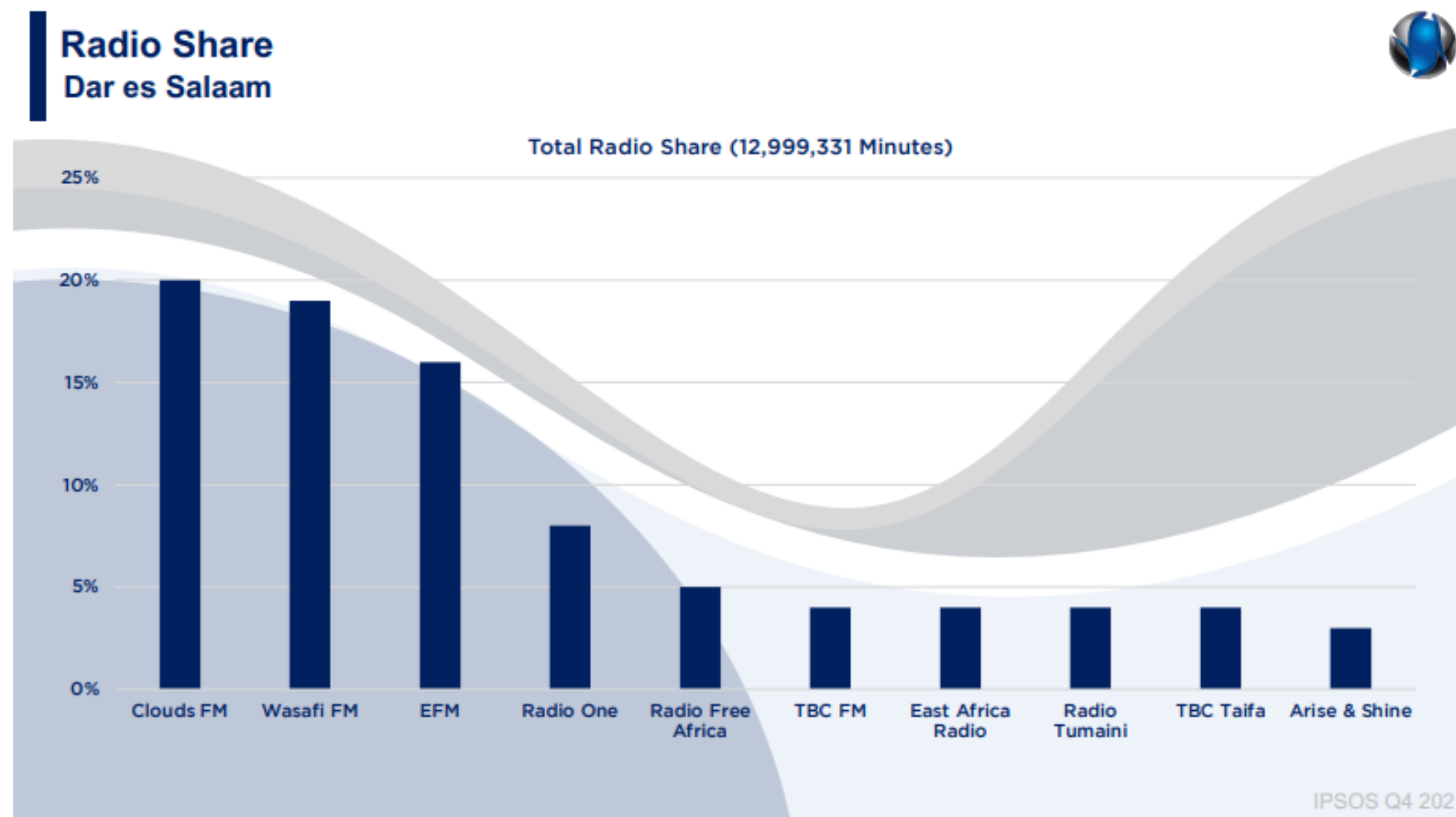
Why Clouds FM?



Clouds FM is the 2nd most listened to radio station in the country

Clouds FM Radio Mentions

Why Clouds FM?



However, it is the most listened to Radio Station in Dar es Salaam and that is where our targeted audience was located



Thank You

See you in 2023!