

TANZANIA TRADE FAIR 2021



What is Tanzania Trade Fair?

Tanzania Trade Fair offers its exclusive participants an unmissable chance where new & innovative technologies, solutions, products and services will be brought together from all around the world to an audience of successful entrepreneurs.

Exhibitors benefit from the opportunity to access the East African Market through this event and meet with international investors, domestic players & distributors

28 - 30 JUNE 2021 J K NYERE TRADE FAIR, DARESALAM TANZANIA



International companies participation

About Tanzania

Endowed with significant natural resources, including ample fertile land, regular rainfall, and mineral deposits, The economy of Tanzania has great potential and it appeared poised for rapid economic growth and development.



Major Exhibitor Categories

- ◆ Automotive
- ◆ Building Materials
- ◆ Food & Beverage Industry
- ◆ IT & Electronics
- ◆ Industrial Machinery
- ◆ Consumer & Household
- ◆ Medical & Healthcare
- ◆ Plastic & Rubber
- ◆ Garments & Textiles
- ◆ Corporate Gifts & Stationary
- ◆ Opticals
- ◆ Printing & Packaging



Five reasons to join us!

1

To reach an audience of International Professionals

2

To Strengthen your network & create new partnerships

3

To enhance the image and leadership of your company

4

To promote your latest technologies & services

5

To keep up with your competitors and to stay updated on the market



Visitors Profile

The show is open to professional and trade visitors from related industries only, The organizer reserves the right to refuse entry to person whose presence, in the reasonable opinion of the organizer, is undesirable.

- Manufacturers
- Distributors
- CEOs & Top Executives
- Purchase Executive
- Government Experts
- Importers & Exporters
- Wholesalers & retailers
- Policy and Decision Makers
- Foreign Companies Seeking Joint Ventures
- Packaging & Processing Professionals
- Local & Foreign Industrialists
- Consul Generals, Foreign Missions & Business Magnates
- Technocrats and Scientists Marketing Chiefs
- Purchase, Production and maintenance Departments from the Private and Public Sector
- Designers, Dealers, Consultants, Engineers, Material Handlers, & Production Managers.
- Top Executives & Professionals from Local Industries

Promotional Campaigns

Following are some of our marketing strategies:

- ◆ Newspaper Advertisement in English & Local Newspaper
- ◆ Radio Advertisement
- ◆ Banners & Hoarding, Advertisement in Leading Magazines
- ◆ Email & Fax Campaigns, SMS Campaign, Telephone Calls
- ◆ Distribution Boys for Flyer Distribution in the market & industrial areas as per exhibitor product profiles.
- ◆ Television advertisement



Venue

- ◆ J K Nyere Trade Fair hosts many events every year.
- ◆ The venue has stepped into the track of internationalization and specialization.
- ◆ The venue is designed to meet the latest market needs.
- ◆ J K Nyere Trade Fair provides with a full range of services, attains domestic top-class standard and has rich experience in trade.



Show Schedule

Daily Opening Hours:

- 28 June 2021 10:00 - 18:00
- Uptill
- 30 June 2021 10:00 - 18:00

