

The Dar es Salaam International trade Fair (DITF) has positioned itself as an international trade promotion platform considered to be the largest of its kind in the Eastern and Central African Region in terms of the number of exhibitors and visitors

1. Objective of Exhibition:

- The main objective of the DITF is to facilitate exhibitors to showcase and demonstrate their goods, services and technology, attain new markets and explore new opportunities.

2. Proposed date and edition on the DITF

- The proposed date for the next Dar es Salaam International Trade fair (45th DITF) is expected to begin at 28th June to 30th June 2021.

3. Product Categories:

- The range of exhibits in the trade fair covers wide range of products such as agricultural products, foodstuffs and beverages, textiles, garments and yarns, manufactured products, furniture, construction materials, automobiles, electrical goods and appliances, chemicals, cosmetics, timber and furniture, trade services, engineering products, machinery, electronics, computer software and handicrafts.

4. Total number of exhibitors' foreigners and domestic

- The table below shows the number of exhibitors for the past trade fairs,

Particulars	42 DITF, 2018	43 DITF, 2019	44 DITF, 2020
Domestic companies	3,464	3,770	2,837
Foreign Companies	508	520	43
Participated Countries	33	35	5
Total No. of Visitors	259,770	261,618	156,202*

5. Expected number of visitors and visitor profile:

- Expected number of visitors aims to reach 400,000 for upcoming exhibition and visitors profiles includes Importers, wholesalers, agents, traders, consumers, business executives, Governments Officials, Diplomats, Political Leaders and members of the general Public.

6. Supporting partners and Promoters of Exhibition

- Supporting partners of the Trade fair includes, Private manufacturing companies, Private sectors association, Financial Institutions like Banks, Ministries, International Development Organizations, Embassies and Mass media.

7. Important Highlights of the Trade Fair

- Alongside DITF, There is organization of several events which makes the fair inviting and conducive one to carry out business successfully. Buyer – Seller meetings (conducted both physical and online) Symposium, Seminars and Tourist visits to National Parks are often arranged. The fair also coincides with the national festival culminating on the 7th July, which is the landmark in the country's history whereby over 200,000 people visit the fair on this particular day.

8. Post show and info-graphic of previous Exhibition:



