



# TANZANIAN / DANISH BUSINESS FORUM

DAR ES SALAAM,  
3-5 NOVEMBER 2008

You are hereby invited to join the Danish Business Delegation and Business Forum organized on the occasion of the State Visit to Tanzania by HM The Queen of Denmark and HRH The Prince Consort.

Through participation in the Tanzanian/Danish Business Forum Danish companies will gain an insight into Tanzanian business and investment opportunities. Additionally, the companies will get a unique opportunity either to find new business partners or to market themselves in relation to existing partners.

It is free of charge to participate in the Business Forum.

## TANZANIA – A GATEWAY TO EAST AFRICA

Tanzania is one of Africa's success stories – and for very good reasons. Apart from abundant natural resources, including natural gas, coal, gold and gemstones, Tanzania has for a long time showed high growth rates (on average 6 % a year), relatively low inflation and a stable political environment. With a coastal line of 1,400 km, three international airports, bordering on eight countries and a membership of the East Africa Community (EAC) Tanzania is the natural centre of trade in the region. Thus, through Tanzania, your company can get access to the whole East African market and its numerous consumers, producers and investment projects.

There are potential business opportunities within the following sectors:

- Agriculture and food
- Industrial manufacturing
- Tourism
- ICT
- Energy

## MAIN SECTORS IN TANZANIA

### **Agriculture and food**

Agriculture makes up approximately 46.4 % of GDP which among other things includes coffee, tea, cotton, tobacco, cashew nuts, corn, sorghum, beans, oilseeds (soya, sunflower, sesame, and groundnuts), cassava (tapioca), bananas, fruits, vegetables, fish, cattle, sheep and goats. There are potential for niche productions such as gourmet/organic coffee, tea and honey.

### **Industrial manufacturing**

Especially cement, corrugated iron sheets, iron and steel products, plastic and textile products.

### **Tourism**

Tanzania is not yet a tourism magnet, but it definitely has the potential to become one. Wildlife parks and game reserves make of more than 25 % of the land, the wildlife is diversified, the environment is unspoiled and there are good beaches. Zanzibar, Serengeti, Ngorongoro, Kilimanjaro and the big lakes are just some of the places already well-known. The government is working on expanding the tourism sector around the southern national parks. Such an expansion will create investment opportunities.

### **ICT**

There are especially potential within telecommunication as the teledensity is still low with the number of fixed and mobile cellular lines currently standing at 12 telephone lines per 1000 people.

### **Energy**

There is an enormous need of energy in Tanzania and in the region both within private households and in the business sector. Over the long term, Tanzania has the potential to become a power exporter of energy to the region. It has ample resources for power generation including hydro, gas, coal, oil and bio fuels but lacks the infrastructure necessary to harness them.

### **Mining**

Major minerals include gold, gemstones, diamonds, coal, iron, nickel and cobber. Mining is the fastest-growing sector in Tanzania in terms of its share of export which stands at around 40 %.

## BUSINESS FORUM

The purpose of the Business Delegation and the Business Forum is both to create attention around Danish companies in Tanzania and to create new business partnerships between Danish and Tanzanian companies.

HRH The Prince Consort will open the Business Forum. The participating companies will be presented to business- and investment opportunities in the country and region and for the opportunities for economic support from Danida and the Industrialisation Fund for Developing Countries (IFU). Apart from the Business Forum presentations, the Danish Embassy in Dar es Salaam will arrange individual match-making meetings between Danish companies and potential Tanzanian cooperation partners. These meetings will take place the two subsequent days.

The Business Delegation and the Business Forum is targeted at companies considering – or already in the process of – selling products and services in East Africa, starting up production and identifying a cooperating partner or companies, who are interested in importing from the region. The Business Delegation and Business Forum is also open for institutions and organisations with an interest in Tanzania and East Africa. The Danish Embassy will invite a number of Tanzanian organisations and companies and the Danish companies will get an opportunity to invite their business partners to the Business Forum as well.

## REGISTRATION

We kindly ask you to register on the enclosed form and return it to the Ministry of Foreign Affairs of Denmark as soon as possible and no later than 15 September 2008.

## BUDGET

It is free of charge to participate in the Business Forum for all companies and organisations. However, travel costs incl. flight and accommodation will be defrayed by the participants themselves. The Ministry of Foreign Affairs and the Danish Embassy in Dar es Salaam have made reservations at Hotel Mövenpick from 2-5 November.

### **Return flights Copenhagen – Dar es Salaam**

Economy class: approximately DKK 10,000

### **Hotel Mövenpick (price incl. tax and breakfast)**

Standard room: USD 161/night

Executive room: USD 196/night

90 % of travel costs (incl. return flight and accommodation) can be covered for those companies who qualify for support from Danida's B2B Programme.

## B2B PROGRAMME

Danida's B2B Programme supports the establishment of long-term commercially viable business partnerships between Tanzanian and Danish companies. Danida can support partner identification, study visits, feasibility studies, environmental improvements as well as training and technical assistance, which involve transfer of know-how and technology from the Danish to the Tanzanian partner. The objective of the programme is to promote economic growth and social development by promoting local business development.

For further information on the possibilities under the B2B Programme, please refer to the B2B Company Guidelines, which can be downloaded from [www.b2bprogramme.com](http://www.b2bprogramme.com) or contact *Mette Rise Soetmann* +45 33 92 02 64

## TRADE COUNCIL OF DENMARK

The Trade Council of Denmark (TCD) is an integrated part of the Ministry of Foreign Affairs of Denmark. TCD assists Danish companies with exports and internationalisation, and foreign companies considering the possibility of establishing business operations in Denmark. The range of services that private companies can purchase at TCD includes market analysis, counselling in setting up a business operation abroad, as well as establishing contact to new cooperation partners and new sales channels.

For further information on services available at TCD, please refer to the website: [www.um.dk/en/menu/TradeAndInvestment](http://www.um.dk/en/menu/TradeAndInvestment). Information on how TCD can assist your company in connection to the State Visit in Tanzania or similar events in other countries, you may contact *Mads Beyer* +45 33 92 12 12.

## MIXED CREDITS

Mixed Credits offers interest free loans to finance equipment and related services for development project in developing countries. Mixed Credits typically supports large infrastructure projects within water and sanitation, telecommunication, energy, roads and bridges, etc. Smaller industrial projects may also be eligible for support.

For further information on the Mixed Credit scheme, please refer to [www.mixed-credit.dk](http://www.mixed-credit.dk) or contact *Lene Mollerup* +45 33 92 02 47.

## IFU

The IFU (The Industrialisation Fund for Developing Countries) provides capital through loans, guarantees and share purchase and with its global network of local employees and advisers it also acts as a project partner offering to assist project companies to overcome traditional bureaucratic, cultural and language barriers. IFU has a regional office in Nairobi and IFU has already investments in Tanzania.

For further information, please refer to [www.ifu.dk](http://www.ifu.dk) or contact *Niels Evendt* +45 33 63 75 52.

## ORGANIZERS OF THE BUSINESS FORUM

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