

DAR ES SALAAM INTERNATIONAL TRADE FAIR (DITF)

FROM 28TH JUNE TO 13TH JULY, 2024

THEME; *TANZANIA YOUR BEST DESTINATION FOR BUSINESS AND INVESTMENTS*

❖ Dar es salaam International Trade Fair

Dar es Salaam International Fair (DITF) is an annual event organized by TanTrade in collaboration with public and private sectors each year from 28th June to 13th July; 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.

❖ The main objective of the DITF

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

❖ DITF Dates

Every year the Dar es Salaam International Trade Fair (DITF) begin at 28th June to 13th July.

❖ 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, energy, oil and gas and handcrafts.

❖ Expected number of visitors and visitor profile

The Number of visitors averages to 300,000 and 4,500 exhibitors profiles range from Importers, Wholesalers, Agents, Traders, Consumers, Business Executives, Governments Officials, Diplomats, Political Leaders and members of the General Public.

❖ Expected number of Participant Countries

The Number of participant countries averages to 25 from United states of America, South Korea, China, Indonesia, Egypt, Singapore, Thailand, Iran, German Development Cooperation (GIZ), Uganda, Algeria, Kenya, Rwanda, Democratic Republic of Congo, Botswana, Syria,

Pakistan, India, Ghana, Nigeria, UAE, Burundi, Zambia, Zimbabwe, Mauritius, Malawi, South Africa and Indonesia.

❖ **Expected Business Contract Deals (TZS. Bil)**

The number of expected deals generated in Trade and Investments from Dar es salaam international Trade Fair TZS176.6B.

❖ **Expected Temporary Employment**

The number of temporary jobs created during the fair ranges from 11, 852 – 15, 000.

❖ **Supporting partners and Promoters of the Trade Fair**

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

❖ **Key Sectors**

The DITF will target the following key sectors;-

Agriculture & Agro- processing, Automotive, Clothing & Textile, Construction & Infrastructures, Consumer GOODS, Creative Industries, Education, Insurance, Energy & Power, Engineering, Finance, Health & Pharmaceuticals, ICT, Innovations, Logistics, Tourism, Transport, Livestock, Fishing, Banking, Leather etc.

❖ **DITF will comprise of the followings key components**

- **Trade Fair**

Countries, Large corporate as well as small and medium enterprises (SMEs) can set up pavilions and exhibitions stands which will enable them to customize their exhibition to fit their unique requirement. This offers private and public entities opportunities to showcase their goods and services.

- **Business to Business Meetings (B2B)**

The platform will provide opportunities for matchmaking, business exchanges and conclusion of business and investment deals. It will be conducted parallel with seminars

- **Programs**

Along with DITF, TanTrade organizes a number of programs which make the fair inviting and conducive to carrying out business successfully.

DATE	PROGRAM	RESPONSIBLE
26 June, 2024	Pre Fair Seminar	Local Participants
27 June, 2024	Pre Fair Seminar	Foreign Participants

28 June, 2024	Beginning of the trade fair	All Participants
29 June, 2024	Judging exercise briefing meeting	Judges
30 June, 2024	Judging exercise	All Participant
1 July, 2024	Judging exercise	All Participant
2 July, 2024	Artist Industry	This program is designed to facilitate a productive discussion between government officials and private sector representatives
3 July, 2024	Official opening ceremony	All Participant
4 July, 2024	Women and Youth Entrepreneur Forum	Women and youth entrepreneurs
5 July, 2024	Oil & Gas Industry Forum	Oil and Gas industry
6 July, 2024	Environment Sector Forum	Government officials, industry experts and private sector players.
7 July, 2024	National festival	All Participant
8 July, 2024	Mining Sector Forum	Industry leaders and experts in Mining sector
9 July, 2024	Information and Communications Technology (ICT) Sector Forum	Industry experts, government, and private sector on ICT sector,
10 July, 2024	Agriculture Sector Forum	Government officials and private sector representatives on Agriculture sector
11 July, 2024	Construction Sector Forum	Government officials and private sector representatives on

		Construction sector
12 July, 2024	Tourism Sector Forum	Government officials and private sector representatives on Tourism sector
13 July, 2024	Official closing ceremony	All Participant

❖ Exhibition Halls

Exhibition hall facilitates the range from individual own pavilion to large exhibition halls of up to 4,000m² gross area. The fairground has rentable spaces amounting to about 30,000m² (Net). The Tanzania Trade Development Authority owns the following halls;

No.	Pavilion	Number of Booth
	Karume Hall	204
	SabaSaba Hall	90
	Kilimanjaro Hall	40
	Ally Hassan Mwinyi Tents	64
	Jakaya Mrisho Kikwete Tents	64
	Benjamin William Mkapa Tents	64
	Manyara Tents	36
	Selous Tents	64
	Katavi Tents	64
	Mikumi Tents	36

- Restaurants

There are a number of restaurants that offer services during the trade fair. Both local and international cuisines are served.

- Car parks

The fairground has a large car parking lot which is located inside and outside the fair ground. Despite of having securities all over the ground, but parking is at the owner's risk. Charges for car parking depend on the location (inside or outside the fairgrounds).

- Exhibitor charges

Participation space consists of shared pavilions, stand alone, self-built and open spaces. The participation cost during DITF are shown as follows

Exhibition Space Charges

Na.	Shared Pavilions – Minimum 9m ²	Cost per square meter Local	Cost per square meter Foreign
A.	International Pavilions;		
	1. Corner stands	US\$. 210	US\$. 210
	2. Normal stands	US\$. 160	US\$. 160
	3. Raw Space	US\$. 110	US\$. 110
B.	Tented Area;		
	1. Ali Hassan Mwinyi	Tsh. 100,000	US\$100
	2. Benjamin Mkapa		
	3. Jakaya Kikwete		
	4. Selous		
	5. Manyara		
	6. Mikumi		
	7. Katavi		
8. Mafia			
C.	Stand-alone Pavilion	Tsh. 80,000	US\$100
D.	Self-built Pavilion	Tsh. 50,000	
E.	Open Area for machinery display (minimum 50m ²)	Tsh. 50,000	US\$. 70

Other Service Charges

		Local Exhibitor	Foreign Exhibitor
A.	Waste Collection	Tshs. 20,000	US\$. 25
B.	Exhibitor badges inclusive in the space package	Tshs. 3,000	US\$. 2
C.	Extra badges	Tshs. 30,000	US\$. 25
D.	Pre-Fair Seminar @25,000 x 2	Tshs. 50,000	US\$. 25
E.	Hire of extra chairs – Plastic per day - Standard per day	Tshs. 500	US\$. 0.5
		Tshs. 2,000	US\$. 1
		Tshs. 3,000	US\$ 2
F.	Hire of extra table – small per day - Large per day	Tshs. 2,000	US\$. 1
		Tshs. 5,000	US\$. 2
G.	Branding and decoration (9sqm)	Tshs. 370,000	US\$. 150
H.	Charges of extra usage of electricity	Tshs. 300,000	US\$. 200
I.	Booth construction for exhibitors who opt for raw space – minimum 9sqm	Tshs. 200,000	US\$. 120

J.	Private cleaning services – minimum 9sqm per day	Tshs. 5,000	US\$. 3
	Hire of Ceremonial Dome per day	Tshs. 1,000,000	US\$. 500
	Kiosks	Tshs. 920,000	US\$. 500
	Restaurants		
	- SOWETO	Tshs. 950,000	US\$. 500
	-Others	Tshs. 2,500,000	US\$. 1,500
	Advertisements	Tshs.	
	- Wall painting - Outside 60m ² /portion	600,000	US\$. 250
	- Neon sign - On wall	1,000,000	US\$. 600
	- Wall advert - Karume Hall	300,000	US\$. 200
	- Catalogue - Colored full page	1,500,000	US\$. 350
	- Colored half page	750,000	US\$. 300
	- B/W full page	700,000	US\$. 260
	- B/W half page	500,000	US\$. 230
	- Water tanks (3 pcs)	600,000	US\$. 250
	- Street Name Bill Board	300,000	US\$. 200
	Placement per Gazebo	Tshs. 2,000,000	US\$. 1,000
	Placement per OB Van	Tshs. 1,500,000	US\$. 850

Car Parking charges

		Local exhibitor	Foreign exhibitor
A.	Car Parking VIP Park – Seasonal	Tshs. 500,000	US\$. 230
B.	Outside Parking – Seasonal	Tshs. 50,000	US\$. 40
C.	Contingent	Tshs. 300,000	US\$ 210
D.	Outside Parking daily	Tshs. 10,000	US\$. 5

Entrance Charges

		Local Visitors	Foreign Visitors
A.	Adults per day	Tshs. 3,000	US\$. 1.8
B.	Children per day	Tshs. 1,000	US\$. 0.5
C.	Adults (Saba Saba day)	Tshs. 4,000	US\$. 2.2
D.	Children (Saba Saba Day)	Tshs. 1,000	US\$ 1.8

❖ Utilities

The fairground complex in general is being supplied by;-

- i. Ample water for various purposes

- ii. The 240v electricity is in constant supply in the pavilions have enough sockets and overhead lighting, however exhibitors may contact TanTrade for additional adjustment to suit their needs
- iii. The availability of internet service at International Hall. This service is provided by TTCL
- iv. Security system for the fair grounds
- v. Sewage removal

❖ **Business Centre**

The Business Services Bureau (BSB) located in the office of the Directorate of Research and Planning, stand No 82A offers Secretarial services, Photocopying, Binding, Typing, etc. A nominal fee is charged for the service rendered.

❖ **Contact Details**

Director General

Tanzania Trade Development Authority (TanTrade)

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THE 48TH DAR ES SALAAM INTERNATIONAL TRADE FAIR (DITF)



Application Form

FOREIGN EXHIBITORS

Serial No.....
(Made under Regulation 11)

Event:

THE 48TH DAR ES SALAAM INTERNATIONAL TRADE FAIR
28TH JUNE TO 13TH JULY 2024

Date:

Form No. 2A

The information provided will be used in the official event Catalogue (Please print in capital letters)

Company Details:

- i. Company Name
- ii. Address:
- iii. Country:
- iv. Tel: Fax:
- v. Email:
- vi. Website

1. Exhibition Hall

SN.	Space Categories: (Minimum Space 9 sqm)	Rate Per 1m ²	SQM	Amount US\$
1.	International Halls: i. Corner Stand Karume, SabaSaba & Kilimanjaro ii. Normal Stand Karume, SabaSaba and Kilimanjaro iii. Raw Space	US\$ 210 US\$ 160 US\$ 110		
2.	Other Hall: i. Mbarouk Mwandoro Square Tent Halls ii. Stand alone Halls iii. Other Pavilions	US\$ 160 US\$ 160 US\$ 110		
3.	Open Area (bare ground): Outdoor space for machinery display. (Minimum 50m ²)	US\$ 70		
4.	Garbage collection	US\$ 25		
5.	Pre- Fair Seminar (2 participants)	US\$ 25		
		Sub Total		
		18% VAT		
		Total		

2. Optional charges per Season

NO.	ITEM	RATE (VAT INC)
1	VIP Car Parking	500,000
2	Seasonal Car Parking	50,000
3	Inside Car Parking	500,000
4	Contingent Car sticker	300,000
5	Extra Badges @	30,000

3. List of Products to be Exhibited: i)
ii) iii)
iv).....v).....

4. **Deadline for Application: 31st March, 2024** (space will be offered under “first come first served” criteria)

