

DAR ES SALAAM INTERNATIONAL TRADE FAIR TANZANIA TRADE DEVELOPMENT AUTHORITY



Dar es Salaam, International Trade Fair



Member, Approved Event

FROM 28TH JUNE TO 13TH JULY 2025

THEME; *DAR ES SALAAM INTERNATIONAL TRADE FAIR “SABASABA” PRIDE OF TANZANIA*

➤ **Dar es salaam International Trade Fair**

Dar es Salaam International Fair (DITF) is an annual general trade fair event organized by Tanzania Trade Development Authority (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 DITF commences on 28th June to 13th July.

➤ **Product Categories**

The exhibits in the trade fair covers a wide range of products such as agricultural products, foodstuffs and beverages, textiles, garments and yarns, manufactured products, construction materials, automobiles, electrical goods and appliances, chemicals, cosmetics, timber and furniture, trade in services, engineering products, machinery, electronics, computer software, energy, oil and gas and handcrafts to mention some.

➤ **Expected Number of Visitors and Exhibitors**

The 48th DITF edition 2024 attracted a total of 3,954 exhibitors from 28 different countries, with more than 353,461 visitors ranging from Importers, Wholesalers, Agents, Traders, Consumers, Business Executives, Governments Officials, Diplomats, Political Leaders, and members of the General Public. The 49th DITF 2025 is anticipated to attract more than 4,181 exhibitors and 385,500 visitors.

➤ **Expected number of Participating Countries**

The Number of participating countries averages between 25 – 40 majorly United states of America, South Korea, China, Indonesia, Egypt, Singapore, Thailand, Iran, German, Uganda, Algeria, Kenya, Rwanda, Democratic Republic of Congo, Botswana, Syria, Pakistan, India, Ghana, Nigeria, UAE, Burundi, Zambia, Zimbabwe, Mauritius, Malawi, Mozambique, Japan, 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 is expected to be over 21,518 from various activities including but not limited to transportation, food and accommodation services, branding and decorations, advertisement, building and repair and customer service management.

➤ **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 following Key Components**

- ✦ Trade Fair Countries, Large corporate as well as small and medium enterprises (SMEs) can set up pavilions and exhibitions stand 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 as well as business and investment deals. It will be conducted in parallel with different business and investment seminars.
- ✦ Programs Along with DITF, TanTrade organizes several programs which make the fair inviting and conducive to carrying out business successfully.

DATE	PROGRAM	RESPONSIBLE
26 th June 2025	Pre- Fair Seminar	Local & Foreign Participants
28 th June 2025	Beginning of the trade fair	All Participants
29 th June 2025	Judging exercise briefing meeting	Judges
30 th June 2025	Judging exercise	All Participant
01 st July 2025	Judging exercise	All Participant
3 rd July 2025	Official opening ceremony	All Participant
4 th July 2025	Urithi Wetu Program	Students & All Participant
5 th July 2025	Made in Tanzania Day	All Participant
6 th July 2025	China Day	All Participant
7 th July 2025	National festival	All Participant
8 th July 2025	Iran Day	All Participant

9 th July2025	Russian Day	All Participant
10 th July2025	Indian Day	All Participant
12 th July2025	Women and Youth Day	All Participant
13 th July2025	Official closing ceremony	All Participant

➤ **Exhibition Halls**

There is a wide range of exhibitions halls from stand-alone pavilions, self-built pavilions, shared pavilions, and open spaces giving a wide option to participants. The fairground has rentable spaces amounting to about 30,000m2 (Net). The main shared pavilions are: -

No.	Pavilion	Number of Booths
01	Karume Hall (International Hall)	203
02	SabaSaba Hall (International Hall)	90
03	Kilimanjaro Hall (International Hall)	40
04	Ally Hassan Mwinyi Tent	64
05	Jakaya Mrisho Kikwete Tent	64
06	Benjamin William Mkapa Tent	64
07	Manyara Tent	36
08	Selous Tent	64
09	Katavi Tent	64
10	Mikumi Tent	36

➤ **Restaurants**

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

➤ **Car parks**

The fairground has a large car parking lots which are located inside and outside the fair ground. Charges for car parking depend on the location (inside or outside the fairgrounds).

➤ **Exhibition Space Charges**

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

Na.	Shared Pavilions – Minimum 9m²	Cost per square meter Local Participant	Cost per square meter Foreign Participant
A.	International Pavilions: 1. Corner stands.	US\$. 210	US\$. 210
	2. Normal stands	US\$. 160	US\$. 160
B.	Tented Area. 1. Ali Hassan Mwinyi 2. Benjamin Mkapa 3. Jakaya Kikwete 4. Selous 5. Manyara 6. Mikumi 7. Katavi 8. Mafia	Tsh. 100,000	
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/Garbage 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.	Charges of extra usage of electricity	Tshs. 300,000	US\$. 200
H.	Booth construction for exhibitors who opt for raw space – minimum 9sqm	Tshs. 200,000	US\$. 120
I.	Private cleaning services – minimum 9sqm per day	Tshs. 5,000	US\$. 3
	Hire of Ceremonial Dome per day	Tshs. 1,000,000	US\$. 500

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

➤ Mode of registration

To registers is online via the website **www.tradefair.go.tz**

➤ 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

➤ Clearing and Forwarding Companies

Clearing and forwarding companies are not yet selected.

OUR CONTACTS:

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