

50 YEARS OF ACHIEVEMENTS OF THE TANZANIA TRADE DEVELOPMENT AUTHORITY – TANTRADE

Introduction

As we commemorate the **golden jubilee of TanTrade**, we reflect on half a century of achievements by the Tanzania Trade Development Authority. Since its establishment, TanTrade has been a vital pillar in promoting and advancing both domestic and international trade, providing a platform that connects producers with global markets. Through its efforts, TanTrade has championed the use of the national brand “*Made in Tanzania*”, which has enhanced the value and prestige of our products while positioning Tanzania as a country with high-quality and globally competitive goods. This 50-year journey is not only a testament to the growth of the trade sector but also a symbol of national unity and a development vision aimed at strengthening the economy and Tanzania’s role in regional and international communities.

50-Year Journey

Over the past five decades, TanTrade has served as a bridge linking local producers with international markets. Through trade fairs, business missions, and national campaigns, TanTrade has facilitated access to new markets and increased the value of Tanzanian products.

Key Achievements

1. International Trade Fair (Sabasaba):

For 50 years, the Sabasaba International Trade Fair has been a cornerstone of trade promotion in Tanzania. It has earned recognition as a premier platform connecting local producers with international buyers, attracting more than 200 companies annually from diverse sectors. Through this fair, Tanzanian products have gained visibility, accessed new markets, and strengthened the nation’s global image. Sabasaba has also become a symbol of national identity, fostering unity and showcasing Tanzanian innovation in agriculture, industry, and services. Participation by both local and international stakeholders has significantly boosted exports, created jobs, and advanced the national economy, making Sabasaba a pillar of development and a source of national pride.

2. Expansion of Product Markets:

TanTrade has been instrumental in broadening the reach of Tanzanian products and making them globally competitive. Agricultural products such as **coffee, tea, and spices**, along with manufactured goods from small and medium industries, have gained strong positions in new markets thanks to TanTrade’s efforts to connect producers with international buyers. By facilitating Tanzanian companies’ participation in trade fairs in **Oman, China, Indonesia, and Mozambique**, TanTrade

has secured trade agreements that have increased export value, created jobs for youth and women, and enhanced Tanzania's reputation as a producer of high-quality, competitive goods. This achievement reflects TanTrade's commitment to strengthening the national economy by expanding market access and supporting local producers.

3. Digital Innovation:

To modernize its services and align with global demands, TanTrade has embraced digital technology to simplify and improve stakeholder participation. A major milestone in this direction is the **launch of digital registration for the Sabasaba 2026 Trade Fair**, demonstrating TanTrade's dedication to technological advancement and transparency. This system has eliminated previous operational challenges, enabling businesses to register more easily, quickly, and transparently. It has also improved data collection efficiency, streamlined communication between TanTrade and participants, and allowed stakeholders to access information in real time. Beyond simplifying participation, this innovation strengthens Tanzania's image as a nation embracing modern technology to drive trade and investment.

4. Strengthening National Identity:

TanTrade has played a leading role in enhancing Tanzania's image through the **"Made in Tanzania" campaign**, which has elevated the value and prestige of local products in both domestic and international markets. This brand has inspired patriotism, encouraging citizens to buy and use locally made goods, while giving Tanzanian producers pride and confidence in competing globally. The campaign has provided Tanzanian products with a unique identity that reflects quality, creativity, and the nation's heritage, thereby fostering national unity and supporting government efforts to grow the domestic economy. It stands as a symbol of national pride and a testament to TanTrade's commitment to economic development rooted in patriotism and solidarity.

5. Regional and International Cooperation:

Throughout its 50-year journey, TanTrade has been a crucial bridge connecting Tanzania to regional and international markets, strengthening the country's position in various trade communities. Through this cooperation, Tanzania has actively participated in markets across **East Africa, Southern Africa, Asia, and Europe**, thereby expanding trade and investment opportunities. Regional cooperation has boosted cross-border trade and economic integration, while international partnerships have facilitated trade agreements and increased foreign direct investment (FDI). These efforts have contributed to economic growth, job creation, and Tanzania's reputation as a producer of high-quality, competitive goods. This regional and international cooperation underscores TanTrade's vision of making Tanzania a hub for trade and investment in Africa and beyond.

Tribute to President Samia Suluhu Hassan

These achievements have been made possible largely due to the **strong leadership of Her Excellency Dr. Samia Suluhu Hassan, President of the United Republic of Tanzania**, who has provided exceptional momentum in the trade and investment sectors. Through her policies of transparency and economic diplomacy, President Samia has created a business-friendly environment for entrepreneurs and investors. The Sixth Phase Government has been a pillar in enabling Tanzanian companies to participate globally and in expanding employment opportunities for youth and women. President Samia has demonstrated a development vision focused on strengthening the private sector and increasing the value of Tanzanian products in international markets.

Call to Stakeholders

As we celebrate TanTrade's golden jubilee, we extend a heartfelt invitation to all **business stakeholders, investors, producers, and citizens** to actively participate in the **50th Anniversary Sabasaba Trade Fair**. This is a unique opportunity to showcase Tanzanian products and services to the world, build business networks, access new markets, and collaborate in advancing the national economy. Stakeholder participation will be a symbol of national unity and a testament to our shared commitment to developing the trade sector.

Conclusion

TanTrade's 50 years are a proud journey: a journey of building a nation with economic strength and international respect. As we mark this golden jubilee, we recognize the contributions of past leaders, trade stakeholders, and entrepreneurs both local and international. Above all, we commend **President Dr. Samia Suluhu Hassan** for her wise leadership and development vision in guiding the trade sector. TanTrade will continue to be a catalyst for economic growth, a bridge to global markets, and a pillar in building a prosperous and respected Tanzania.

We warmly welcome everyone to join the Golden Jubilee Sabasaba – TanTrade's 50th Anniversary. This is history, this is opportunity, and this is the new Tanzania with powerful trade potential.
