



EU-EAC Market Access Upgrade Programme Phase II

Market Access Upgrade Programme MARKUP II

PRESS RELEASE

Unlocking Tanzania's Trade Potential Through Digital Transformation

Embarking on Paperless Trade: Streamlining Processes, Cutting Costs and Empowering Businesses to Compete Globally

Dodoma, United Republic of Tanzania, 25 March 2026 – Marking a major milestone in advancing paperless trade and digital transformation in the country, the Government of the United Republic of Tanzania, officially launched the **Commercial and Regulatory Trade-related Information Systems (CART.IS) analysis**. This is achieved in partnership with the European Union -East African Community (EAC) Market Access Upgrade Programme (MARKUP II) funded by the EU under Global Gateway implemented by the International Trade Centre in collaboration with the EAC Secretariat

The event held in Dodoma on 24–25 March 2026 brought together government institutions, private sector stakeholders and development partners to validate findings and chart a coordinated roadmap toward more efficient, transparent and integrated trade systems.

“TANTRADE is spearheading the transformation of Tanzania’s trade ecosystem through the CART.IS initiative, which is designed to make digital trade more seamless, efficient and interconnected. By promoting the integration of systems across institutions and advancing paperless procedures, CART.IS is reducing bureaucracy, lowering transaction costs and simplifying access to services for traders. In doing so, Tanzania is strengthening its global competitiveness by delivering faster, more reliable and modern trade services,” said Dr. Latifa Khamis, the Director General of the Tanzania Trade Development Authority (TANTRADE).

The CART.IS analysis provides a comprehensive assessment of how trade-related information is generated, exchanged and managed across institutions. Covering **9 key agencies, 33 government services and 92 inter-agency interactions**, the study establishes a clear baseline for strengthening digital trade facilitation in Tanzania.

Findings indicate that **33 trade-related services have already been digitized**, reflecting significant progress. However, the analysis underscores that digitalization without integration limits efficiency gains, as many systems remain fragmented and not fully interoperable.

“Today, we are launching a new strategic direction for how Tanzania positions itself in regional and global trade competitiveness,” said the Guest of Honour, Mr Sempeo Manongi, Director of Trade Development, Ministry of Industry and Trade.

The report highlights that many services still require paper-based outputs, limiting the realization of fully paperless trade. In response, the CART.IS initiative outlines four main directions and key agency-specific **recommendations** to accelerate reforms. These include strengthening inter-agency integration through GovESB and the Single Window, enhancing legal frameworks for electronic transactions, standardizing data systems, and transitioning toward fully electronic, end-to-end trade processes supported by secure digital signatures.

“We do not need more isolated systems; we need stronger integration. We are now moving from system presence to system integration, and from basic coordination to strategic alignment,” the Minister emphasized.

Private sector stakeholders welcomed the initiative, highlighting its relevance in addressing long-standing bottlenecks in trade facilitation.

The initiative forms part of broader efforts under EU-EAC MARKUP II to enhance export competitiveness in priority sectors including coffee, avocado, spices and leather, while supporting Tanzania’s alignment with regional and global digital trade frameworks.

By providing a clear roadmap for reform, the CART.IS analysis is expected to:

- Reduce the time and cost of cross-border trade
- Improve transparency and predictability of trade procedures
- Strengthen institutional coordination
- Enhance Tanzania’s competitiveness in regional and international markets

Mr. Augustin Baret, Trade Facilitation Technical Advisor at the ITC said: *“This report provides a clear roadmap for strengthening inter-agency coordination, improving data exchange, and simplifying trade procedures for businesses. It supports Tanzania’s ambition to build a more efficient, transparent and digitally enabled trade environment for its exporters”.*

The Government has committed to fast-track implementation of the report’s recommendations, signaling a decisive shift toward **integrated, efficient and paperless trade systems** that better serve businesses and position Tanzania as a competitive trading hub.

Speaking during the launch event, the Director ICT services Management, from the E-Government Authority, Mr Ricco Boma, emphasizes:

“The e-Government Authority welcomes this important milestone in advancing Tanzania’s digital trade agenda. The CART.IS initiative strongly complements ongoing government efforts to build an integrated digital ecosystem. Through platforms such as the Government Enterprise Service Bus, which already connects over 200 public institutions and more than 250 systems, we have established a strong foundation for seamless data exchange across government.”

About the EU-EAC Market Upgrade Programme (MARKUP)

The European Union (EU)- East African Community (EAC) MARKUP II funded by the [EU](#) under Global Gateway aims to enhance economic development in the EAC through sustainable intra-African and EU-Africa trade. Focused on improving livelihoods, employment, and export competitiveness for MSMEs, the programme supports the development of key export-

oriented value chains as well as institutional support in the six MARKUP II EAC recipient partner countries. EU-EAC MARKUP II promotes exports and investment through addressing trade barriers, value addition, quality compliance, trade facilitation and technology transfer.

EU-EAC MARKUP II is implemented by the International Trade Centre in collaboration with the [EAC Secretariat](#) and national partners in the recipient countries.

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About the International Trade Centre (ITC)

ITC is the joint agency of the [World Trade Organization](#) and the [United Nations](#). ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations' Global Goals for Sustainable Development. For more information, visit www.intracen.org.

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About Tanzania Trade Development Authority(TANTRADE)

TANTRADE is the government institution established with the main objective of developing, promoting and supervising internal and external trade. The institution is vested with function like trade facilitation, provision of business advisories to trader, custodian of trade information ,branding Tanzanian products and market & product development.

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