



TANZANIA TRADE DEVELOPMENT AUTHORITY

TANTRADE'S CLIENT SERVICE CHARTER

MAY, 2019

ABBREVIATION

BET	Board of External Trade
BIT	Board of Internal Trade
CSO	Civil Society Organization
DCS	Directorate of Corporate Service
DITF	Dar es Salaam International Trade Fair
DTD	Directorate of Trade Development
DTP	Directorate of Trade Promotion
DTSS	Directorate of Trade Support Service
eTAC	Electronic Ticketing and Access Control
LPO	Local Purchase Order
LU	Legal Unit
NGO	Non-Government Organization
PAC	Public Affairs and Communication
PMU	Procurement Management Unit
SME's	Small and Medium-sized Enterprises (SMEs)
TanTrade	Tanzania Trade Development Authority
TPO	Trade Promotion Organizations
TRA	Tanzania Regulatory Authority
VAT	Value Added Tax

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PREFACE

Tanzania Trade Development Authority (TanTrade) was established by Act of Parliament No 4 of 2009 and commenced on September 3, 2010 (GN No 338). Her establishment followed a repeal of the Act of Parliament No 15 of 1973 that established the Board of Internal Trade (BIT) and the Act of Parliament No 5 of 1978 that established the Board of External Trade (BET). It is a statutory organ vested with regulatory, executive, advisory and consultative power of developing and promoting both internal and external trade in Tanzania.

This Client Service Charter is a written document which shall serve as a promise between TanTrade, its clients and public in general. It will explain the role of TanTrade and the way in which will interact with clients to provide best possible services.

The charter is describing type of services offered, service standards, time for processing such services and duties and responsibilities of both parties to this social agreement and expectation from us and how we will deliver these services to you.

This charter will also implement the vision, mission and core values in relations to the high standard of service offered and delivered and also explains the steps you can take if our service standards are not met. TanTrade will continue to offer world class quality services to clients at all times and guarantees observance to the set standards in the charter and kindly asks the clients to cooperate and provide feedback on our performance.

However, various technological advancements, socio - economic changes pose challenges to the operating procedures, processes, practices and services provided by Tan Trade but these scenarios will be accommodated. The changes will be captured after review of the Client Service Charter which will be done after every three years.



Director General
TANZANIA TRADE DEVELOPMENT AUTHORITY (TANTRADE)

1.0 ABOUT US

The Tanzania Trade Development Authority (TanTrade) is guided by the following vision, mission and core value;

1.1 Vision

To become a world class focal point centrally positioned to support trade and economic excellence.

1.2 Mission

TanTrade mission is to explore opportunities for Tanzanian companies, especially small and medium-sized enterprises (SMEs), and connect them with business partners around the world

1.3 Core Values

TanTrade shall maintain high level of professional excellence, integrity, foster good governance and participation and uphold social responsibility and high ethical standards. TanTrade will adhere to the following values in service delivery:

- Customer focus - We live by and for our customers' success; we put our client's interest ahead of our own, we want to be their top-of-mind and top-of-heart choice when we are making decisions. We focus on building personal and long-term relationships.
- Integrity -We create trust by acting ethically and communicate honestly, openly, responsibly, and often. We believe we will be successful if our clients are successful
- Professionalism -TanTrade staff shall observe professional ethics and standards in developing and delivering services to her clients.
- Teamwork Spirit-TanTrade staff shall cultivate teamwork spirit where every individual will share expertise and experience.

- Corporate Social Responsibility -TanTrade staff shall understand that it is a part of the community and therefore values her active participation and contribution to community initiatives.
- Transparency and Accountability -TanTrade staff shall uphold the principle of integrity, good governance and accountability; and does discourage corruption and discrimination of any kind in her service delivery.
- Innovative and Responsive –TanTrade is focusing enhancing business solutions to address challenges in the trade sector in industrialized economy and strategically partner with private sector, foundations, academia, Development Partners, etc

2.0 PURPOSE OF THE CHARTER

This charter provides opportunity to our stakeholders to understand what we commit to offer, how to contact us, what to expect by way of service standards and how to seek a solution if something goes wrong. It aims to build clients confidence and improve client understanding of what to expect from TanTrade in terms of its services and relations with clients, thereby reducing the likelihood of misunderstandings and complaints. This charter recognizes, promote, and protect Clients’ rights while providing an understanding and awareness of TanTrade service standard.

3.0 OUR CLIENTS

- a. Business Community, Public servants and General Public
- b. Micro, Small, and Medium Enterprise
- c. Large Companies, International Corporation
- d. Trade fair participants
- e. Exhibition Venue owner
- f. Ministries, Local Government Authorities, public institutions, Government Agencies, Embassies, Development Partners, NGO’s and CSO’s
- g. Research and Academic Institutions
- h. Media

- i. Parliament
- j. Supplier of goods and services
- k. Private Sector

4.0 OUR SERVICES AND COMMITMENTS

In order to provide the clients with quality services, our Charter states the type of services that we offer. These services are derived from the expectations of our clients in the various categories. Clients may demand services applicable to them in accordance to the qualitative standards and time commitments we have made for providing them. In the table presented below, you will find the category of clients, services we can offer to them, the responsible division/unit, and time commitment standard.

4.1 Category of Clients and type of Services Offered

S/N	CATEGORY OF CLIENT	SERVICES DELIVERED BY TANTRADE TO THE CLIENT	RESPONSIBLE DIVISION/ UNIT
1	Business Community, Public servants and General Public	Provide accurate and timely trade information	DTSS
		Provide product and market research	DTSS
		Assists and advice companies on global doing business and competitiveness techniques.	DTD
		Advise the government on enhancing and improving Doing Business Environment within the country	DTD
		Advise and coach entrepreneurs on initiating and promoting their products' brands	DTD
		Branding of Tanzanian Goods and Services by initiating proposing Nations' and specific sectors' Products identification mark	DTD
		Establish and maintain trade database	DTSS
		Inculcate and promote the export culture	DTP/DTD
2	Micro, Small, and Medium Enterprise	Offer appropriate advisory services and training on Doing Business Skills.	DTD
		Offer Business clinic services	DTSS
		Encourage product development and product adaptation among producers	DTD
		Establish and implement SMEs development Programmes/Projects focusing particularly on formalizing informal sectors/entrepreneurs	DTD

		Promote goods and services	DTP/DTD
3	Large Companies, International Corporation	Foster better market access conditions at domestic, regional and international markets	DTSS/DTD/DTP
4	Trade Fair participants	Organize trade fairs and exhibitions	DTP
		Organize buyer seller meetings	DTP/DTD
		Create linkage between participants and support institutions	DTP
5	Exhibition Venue owner	Promote or facilitate establishment of facilities and infrastructure for holding trade fairs	DTP
		Provide venue accreditation services	DTP
6	Exhibition Organizers	Collaborate in the planning, co-ordination, organization, and management of international trade fairs, exhibitions, expositions and missions	DTP
		Provide consultancy and technical advisory services on trade fair managements	DTP
		Authorize and issue a necessary permit for staging local and international trade fairs	DTP
		Provide organizer accreditation services	DTP
7	Ministries, Local Government Authorities, public	Provide advice on matters relating to the formulation, development, supervision and implementation of trade policies and strategies;	DTSS/DTD/DTP
		Product and Market value chain Development	DTD

	institutions, Government Agencies	Advice on trade related policies and strategies	DTSS
	Embassies, Development Partners, NGO's and CSO's,	Promotion of investments and other trade related projects	DTSS
8	Research and Academic Institutions	Research and publications	DTSS
		Provide Field attachments for students	DCS
9	Media	Dissemination of accurate information	PAC
10	Parliament	Provide timely implementation reports and Audited financial statements	DTSS/DCS
11	Supplier of goods and services	Procurement of Goods and Services	PMU
		Preparation of Contracts for Suppliers and Service Providers	PMU/LU
		Contract signing with Service Providers	LU
		Effecting payment to Suppliers and Service Providers	DCS
12	Private Sector Institutions and Associations	Initiate and establish collaboration	DTSS
		Assist sector association and private institution to operate competitively	DTD

4.2 Time Related Standards from the Services Offered

S/N	ACTIVITY	TIME FRAME
1	DAR ES SALAAM INTERNATIONAL TRADE FAIR (DITF) SERVICE	
	Application must be made on official printed application form issued by TanTrade which shall be completed, dully signed and returned/mailed to the Director General and one copy will be returned to the exhibitor after acceptance	Deadline by 31 st March of respective Exhibition Year
	Clients Identifies an exhibition area as per agreed terms	30 minutes
	Based on the choice of an area of exhibition chosen, the client is being issued an Invoice for Payments	5 minutes
	After issuing an invoice, the client should pay 100% of the amount	Within two weeks after the invoice has been issued
	The client presents the payment proof document to TanTrade's Accounts office e.g. Bank payslip etc	Preferred the same Day of the Payment
	TanTrade shall issue cash receipt(s) for the amount paid in respect of the exhibitions space and other expenses including the ID of exhibitors, season car parking.	10 minutes
	Upon completion of payment process, DITF participant shall be granted access to electronic ticketing and access control (eTAC) system accessible vides address etac.ditf.go.tz. The applicant shall submit all the detailed information including the names, passport photos through the system	1 day
	TanTrade shall verify and confirm the submitted information and process ID/stickers. Participant shall be notified via the email system to collect the IDs/stickers.	2 days

2	Coordinating participation on Overseas Trade Promotion Events	
	Identifying Market of Interest for Tanzanian products	Six months before the event
	Receiving an invitation letter from other Trade Promotion Organizations (TPO's) and Ministry of Foreign Affairs and East Africa Cooperation	Three months before the event
	Disseminate the trade fair invitations to different stakeholders	5 days
	Send Official confirmation letter to the Organizers	5 days
	Short listing of the applicants based on the type of trade fair	5 days
	Ensure payment of the trade fair	5 days
	Arrange for all the necessary logistics and permits	1 day
	Coordination of preparatory meetings	1 day
	Issuing introduction letter to participants	1 day
	Send official letter to commissioner of TRA	1 day
	Receive trade fair feedback from the participants	1 week
3	Regulation of all International Trade Fairs and Exhibitions in the country	
	Submission of application letter to TanTrade with relevant company details like business licenses, VAT	6 months prior to the intended exhibition date
	Upon completion of all the application requirements, TanTrade shall respond to the applicant	5 days after the submission date
	Successful applicant shall be required to fill in the application form available in TanTrade's website and pay relevant charges/fees	5 days

	After paying all necessary charges/fees the organizer shall avail to TanTrade with all necessary exhibitor's information like passports	3 days
	TanTrade shall provide necessary assistance in ensuring VISA and other necessary logistics (if any) at the cost of the organizer.	5 days
	Organizer shall fill and return the evaluation form provided by TanTrade	3 days after completion of the event.
4	SMEs Development through training and coaching	
	There will be two scenarios on the approach to implement: Make survey and analysis on the operation and performance of various enterprises either through sectors or randomly and assess challenges, weaknesses, opportunities and opportunities with regards to the entrepreneurs' wellbeing and nation's interests, Advice accordingly or prepare training basing on the observations	Not more than 14 days
	The Entrepreneur or company submits a letter to the Director General of TanTrade stating the objectives and deliverables of the program. In this situation we assume the Applicant knows exactly what they want and there is no need for conducting Training Needs Assessment. Along with the application letter; the Applicant submits all necessary valid legal business registration documents in accordance to the Tanzanian laws, regulations and procedures	one (1) month before commence of training date
	Responsible Officer responds to the Applicant and proceeds with request	3 Days
5	Offer appropriate Advice and coaching to-SMEs on arising trade opportunities worldwide	

	After receiving business opportunities from embassies and others The below procedure are to be followed:- Whenever an opportunity arises, advertisement on /with different media	1 day
	Businesses. Companies or Entrepreneurs with interest on the opportunity are advised to seek for by submitting application letter	1 day
	TanTrade responds to submitted letter	1 day
	Convene a meeting immediately to clarify on the opportunity and advice companies the best way to grab the opportunity in an appropriate manner to maximize profits	14 day
	Make close follow up to make sure that companies decided to grasp the business opportunities are operating smoothly in accordance to expectations	2 day
	Through Follow up, if it happens that there are huddles, present the report to TanTrade and in return submit appropriate measures to be undertaken by the government to overcome the challenge	2 day
6	Trade information Services	
	Handling trade enquiries	1 day
	Access TanTrade Reference Centre and Library	Daily from 10 am to 2 pm
	Trade Statistics, trade indicators, markets profiles, market requirements, specific trade as per request	1-2 days
	Information on exports and import procedures, market requirements, tariff etc	1 day
	Business contacts for specific products or markets as per requested	1 day
	Price bulletin for domestic and global markets	1 day

	Access to trade directory	1 days
	Market research studies for traditional and non-traditional products	1 days
	Offer alert services upon issues	3 days
	Share information or advertisement on market opportunities to TanTrade networks	3days
	Practical session on using the market analysis tools which will help users to examine trade and foreign investment statistics, customs tariffs and official market access regulations, voluntary standards by following the procedures below:-	1 day
	Offer chat rooms and video conference for the exchange of trade intelligence	Weekly
	Offer business advisory services	1 hour
7	Trade Inquiry Services	
	Reply to an inquiry of local exporters/manufacturers received by email, post, website feedback form and physical visit	2-5 days
	Responding to the enquiries of overseas buyers about suppliers of particular products	2-5 days
9	Procurement Procedures	
	Preparation of Tender document	3 days
	Advertisement of Tender	3 days
	Issue of Tender Document	21 days
	Receipt of Tender document	21 days
	Submission of Tender document	1 day
	Opening of Tender Document	1 day
	Evaluation of Tender document	5 days

	Selection of supplier/ service provider	1 day
	Preparation of LPO	1 day
	Inspection of goods	1 day
	Preparation of documents for payment process	1 day
10	GENERAL SERVICE	
	Receive and acknowledge of letters	2 days
	Receive and acknowledge of emails	1 day
	Response to letters and emails	3 days
	Receiving telephone call	3 ring calls
	Dealing with files promptly	3 days
	Use the bring-up system when action on a file needs to be temporarily suspended	3 days
	To review and provide advice on complaints received	7 days
	Preparation and Approval of vouchers for payments to Suppliers and Service Providers	1 day
	To acknowledge invitation for attending conferences, meetings, exhibitions, missions and seminars	3 days
	Dissemination of accurate information to the media from receipt of request	1 day
	Provide legal interpretation and advice	Within 21 days
	To review corruption and misconduct cases	7 days
	Signing of collaborative agreement after receiving the first draft of agreement	Within 7 days
	Contract signing with service provider after submission of relevant and complete documents	2 days

5.0 OUR RESPONSIBILITIES AND STANDARDS:

This section identifies our responsibilities and service standards that will be used to deliver the services to all categories of clients that TanTrade intends to serve. We will at all times improve standards of our services in terms of quality of our relationship with clients and quality of the services provided. In delivering our services to you, our key standard responsibilities will be:

- a. To serve you by considering staff codes of conduct
- b. To provide required and relevant information to you
- c. To consult on issues that affect your expectations in trade development, promotion and trade fair management.
- d. To reply all your inquiries and give you feedback on time
- e. Treat you with respect, equally without any preference and with the principle of first in first out
- f. Duty of secrecy (confidentiality) unless it is of the public interest
- g. To provide high quality services relevant to your needs
- h. To treat you and the public fairly with respect to your privacy, dignity and service delivery
- i. Providing excellent customer service
- j. Delivering timely and efficient services
- k. Observing professionalism, ethics and standards in developing and delivering services to our clients
- l. Cultivating teamwork spirit where every individual will share expertise and experience
- m. Transparency and Accountability in upholding the principle of integrity, good governance and accountability and do not encourage corruption and discrimination of any kind on our service delivery.
- n. In responsive will encourage a trading culture, innovativeness, efficiency and productivity among Tanzanian enterprises and other business operators.

6.0 CLIENTS RIGHTS AND RESPONSIBILITIES

In view of the service we provide to our clients in accordance with the prescribed service standards, our clients have the right to expect certain levels of quality services from us. These expectations may be different depending on categories of our clients. As we strive to serve you and satisfy your needs, every client have to know their rights and responsibilities as follow;

6.1 Client rights

In order for us to provide you with quality services and meet our commitments to you, as a customer your rights are: -

- a. To be served without segregation and discrimination
- b. Right of privacy
- c. To receive accurate information
- d. To be served on time from respective department/ unit
- e. To get feedback
- f. To be treated fairly, honestly, impartially and courteously

6.2 Client responsibilities

To enable us to meet our service standards and commitments to you, we encourage you to be responsible in the following manner:-

- a. To effectively provide cooperation to members of staff providing services to them.
- b. Never entertain corruption
- c. Respect our staff by avoiding using abusive language when doing business with us
- d. Voluntary compliance on adhering to laws, instructions and procedures of TanTrade
- e. Provide feedback and complaint

- f. Timely payments of fees and charges for regulatory services provided by TanTrade
- g. To attend meetings, exhibition and any other events organized by us

6.3 How to Give Feedback on the Charter and Make a Complaint

The clients have the rights to directly submit comments, feedback, constructive criticisms and recommendations to Tan Trade offices on how to improve our services. As we strive to satisfy our clients, efficient response of clients complaints are handled on time. We are ready to receive complaints filed by you if our services have not fulfilled your needs, our staffs have not reached the standard of your expectation or they have breached any conduct and our internal processes.

You may use the following means to give feedback and file your complaint;

- a. You can visit our complaint office
- b. Special forms to be filled by clients in case of comments and complaints. The forms will be available at the Customer Care Desk;
- c. Complaints and comments online form which is obtained through TanTrade website;
- d. Hotline service interface by writing emails to Tan Trade directly through feedback@tantrade.go.tz
- e. Placement of complaints in the suggestion box at TanTrade offices;
- f. Letters and telephone services which are open daily in working days;
- g. Direct customer dialogue during various TanTrade activities.
- h. Our social media platforms
- i. Face to face dialogue with Director General, Deputy Director General, Directors and Head of Departments

Note that, we shall go to considerable effort to protect the privacy of our clients. We comply with all applicable legislations relating to privacy and ensure that all information we keep relating to clients is secure.

6.4 Statement on Reviewing the Charter

This document will be a living document because it sets our service standards to our valuable clients. The document will be reviewed time after time depending on the changes of technology and the needs of our clients but before reviewing the document, we will consult our stakeholders and public in general who are the beneficiaries of our services. We promise to review the document after every three years

6.5 Statement on How Reporting on Performance of the Charter against set Service Standards

We measure and monitor our performance against our service standards by recording and acting on your feedback and complaints about our service and regularly reviewing the terms and effectiveness of this charter.

6.6 Institutional Identity and contact details

We would like to inform our clients that our official business hours are Monday to Friday 9.00 am to 3.00 pm. We are closed on Saturdays, Sundays and Public holidays except if there is a special national event organized by TanTrade such as Trade Fairs. You may contact us through the following address;

Director General, Tanzania Trade Development Authority, Mwl. J. K. Nyerere Trade Fair Ground, Plot No. 436, Block A, Kilwa Road, P.O BOX 5402, Dar es Salaam, Tanzania. **Tel:** +255 22 2850 238; **Fax:** +255 22 2850 239/539, **Email:** info@tantrade.go.tz; **Website:** www.tantrade.go.tz

You can also follow us through our social media accounts which are as follows; **Facebook page:** Mamlaka ya Maendeleo ya Biashara Tanzania. **Twitter page:** TanTradepage. **Instagram:** tantrade_official



STAFF MISCONDUCTS

Stakeholders are encouraged to report integrity related concerns against TanTrade staff for appropriate management decisions. Access to the reported information will be limited to the Director General only and reporters are assured maximum confidentiality.

INTEGRITY COMPLAINT FORM

PERSONAL PARTICULARS

Full Name (Optional).....

Mobile Number

Physical Address.....

Email Address.....

WRITE YOUR DETAILED INTEGRITY CONCERNS HERE INCLUDING NAME AND DEPARTMENT INVOLVED