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TANZANIA



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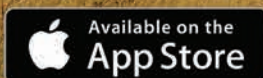
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Through her leadership, H.E. Samia Suluhu Hassan has created unity, increased intra-African trade, rebranded Tanzania and increased the country's economic growth.

 TANZANIA

One Year Of Her Excellency



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We would like to extend a very special thank you to the Minister of Information, Communication and Information Technology, Hon. Nape Nnauye for his support and assistance in the making of this report.



In 2021, Tanzania made an exemplary and smooth political transition from the late President John Magufuli to H.E. President Samia Suluhu Hassan. During her inauguration speech, Her Excellency stated, "This is the time to stand together and get connected. It's time to bury our differences, show love to one another and look forward with confidence." Indeed, the country has been boldly moving forward with the President envisioning new projects in different sectors and continuing development projects initiated by her predecessor.

The President has made huge changes in government policies, including an easier process to attain work permits and has relaxed the rigid structure of the previous tax regime. Veer Patel, Director of Motisun Group says, "The new regime is promoting investments and reducing barriers, providing better investment incentives and creating more streamlined government services." Through an improved online application system, the government announced in June 2021 that the work permit process for foreigners that used to take a minimum of 90 days will now take a maximum of 24 hours.

The current regime signals a business-friendly era, particularly for the private sector. "The President is opening the country in a manner that the private sector and other stakeholders are allowed to contribute to the growth of the economy. The tax regime and legal system have been made crystal clear under President Samia's leadership," explains Cosmas Kimario, Managing Director of KCB Bank.

The President is also credited for providing a conducive environment in terms of policy, legal and operational frameworks. Nicodemus Mkama, CEO of Capital Markets and Securities Authority says, "The environment has attracted

numerous participations to the capital market, and this is evidenced by the Stock Exchange where the trading turnover has increased by more than 22%." Reflecting on recent improvements in the business environment, Moremi Marwa, Chief Executive Officer of Dar es Salaam Stock Exchange explains, "Investors are paying a premium because they know the economy will be doing well and the outlook is promising. If you look at 2021, entities in the banking sector, for example, achieved record level performances."

The President has done a remarkable job rebranding Tanzania, opening up the country to attract foreign investment and tourism. The country attracted a total of US\$4.144 billion in foreign direct investments in 2021 with 237 new projects. Minister of Finance and Planning, Dr Mwigulu Nchemba states, "Her Excellency is marketing Tanzania abroad; you can easily access land for investment in Tanzania and at a relatively low cost compared to most African countries." Director General of the National Social Security Fund, Masha Mshomba, shares this sentiment, "Investors have a very positive view of the country because of the President's excellent leadership. She has been very categorical to ensure that we have a business-friendly environment, we attract investors and we create a very comfortable environment." Furthermore, in terms of the tourism sector, Tanzania was voted Africa's Leading Destination by the World Travel Awards in 2021.

The Tanzanian President has brought together and unified neighbouring nations, securing political stability and economic growth. She ratified the African Continental Free Trade Area in 2021, enabling Tanzania to tap into a market of 1.2 billion potential customers. In addition, she has actively taken part in many worldwide conferences to help put Tanzania back on the map. CEO of Stanbic Bank, Kevin Wingfield says, "The energy and passion that she has shown in terms of the number of visits she's done in a very short period of time to unlock and open doors for the country is hugely positive." The President has reportedly secured a record TSh 18.75 trillion in MoUs at the Dubai Expo in 2021.

H.E. Samia Suluhu Hassan

President of Januhuri ya Muungano wa Tanzania

Guiding Tanzania Through Strong And Compassionate Leadership

Under the guidance of Her Excellency President Samia Suluhu Hassan, Januhuri Ya Muungano Wa Tanzania has found itself in a period of strong leadership in which the nation can unite, rediscover its identity and reach its full potential.

Tanzania has an estimated 57 trillion cubic feet of gas reserves. Part of your strategy, as president, has been to find a way to initiate production. What will this mean for the economy of your country?

A large part of the natural gas is expected to be commercialised through the liquefied natural gas (LNG) project, which will generate revenues for the government through taxes and gas sales and therefore support the development of the country. The other part of the discovered natural gas will continue to be used domestically to support the existing demand. Natural gas is used for commercial heating, as fuel for vehicles and the production of reliable and sustainable power through the already installed and upcoming natural gas-fired power plants. Currently, the world is moving towards renewable energy and natural gas is considered transition energy since it is cleaner compared to other fossil fuels. This fact makes use of natural gas an important strategy towards the decarbonisation in the world. Jamhuri ya Muungano wa Tanzania is planning to capitalise on this fact and will use natural gas to foster our industrialisation agenda.

Natural gas will promote the growth of other sectors such as agriculture, which has been the backbone of our country's economy, through the available and sustainable supply of fertilisers to be produced from natural gas. Furthermore, natural gas production is a source of employment in our country. For instance, the LNG Project is expected to generate a total of 40,000 direct and indirect employment. The production of natural gas will additionally pave the way for more investment in petroleum operations since only 30% of sedimentary basins have been explored as of now. More investment in the exploration of oil and gas is needed and welcomed.

How will the Bagamoyo Port project impact development within the transport sector?

The Bagamoyo Port is part of the Bagamoyo Special Economic Zone, which is one of the National Flagship Projects outlined in Jamuhuriya Muungano wa Tanzania's Development Vision 2025. We intend to develop the Bagamoyo Port into a modern port that will serve the Fourth Generation Ships on the eastern coast of the Indian Ocean and effectively become an international trade and logistics hub in Eastern, Southern and Central Africa.

The port will be connected to main transportation networks to provide seamless intermodal transport solutions for both the hinterland region and sea-bound freight. It will be connected to the Standard Gauge Railway (SGR), linking nearly half of the country's major economic regions from Dar es Salaam, Eastern, Central, Western and Lake Zones. The Bagamoyo Port will be instrumental for economic growth in over six land-linked neighbouring countries which depend on Jamhuri ya Muungano wa Tanzania as a gateway to international trade. The port will, therefore, stimulate rapid economic growth in EAC and SADC regions and COMESA member states. It is envisaged that Bagamoyo Port will replace Dar es Salaam Port as the main gateway port of the country when the latter reaches its limit of further expansion in 2023, creating over 250,000 direct jobs and accelerating GDP growth. Bagamoyo Port and its adjacent SEZ are critical for strengthening and harnessing Tanzania's strategic natural geographical position as a regional maritime transport and logistics hub and gateway to international trade in neighbouring countries.

How will the Bagamoyo Project affect East Africa's trade sector?

Given its geographical location, Bagamoyo can connect nearly all member states within the three regional economic blocs of the Southern African Development Community (SADC), the East Africa Community (EAC) and the Common Market for Eastern and Southern Africa (COMESA). Currently, we have a tripartite agreement within three regional blocs consisting of 26 member countries, the COMESA-EAC-SADC. Hence, by serving this market Bagamoyo Port shall be instrumental in handling transport and logistics services for the continental market of about 600 million people.

The supreme objective of the tripartite economic bloc is to contribute to the broader objectives of the African Union that are accelerating the economic integration of the continent and achieving sustainable economic development, leading to poverty alleviation and improvement in the quality of life for the people in the Eastern and Southern African Region.



The port of Bagamoyo will be instrumental in moving cargo from one part of the region to another. The port has several unique features when it comes to other competing ports. The comparative advantage has enabled Tanzania for many years to serve as a trade gateway for EAC and SADC countries. GDP has continued to grow despite the challenge of COVID-19, growing 4.8% which is equivalent to the average GDP of SADC and the average GDP for EAC countries.

Could you please share how the current administration has worked with other stakeholders to market Tanzania as a potential hub?

Economic diplomacy has been the major vehicle to win support from stakeholders, both internal and external. The government has shown its commitment to supporting trade and investment activities between Tanzania and the rest of the world. There has been a round of bilateral and multilateral efforts to iron out all existing and potential barriers limiting trade and investment flows. State visits, in particular, have been used to market the country as a potential hub.

The other means has been through participation in regional forums of EAC, SADC and Africa Continental Free Trade Area to show members what the country has to offer. This includes the coastline of over 800 kilometres stretching from the border with Kenya to the border with Mozambique and an appealing tourism sector.

The existence of submarine optic cables in the ocean is another reason that makes Tanzania a promising hub. The country's subsea cables connect the domestic terrestrial fibre network to cloud services and data resources around the world. Currently, Tanzania has some of the lowest rates of internet connectivity and broadband penetration in the region. Through these cables, the country has been marketed as a hub for connecting several countries within Eastern Africa which are landlocked.

Minister's Roundtable

Developing Tanzania's Future

Penresa had the immense privilege to meet with Tanzania's key ministers to discuss their plans, vision and goals for the nation.



Hon. Dr Doto M. Biteko,
Minister of Minerals



Hon. Nape Nnauye,
Minister of
Information,
Communication
and Information
Technology



Hon. Dr
Mwigulu Nchemba,
Minister of Financing
and Planning

What is your sector's impact on Tanzania's economy today?

Hon. Dr Biteko (Minerals): The government has set a target that by 2025 the mining sector should contribute 10% of the GDP. We are 100% sure that, should all external factors remain constant, we are going to beat this target and go beyond it. This is due to the President's vision and enabling environment she has provided as well as the trust placed in us by the international community. The extractive sector is divided into three parts: we have the small-scale miners, the medium-scale miners and the large-scale miners. We have revamped small-scale mining and almost 30% of exports come from small-scale miners. We have more mines operating on the medium small-scale while large-scale miners have special mining licenses which account for investments of over US\$100 million. As we speak we have access to only 10% of our resources so there is still much more to do here, including the promotion of value addition. As I speak, Tanzania has three international well-established and sophisticated refineries.

Hon. Nnauye (Information, Communication and Information Technology): Information, Communication and the ICT are key main facilitators of economic, social and cultural development in today's world. The government of Tanzania has given due importance to the ICT sector as one of the primary drivers to achieve the desired growth towards realising its Development Plans. This ministry ensures the presence and implementation of bold and robust initiatives to address issues in the sector such as connectivity, accessibility, skilled ICT human resources and cybersecurity, as well as legal and institutional frameworks that support sector growth and enhance cooperation and collaboration with the international community in communications. The government intends to transform the country into an ICT hub and this is viable due to several factors, such as political and economic stability. The country is among the leading countries in Africa in cyber, innovation and mobile money. In this regard, the country has been ranked 2nd in African Region and

37th Position globally (ITU, Global Cybersecurity Index, 2020) a major improvement from 6th position in Africa and 59th position globally in 2018.

Hon. Dr Nchemba (Financing and Planning): One of our main aims is to continue implementing policies that will shell macro-economic growth through the implementation of major infrastructural projects and continue the broad sense of macroeconomic growth. President Hassan is keen to facilitate infrastructural and service provision because development has to be people-centred. So, we are implementing policies on the provision of social services to secure a healthy society and the supply of services to society. We believe this will be the engine of growth in the private sector and economy. For some time now, we have maintained macroeconomic indicators in line with what has been the goal of the nation such as inflation ranging between three to five which is compatible with the EAC target, imports above four months on the side of reserves, a growth rate which, compared with the revenue internal collection, is above 15% of GDP and a stable exchange rate and a fiscal deficit below 3%.

What makes Tanzania so unique?

Hon. Dr Biteko: We have good geology which makes us the 50th country in Africa with gold and the number one country in the world with tanzanite. We also have diamonds and other industrial minerals. We are also politically stable and very peaceful.

Hon. Nnauye: Tanzania is unique in several factors in ICT, including having a national ICT backbone, which will connect all its neighbouring countries by 2023, as well as the growth and competitiveness of its telco industry and advancement of mobile money services.

Hon. Dr Nchemba: Our friendly tax measures are an icon for doing business, the investment environment and the predictability of those tax measures as well as having an administrative approach to tax collection make Tanzania very unique. President Hassan is on a mission to ensure our tax offices are guided by laws and regulations in full respect of humanity.

Mobilising Innovative Measures For Growth And Security

Penresa had the enormous privilege to speak to Governor Florens Luoga about the role the Bank of Tanzania plays in boosting investor confidence and supporting economic growth during the pandemic.

What do you believe are some of BoT's proudest milestones?

The exchange rate in Tanzania has remained stable throughout the critical moments of the pandemic; we had to take very conscious steps in implementing measures that ensured this. This has brought us investor confidence and encouraged people to keep on investing to revive enterprises that had collapsed. We took measures to make sure that we kept on mobilising foreign reserves and our reserves have kept on increasing. This increase is something that has never been recorded before. This was incredibly important to achieve because the government had to enable sustained spending. We managed to support Mama Samia in the continuation of the construction of the SGR, the Nyerere hydropower plant and implement programmes to expand educational facilities as well as sustain free education for our children and youths. We managed to do this while attracting high confidence from international financial institutions such as the World Bank and the IMF, allowing us to collect more inflows from outside. Today, if you talk about three to five creditor countries in Africa, Tanzania will be on the list and if you look at Tanzania's macroeconomics in Africa, within the Southern and the East-African region, we top almost all the macroeconomic indicators such as inflation, the rate of growth and the exchange value. So, our proudest moment was being able to display our leadership quality during difficult moments and our ability to provide effective advice to the government while taking corrective measures.

The Bank of Tanzania has recently announced its intentions to launch a new payment system, the Tanzania Instant Payment System. Can you tell us more about this and other initiatives that were taken to embrace the digitalisation of banking and financial services?

One of the dividends of the pandemic is the fact that it compelled us to realise or accept that digitalisation is not a choice but an imperative. If

you look at the Tanzanian social economy, close to 90% of its activities are carried out by micro, small and medium enterprises which employ close to 90% of the population. You cannot ignore that. Tanzania is one of the earliest countries that enabled mobile financial services, even though we did not have a very efficient infrastructure then and the mobile facilities were not easily accessible by everyone compared to the situation today. It was important to leverage technology to reach the unbanked and we had to take additional measures to make sure that financial inclusion was deepened. We started to use technology to enable people to access financial services and statistics have proven that it has been quite effective. Access to financial services is currently above 78% and the use of financial services is above 87%. Active mobile phone accounts have grown from 17 million in 2016 to 30.5 million in 2021 and this means that we had to make conscious efforts to make sure that the necessary infrastructure to support leveraging digitalisation in financial services was in place. We have developed a financial services register so that through geo data we can know where in the country people don't have access to financial services. We had to go through the process of creating the legal framework for the regulation of microfinance in different tiers. That is why we have four tiers of microfinance from the normal social microfinance arrangements to almost bank-like setups of microfinance. Once we put in place these systems, the laws compelled us to develop digital systems to access information and regulate microfinance; this is why we had to develop the Tanzanian instant payment system. Phase one has already started and now several banks are onboard. When we implement that, it will be extremely cheap to transact electronically as we will have eliminated the aggregators who make it very expensive to transact. It will also make it possible for the Bank of Tanzania to implement other rules for customer protection. 📞



“We took measures to make sure that we kept on mobilising foreign reserves and our reserves have kept on increasing. This increase is something that has never been recorded before.”



P.O Box 2303
16 Jakaya Kikwete Road
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Forward-Thinking Banking Service

NMB bank's performance with purpose and unflinching dedication to providing superior service with market-leading technologies are some of the reasons for its ever-growing success in Tanzania's banking industry.



"NMB was recognised internationally whereby we won about seven international awards."

**Ruth Zaipuna,
Chief Executive
Officer of
NMB Bank**



Ohio Street/Ali Hassan Mwinyi Road
P.O. Box 9213
Dar es Salaam, Tanzania
Tel.: +255 222 322 000
www.nmbbank.co.tz

Leading through impactful innovations, NMB Bank has garnered a slew of accolades for its outstanding performance in Tanzania's banking sector. "NMB was recognised internationally whereby we won about seven international awards. We were named the best bank in Tanzania, the best innovation bank in Tanzania, the safest bank in Tanzania, the best investment bank in Tanzania, and many others," states Ruth Zaipuna, who took the helm as the bank's Chief Executive Officer in 2020.

The bank, which has 226 branches throughout Tanzania, has been demonstrating impeccable growth, particularly in recent years. Zaipuna explains, "In 2020, we delivered a profit after tax of TSh 206 billion, which was almost 50% up year on year. In 2021, we cemented our leadership position in the banking industry whereby we delivered about TSh 290 billion in profits after tax."

NMB bank has been participating in Tanzania's socio-economic development, through corporate social responsibility initiatives and its participation in various infrastructure projects. "My vision is ensuring that the bank leaves a positive imprint on the society, executing our key strategic pillars, optimising investments in technology to enhance efficiency and productivity and contributing to national development," says Zaipuna. NMB Bank's net profit tax rose significantly by 43% to TSh 206 billion during the first nine months of 2021. Zaipuna credits this performance to a well communicated and implemented strategy along with high staff morale and strong leadership.

The bank which started with zero agents when it was established in 1997 currently has over 10,000 agents branded NMB Wakala. It has invested in a new banking platform NMB Pesa Wakala, which is a new extension service

to the current existing Wakala platform that will allow anyone with a feature phone and smartphone to become an agent and have the ability to provide 'cash in and cash out' transactions service through their phones similarly to telecom agency service. "This is a real game-changer from a financial inclusion point of view and providing employment opportunities for Tanzanians," states Zaipuna.

According to Zaipuna, NMB Bank has also introduced to the market the first-of-its-kind and revolutionary digital lending solution to spur access to loans for its customers. The solution termed 'NMB Mshiko Fasta' is designed to guarantee customers gain quick and seamless access to borrow money conveniently from their phones hence ensuring they are at an edge in today's digital banking world. NMB Mshiko Fasta provides real-time access to either cash or allows bills payments when a customer has insufficient balance. "We understand how important it is for customers to save time and obtain solutions like fast cash in times of emergencies in less than two minutes after application of the loan," declares Zaipuna.

NMB Bank recently launched Tanzania's first "Sandbox Environment", a platform that seeks to inspire technological innovations for better delivery of financial services in the country. "Through Sandbox, we provide Tanzanian innovators and startups with the opportunity to test their ideas with our bank," says Zaipuna. The initiative which has been well received currently has over 100 innovators developing their products and solutions.

NMB Bank has additionally issued a TSh 25 billion three-year bond whose proceeds will be used to extend affordable loans for women-owned or controlled enterprises. "This is arguably the first social bond in the gender sector in East Africa. It provides a solid investment option for investors and, we are issuing it at 8.5%, which is very attractive. It has been received quite well within and across the industry." Through this experience, the bank believes it now has the internal capabilities and framework to issue other bonds.

Tanzania offers investment opportunities as a gateway to the East African market and beyond. Speaking of the many features that make NMB a strategic partner for investment, Zaipuna says, "NMB is an important actor in the economy, a listed bank with the highest market capitalisation, has the largest capital base with a balance sheet size of over TSh 8.7 trillion and controls almost 42% of the total industry profitability."

Internationally Recognised For Its Leading Performance

Stanbic Bank's unbounded potential and a solid strategy, which continuously evolves to better cater to its customers' demands, keep it an exemplary institution in the Tanzania banking industry.

Established in May 1995, Stanbic Bank is an internationally acclaimed full-service commercial bank that specialises in providing facilities and services to public and private sector corporations, diplomatic missions, international organisations, business and consumer customers. The Banker Magazine has named the institution Bank of the year in Tanzania for the second consecutive year and Best Investment Bank in October 2021.

The financial institution is part of Standard Bank Group, Africa's largest banking group, with a presence in 20 African countries including Nigeria, Kenya and Ghana, as well as five global financial centres. "As an international bank, we play a significant role in bringing opportunities not only to Tanzania but Africa, given our linkages across the continent and our global reach. We have a growing customer base and good relationships with governments, international organisations and multinational companies," explains Kevin Wingfield, Chief Executive Officer of Stanbic Bank Tanzania Limited. The Banking Group will be hosting an investors' conference in London in June 2022, to present the numerous opportunities the global investor community can tap into on the African continent.

Stanbic Bank is fundamentally changing the way the organisation operates, identifying key ecosystems it will engage in and focusing on the use of technology to deliver seamless services. Speaking of this move, Wingfield says, "Every market has its idiosyncrasies and differences, and we seek to understand

what those are. We are busy working on partnerships and building platforms; over the coming months we've got one or two platforms that we will be launching." One of the bank's important partnerships is forged with the Industrial and Commercial Bank of China (ICBC), which is the bank's largest single shareholder. As a substantial amount of imports come from China, this linkage has proven successful in the enterprise and trade space.

The bank has implemented new ways to serve customers, including strengthening digital capabilities and taking more personalised approaches to meet unique client needs. "We created a department called Client Solutions, where solutions are embedded into one unit as opposed to being addressed by different units as was done historically. This makes our business more agile and innovative, empowering our people to take full ownership," mentions Wingfield.



Kevin Wingfield,
CEO of Stanbic Bank
Tanzania Limited

Stanbic Bank is currently focusing on different sectors such as agriculture, mining, the public sector and its relationship with the Tanzanian government. It also has plans to expand its SME portfolio to work with a variety of SMEs in Tanzania. The bank has corporate

social investment initiatives focused on two main themes, education and health. "In collaboration with the government, we designed a multiyear programme called Stanbic Madawati Initiative, where we donate desks for classrooms across different regions of the country," says Wingfield. The bank also donates one tree for every desk donated in order to sustain the environment and ensure a meaningful contribution to the future of Tanzania.

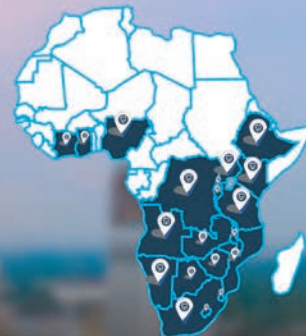
The bank's financial metrics over the past two years have undoubtedly demonstrated that Stanbic Bank is moving forward with a strong position in the local banking sector. Wingfield credits the institution's overall success to its customers, "Ultimately your customers are the judge of your success. The bank's successful reputation and operations are a result of our great and loyal customer base and our people. When I travel around and meet customers, I get very positive feedback about the institution. I think it's a testament to our focus on our customers."

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Established nearly a quarter of a century ago, CRDB Bank has grown to become a financial services powerhouse in East Africa, facilitating economic growth and transforming lives through innovative products and services.



"We are the first bank in Tanzania to provide credit with a single-digit interest rate. Our interest rate for the agriculture sector is only 9%, which is the lowest in the country."

**Abdulmajid Nsekela,
Group CEO &
Managing Director
of CRDB Bank**



P.O. BOX 268
Dar es Salaam, Tanzania
Tel.: +255 (22) 2197700
+255 (0) 714197700
info@crdbbank.co.tz
<https://crdbbank.co.tz>

'The bank that listens' is a slogan that embodies CRDB bank's essence and customer-centred approach to providing services. For the past 25 years, the bank has made an indelible mark in the lives of thousands of its customers and played a leading role in fostering the economic growth of Tanzania and the larger East Africa.

Listed on the Dar es Salaam Stock Exchange (DSE) since 2009, CRDB bank's shareholding comprises about 29,000 individual Tanzanians, drawn from nearly all segments of society. A larger portion of shareholders are farmers, who are the cog of the country's economy and form a large part of the bank's history, having started as a cooperative and rural development bank. Abdulmajid Nsekela, the Group CEO and Managing Director of CRDB Bank says, "My vision is to transform the banking sector in East and Central Africa and the lives of many Tanzanians. I would like to see the country move from a cash-based economy to a digitised economy."

Appointed in late 2018, Nsekela has elevated the Group's bargain as an industry leader, turning its performance around and sustaining its streak of innovations in the face of growing competition from multinationals and regional brands. "We are zealous about maintaining our reputation as a trailblazer in Tanzania's banking industry, having pioneered many firsts, including the introduction of Visa cards, ATM services and mobile services that enabled clients to open accounts and undertake transactions without visiting banks in person," Nsekela asserts.

Nsekela further explains, "We are the first bank in Tanzania to provide credit with a single-digit interest rate. Our interest rate for the agriculture sector is only 9%, which is the lowest in the country." Last year, the Bank unveiled a US\$200 million (about TZS459.9 billion) facility to finance climate-resilient and adaptation projects in the country, targeting six million beneficiaries in Tanzania's agriculture sector. The institution is internationally recognised as the only bank in

Tanzania accredited by the Global Credit Rating (GCR) and rated by Moody's as B2+.

Thanks to a raft of strategic reforms implemented over the last three years, the bank's performance has continued to improve, attracting recognition from various institutions of repute both regionally and globally. "Last year, we were the first bank to win the title, The Best Presented Financial Report in Tanzania. We have won that in East Africa two times in a row. We have won the Best Bank in Trade Finance and The Best Bank in Retail by the Asian Banker," states Nsekela.

Based on its outstanding performance, the bank's CEO was nominated among the Top 50 CEOs in Africa. The Bank Group reported TZS267.56 billion in net profits in 2021, which was nearly ten times the PAT reported in 2018, before Nsekela's appointment. He says, "Success is a journey of transformation. We restructured our operations and started digitising many of our processes and automated a big chunk of our services to create value."

CRDB's expertise in the banking and lending space is well recognised as even other countries' governments place their trust in the bank and collaborate with them for different programmes. "We have signed an agreement with the government of Zanzibar that will have the bank disbursing TZS61.8 billion to stimulate economic activities in the Isles," mentions Nsekela. The Bank is an avid believer in the importance of financial inclusion and creates banking solutions that are tailored for special groups. In terms of supporting women, Nsekela says, "We believe in gender equality and supporting that in action. We have a women's proposition called Malkia, which means 'queen', that provides funding to women."

Tanzania's banking industry appeals to potential investors for many of its features. "CRDB is the best bank to work with because we're connected globally with many partners, such as IFC and Credit Suisse," states Nsekela. "We are the only local bank that operates abroad. We are in Burundi and opening in the Democratic Republic of Congo this year."



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+255(22)2197700, +255(0)714197700
+255(0)755197700, +255(0)789197700

Email: info@crdbbank.co.tz, investor.relations@crdbbank.co.tz



The bank that listens

Cosmas Kimario

CEO and Managing Director of KCB Bank Tanzania Ltd.

Pioneering Strategies Of Economic Growth

KCB Bank Tanzania is driving digitalisation and innovation to ensure strategic growth. Penresa had the pleasure of speaking to CEO and MD Cosmas Kimario to unravel the secrets behind the bank's rapid growth and position as a regional financial leader.



"KCB is a pioneer in making sure that we deploy technology in all our operations."

What is your vision for the bank during your tenure?

Looking back at the bank's trajectory from 2017, when I joined, to the present day, we have almost doubled in size. Our balance sheet has grown by 80% and all our parameters and profits have almost tripled. Our vision has always been to focus on the delivery of best services to our clients as well as working with the communities where we are operative and the government. To continue with the desired growth, we ensure that we serve our clients to the highest possible standards while making sure we contribute to economic growth.

Could you give us a brief outline of KCB's history and legacy in Tanzania?

KCB bank opened its very first branch in Zanzibar in 1897 and then began operations in different countries before settling in Kenya. As a group, KCB is the largest bank in East and Central Africa in terms of asset base and many other parameters. We are currently operating in multiple countries, such as Kenya, Tanzania, Uganda, Rwanda, Burundi, South Sudan. We also have a representative office in Ethiopia and soon we will be entering the DRC market.

What are some of KCB's proudest milestones?

I would say our proudest moments lie in the satisfaction gained from supporting our clients, some of which have established their businesses here from scratch. We started lending less than US\$200,000 to local corporates, and now we're providing them with facilities that are close to US\$20 million. We have also supported government initiatives on many fronts; whether it's employment creation or tax payment. We have played a big role in terms of aligning ourselves to government objectives.

What new technologies are playing a role in the development of your bank?

KCB is a pioneer in making sure that we deploy technology in all our operations. Currently, about 97% of transactions are being done outside the banking halls. Our digital financial services division works to make sure that we digitalise our services and that is why we only have 14 branches and yet we are still operating across the country. We have mobile banking and internet banking apps that are operational and working extremely well to support our clients and our Internet platform is a top-notch platform that is accessible on your phone.

Could you tell us the secret behind the bank's excellent reputation and successful operations?

Customers need high-quality and efficient service. At KCB, we have modelled ourselves in such a manner to ensure efficient turnaround time (TAT) in all our processes, whether you are depositing cash, withdrawing cash or whether you have applied for a loan.

Can you tell us about the KCB Foundation's initiative to strengthen inclusivity?

KCB has launched a networking forum to empower women through tailor-made financial solutions. This initiative is in line with KCB's 10-point sustainability plan on diversity and inclusion; encouraging more women to take up key roles in business ventures. The platform supports women in business through financial literacy training and a capacity-building programme to sensitise them to the banking services available to help solve entrepreneurship challenges.

This support is done through KCB Zjajiri programme launched in 2016 and later in 2019 it was extended to youth empowerment through skills development (100% funded in a form of scholarship in partnership with Vocation Education and Training Authority -VETA in Tanzania), mentorship, coaching, industry attachment, entrepreneurship training, enterprises formation and incubation to sustainable businesses. The idea behind this is to change the employment-seeking mindset of the youth to self-employment, whilst improving their social and economic power.

For investors looking to invest in Tanzania, could you tell us why KCB would make the perfect partner?

As a regional player, we can support you in terms of growth while our short TATs and high-quality customer service and capacity as the region's largest bank, means that our services are extremely advantageous within the market.



Harambee, Plaza
Ali Hassan Mwinyi/Kaunda,
P.O. Box 804, Dar es Salaam, Tanzania
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<https://tz.kcbgroup.com>
customercare@tz.kcbbankgroup.com



KCB

BANK



*My experience with KCB Bank
is that of modern times...*

NBC Limited

The Backbone Of Tanzania's Economic Growth

A Symbol Of Stability And Unwavering Service Quality

NBC Limited provides financial solutions that turn dreams into realities with its customer-centred approach, reinforcing its message that the bank is a vital and reliable partner to Tanzania's economic growth.



"We are part and parcel of the history of industrial Tanzania. We have evolved in the same way the country has evolved."

**Theobald Sabi,
Managing Director
of NBC Limited**



NBC Ltd. Head Office
Sokoine Drive & Azikiwe Street
P.O. Box 1863
Dar es Salaam, Tanzania
Tel.: +255 (0) 768 984 000
contactcentre@nbc.co.tz
www.nbc.co.tz

The history of the National Bank of Commerce (NBC Bank) is closely intertwined with the history of industrial Tanzania.

The Universal Bank, established in 1967, is credited to have supported a number of corporations to set up business in the country. Theobald Sabi, Managing Director of NBC Bank, explains, "We provide banking services to all sectors of the economy. We are strong in trade finance services, and we have linked Tanzania with international markets for import or export. We are part and parcel of the history of Tanzania. We have evolved in the same way the country has evolved. With 47 branches, over 6,000 agents and 200 ATMs conveniently located across the country, we can effectively support vibrant retail, SME, commercial and corporate banking customers."

The bank has introduced several new products to the Tanzanian market to support financial inclusion targeting women, youth and the agricultural sector. "For example, in collaboration with our partners in the insurance sector, we launched an insurance product that covers crops and livestock, the first product of its kind," mentions Sabi, articulating the Bank's support to farmers and livestock keepers.

NBC also launched an agri-finance product to provide finance to men and women who are informally employed within the agricultural value chain. "We can attribute our success to our focus on customers," adds Sabi.

About strategic focus, Sabi explains, "Our focus remains on growing our customer base by reaching out to more SMEs and those outside the formal banking system. Our technology-based platforms-agency banking, mobile banking and electronic channels for corporate banking will continue to provide the basis for scaling up our operations and serving our customers conveniently."

Tanzania is an attractive investment destination, offering agriculture, mining, logistics, ICT, tourism and construction opportunities. Sabi describes



the many ways investors can tap into these opportunities; "Tanzania is a gateway to Eastern, Central and Southern Africa and borders Kenya, Uganda and Rwanda, to mention a few. It is an ideal place for logistics centres to serve the region."

The increasing investment by the government in physical infrastructure, as well as ICT, continues to improve the business environment. NBC Bank welcomes foreign and local investors to Tanzania.

Award-Winning Service Transforming Lives in Tanzania

As a leader in the market for prepaid cards, Tanzania's BancABC has grown exponentially over the past few years and has won the Visa E-Commerce Issuing Growth Award for its performance in ensuring secure online transactions.

Commencing operations in 1996 as an asset financing institution, BancABC evolved into a full-fledged commercial bank in 2002. Led by seasoned bankers with years of experience in the banking sector, the institution provides exceptional financial solutions. Speaking of the bank's long-term plan, Managing Director Imani John says, "My vision is to take financial services to every corner of Tanzania. Being able to accomplish this would mean that we have enabled our citizens to access finance, which will eventually transform all the production potential of this country."

The bank considers financial inclusion as a panacea for tapping into Tanzania's resources and bringing about development. "Financial inclusion is one of our biggest areas of focus. In the past, banking services were concentrated in big towns, particularly in Dar es Salaam. Over time, everyone saw the opportunity of doing banking across the country. Therefore, we strive to provide financial services to all members of society. We have placed more than 100 satellite offices to facilitate loans to government officials as well as more than 700 agents to support our customer base," explains John, acknowledging that financial inclusion comes with innovation.

In terms of innovation, the bank is proud to have a successful product in partnership with Vodacom. John says, "Virtual card is a product which enables Mpesa customers to create a VISA virtual card which will allow a customer to purchase anything across the world and without the need for plastic prepaid or debit cards." The bank has witnessed an increase in customer volume year on year from when it was initially launched. John further explains, "We would like to partner with other mobile network operators and other fintech companies in the market to increase the reach on innovative financial products like loans and savings."

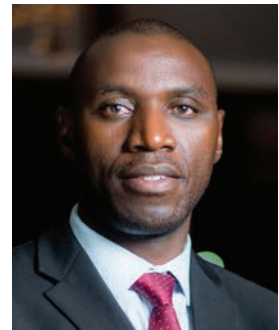
In a very competitive market, Tanzania's BancABC has shown its commitment to provid-

ing high-quality services to its customers by frequently winning highly acclaimed awards. In 2020, the bank took the coveted Visa e-Commerce Issuing Growth Award for its outstanding dedication to facilitating secure online transactions. "We also introduced the 3D secure technology to ensure that we improve our environment, increase customer security and confidence in online transactions," mentions John.

The bank has reportedly increased its deposit significantly by more than 30% in 2021 compared to the previous three years. John highlights the positive aspects of the banking sector in Tanzania that have contributed to this achievement, "There is liquidity that is flowing in the market as a result of support from the government and the Central Bank which is helping the banking sector to grow."

Speaking of the many reasons Tanzania and BancABC should be on investors' radars, John states, "Tanzania has an excellent location in the middle of three great Lakes, several countries rely on Tanzania. Also, Tanzania is one of the countries blessed with natural endowments such as mineral resources, arable land for agriculture, national parks and other natural tourism attractions. All this has positioned the country as an appealing destination. The current leadership under Her Excellency President Samia Suluhu Hassan is paving the way for investors. The government is determined to provide a conducive environment for local and foreign investments which is important for investors. Our firm is positioned as an innovative bank, we are a bank that you can trust, and we have all that you need in the banking business."

As a financial service provider, BancABC continues to focus on technological innovations to improve its services to positively impact the entire nation. Speaking passionately about this, John says, "I would like to see my country increase local production to reduce dependency on imports and eventually increase exports to other countries."



"We are positioned as an innovative bank and the award that we have won is a testament to our innovation."

**Imani John,
Managing Director
of BancABC**



5th & 6th Floor,
Uhuru Heights Bibi Titi Mohammed
Road, Dar es Salaam, Tanzania
Tel.: +255 800 714 141
www.bancabc.co.tz
customercaretz@bancabc.co.tz



Modern Banking Services That Move With Time

Bespoke Banking Solutions With Global Standards

NCBA Bank is driven by the ambition to become one of Africa's leading banks.

Borne out of a historic merger between NIC Bank and CBA Bank, NCBA Bank officially commenced its operations in Tanzania in 2020. Margaret Karume, Managing Director and CEO of the bank says, "We are a proud African bank operating as an international bank with global standards. NCBA Bank Tanzania is part of the NCBA Group PLC which is one of the largest financial services groups in the region, a bank with the financial strength, expertise and regional reach to support Tanzania and the region's economic growth aspirations. We have a presence across East Africa with more than 100 branches in five countries in the region."

NCBA Bank offers the best relationship management and financial service solutions to its customers and has a very strong digital proposition and robust competitive corporate banking, transaction banking and asset finance services. The bank assesses customers' needs and provides tailor-made solutions to their banking requirements. "Our product innovation and our relationship management differentiate us from other banks. We



Margaret Karume,
Managing Director
and CEO of NCBA Bank
Tanzania Ltd.

were the first bank in Tanzania to offer US\$ Credit cards and 100% mortgage facilities," explains Karume.

Through its digital business proposition, the bank reaches many customers through a mobile phone application service without requiring a very large footprint in terms of branches in Tanzania. "We were the first bank to partner with Vodacom to offer a digital banking savings and loan facility for M-Pesa customers. Our recently upgraded platform has tremendously improved the efficiency and user experience of this service. Our M-Pawa product has reached about 11 million digital banking customers in Tanzania," states Karume.

As part of its CSR initiatives, NCBA Bank provides support to the community particularly focusing on SDG

goal 3, promoting healthy lives among the community. Karume says, "Since 2015 we have collaborated with the Doris Mollel Foundation to support premature babies. To achieve gender equality and empower girls we have financed and supported initiatives and projects for some of our institutional banking customers."

Tanzania Agricultural Development Bank

The Farmers' Bank

Transforming Tanzania's Agricultural Sector To Grow The Nation

TADB is on a mission to boost the development of Tanzania's agricultural sector.

The Tanzania Agricultural Development Bank (TADB) is a state-owned development finance institution established to drive progress within Tanzania's agricultural sector through short, medium and long-term credit facilities. TADB's key initiatives are also in complete alignment with Vision 2025's mission to achieve food sufficiency and food security and economic development. "TADB's goal is to finance the entire agri-value chain, from seed production, fertilisers, post-harvest management and processing, in order to increase yield, reduce wastage and add value," states Frank Nyabundege, Managing Director of TADB.

Accumulatively, in March 2022, TADB had disbursed a total of Tsh359.7 billion (US\$157.3 million) impacting 35 crops in 29 regions

including Zanzibar in the agricultural, fisheries and livestock sectors. The loans financed 318 projects, 39 agro-processing factories, 144 mechanisation units, such as tractors, and 21 silos and warehouses.

Furthermore, in partnership with the Prime Minister's office and the Ministry of Finance and Planning, TADB launched the Smallholder Credit Guarantee Scheme (SCGS) which has guaranteed Tsh136.2 billion (US\$59.6 million) in agricultural loans in partnership with 14 banks and financial institutions since 2018.

In terms of capital injection, H.E. President Hassan's administration's commitment to the agri-sector can be seen by the provision of TSh208 billion (US\$91 million) to TADB, the largest capital ever to be invested in a financial public institution in the country, which has been made available to ensure far-reaching financing in the agri-sector. TADB is also collaborating with the Bill and Melinda Gates Foundation (BMGF) through a US\$7 million grant that will facilitate the processing and increase the productivity of dairy products. Recently, TADB also signed an €80 million concessional loan pact with the AFD to enhance affordable lending in the agri-sector in Tanzania.



Frank Nyabundege,
Managing Director
of TADB

Boosting Efficiency, Integrity And Visibility To Ensure Economic Growth

NIC is planning to double its market share in the next five years. Penresa spoke to its MD, Dr Elirehema J. Doriye, to find out how.



"You cannot achieve any ambitious target without technology and it is at the forefront of every business decision that we take."

The National Insurance Corporation was the first insurance company to be opened in Tanzania. Can you please tell us about the company's legacy and history in the country?

Before Tanzania's independence, there were a lot of companies which were foreign and were mostly branches of big companies in Nairobi, Kenya. So, most of the premium was basically transferred abroad. At that time, local life and properties were seen as substandard and in insurance you cannot insure anything that is substandard, so they were excluded from life insurance and general insurance. So, the government decided to have its own insurance company and they established the National Insurance Corporation in 1963 to address some of those challenges. Following nationalisation, it became fully owned by the government and in 2008, the government decided to restructure NIC and today, it is a fully-fledged government company.

You have mentioned the plan to double NIC's market share in the next five years. Could you talk us through your strategic plans to do that?

We are government-owned but we want to change the notion that government companies are usually bureaucratic and a bit slow, so we feel the drive to deliver the numbers and we want to improve the branch, integrity of the company, the look, the feel, the customer experience and the distribution channels that we use because we are the only company that has branches in every region of this country. This is important because if you look at insurance awareness, less than 36% of Tanzanians are aware of insurance but less than 15% are using insurance services, so the opportunity is huge. We believe that through our media campaign, branding and our desire to be visible we can achieve that.

How has NIC incorporated technology to improve its branding, distribution and customer experience?

You cannot achieve any ambitious target without technology and it is at the forefront of every business decision that we take. We are looking into simplifying the way people can get insurance services, such as simplifying claims payment, for example, because we believe there is a certain level of claims that don't need human intervention. We are looking at how we can cut down bureaucratic processes in insurance.

Is NIC working with the Tanzania Insurance Regulatory Authority to help spread awareness about the importance of insurance?

Yes, we are. Apart from being regulators, TIRA is also a major stakeholder because they are a government institution too and hence we drive, more or less, the same agenda. Since this is a Tanzanian company owned by Tanzanians and every Tanzanian has a stake in this company through the government, we have an obligation to ensure that people are aware of and have the knowledge that will encourage them to take up insurance services.

What are some of NIC's Corporate Social Responsibility initiatives?

We support education initiatives in Zanzibar and on the mainland and we also support sports and cultural events, such as the coastal music festival called Taarab. We also participate in environmental issues. We feel that we need to connect with our current and future customers to share what we have and give them back whatever they contributed. At the end of the day, we are all part of one big NIC family.

For the readers of Forbes Africa, why is NOW the time to invest in Tanzania?

For us, at NIC, when business grows, the economy and opportunities grow and our potential for growth increases. We position ourselves as strategic advisors to the government in the area of insurance and risk management while driving the government's agenda on economic growth and investment. Investors in Tanzania know that they have a very reliable insurance company that is capable, very professional and that understands the country and what is needed in this environment to ensure that they succeed.



Insurance House
Samora Avenue / Pamba Road
Dar-es-Salaam, Tanzania
Tel: +(255) 080 0110 041
info@nictanzania.co.tz
www.nictanzania.co.tz

Capital Markets and Securities Authority (CMSA)

Financing Development Projects

Creating A Tangible Impact In Tanzania's Financial Sector

CMSA's vision is to be a professional regulator of capital and commodity markets that meet international standards of inclusion and investor protection.



"The deep and diversified capital markets will serve as the main source in financing development projects."

CPA. Nicodemus Mkama, CEO of Capital Markets and Securities Authority (CMSA)



Capital Markets & Securities Authority

6th Floor, PPF Tower Ohio Street/
Garden Avenue. P.O. Box 75713,
Dar es Salaam, Tanzania
Phone: +255 22 2114959/61
info@cmsa.go.tz / www.cmsa.go.tz

The Capital Markets and Securities Authority (CMSA) is entrusted with responsibilities for the development and regulation of capital markets products, services and intermediaries in Tanzania, where savings and investments are channelled between people or institutions with capital to lend or invest and those in need. CPA Nicodemus Mkama, Chief Executive Officer of CMSA, states, "My vision is to make CMSA a professional capital market regulator that meets international standards for financial inclusion and investor protection. This is achieved by creating an enabling environment for the development and maintenance of a fair, efficient, transparent, innovative and sustainable capital and commodity market that fuels economic development and growth." Currently, the Tanzanian capital market ranks among the top five performing markets in Africa and comes second in the EAC region. The notable achievements in capital markets are a result of conducive policy, regulatory and enabling operational environment provided and supported by the noble leadership of Her Excellency Samia Suluhu Hassan, President of the United Republic of Tanzania.

CMSA develops diversified and inclusive capital markets through the expansion of products and services as well as public education, professional certification and awareness programmes. Mkama adds, "Parallel to these initiatives, we continuously review the legal and regulatory environment to facilitate new and innovative products and services that allow us to keep pace with developments in domestic and international capital markets."

CMSA also plays a key role in the financial sector to drive economic growth, notably through the realisation of projects that push this objective forward. These projects are implemented as part of the National Financial Sector Development Master Plan and the National Five-Year Development Plan, which is premised on building a competitive and industrial economy for human and social development. Mkama states, "These projects create enabling environments for financial sector development that supports efficient

mobilisation and allocation of financial resources for economic growth and poverty reduction." Other projects underway include the development of alternative ways of financing public and private sector projects; the development of thematic capital market products and services including green bonds, blue bonds, social impact and ethical securities; the improvement of market professionals; enhancement of public awareness and financial literacy education; and the creation of innovative products and financial service distribution channels through technology.

These growth initiatives have resulted in notable milestones reflecting significant advancements that facilitate the unrestricted movement of capital in equity, corporate bond and collective investment schemes operating in capital markets. As of February 28, 2022, the total value of investment in the capital markets increased by 12.02% to reach TZS 32.67 trillion, compared to TZS 29.16 trillion on the same date in 2021. The combined trading turnover of equities and bonds increased by 19.2% to TZS 3.1 trillion, and the trading turnover of treasury bonds also increased from TZS 2.1 trillion to TZS 2.9 trillion. In addition, Net Asset Value (NAV) of Collective Investment Schemes increased by 55.8% to TZS 868.51 billion as of 28th February 2022 compared to TZS 557.28 billion recorded during the corresponding period.

CMSA is also responsible for capital markets and commodity exchanges awareness campaigns among investors, issuers, policymakers and the public. In doing so, CMSA is creating an attractive fiscal environment for foreign investors. Mkama confirms, "CMSA has been instrumental in the formulation of various fiscal policies, including incentives available to both local and foreign issuers of securities and investors in the capital markets." In addition, CMSA played a significant role in the promotion of foreign investors' capital market participation through the amendment of the Capital Markets and Securities (foreign investors) Regulations, which removed restrictions on foreign investors' participation in the equity and corporate bond market.

CMSA's activities not only combat poverty but its programmes and initiatives create lasting social impact, gender inclusion, SME growth and youth empowerment. Mkama confirms, "The deep and diversified capital markets will serve as the main source in financing development projects, which will in turn spur industrialisation and build a competitive economy for human development."



Why Invest In Tanzania?

Tanzania has been subject to exceptional nominal economic growth and its annual GDP growth rate is projected to rise to 4.5% in 2022. With its abundance of natural wealth, the nation offers enormous investment opportunities and Her Excellency President Hassan's administration is making sure its gaze is turned outward towards the world in its commitment to secure growth and investment.



Abdulmajid Nsekela,
Group CEO and
Managing Director
of CRDB Bank

"Tanzania is a unique country which is quite magnificent in terms of unveiled opportunities. Her Excellency has done extremely well to create stability in the economy, bring confidence to both local and international investors, but also accelerate diplomacy around the globe. She's a believer in the private sector and she has been pushing the private sector agenda to accelerate. She understands that for this country to prosper the government must be able to work very closely with the private sector and the private sector involves foreign direct investments. Tanzania is one of the most secure countries and politically stable."



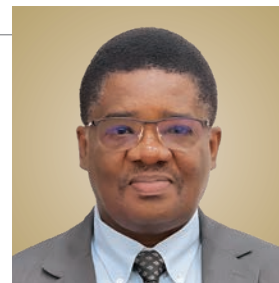
Mohammed Dewji,
Group President
of MeTL Group

"The United Republic of Tanzania's six-phase government under Her Excellency President Samia Suluhu Hassan has made fantastic changes. FDI is flowing in like never seen before, with more than US\$ four billion in 2021 compared to around US\$ one billion in 2020. Through numerous international diplomatic missions, H.E. Hassan is rebuilding credibility for Tanzania in the global community and under her leadership, Tanzania has become friendly and open to business. The business environment is now very positive for investment as Her Excellency is cutting down on bureaucracy and ensuring the public sector works efficiently and effectively with the private sector."



Salim Aziz,
CEO of Bakhresa
Food Products Ltd

"Her Excellency has bought a lot of relief to the country and over the past two years, Tanzania has been welcoming feedback across the globe because of what she has been doing. Tanzania is back on the map as one of Africa's most attractive countries to invest in. Last year we had the highest FDI in the region and currently, Tanzania is exporting more than our neighbouring countries. Placed just below the Horn of Africa, Tanzania has a unique placement in the world, we can be self-dependent and we are blessed with abundant natural resources and rich culture."



Dr Maduhu Isaac Kazi,
Executive Director
of Tanzania
Investment Centre

"Now is the time to invest in Tanzania because the investment climate is conducive to it. We have been witness to H.E. Hassan's pro-investment outlook through economic diplomacy and the number of investments that have increased exponentially during Her Excellency's first year in Presidency; we are now heading for a second wave of huge investments during her second year. Tanzania is also doing well in terms of the foreign exchange market and so many other sectors and the shilling is stable. At TIC, we have seen large numbers of investors coming to us to ask for information and to register, and the currently registered investors are constantly looking to expand."

Guy Williams

Managing Director of Kilombero Sugar Company

Successfully Supporting Sustainability In Sugar Supply

Kilombero Sugar Company Limited is Tanzania's largest sugar producer and is currently looking to double its production and out-growers' capacity. Penresa spoke to Guy Williams, the company's MD, to discover how.



"Quality is extremely important to us; when people buy our sugar, they know that they are getting a trusted product."



BIDHAA YA
KILOMBERO
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AN ILOVO SUGAR AFRICA COMPANY

P.O. Box 50, Kidatu, Tanzania.
1st Floor Aris House Plot 152 Haile
Selassie Road Oyster Bay,
Dar es Salaam, Tanzania.
Tel: +255 232 626 011
kscl.info@ilovo.tz
www.ilovosugarafica.com/about-us/
tanzania

Could you give a brief account of Kilombero's history and legacy in Tanzania?

The early beginnings of Illovo Sugar Africa started on the eastern seaboard of South Africa in KwaZulu-Natal over 130 years ago. Today, it is the largest sugar company in Africa with extensive agricultural and sugar manufacturing operations in southern Africa, with approximately 30,000 people in its employment. A key feature of our industry lies in the rural areas where we operate, which provides us with the opportunity to change lives in rural economies. Back in 1998, the government privatised the Tanzanian sugar industry and shortly afterwards, Illovo became a majority shareholder of Kilombero sugar which now owns 75% of the company, with the Tanzanian government owning the remaining 25% of shares.

The Kilombero Sugar Company has recently released an expansion plan worth an investment of US\$238.5 million. What key factors led the company to move forward with this investment?

Tanzania is a net importer of sugar to satisfy demand in excess of its current supply. In 2021, and following an extensive feasibility study, we decided to expand Kilombero in order to help meet the government's self-sufficiency goals. Our two factories, Msolwa and Ruembe, are currently at full capacity and cannot be upgraded further; the prospect of expansion gave us the unique opportunity to modernise our operations and become more productive.

What will this expansion mean for Kilombero's production chain?

This expansion will mean an increase in sugar production by 141,000 tonnes to 271,000 tonnes per annum. This will require an additional 1.25 million tonnes of sugarcane. To guarantee the sustainability of cane supply and in recognition of our compact with local communities, we had the wonderful opportunity to involve local people to supply the required cane. Currently, 50% of

our cane comes from our surrounding small-scale farmer communities. To be economically viable, the biggest challenge to our plans was the distance to mill of the majority of these potential growers. However, and in line with the President's intention, the government started investing in the rehabilitation of the Ifakara/Kidatu road in 2018 and suddenly, that opened up 64,000 hectares of land and the potential to allow for the extra cane to be delivered to our factory became more economically feasible for growth. We have now restructured our business and, in line with the recent highly-successful commercial initiative to reach consumers across the country, we have also revamped our growers support programme.

We divided our grower area into geographic zones and employed extension officers to become familiar with the farmers in those zones and help them with cane husbandry and harvest planning. We are currently managing 5,500 growers and we expect that, with the increase in cane land area, we will have almost 12,000 growers. Furthermore, payment for cane supplied to the sugar mill is based on a profit-sharing model whereby the total net revenue earned by the company from selling its sugar and molasses into its various markets means that growers receive a percentage of that.

What is Tanzania's untapped potential within the agriculture sector?

In the long term, we need to encourage small farmers to evolve into commercial growers because scale is what decreases production costs. The types of untapped agricultural products in the Kilombero Valley are many, such as cashew nuts, sunflower seeds, macadamia nuts, coffee tea and tobacco. From our perspective, our goal remains in providing top-class quality products to our consumers and that requires top quality cane from our growers. Our aim, therefore, will always be to create better lives within our supply chains and communities too and, in this way, we will be able to build for the generations to come.

Making Technology Work For People

Impacting the lives of mothers and new-borns for the better.

Vodacom Tanzania, established in 2000 at the start of the New Millennium, is a company of numerous achievements currently connecting 15 million people in Tanzania. Through its CSR arm, Vodacom Tanzania Foundation, they have launched a revolutionary project, dubbed m-mama Tanzania which is a mobile health solution that alleviates the suffering and mortality of mothers and children. Launched in collaboration with the Tanzanian government, m-mama is a technology infrastructure that offers emergency transportation services for maternal and new-born emergencies. Sitholizwe Mdlalose, Managing Director of Vodacom Tanzania says, "The vision of Vodacom Tanzania is to be a business that continues to understand the needs of the communities that we serve, to be able to better fit into what they require and to help our innovation. A lot of the platforms that we have developed is driven by understanding the needs of the communities."

A significant number of pregnant women, women in childbirth and new-borns die in Tanzania every year from largely preventable causes.



Sitholizwe Mdlalose,
Managing Director
and Executive
Director of Vodacom
Tanzania Plc

Through the m-mama Tanzania platform that focuses on improving emergency transportation system through strategic partnerships and new models, Vodacom Tanzania has contributed to the reduction of maternal deaths in Shinyanga region by close to 40% and new-born deaths by 45%. This is a profound contribution to the attainment of Tanzania's 2030 Sustainable Development Goals. The platform is being expanded in rural and semi-rural parts of Tanzania.

As a central 'dispatch and control' system, m-mama has strengthened Tanzania's healthcare delivery, connecting the community with health facilities to responsive emergency support. The technology infrastructure has optimised the use of government ambulances, supplementing with community drivers. m-mama offers a mobile triage solution and has a comprehensive data collection ability using real-time data. The technology is

moving beyond the borders of Tanzania, with Ghana and Lesotho taking the lead to replicate the service to address maternal and child mortality in their countries.

In a pregnancy-related emergency, every second counts.



m-mama uses mobile technology to connect pregnant women and newborns to life-saving care with emergency transport when they need it the most.

Working in partnership with the government of Tanzania, the programme has achieved:

38% reduction in maternal mortality

13K women and newborns transported to emergency care

300%+ increase in emergency transports

m-mama is expanding across Tanzania

Learn more at <https://vodacom.co.tz/foundation>



**Vodacom
Tanzania
Foundation**

ASAS Group of Companies

A Pioneer In Diverse Sectors With Over Eight Decades Of Experience

Marked By A Passion For Quality Services

Aiming to achieve excellence in its activities, ASAS Group's impeccable operational strategy has transformed the Group from a small trading business to the giant it is today.

Operating in diverse business sectors, it's been over eight decades since A.SABRI & Sons (ASAS) Group of companies debuted in the Tanzanian market. It is now one of the oldest and largest business groups in the country. The family-held business operates in the farming, petroleum products and transport sector, among others. Director of the company, Faraj Asas says, "We started in 1936 with one truck and the company boomed as a group in 1978. As a family, every one of us engages in different sectors including real estate, dairy production and the fuel business."

ASAS Group has been a key player that has significantly contributed to Tanzania's industrialisation since before independence. Faraj Asas sums up the company's numerous competitive advantages in the transportation sector, "In Tanzania, I can say that we are number one in transport, in fuel and gas. We go to Rwanda, Burundi, Congo, Zambia, Malawi. We have trucks that move all around these countries and more importantly, we don't compromise on the quality of service and safety."

Agriculture remains one of Tanzania's economic pillars contributing to about 27% of the country's GDP and accounting for about 24% of total exports. The sector's potential is still not fully tapped. ASAS Dairies partners with both public and private players to sustainably develop the sector. It produces and distributes yoghurt in different parts of Tanzania. "We were the first company in Tanzania to have drinkable yoghurt. The public assumed it was an unhealthy drink, like soft drinks, so we went to schools where we taught the benefits of milk. We also used advertisements. The government itself was very active in trying to teach about the importance of milk," explains Faraj Asas.

ASAS Group sources its milk from its own farm and purchases the rest from local farmers. The company gives back to the community through its corporate social responsibility initiatives. "ASAS is the only company in Tanzania bringing up

farmers from different regions, giving them cows with a very high breed and teaching them how to deal with cows with no payment in return. Instead, they give us milk, and they own the cow forever," says Faraj Asas.

Driven by its devotion to building a strong brand, ASAS Group is an exemplary company that pays heed to quality service rather than mere financial returns. Speaking of the company's plans, Faraj Asas says, "Over the next year, ASAS will produce more brands. We like venturing into new businesses. Many



"We aim to produce health products that are not available in Tanzania."

**Faraj Asas,
Director of ASAS Group**

health products are not available in Tanzania and are being imported. We aim to produce these kinds of goods for the internal market."

Tanzania offers lucrative business opportunities through the abundance of its natural resources and convenient business environment. Faraj Asas explains, "Tanzania has always been an emerging country. There are many opportunities in any sector. I advise people to invest in a sector they have knowledge and experience in. For foreign investors, I would suggest health care, pharmaceuticals and education. In general, investments are becoming increasingly easier in Tanzania, cities are busy and infrastructures are expanding. Tanzania is a very peaceful country and I see a promising future."

SINCE 1936

OVER 80 YEARS OF EXPERIENCE

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Promoting And Growing Tanzania's Energy Vision

Under its parent company, Camel Oil Tanzania, Amsons Group's diverse range of companies is making it a key player in the East African energy market.

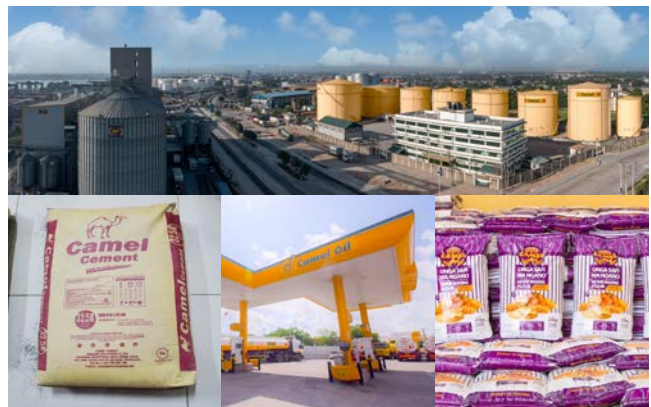
Established in 2006, Amsons Group began as an importer of bulk oil and petroleum products under its parent company, Camel Oil Tanzania. Over time, it has expanded and grown from fuel retailing and distribution, now operating under the business segments of fuel and lubricants, liquefied petroleum gas (LPG), transportation, cement and concrete, inland container depots (ICDs) and Camel Flour. Some of the companies under the Amsons Group are Camel Concrete, Camel Cement, Camel Gas and the management company East African Housing.

Located in Dar es Salaam, Amsons Group operates under the objective to provide the highest quality customer service and become a strategic player in the East African community. It achieves this goal by facilitating the distribution of fuel and petroleum products in neighbouring landlocked countries which depend on the port of Dar es Salaam for their fuel supply. To this end, Amsons Group continues to look for new and innovative business ideas, whilst maintaining customer requirements as its top priority.

Amsons Group also empowers the Tanzanian people through employment opportunities and education. Within its various companies, the Group employs many local people, motivating them to pursue further studies and providing insight so that they may improve their careers. Amsons Group's employee training also ensures that all processes are done to serve the customer to its satisfaction, emphasising the importance of standard operations procedures and adhering to market needs and safety standards. Edha Nahdi, Managing Director of Amsons Group, states, "We do our best to always offer safe and quality services to ensure that we satisfy our customers." For this reason, Amsons Group has enacted a programme called Competence Matters, a quarterly training operation that ensures its employees are aligned to standards and that the customer is receiving the best quality products.

Moving forward, Amsons Group intends to continue implementing its customer-centric and high-quality business plan that has already resulted in much growth. By aligning its processes, its services and its ethical values as a company,

Amsons has branded itself in the market. Nahdi states, "It is important to ensure that you keep your product quality and the services that you give your customers are accurate and ethical." In doing so, Amsons Group has established a favourable and trusted reputation in its field, ensuring sustainability for years to come.



"It is important to ensure that you keep your product quality and the services that you give your customers are accurate and ethical."

Edha Nahdi, Managing Director of Amsons Group

Tanzania is committed to boosting investments and enhancing the business environment to contribute to GDP growth, implementing rapid infrastructure development across the nation, which is critical to national development. Nahdi states, "The government is very supportive of businesses and we feel that this is the best time to invest under the leadership of Her Excellency. It is a golden opportunity for investors as the current government has created one of the best atmospheres for investments."



Dr Venance Mwashe

Acting Managing Director of State Mining Corporation (STAMICO)

Tanzania's Gold Mine Of Opportunity

Dr Venance Mwashe, Acting Managing Director of STAMICO, talked to Penresa about the Corporation's commitment to driving the nation's economy through its mineral sector and creating employment opportunities for Tanzanians.



"Apart from creating employment and bringing technology to Tanzania, this sector is also the greatest contributor in foreign earnings in the country."



Mirembe Road, Hazina
Plot No 173/Block W, P.O Box 981
Dodoma, Tanzania
Tel.: +255262392363
info@stamico.co.tz
www.stamico.co.tz

Could you please tell us a bit about STAMICO's story and legacy?

In 1972, the state-owned mining corporation, STAMICO, was established in order to invest along the entire value chain in the sector on behalf of the government. In 2015, it was re-established as STAMICO's role shifted to include the promotion, facilitation and transformation of artisanal and small-scale miners into organised mining in full consideration of environmental issues; thus increasing the contribution of the mineral sector to the national economy and creating employment opportunities for Tanzanians.

What on-going projects is STAMICO involved in?

STAMICO operates through three strategies: our own direct projects, through a subsidiary company and through joint ventures. The Kiwira coal mine is our own direct project and we are now mining in order to support the cement industries but the plan is to go for a long-term coal to power generation project. We are partnering with TANESCO for this since they have a mandate to run this power supply transmission infrastructure. We have already signed a memorandum of understanding on how to cooperate in order to develop this project because we are the ones who own the coal reserve for them while they will have the role to set up the infrastructure to generate that power.

As we speak, we have three demonstration centres set up in order to support small-scale miners in Katente, the Lwamgasa centres in the Geita region and the Itumbi centre in the Mbeya region. This is a pilot project with processing facilities for small-scale miners to come with their materials and get processed up to the level of getting their gold. We plan to have 10 more centres in other regions for small-scale

miners to come and process their ore and gold in a safer and more efficient fashion. We also offer both practical and theoretical training at the centres compound.

We have a site in different mines for drilling and that is run by us directly. While, through our subsidiary, STAMIGOLD Ltd, we run the STAMIGOLD-Biharamulo Mine, a medium sized gold-producing mine in Tanzania (owned by the Government through STAMICO). We run the Buhemba and Buckreef goldmines through a joint venture, as well as the Mwanza state-of-the-art gold refinery. The Mwanza Precious Metal Refinery was inaugurated by H.E. Samia Suluhu Hassan on June 13th 2021 and has the capacity to refine 480 kilogrammes of gold per day, as well as an excess capacity for this to double. At STAMICO, we feel very proud for being instrumental and the strong engine that makes such a huge investment with the high tech necessary possible. At STAMICO, we are grateful to the excellent leadership and guidance of the President of the United Republic of Tanzania, Her Excellency Samia Suluhu Hassan who has created the necessary enabling business environment to secure our achievements.

What is the impact of the mineral sector on Tanzania's economy today?

Apart from creating local employment and bringing technology to Tanzania, this sector is also the greatest contributor in foreign earnings in the country and the nation's GDP. Tanzania is going to be recognised in terms of being among the largest gold trading hubs in the world, with the consequence of providing a revolution in sovereign credit rating as a result of the state-of-the-art gold refinery set up in the country recently. We also have witnessed the big signing of the nickel mining and smelters license and the upcoming signing of gold and rare earth large-scale mining licenses. All this is telling about the future of the mining sector in Tanzania and acts as a testimony to the lucrative investment environment in the sector as a whole.

What makes Tanzania's mining sector so unique?

Tanzania is blessed with a very unique and diverse geology, which hosts a great number of mineral types. Its uniqueness is vividly testified by the fact that tanzanite is a mineral that can be found only in Tanzania, and according to the literature, tanzanite is 1,000 times rarer than diamond and 1,000,000 times rarer than other gemstones.

Encouraging Profitable Collaboration Within Tanzania's Construction Industry

DB Shapriya & Co are well known for their quality and safety standards executing projects to international standards with zero Lost Time Injuries (LTI).

DB Shapriya & Co is one of the oldest Tanzanian construction companies which prides itself on its focus on customer satisfaction. Today, it is the only construction company to possess a Class One registration with Contractors Registration Board in all four main construction fields, namely: building, civil engineering, mechanical engineering and electrical fields. Armed with diverse capabilities, it is able to execute complex projects on an engineering procurement construction basis (EPC), as well as taking total control of project execution, from planning, designing and construction, to offering cost and time-saving options.

With its impressive track record, DB Shapriya is a natural partner for many international contractors to pursue large projects in Tanzania, with partners benefitting from local knowledge to execute world-class projects cost-effectively. Today, DB Shapriya & Co is Tanzania's leading infrastructure, industrial and oil and gas contractor, having executed over 150 challenging engineering projects all over Tanzania and Uganda. Along with the execution of the Songo Songo Gas Plant, other notable projects executed by the company have been: its SPM replacement project, its submarine oil pipeline across Dar es Salaam harbour, a strategic fuel reserve depot for the government of Uganda, Tanzania's first Ethanol plant, the Mpanda and Songwe airports, Yara fertiliser plant and Posta and NIC life houses. Currently, the business is tirelessly working to target various packages of the mega East Africa crude oil

pipeline construction project, directly and with other international contractors. The team at DB Shapriya also oversaw the construction of East Africa's first gas processing plant. Chairman and Managing Director of DB Shapriya, Kishor Shapriya says, "We are hoping, as a local contractor, to work with several companies not only to learn additional skills but also to increase our profiles so that in the future we can start taking on projects on our own."

As DB Shapriya & Co continue to build its portfolio of large-scale projects, the Chairman also notes the importance of staying aware of the events occurring in his home country. Shapriya praises the current government for its dedication to building better infrastructure and other projects to improve the lives of the citizens. In fact, he believes that more construction projects should be completed by Tanzanian citizens, as it will allow the country to better nurture its workforce and be self-reliant. Kishor Shapriya states, "If you see 27% of the budget is used on development expenditure, but 80% of that work is being done

by foreign contractors. Aside from dependency on foreign skills, most of the benefits go out of the country instead of spurring the local economy." It seems that Shapriya has many positive plans, not just for his business, but for the people of Tanzania as well. He says, "My hope is that eventually the country becomes prosperous and self-reliant in supporting its population in terms of health, education, employment and general living standard."



"My vision for the future is for the company to become a leading engineering and technology contractor in Tanzania to undertake challenging projects in Tanzania."

Kishor Shapriya, Chairman and Managing Director of DB Shapriya



27/28 Nyerere road, P.O. Box 3229,
Dar es Salaam, Tanzania
www.dbshapriya.com

Tanzania Electric Supply Company LTD (TANESCO)

Lighting Up Tanzania

Paving Tanzania's Path For Growth

With an almost century-long history that few companies hold, TANESCO is availing much-needed power to Tanzania with its multigenerational vision of supporting the country's industrialisation and economic growth.



"Tanzania is such a peaceful country. We have an adequate labour force to drive industries and fantastic strategies for energy in our region."

**Maharage Chande,
Managing Director
of TANESCO**



Plot No. 114, Block G,
Dar es Salaam Road, P.O.Box 453
Dodoma, Tanzania
Tel.: +255 748 550 000
<https://tanESCO.co.tz/index.php>
communications.manager@tanESCO.co.tz

For almost a century, Tanzania Electric Supply Company LTD (TANESCO) has, literally and figuratively, been the source of Tanzania's light. With its roots dating back to 1931, the parastatal is engaged in providing access to power and continues to contribute to the country's industrialisation. Speaking of the company's pivotal contribution to development, Maharage Chande, Managing Director of the company says, "Energy is a critical component to ensure countries are industrialised to create employment and grow the economy."

Smart metering, which is set to be installed in August 2022, is another project the company is engaged in. Chande states, "This initiative helps customers know their power utilisation volume, top-up their meter with ease and help us understand the efficiency of the network in terms of low voltage, losses, etc." This is expected to improve customer service and modernise the company's operation. "In April, we're also going to launch an application that will allow our customers to apply and get a new connection without the need to come to the office and wait," explains Chande. The company is also engaged in interconnection projects, building transmission lines between countries and enabling them to trade power with each other for the first time.

Acknowledging that the power sector is a multigenerational strategy, Chande speaks of the importance of passing the baton to the next generation of leaders. "Setting up a power plant takes a minimum of 36 months, an average of five years. It takes at least 24 months to run a transmission line of substantial distance so my vision, by the time I leave TANESCO, is to ensure that I leave behind visionary people that can push on the agenda of energy in TANESCO and Tanzania." The firm's vision is to generate 5,000 MW by 2025 and 18,000 MW by 2044.

On the 9th of November, TANESCO signed a US\$30 million deal with the Indian technology firm, Tech Mahindra, to improve efficiency in the power utility company that is under transformation. "The deal we signed is for a corporate management system (CMS). It is an ERP platform which will automate our servicing maintenance processes, our procurement-to-pay processes, our human resources, our strategy and customer service," describes Chande. The deal is predominantly to drive the efficiency of the organisation.

TANESCO is working with local and international stakeholders to increase electricity access in Tanzania. Chande states, "The UAE and Tanzania have a government-to-government agreement to collaborate as two sister countries in development. We signed an MoU worth US\$800 million with a UAE firm, MASDAR, to develop a set of projects of renewables in Tanzania focusing on solar, geothermal to hydropower."

A country of 60 million people, Tanzania roughly has 1700 MW of power. "As a rule of thumb, for every million people you need 1000 MW of power. In 2035, we are expected to be the fourth-largest population in Africa, so we need to move faster to ensure we have enough power for the economy", explains Chande. In the past six months, there has been an increase in demand, we have registered unprecedented peak demand stats four times which is reflective of the country's growing economy. As the need for expanding access grows, TANESCO is inviting the private sector for partnerships.

Tanzania enjoys an abundance of natural wealth and offers investors lucrative investment opportunities. Reflecting on this, Chande says, "Tanzania is such a peaceful country. We have an adequate labour force to drive industries and fantastic strategies for energy in our region. There is a good business environment with incentives. Her Excellency, the President Samia Suluhu Hassan recently said in a speech that Tanzania is ready to take off and we're all flying with her."



“

THE FUTURE PLAN

is to create a strong renewable energy industry in Tanzania that will be efficient and safe for our environment and economy

”

TANESCO, WE LIGHT UP YOUR LIFE



Tanzania Electric supply Company limited
Plot 114, Block G, Dar es salaam Road
P.O. Box 453 Dodoma Tanzania
Tel: +255 768 985 100 / +255 748 550 000
Email: Communication.manager@tanesco.co.tz
website: www.tanesco.co.tz

Hosea Kashimba

Director General - Public Service Social Security Fund (PSSSF)

Funding Tanzania's Future

Director General of the PSSSF since 2019, Hosea Kashimba opens up to Penresa regarding the Fund's strategies and successes and its vision for the future.



"Strong governmental support to the sector has been key to our success."



PSSSF House
Ground 5th Floor, Makole Road
P.O. Box 1501, Dodoma, Tanzania
Tel: +255 262 321 069
www.psssf.go.tz
psssf@psssf.go.tz

What is the vision of PSSSF's mandate under your tenure?

PSSSF was established in August 2018 as the result of merging four Funds for public service namely PPF, PSPF, GEPF and LAPF. The vision statement of PSSSF is to be an outstanding provider of social security services in Tanzania. To connect with this vision after the establishment of PSSSF, the major initiatives needed were to deal with the challenges of the former Funds which necessitated the merger. Apart from that, PSSSF has since continued to carry out its core functions of members registration, collection of contributions, investment of contributions collected and payment of benefits.

The PSSSF has been commended for receiving TZS 100 billion during the 100 days in office of H.E. Samia Suluhu Hassan, with over 149,000 retirees receiving their monthly pension without delay. What operational strategy has PSSSF adopted to achieve this remarkable outcome?

Strong government support for the sector has been a key element of our success. The Fund invested in various government projects has multiplier effects on the wider society. The good news is within a range of 130 days of H.E. Samia Suluhu Hassan being in the office, the government paid TZS 200 billion as part of the repayment of invested monies. This shows a remarkable commitment of the sixth phase government to the social security sector.

The ultimate goal of the Fund is to pay benefits to members. The Fund has promised to never disappoint members when it comes to payment of benefits. This has enabled timely payment of pensions to retirees at a tune of TZS 60 billion every month.

Apart from a monthly pension paid to retirees as stated above, the Fund pays an average

of TZS 120 billion as other benefits including lump-sum, maternity, unemployment, sickness benefits, etc.

By combining the figures above, the Fund pays out a minimum of TZS 180 billion every month to the economy in the form of benefits to members.

What services does the Fund offer its investors?

With the pension funds, members are the ones who invest by contributing to the Fund every month so that they are covered against various contingencies. The services we offer to our members are in the form of benefits.

The International Monetary Fund predicts a GDP growth for Tanzania of +4.0% and 5.1% in 2021 and 2022, and 6.0% in 2026. What policies and initiatives are currently being developed by the Fund that will help fuel the country's projected GDP growth?

For the economy to propel forward, the financial sector is required for the allocation of capital and financial inclusion to both public and private enterprises. PSSSF, with its asset base of TZS 8.20 trillion, is among the key players in the money market in the country. Therefore, it is our commitment to continue fuelling the economy so that the projected GDP growth is achieved.

PSSSF also invests in the industrial sector with a focus on areas that create massive employment, add value to raw materials produced locally mostly agriculture produce and other areas which uphold local interest. All these initiatives are contributing to the country's GDP growth.

What makes you proud of Tanzania?

Tanzania is the only place I call home, a home of over 55 million people living harmoniously as brothers and sisters, a country with peace prevalence, a country with natural beauties and full of opportunities, a country with a promise for future generations, just to mention a few. I feel obliged to do more for this country; that is my pride.

What are your hopes for the future of the Fund?

With technological advancement, we envision going 100% paperless by the year 2023. It is the Fund's ambition to automate and digitalise all operations in the best interest of our members. We hope for the best for the future because we are also participating in making the future fascinating. More importantly, with an asset base of TZS 8.20 trillion, we strive to be the most sustainable and timely paying Fund.

PSSSF Commercial Complex



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Masha Mshomba

Director General of National Social Security Fund

Securing Sustainability, Safety and Success

Penresa talks to Masha Mshomba, Director General of Tanzania's National Social Security Fund (NSSF) about the important role the Fund plays in Tanzania's economic development and in the provision of peace of mind.



"Moving forward to automation is our priority and people love automation because it makes their life easier."



P.O.Box 1322
Benjamin Mkapa Pension Towers
Azikiwe St, Dar Es Salaam, Tanzania
Tel: (+255) (75) 6140140
(+255) (22) 2200037
dg@nssf.or.tz
customer@nssf.or.tz
www.nssf.or.tz

What role does the National Social Security Fund play in Tanzania?

We protect our members through the provision of social security benefits at different points in time to compensate for the loss of income caused by life-cycle contingencies and to facilitate access to health and other social services.

The Fund offers both long-term and short-term benefits. Old age, invalidity and survivors benefit from part of our long term benefits while maternity, unemployment, funeral grants and medical care benefits are part of our short term benefits.

The Fund's benefits, through its poverty reduction effect, contribute to increasing households' consumption and hence the demand for goods and services, which impacts the development of the domestic market. Access to social services including health, education, skills and nutrition contributes to an increase in individuals' employability and productivity.

In November 2021, you disclosed NSSF's stellar performance as it marked TZS 5.2 trillion in net assets value. How has NSSF achieved this result?

We are always trying to ensure that our members are aware of what social security stands for and its importance to them and to the country. We also make them aware of the penalties associated with late remittances and non-remittances of contributions. We particularly make it clear that someone can actually end up having his payment delayed because of non-remittances of contributions. Other measures that have made a significant impact on the Fund's growth include automation of its processes, including contribution remittances, entering into strategic partnerships and sharing employers' information with other institutions which are involved in the registration of employers, regular employers' inspection

and improving the performance of investment portfolio by concentrating more on relatively high-yielding investment opportunities.

What are NSSF's targets for the upcoming financial year?

We have a strategic plan running up to June 2025; we intend to achieve net assets worth TZS 740 trillion by June 2023 and net assets close to TZS 10 trillion by June 2025. However, looking at the current performance trend, it looks certain that we're going to achieve more than that which is a result of significant improvement in contributions collection, investment earnings, cost containment and quality service.

Ever since H.E. President Hassan came to power, contribution collections have averaged more than TZS 95 billion per month and we expect to go up to TZS 1.3 trillion collections per year. That is largely due to automation of our business processes, improved compliance, offering quality services and ensuring members that their money is safe. By June 2025, we also foresee that we will have more than two million members, which is about double the number of members we currently have.

What are some of the initiatives promoted by the NSSF to recruit entrepreneurs from the informal sector?

It's very important to create awareness in the informal sector because the majority of people in this group do not understand social security and its importance to them. We're doing this continuously throughout the country, making use of the media as well. The other initiative we are implementing is the automation of our business processes, through which we intend to simplify registration procedures, administrative procedures and contribution payment procedures. Leveraging automation is our priority going forward and people love automation because it makes their life easier.

On the other hand, we have also taken the initiative to divide members into different groups according to the similarity of needs and designing tailor-made benefit packages that meet each group's most pressing needs which will motivate them to join the Fund. I would conclusively say that we have taken a number of initiatives to ensure that the informal sector is covered as much as possible and all these are reflected in our comprehensive review of the informal sector done towards the end of 2021. The review is aimed at attracting more members through offering products which are needed by different groups within the informal sector. Groups that have been identified so far include farmers and livestock keepers, entertainers, small scale miners, fishermen and small entrepreneurs.



We Build Your Future



MWANZA TOURIST HOTEL FOR LEASE

Mwanza is Tanzania's second largest city and a two-hour drive from the city centre to Serengeti National Park via Ndobaka gate where you can spot different species of animals including the big five: lion, leopard, rhino, elephant and buffalo.

NSSF Mwanza Tourist Hotel is situated at Capri Point Hills and enjoys a direct view of Lake Victoria. The Hotel is 100% owned by Tanzania National Social Security Fund (NSSF).

The hotel comprises of 16 storeys accommodating 169 rooms and various hotel facilities including a helipad. The breakdown of the hotel space includes 16 stay suites, one presidential suite, 152 standard rooms making a total of 169 rooms and other hotel facilities.

MZIZIMA TOWERS HOTEL FOR LEASE

Mzizima Towers Hotel is located in Dar es Salaam Tanzania City centre and is 100% owned by NSSF Tanzania.

The Towers are made up of twin towers with 35 storeys available for office, residential apartment and hotel space. The hotel has 94 rooms of which 70 rooms are standard and 24 rooms are suites. The hotel space is comprised of various facilities including: conference rooms, administration offices, kitchens, staff change rooms, bars, restaurants, lounge areas and a parking space capable of accommodating over 340 vehicles. The approximate total floor area is 17,689.05 square metres.

Construction is currently 85% completed.



FOR MORE INFORMATION

TEL: +255 767 431 216 / +255 758 801 999
sales.house@nssf.or.tz

Transport

Connecting EAC And SADC

H.E. Samia Suluhu Hassan is committed to improving Tanzania's transport sector to link countries and drive economic growth.

In April 2022, President Hassan was awarded the 2022 Babacar Ndiaye Trophy by the AfDB for her "personal leadership, huge investments and commitment" to extending roads and the railway network in Tanzania. Hon. Prof Makame Mbarawa, Ministry of Works and Transport states, "Tanzania is endowed with strategic infrastructure such as Dar es Salaam, Mtwara and Tanga as well as lake ports and the presence of the great Lakes Victoria, Tanganyika and Nyasa which connects land-linked countries." As developments continue, leading transport businesses also hope that these changes will help build stronger communities within Tanzania. Aliabbas Nasser, the Founder and MD of Smiles Cars, believes that "For any economy, key infrastructure must be developed and improved for the general population."

With a budget of TSh 2.12 trillion, Tanzania is using an abundance of resources to modernise the entire transport sector. "Tanzania wants to be an industrialised nation, so those are the areas on which we are concentrating," explains Kishor Shapriya, Chairman and MD of the leading construction company, DB Shapriya. As part of this development, the government is supporting the construction of the

"Tanzania is endowed with strategic infrastructure such as Dar es Salaam, Mtwara and Tanga."

Hon. Prof Makame Mbarawa, Ministry of Works and Transport

Standard Gauge Railway (SGR), which will connect Dar es Salaam Port with Burundi and Rwanda. Hon. Mbarawa believes this "will bring significant impact to the economy of Tanzania." In addition, the government is also improving integral ports such as Dar es Salaam. Eric Benedict Hamissi, Director General of the Tanzania Ports Authority, hopes that the port "becomes the most preferred port in the region and be able to increase the market share in the region to at least 60% in the next five years."

Air Tanzania (ACTL) is also seeing mass international expansion, with the acquisition of 11 new aircraft. CEO of Air Tanzania, Ladislaus Matindi describes that "The expansion of Air Tanzania will continue and the main objective is to facilitate business." Tanzania's roads have also been improved to increase safety across the country, with the introduction of 9 new flyovers. Eng. Rogatus Hussain Mativila of TANROADS, explains that the construction of the new Tanzanite Bridge was "recently completed and began operations on 1st February 2022."

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Leading A Vision That Will Change Africa's Economy

Tanzania Railways Corporation is redefining the efficiency of Africa's economy by laying out a strong transport and logistics system for inter-African trade and integration in East Africa and beyond.

Tanzania Railways Corporation became fully state-owned in 2017 and began its journey as an institution by transforming all railway lines in the country, some that had been abandoned for as long as 30 years. "We are doing a lot of things to bring the railway back to life. We started a major rehabilitation from Dar es Salaam to Tabora and we did a core transformation in terms of acquiring new locomotives. We have also started the construction of a new railway", says Masanja Kungu Kadogosa, Director General of Tanzania Railways Corporation.

The concept of the new railway, Standard Gauge Railway (SGR) envisions an East Africa where movement from one country to another is effortless. Kadogosa says, "Back then, what drove this project was the idea of facilitating trade easily. African inter-trading is very low when compared with other continents. One of the reasons for this is the inability to move with ease across countries, especially when it comes to moving goods or commodities from one place to another. Our railway can now go all the way to South Africa, Zimbabwe and Zambia. Our president is holding very good conversations between Rwanda, Burundi and the DRC on connecting Tanzania to these countries."

The first phase of the project, which is the construction of over 2,000 kilometres of the railway, is underway. It is sectioned into five milestones, the first of which is from Dar es Salaam to Morogoro that is 95% complete and is due for a testing commission by the end of 2021. Once completed, the SGR is expected to change East Africa's economy for the better. "Trading is an important element for

economic growth and development. Most African countries depend on agriculture. We must be able to move these products to different areas in a cost-efficient way. The SGR is an economical way of meeting these necessities to improve trade within Africa and increase integration. It will also help improve people's lives. The SGR will create a stronger East Africa," explains Kadogosa.

The massive SGR project is very expensive requiring more than US\$60 billion to complete. Its completion fits into a larger development plan for Tanzania. "Tanzania's 2025 goal is to be an industrialised nation. A lot of industries have now been placed all over the country. In order to make this vision a reality, we need to have a very reliable and efficient logistic transport system within the country. Local businesses will also benefit as the railway will let them tap into other countries' markets and become competitive in terms of price, quality and availability," explains Kadogosa.

The government's investment in the transport sector can be viewed as a reflection of its commitment to enhancing the business environment in the country. Kadogosa acknowledges the impact this will have on those who are investing and planning to invest in the country. "Tanzania has made huge investments in railways and airports in the past five years, and this translates into easier and affordable movements for people. In addition, Tanzania is geographically advantaged because it is closely placed to eight other countries which means easy access to countries like Rwanda, Malawi and Kenya, among many others. Investing in Tanzania is a guaranteed win," says Kadogosa.



"The Standard Gauge Railway (SGR) is an economical way of improving trade within Africa and increasing integration."

Masanja Kungu Kadogosa
Director General,
Tanzania Railways Corporation



Tanzania Railways Corporation
P.O. Box 76959,
Sokoine Drive,
Dar es Salaam, Tanzania
Telephone: 0800 11 00 42
info@trc.co.tz
www.trc.co.tz



Tanzania Ports Authority (TPA)

Distinguished Service That Blends Excellence And Versatility

Optimising The Blue Economy For Tanzania's Economic Growth

Tanzania Ports Authority's ambitious vision is complemented by tangible results in the increase in cargo handling capacity and massive expansion works that significantly contribute to Tanzania's economic growth.



"My vision is to see the port of Dar es Salaam become the most preferred port in the region and increase its market share in the region from 35% to at least 60% in the next five years."

**Eric Benedict Hamissi,
Director General
of Tanzania
Ports Authority**



One Bandari Road, Kurasani
P.O. BOX. 9184
Dar es Salaam, Tanzania
Tel.: +255 222 116 250
www.ports.go.tz

Tanzania Ports Authority is deservedly perceived to be the gateway to Tanzania's economy. The Authority operates 87 ports across the country including the port of Dar es Salaam, a number of ports in Lake Victoria, Lake Tanganyika and Lake Nyasa as well as some seaports. Eric Benedict Hamissi, Director General of the organisation explains, "Our mandate is to own and operate ports in Tanzania. My vision is to see the ports of Tanzania, especially the principal port of Dar es Salaam, become the preferred port in the region and to be able to increase the market share in the region to at least 60% in the next five years." The Authority has embarked on numerous investments to justify this ambitious vision. It has increased its ports' cargo handling capacity, especially that of the port of Dar es Salaam, from the current capacity of 12 million tonnes per annum to at least 30 million tonnes per annum by 2025.


The Authority's maritime gateway project to deepen the quayside of the Dar es Salaam Port from the current eight metres to 14.5 metres, thus enabling the port to accommodate bigger vessels, was completed and is currently fully operational. Hamissi says, "We have constructed about 75,000 square metres of a motor vehicle yard that has a capacity to handle 6,000 vehicles at a time and a quayside and we are now able to handle big ships, post-Panamax, which will have a capacity of at least 8,000 TEUs as opposed to the previous capacity of 2,500 TEUs." The second phase will be the dredging of the entrance channel and the turning basin to attain 15.5 metres from the current 11.0 metres to be completed by the end of 2022.

As it positions itself as a solutions provider to surrounding markets, the Authority plans to build an oil receiving terminal to appease the high demand for fuel and oil-related products. The ever-increasing economic growth of neighbouring countries is projected in the region's GDP. Hamissi says, "The GDP of the

region will increase by at least 30%. Economic growth calls for more investments in industries and agriculture. These finished products and raw materials for industries need to be transported and seaborne transport is the most affordable of all. That's why 90% of the cargo is taken through the seaborne mode of transport." The oil terminal is expected to efficiently respond to the logistics challenges that the region faces.

A project that will significantly impact the national maritime transportation sector, the Bagamoyo Port Project will be the largest port in East Africa with the ability to handle 20 million Twenty-Foot Equivalent Units (TEUs) by 2045. "The port's area is a bit constrained and there's no bigger room for expansion but Tanzania's economy, as well as the region's economy, is growing at an incredible pace so we need a bigger gateway. Bagamoyo Port will offer the best solution for this challenge." Tanzania's government is undertaking negotiations for the construction of the port with the governments of China and Oman.

TPA is relentlessly improving its services and the government has approved investment in equipment worth US\$200 million which is currently under implementation in various phases, with some equipment having already been received and operational. Hamissi explains, "We have been breaking records in the past 10 months. For the first time in the history of the country, we have managed to be able to have a ship carrying 59,817 tonnes of coal through Mtwara port from Tanzania." Tanzania holds a strategically important location in the maritime industry for numerous reasons, one of which is the ease of reaching at least nine other neighbouring countries including the Democratic Republic of Congo, Zambia, Rwanda, Burundi, Malawi, Uganda, Comoro and the emerging markets of Zimbabwe and Southern Sudan. Hamissi says, "The freight stations, the logistics hub, the dry ports, the ICDs are all open to investment."



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The Tanzania Ports Authority (TPA) was established by the Ports Act No. 17 of 2004 as landlord port authority. It operates a system of ports serving the Tanzania hinterland and the landlinked countries of Malawi, Zambia, Democratic Republic of Congo (DRC), Burundi, Rwanda and Uganda. TPA currently performs the role of both landlord and operator with the main functions of promoting the use, development and management of ports and their hinterlands, entering into contracts for the purpose of delegating the powers of the Authority (through licensing and concessioning ports services). TPA administers a diverse system of Tanzania's mainland sea and inland waterways (lake ports). The major sea ports are Dar es Salaam, Tanga and Mtwara while smaller sea ports are Kilwa, Lindi, Mafia, Pangani and Bagamoyo. The lake ports under TPA mandate are on Lake Victoria which includes Mwanza North and South Ports, Nansio, Kemondo Bay, Bukoba and Musoma, on Lake Tanganyika: Kigoma and Kasanga and on Lake Nyasa: Itungi Port, Kiwira, Manda Liuli and Mbamba Bay.



For any inquiries, please contact:
Director General, Tanzania Ports Authority
P.O Box 9184, Dar es Salaam
Mob: +255 222 116 250
dg@ports.go.tz / www.ports.go.tz

Eng. Rogatus Hussein Mativila

Chief Executive of Tanzania National Roads Agency

Making Way For Tanzania's Connectivity And Economic Progress

TANROADS is working to expand road networks, connect the nation, speed up economic growth and make a remarkable impact on Tanzania's potential. Penresa spoke to Chief Executive, Eng. Rogatus Hussein Mativila, about TANROADS vision for the future.

Could you tell us a little about your professional background?

I'm a civil engineer by profession and I've been working in the Ministry of Works, Transport and Communication for over 20 years now. I worked as an engineer and later I was appointed as Assistant Director for urban roads, then, in 2016, I was appointed as Director of Transport Infrastructure in the transport sector, which means overseeing issues regarding ports, airports and railways. In 2019, I worked in the works sector as Director of Roads for over two years before being appointed Chief Executive of TANROADS in July 2021.

The Tanzania National Roads Agency is responsible for the management of more than 35,000 kilometres of national roads. Could you please tell us a bit about TANROADS's history and legacy in Tanzania?

TANROADS was established in 2000 to stand in on behalf of the Ministry of Works' road department for the maintenance of roads. In 2007, it was decided that issues of road development should also be carried out by TANROADS as per the agencies act which requires that the agency should work in a business-like manner for efficiency (non-bureaucratic). Since then, there have been many improvements, especially in relation to the speed of execution, maintenance and the development of roads. Since TANROADS's establishment over 20 years ago, a lot has been done in the development of roads and ensuring that they are maintained and accessible all year through and at all times. We are now more capacitated to construct, improve and maintain roads, and our budget is increasing.

Can you list and describe TANROADS' main projects?

The major roads currently under construction include the outer ring road in Dodoma, which is a dual carriageway that is to be doubled to 224.6 kilometres. We have a large ongoing bridge project that is 3.2 kilometres long across a lake in Mwanza. We



“The future is bright for the transport infrastructure in Tanzania, not only for its roads but for its railways, airports and ports, too.”

also have other roads which are currently underway and near completion, such as the eight-lane, 19.2 kilometre Dar es Salaam to Kibaha road, a very important road as it will reduce traffic congestion in Dar es Salaam. The Tanzanite Bridge was also recently completed and began operation on 1st February 2022. We have several projects to decongest Dar es Salaam including the Bus Rapid Transit (BRT) phase two which will be completed in 2023 and includes flyovers to reduce traffic congestion. The BRT phase three contract will be signed soon and therefore we will begin the construction of Bus Rapid Transit (BRT) phase three. We have also signed a contract for the construction of Msalato International Airport in Dodoma since the current airport in Dodoma does not receive international flights at the moment. We have already signed the contract with the contractor for the runway, and we will be signing contracts for the buildings soon.

In association with TBL, TANROADS has just launched Africa's first-ever six roads buffer zones for motorcycle taxis. What is TANROADS's operational strategy to implement safety standards on national roads? Could you tell us more about this initiative?

The buffer zones are one of our initiatives to reduce traffic accidents. Since we currently have a lot of motorbikes being used to transport passengers, issues regarding safety are very difficult to control, so we thought that at junctions between roads we could implement a buffer zone at traffic lights which allow motorcycles to be the first to move at a green light.

Other initiatives include our road design whereby we have the guidelines which show that roads should include all types of traffic, including people who are deaf or cannot walk and all other non-motorised traffic. We are looking to provide lanes for cyclists and pedestrians. We also ensure road signs indicating speed limits and other information are in place and visible. We have placed many billboards alongside roads to inform and educate people regarding safety and road reserves.



In September 2021, TANROADS called on the government to venture into weholite technology. Why do you think this technology will be a game-changer for road infrastructure in Tanzania?

Issues regarding standards, materials and new technologies are part of policy and therefore they are approved by the ministry, our mother ministry. Weholite is still under analysis to see if we can include it in our specifications. The pipes are made up of HDPE materials, which you can use as a culvert for drainage structures. Plasco company makes big and very strong weholite pipes; they are even used in mining areas where bigger trucks and heavier equipment are used. It promises to be effective especially in emergencies, like heavy rains that sometimes sweep away culverts, small bridges and other drainage structures.

Is there any other innovative technology that you are leveraging on in order to raise the level of quality of the roads?

TANROADS has a research and development unit that is cooperating with a scientific institution in South Africa, called the Centre for Innovation in Regulatory Science (CIRS), and we have come up with a new technology for asphalt concrete called super pave. This is very strong and cannot be compressed easily by traffic. We have even used it on some of our roads as we are keen to use technology that will allow us to enhance efficiency. Natural good materials for road construction are becoming significantly depleted, so we need to have other technologies which can be used for construction. We are also considering recycling; this research is ongoing in our research development unit where the materials of an existing road can be recycled and reused instead of throwing it away. We are also looking into having an intelligent transport system instead of traffic police officers monitoring the traffic; this technology should be able to send the information directly to the traffic offices.


What are your expectations for President Samia Suluhu Hassan's first term in office?

A lot of positive changes are being observed since President Hassan came to office, especially in the funding of road construction and paying consultants and contractors in a timely fashion. The future is bright for the transport infrastructure in Tanzania, not only for its roads, but for its railways, airports and ports too. Private sector involvement is being called upon in all infrastructure development in the country and the President is continuing to make sure that the Standard Gauge Railway from Dar es Salam to Mwanza is completed, connecting roads and ports and airports, which will consequently bring economic development to the country.

In your opinion, why is NOW a good moment to invest in Tanzania?

Policies have been made which allow investors to invest, especially for bigger projects like infrastructure projects. Our government is making sure it will protect investors who are going to invest in different parts of Tanzania, especially in roads and other transport infrastructure.

What are your hopes for the country's future?

I see a very bright future for Tanzania over the next 10 years. Our leaders have put their heart and soul into making sure this country continues to develop. H.E. Samia Suluhu Hassan is looking to ensure that the country develops and cooperates with other countries and investors. By 2025, we will be seeing a lot of positive changes. 

TANROADS Headquarters
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Air Tanzania Company Limited (ATCL) is an IOSA-certified national airline of Tanzania and member of IATA and the African Airlines Association (AFRAA). The aviation sector plays a key role in Tanzania's economy, not only in tourism but Tanzania's natural competitive advantages in agriculture, fishery and mining allow for economic growth through exportation, of which the aviation sector plays a key role.

Since its inception, Air Tanzania has undergone an impressive government-led transformation with the objective to boost tourism and welcome five million tourists by 2025. With a total of eleven aircraft in its fleet, including five Bombardier Dash 8, four Airbus A220 and two long-range Boeing 787 Dreamliners, Air Tanzania remains the leading airline in Tanzania. Based in Dar es Salaam at Julius Nyerere International Airport, Air Tanzania provides extensive domestic connectivity to 14 domestic, eight regional and two international destinations including Burundi, Zimbabwe, Uganda and Zambia, as well as India and China. Air Tanzania's



Eng. Ladislaus Matindi,
Managing Director
and CEO of
Air Tanzania
Company Ltd.

expansion has aided the travel sector immensely, and the airline plans to add more destinations soon: South Africa, the DRC, Nigeria, Ghana, Kenya and England.

Air Tanzania has reached new heights via strategic partnerships with other nations, allowing it to increase its capacity in connecting passengers, establishing relationships with other airlines and offering affordable flight options. It also seeks to establish more mutually beneficial partnerships and expand further while providing excellence to its customers.

Further aided by the AfCFTA agreement, Tanzania has a reliable airline to welcome new investors and a government committed to creating a conducive business environment. Eng. Ladislaus Matindi, Managing Director and CEO of Air Tanzania Company Ltd., says, "The future is bright. We're on the right track. Within five years, we will have another five aircraft. Our expansion will continue, and the main objective is to facilitate businesses and aid the country's growth."

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Air Tanzania Company Limited airtanzania_atcl Air Tanzania

Servicing Connectivity And The Skies

Precision Air Services Plc is on a mission to innovatively uphold Tanzania's tourist sector.

Established in 1993, Precision Air Services began as a private charter company, mainly looking to transport tourists to visit the rich natural attractions of Serengeti National Park, the Ngorongoro Crater and Zanzibar Island. Today, the airline is headquartered in Dar es Salaam and provides a number of scheduled national and international destinations. Indeed, it has grown to become a reputable airline in East Africa and Africa at large and, in 2011, it was the first national airline to list on the Dar es Salaam Stock Exchange. "We are currently operating to 13 destinations," confirms Patrick Mwanri, Group Managing Director and CEO of Precision Air Services Plc. "We operate from our base Dar es Salaam to Arusha, Bukoba, Dodoma, Kilimanjaro, Kahama, Mbeya, Mtwara, Mwanza, Zanzibar, Seronera, Tabora and Nairobi.

We have seen a lot of potential in tourist destinations and we are currently looking into increasing our frequencies to ensure we capture emerging opportunities in support of government efforts in the tourism sector. We mostly provide passenger transport to tourist destinations as well as business cities." Precision Air also carries out a number of charter services.



Patrick Mwanri,
Group Managing
Director and CEO

With its 28 years of operations, Precision Air is fully aware of the importance of having reliable air transport in order to boost Tanzania's tourism and economy at large. Its wide-ranging business vision includes the provision of cargo services and the airline is also endowed with a large maintenance facility supplying internal and external services with AMO (Approved Maintenance Organisation) certification. In January 2021, the airline inaugurated its training centre having received its Approved Training Organisation certificate from Tanzania Civil Aviation Authority. The Precision Air Training Centre (PTC) is located at the airline's headquarters in Dar es Salaam and offers on-job training, recurrence training for air operators and other aviation faculties. "Recently we also launched our initial cabin crew course," confirms Mwanri. "The centre will also offer mandatory training courses focusing on innovation, management, aviation security, crew training, crew resource management, Safety Management System (SMS), Dangerous Goods (DGR), Customer Relationship Management (CRM) and customer service, among others."



Tourism

A Land Of Infinite Beauty

Tanzania is nature's masterpiece presenting the ultimate bucket list to travelers.

A land of breath-taking beauty, Tanzania offers a different contrast of white sandy beaches, safari adventures and wild landscapes to the curious traveller. From climbing Mount Kilimanjaro, the highest mountain in Africa, to cruising through the Serengeti National Park, savouring Zanzibar's beauty and Tanzania's coastline that proudly stretches for over a thousand kilometres, or spending time with exotic animals in the Ngorongoro Conservation Area, Tanzania is a true masterpiece that is worth exploring. After visiting these places, travellers often find they have barely scratched the surface of the country's must-see destinations. Home to seven UNESCO world heritage sites, Tanzania has often been voted one of the most beautiful destinations in the world.

Tanzania's uniqueness as an incredible travel destination is accentuated by its rich history, vibrant culture and friendly people. Hakuna Matata is the word of the land where approximately 120 tribes, including the indigenous Maasai warriors and Sukuma tribe, live together in harmony. "In Ngorongoro, one of the most important aspects is human culture. The place also has footprints of hominids



from 3.5 million years ago," explains Freddy Safiel Manongi, Conservation Commissioner with the Ngorongoro Conservation Area Authority.

While other countries closed their borders and their economies suffered during the onset of COVID-19, Tanzania remained open and encouraged tourists to visit by taking measures such as waiving visa requirements for tourists from Africa. "With the rise of COVID-19 in 2020, we saw a good opportunity for Self-Drive Safaris and launched a programme

making cars available for clients to do complete Safaris on Self Drive Option," says Aliabbas Nasser, Founder & Managing Director of Smiles Cars. Justice Thomas Mihayo, Chairman of Tanzania Tourism Board affirms, "Our founding fathers led by the father of the nation dedicated almost one-third of the country to national parks. They said that our grandchildren should not talk about us making the country uninhabitable for them; they should talk about us providing for them, even when we're long dead. That's the legacy we move forward with." With its incredible national parks, game reserves and unique biodiversity, Tanzania's beauty remains unrivalled.

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Conserving One Of Africa's Seven Natural Wonders

The UNESCO World Heritage site Ngorongoro Conservation Area boasts a diverse array of landscapes, rare wildlife, indigenous cultures and unrivalled archaeological treasures.

Covering 8,292 square kilometres of rocky hills, lake basins and expansive underground caves, the Ngorongoro Conservation Area (NCA) is one of the most important locations on the planet. The NCA is a tourist attraction and conservation ecosystem for endangered wildlife and is home to the most significant prehistoric sites such as the Olduvai Gorge and Laetoli where anthropologists Dr Louis and Mary Leakey discovered the Skull of Zinjanthropus in 1959. Today the skull is displayed in the National Museum.

The NCA is endowed with many more attractions: three craters including the 250km² Ngorongoro Crater, the pristine 42km² Empakaai Crater and the 31km² Olmoti Crater. Lolmalasin Mountain is the third-highest free-standing mountain in Tanzania at 3,648m above sea level, and the NCA boasts the enigmatic shifting sands, Olkari Gorge, Nasera Rock, Endoro Waterfalls, Endoro Elephant Caves and the Dr Louis and Mary Leakey Living Museum.

To protect this invaluable area, the Ngorongoro Conservation Area Authority (NCAA) was established in 1975 to oversee and ensure that the NCA becomes the best-conserved area in the world. NCAA's priorities are to conserve biodiversity and cultural resources and improve tourism services and the well-being of the NCA's indigenous communities. In 1979, the NCA received its UNESCO World Heritage Site status due to its outstanding universal values, including its natural resources, archaeological sites and the cultural significance of the Hadzabe, Datoga and Maasai indigenous communities that play an important role in the NCA's tourism activities.

Much of the Authority's success is credited to the NCA's Conservation Commissioner, Dr Freddy Safiel Manongi. As a conservation biologist and wildlife and theologian/cultural expert, he is considered a green conservation hero who has maintained the NCAA to the highest standard by protecting, expanding and promoting one of Tanzania's most prized locations. Defined by discipline and professionalism, Dr Manongi's efforts have made tangible impacts on ecology conservation.

The NCA has the highest species density in the world, wherein the Ngorongoro Crater alone, wildlife including elephants, wild boars and black rhinos mate and can be seen in their natural environment. Dr Manongi says, "The NCA has the best wildlife in the world, both in terms of diversity and quantity. You can see wildlife migrate from the Serengeti to Ngorongoro. It is amazing to witness." This unique ecosystem attracts tourists who can participate in walking safaris, go camping in designated areas, or appreciate the rich and unique culture of the Hadzabe, Datoga and Maasai people. To further promote tourism, the NCAA has pursued a rebranding campaign to highlight Tanzania's history and all that the NCA offers. Dr Manongi says, "We have so much history in Tanzania. There is a need for rebranding to tell these things and capture our imagination. Tanzania is the most beautiful country in Africa; we must display what we have."

Rebranding has led to the development of the Ngorongoro-Lengai Geopark, the first of its kind in East Africa. Geo-tourism sustains and enhances the environment, tradition, culture and wellbeing of an area and its residents, and Tanzania has become the sub-Saharan pioneer in the sector. As part of the Ngorongoro-Lengai Geopark's design, Dr Manongi has implemented critical infrastructure, including roads accessing the Ngorongoro Crater, with sustainable, eco-friendly hard stone materials that protect the environment.

Today, Tanzania dominates the sub-Saharan tourism industry, and the current administration is committed to boosting investments to contribute to GDP growth. To facilitate this growth, the wildlife and tourism sectors hold a key role. Dr Manongi states, "In terms of natural wildlife, there is no competition. Our biodiversity makes me proud of Tanzania. We have unique wildlife and natural resources, and we must integrate that into our economy. We are welcoming investors to rebrand Tanzania and help Tanzania get shares of resources through investment in natural resources."



"Tanzania is the most beautiful country in Africa; we must display what we have."

**Dr Freddy Safiel Manongi,
Conservation
Commissioner of
the Ngorongoro
Conservation Area
Authority**



P.O. Box 1, Ngorongoro
Arusha, Tanzania
Tel: +255 27 253 7019
cn@ncaa.go.tz
www.ncaa.go.tz

Mabula Misungwi Nyanda

Acting Conservation Commissioner of Tanzania Wildlife Management Authority (TAWA)

Stakeholders' Engagement In Sustainable Wildlife Management

TAWA is on a mission to conserve biodiversity and cultural heritage for recreation, knowledge, life support and prosperity. Penresa had the pleasure to interview Mabula Misungwi Nyanda, Acting Conservation Commissioner of TAWA.



“Over recent years, we have observed tremendous achievements in terms of ensuring that our wildlife is secure.”



TAWA Headquarters
Dar es Salaam Road
TAFORI Building, Kingolwira Area
P.O.Box 2658, Morogoro
Tel: +255 (0) 23-2934204-11
Email: cc@taw.go.tz

Could you please tell us a bit about TAWA's background and mandate?

TAWA was established in 2014 as an autonomous corporate body under section 8 of the Wildlife Conservation Act No. 5 of 2009. It became operational on the 1st July of 2016 with core responsibilities of biodiversity conservation and sustainable management of wildlife outside National Parks and Ngorongoro Conservation Area. TAWA manages Game Reserves, Ramsar Sites, Game Controlled Areas and World Heritage Sites. TAWA also oversees the management of wildlife resources in village lands (Wildlife Management Areas –WMA) and private Wildlife Captive Facilities.

What do you believe to be TAWA's legacy today?

In an endeavour to realise its mission, TAWA developed and operationalised a Strategic Plan 2018/2019-2022/2023 in line with National Policies, Strategies and development plans. The authority has successfully achieved the three overarching strategic objectives of the strategic plan namely securing wildlife resources, delighting customers and ensuring its effectiveness and efficiency. This is vividly demonstrated by the increase in wildlife population and improved habitat of wildlife. The secured resources have attracted investors in sport hunting, photographic tourism and Special Wildlife Investment Concession Areas (SWICA). Tourism growth has significantly increased revenue contribution to the Gross Domestic Product (GDP) and foreign currency as well as benefit streams to the community. The achievement made has resulted from TAWA's increased capacity to sustainably manage the wildlife resources in areas under its jurisdiction.

What sort of tourism does TAWA offer to international clients?

Tourism operators organizing photographic tourism safaris in TAWA managed areas offer a wide range of tourism activities including but

not limited to game viewing, hiking and trekking, stunning views of scenic beauty, walking safaris, cycling, cultural tours in world-class cultural heritage sites as well as wildlife viewing in wildlife captive facilities.

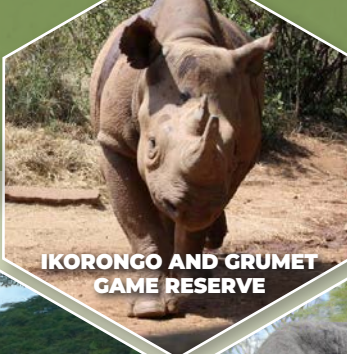
On the side of Sport Hunting tourism, TAWA offers different packages of safaris ranging from Regular, Major and Premium to Bird shooting. All of these offer authentic experiences as they are guided by ethical outfitters complying with Wildlife Conservation Laws and Regulations for the sustainability of the industry.

What role does tourism (Private Sector) play for TAWA?

TAWA operates as a business enterprise selling concessions for hunting, photographic tourism and exclusive use of investment areas, hence cooperating with the private sector is vital in completing the tourism value chain. The role of the private sector is not only in tourism operations, but also in its important input in the conservation of wildlife resources as well. TAWA leases hunting concessions to authorised hunting outfitters who guide foreign and resident clients on hunting safaris. In order to sustain a healthy and harvestable wildlife population, it is worth also recognising the contribution of the private sector in anti-poaching through capacity building and infrastructure development.

Tanzania has allocated over 33% of its total area to national parks and protected areas. What factors need to be considered to maximise Tanzania's capacity for wildlife conservation?

We need to continue engaging all relevant stakeholders, including the private sector and the communities around protected areas to ensure that each one has a role to play in conservation. The government has devised strategies aimed at bringing clarity to the business regulatory regime in order to ensure that the private sector operates in a friendly and predictable business environment.



**IKORONGO AND GRUMET
GAME RESERVE**



**LAKE
NATRON**



**MASWA
GAME RESERVE**



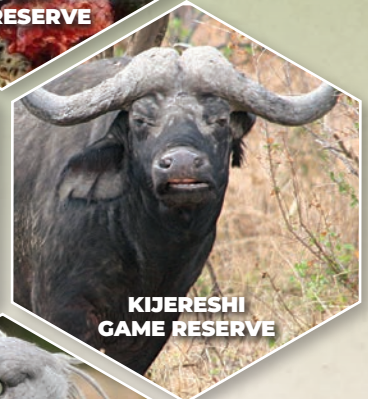
**MPANGA KIPENGERE
GAME RESERVE**



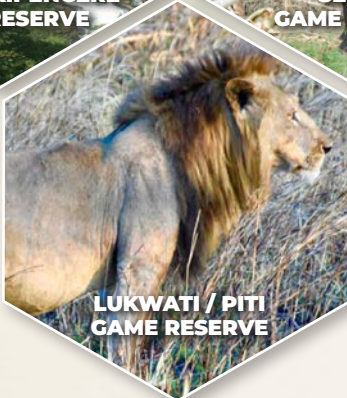
**SELOUS
GAME RESERVE**



**MKUNGUNERO
GAME RESERVE**



**KIJERESHI
GAME RESERVE**



**LUKWATI / PITI
GAME RESERVE**



KILWA



**MOYOWOSI
GAME RESERVE**

TAWA's TOP 10 DESTINATIONS

1. MPANGA KIPENGERE GAME RESERVE

Famous for its unique flora, fauna and cascading waterfalls, Mpanga Kipengere Game Reserve is a once-in-a-lifetime experience for nature tourism aficionados. The reserve is covered with beautiful scenery of green mountains, plains and dramatic valleys. The reserve is also ideal for mountaineering, walking and hiking in the Southern Highlands of Tanzania.

2. LAKE NATRON GAME CONTROLLED AREA

Located at the base of Africa's highest active volcano, Oldonyo Lengai, also known as the 'Mountain of God', is an alkaline lake that boasts a lunar beauty where visitors can enjoy streams and waterfalls in a unique landscape. Lake Natron is also a vital breeding site for three-quarters of the world's lesser flamingo population. It is a unique bird and perfect for both photographic and hunting tourism.

3. LUKWATI PITI GAME RESERVE

One of the best-preserved and most premium hunting destinations in Southern-Western Tanzania, Lukwati Piti Game Reserve is unspoiled, untamed and rich in wildlife, especially big games like buffalo and elephants. The game reserve is a manifestation of what hunting in Africa is all about.

4. SELOUS GAME RESERVE

The largest remaining wilderness game reserve in Tanzania, with relatively undisturbed ecological and biological processes, Selous Game Reserve harbours a considerable number of elephants, leopards, lions, hippopotamus and crocodiles and the largest populations of buffaloes in Africa. It offers game hunting through a number of privately leased hunting concessions.

5. IKORONGO AND GRUMET GAME RESERVE

Ikorongo and Grumet offer the opportunity to see the Big Five at the same time within these two reserves. The presence of a large plain with short grasses provides a magnificent scenic view of the areas and good visibility for wildlife in particular the great migration of wildebeest and zebra.

6. MKUNGUNERO GAME RESERVE

Rich in fauna resources both endangered and endemic species like oryx, gerenuk, cheetah and wild dog, the reserve is an important breeding site for most herbivores of this unique ecosystem. Animals like greater and lesser kudu have localised their niche within the reserve and are ideal for walking safaris and bird-watching off the beaten track.

7. KIJERESHI GAME RESERVE

The turning point of the western corridor for the great wildebeest migration can be covered in a short time perfect for people on tight schedules. A thrilling natural environment offers exceptional opportunities for cycling safari tourists.

8. MASWA GAME RESERVE

An extraordinarily beautiful area consisting of wide-open plains along the southern edge of the Serengeti with plenty of varied wildlife species such as lions, buffalos, impalas, leopards and Thomson's gazelles. The Reserve is part of the western corridor for wildebeest migration in the Serengeti Maasai Mara ecosystem. Ideal for trophy hunting and photographic tourism activities such as filming, game driving and walking safaris.

9. MOYOWOSI GAME RESERVE

The RAMSAR-recognised and relatively virgin wilderness provides important habitat for the survival of rare and endangered birds such as shoebill stork and wattled crane. The reserve provides a variety of habitats for various populations of species providing unforgettable hunting experiences from big game to birds. Buffalo, lions, leopards, elands and Sable antelopes are among the plenty target species.

10. RUINS OF KILWA KISIWANI AND SONGO MNARA - A WORLD HERITAGE SITE

An archaeological and historical site known for its rich history and Swahili cultural heritage blended with African and Arabic culture. The substantial standing ruins were built with coral stones, lime mortar and mangroves wood which had made the architecture beautiful and stable to survive all weather conditions characterised by humid and hot temperatures for hundreds of years. Perfect for historical and cultural tourism.



Tanzania Wildlife Management Authority



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Tel: +255 232 934 204 - 11 / cc@tawa.go.tz

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Tanzania National Parks Authority (TANAPA)

An International Award Winner Conservation Authority

Dedicated To Excellence In Conservation, Environment And Wildlife Protection

Premised on the recognition of involving communities in conservation works, the Tanzania National Parks Authority – a recipient of internationally recognised awards – pursues a range of approaches to conserving Tanzania's precious parks.



“TANAPA's first and foremost goal is to protect the wildlife and natural resources living in the park and to ensure tourists do not cause damage to the ecosystem.”

William Mwakilema, Conservation Commissioner of TANAPA



Tanzania National Parks
P.O Box 3134, Arusha, Tanzania
Tel: +255 (0) 272 970 404
info@tanzaniaparks.go.tz
cc@tanzaniaparks.go.tz
www.tanzaniaparks.go.tz

Indisputably one of the best countries in the world in parks and wildlife tourism, Tanzania has a third of its land covered in beautiful national parks. The Tanzania National Parks Authority (TANAPA), which has been engaged in conservation activities of these parks for the past 60 years, is deservedly an international award-winning conservation authority. Conservation Commissioner, William Mwakilema says, “TANAPA's first and foremost goal is to protect the wildlife and natural resources living in the park and to ensure tourists do not cause damage to the ecosystem.”

TANAPA has been awarded certificates of excellence from the International Organisation for Standardisation (ISO) for the provision of world standard services in the tourism sector. “This brings improved customers' service because it's all about quality management. The primary objective of TANAPA is conservation while the secondary objective is tourism. The revenues that we are getting through tourism move back into improving conservation. Obtaining these certifications allows us to be known by international standards, increases customer confidence in TANAPA and gives us the opportunity to manage things in a more professional way,” explains Mwakilema.

Some of Tanzania's protected areas, such as the Serengeti, Ngorongoro, Mount Kilimanjaro and Selous, have been registered as World Heritage sites. The planet's largest wildlife migration in Serengeti is a key tourist lure, generating multi-million dollars annually. However, bush meat poachers are a constant threat to this, causing massive damages and revenue losses. An anti-poaching effort by TANAPA – set to be replicated to other national parks – is being implemented in the Serengeti National Park. “We have a huge population of wildebeests and zebras in Serengeti that are being hunted for their meat. Our strategy to combat this problem has two agendas. The first is to reduce poaching, and the second is to engage communities and make them a part

of us. This is because some members of the communities in the nearby villages are those who participate in poaching activities, and they know which methods are used and in which area the snares are settled,” Mwakilema explains. The de-snaring programme is proceeding with the involvement of the Tanzania Association of Tour Operators which solicits funds from its members and other conservation NGOs and the Frankfurt Zoological Society, which manages the funds for the operation.

The de-snaring programme which was launched in 2017 has been effective in reducing the number of snares and therefore the number of animals killed. Mwakilema says, “We currently have four mobile units of de-snaring teams which was only one in 2017. For the past five years, we managed to recover 60,761 wild snares. The de-snaring units move around and recover snares, rescue animals, patrol the area and control that the paths are safe. We also have other kinds of programmes like Community Conservation. We promote conservation education to the neighbouring communities, informing them that benefits of the park are not only for us but also for them, for the nation and the world at large.”

TANAPA's conservation work makes a difference in Tanzania's tourism sector. For those exploring investment in Tanzania, Mwakilema says, “Tanzania's beautiful natural landscapes and the massive presence of wildlife gives you an experience of a paradise. We have an amazing culture and many unspoiled sand beaches along the Indian Ocean and Zanzibar. These elements call for interested investors to come, visit and invest in Tanzania. Meanwhile, they can enjoy the peaceful and stable political environment.”

TANAPA continues to collaborate with all institutions and government agencies in Tanzania, in all matters that are related to conservation and tourism. To fare well with persistent results and excellent service and to remain one of the best in the world for more than half a century is quite a feat.



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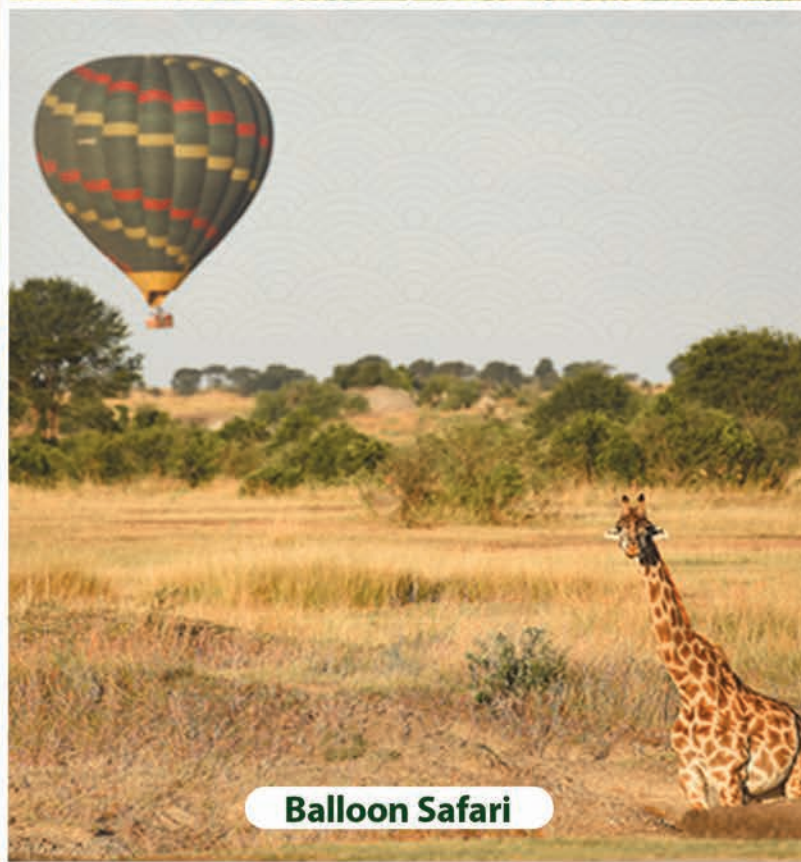
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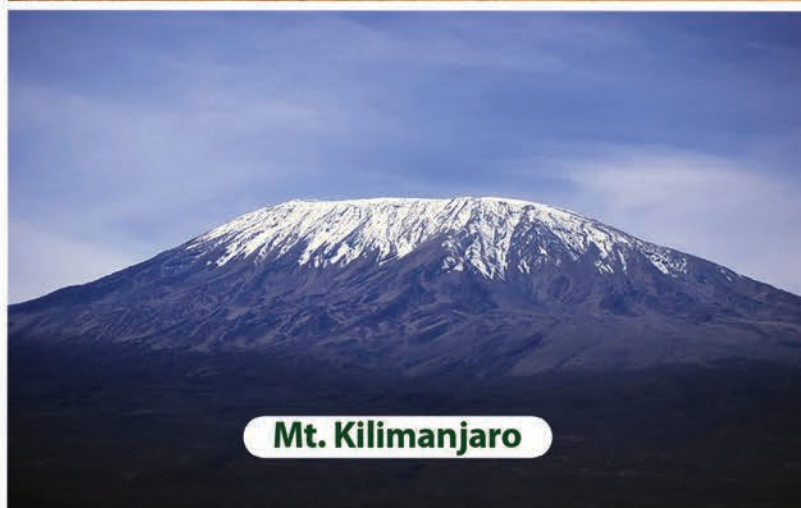
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Balloon Safari



Mt. Kilimanjaro

**cc@tanzaniaparks.go.tz
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Closing Article

Tanzania's Ambitious Journey To Prosperity

President Samia Suluhu Hassan's new leadership has set an optimistic tone for investors, opening opportunities and steering Tanzania's growth to new heights.

Tanzania is thriving – the country's GDP in 2021 demonstrated an increase of over five million dollars compared to 2020. Strategically designed and flexible policies that pay heed to the importance of the private sector are contributing to the country's economic growth. President Samia Suluhu Hassan's leadership that began in 2021 marked a positive new beginning for the country and a brighter future. "Her Excellency strongly believes in the private sector and understands that for this country to prosper, the government must be able to work very closely with them. She has been very clear that all policies which are limiting or hindering investors must be reviewed. She's pushing the agenda of creating a one-stop centre for investments in Tanzania, to get everything in one place," says Abdulmajid Nsekela, Group CEO & Managing Director of CRDB Bank.

Tanzania is politically stable as evidenced by the ranking of the Global Peace Index which measures the state of peace in 163 countries. It is a country that welcomes everybody, be it a tourist, an investor, or a worker, always offering something that caters to different people's interests. The country has been dubbed the most peaceful nation in East Africa, seventh in Sub-Saharan Africa and 58th globally in 2021. Nsekela reiterates, "Our country is politically very stable, and the president has brought unity between the opposition party and the ruling party."

The President has done a remarkable job in finishing projects which were started by the late President Magufuli,

one of which is the Tanzanite Bridge that has quickly become symbolic of Tanzania's growth and prosperity. Ruth Zaipuna, Chief Executive Officer of NMB Bank, describes the President's first year in office as impressive, "Her Excellency is completing key and strategic infrastructure projects that were started by her predecessor, but she is commissioning new projects as well. She is attracting new foreign direct investments. The recent one, almost US\$1.3 trillion from IMF, has really transformed the country in terms of infrastructure development." The country has been investing heavily in the improvement of its roads.

The most notable impact of the new president's administration is the change in investment parameters that have made Tanzania an appealing investment destination. "I appreciate the President's friendly approach to investors. We wanted the Tanzania Revenue Authority to be more encouraging to businesses because a large tax base is what the country needs. There is also a positive change in getting work permits for foreign experts," states Guy Williams, Managing Director of Kilombero Sugar Company. Hosea Kashimba, Director General of Public Service Social Security Fund also explains, "Madam Samia has been advocating to unlock barriers to investment like getting working permits. The government's initiative to review the country's policies is providing reassurance to investors."

Tanzania's President has taken different measures to lessen the negative social and economic effects of the COVID-19 pandemic. "Her Excellency has stepped up and navigated us through tough times. We managed to find growth even during the pandemic so, I think she's doing an excellent job. She is on a drive to attract more FDI. We hope she creates more employment opportunities, as well as helps limit imports so that local manufacturers can grow and invest heavily into the education and health care sectors," states Veer Patel, Director of Motisun Group.

The President has already become an iconic figure in Tanzania's history, not only as Africa's first female Muslim president but one that is creating positive changes in the country. Managing Director and CEO of NCBA Bank Tanzania Limited, Margaret Karume says, "As the first female head of state in Tanzania, the president has been an inspiration for women. For the first time, Tanzania has women in many strategic government positions, such as the Ministry of Foreign Affairs and East African Cooperation and the Minister of Defence and National Service, among others. This has great implications, especially for young women who are looking up to our beloved president."



"Our government has created an enabling environment for both foreign and local businesses to thrive. These are exciting times, and there are a number of lucrative opportunities for foreign investments."

Ruth Zaipuna,
Chief Executive Officer of NMB Bank



"If you look at the political setting in the country, it is vibrant but peaceful. The President is committed and confident that the country will take off, and we want to fly with her."

Maharage Chande,
Managing Director of TANESCO



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CRDB BANK PLC
Plot No. 25/26 Ali Hassan Mwinyi Road
P.O. BOX 268, Dar es Salaam, Tanzania

Please call us:

+255(22)2197700, +255(0)714197700
+255(0)755197700, +255(0)789197700

Email: info@crdbbank.co.tz, investor.relations@crdbbank.co.tz



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