

2.7 Trade Policy and Facilitation

Advices the Government on matters relating to formulation, development, supervision, and implementation of the trade policies and strategies. Also advises the government on the integration of the trade rules at the bilateral, regional and multilateral levels as well as working with other trade support institutions to streamline trade procedures to minimize costs.

2.8 Branding of Tanzanian Goods and Services

Branding Tanzanian products and promoting them in the domestic and international market.

2.9 Advisory Services on Business Competitiveness

Provide advisory services on business competitiveness to Producers, Traders and Other Stakeholders in order to meet the qualities and standards, needs and requirements of both domestic and international markets.

CONTACTS US THROUGH:

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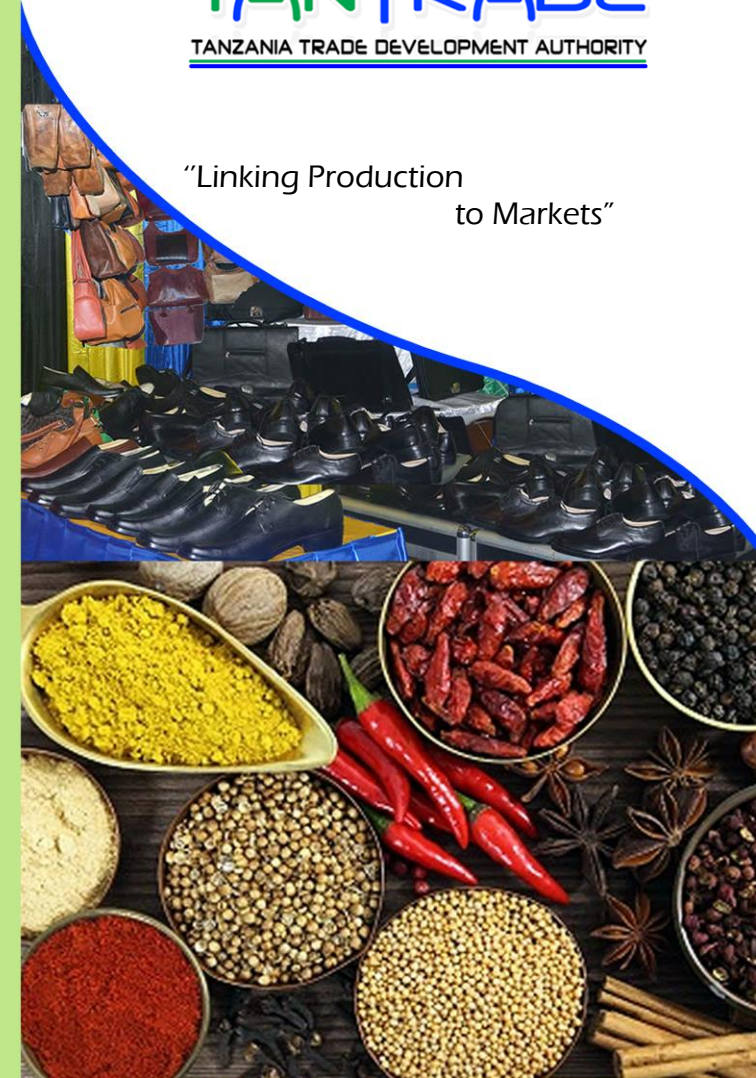
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"Linking Production
to Markets"



1.0 BACKGROUND

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

1.1 VISION

To become a world class focal point centrally positioned to support national economic excellence through trade development.

1.2 MISSION

To enhance Tanzania's economic performance through trade development and promotion of goods and services for both local and foreign markets

1.3 CORE VALUES

- Professional ethics and Standards
- Teamwork spirit
- Integrity, good governance, accountability and transparency
- Corporate social responsibility

2.0 SERVICES

2.1 Trade Information Services

To collect, analyse, store and disseminate trade related information and data to business community and other stakeholders.

2.2 Capacity Building and SMEs Development

To enhance/facilitate Capacity Building Programs by offering trainings, business clinics, and mentoring, coaching and advisory services to the business companies and special attention is accorded to SMEs to make them more competitive locally and internationally.

2.3 Promotion of Tanzanian Goods and Services through:

- Organizing the Dar es Salaam International Trade Fair (DITF) and other sectoral exhibitions.

- Coordinating participation of Tanzanians to the regional and international Trade Fairs, Expos, Trade Missions and Business Meetings.

2.4 Market Research and Development

To undertake various trade related researches, market intelligence and development activities in order to determine market characteristics, trends, potentials, customer needs and obtaining any other information supporting the growth of business companies and other stakeholders.

2.5 Product and Market Development

To identify products with market potentials by developing them through its value chain, promote value addition and coordination and development of domestic market systems and ensuring that domestic trade is integrated with international markets.

2.6 Regulation of all Foreign Trade Fairs and Exhibitions in the Country.

To regulate quality and standards of the exhibition industry in the country.