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PRESS RELEASE
MADE IN TANZANIA WEEK IN KENYA

The Ministry of Foreign Affairs and East African Cooperation through its Embassy in Nairobi, Kenya and in collaboration with the Ministry of Industry, Trade and Investment (Tanzania Mainland); Ministry of Trade, Industry and Marketing (Zanzibar); Tanzania Trade Development Authority (TanTrade) and Tanzania Private Sectors has organized "Made in Tanzania Week" seeking to pursue wider and broader markets opportunities for country's industrial products and tourism potentials in the East African Community which will take place between 25th to 28th April 2018 in Kenya.

This comes as an effort in the implementation of the country's Foreign Policy which focuses on Economic Diplomacy with much emphasis on the development of sectors like trade, investment and tourism. The event will fall within the National Day (54th Union Day celebration) on 26th April 2018 and will feature industrial products, services in particular tourism, technology, agribusiness, culture, arts and craft.

It should be recalled that, in 2010 the East African Community Partner States signed an agreement on the Common Market Protocol; hence "Made in Tanzania Week in Kenya" will be amongst Government initiatives to promote the forging relationship that has been existing among the Partner States in the Community and spearhead economic development.

"Made in Tanzania week in Kenya" which will take place at the Kenyatta International Convention Center (KICC) is scheduled as follows; on the 25th- 28th April 2018 "Made in Tanzania" Exhibitions to showcase Tanzanian products will take place followed by Tanzania - Kenya Business to Business (B2B) meeting on 25th April 2018. Again, on 26th April 2018 a reception for the 54th Union Anniversary will be held at the High Commissioner's residence in Nairobi. The 54th Union celebrations will be concluded by two major events; the Tanzania - Kenya Business Forum that will take place on 27th April 2018 and Made in Tanzania Business Gala Dinner.

On behalf of the Organizing Committee Co-Chaired by Tanzania Trade Development Authority (TanTrade) and Tanzania Private Sector Foundation (TPSF), the Ministry of Foreign Affairs and East African Cooperation would like to invite the key stakeholders particularly the business community to take advantage of this opportunity and participate in the event.

For more information on Made in Tanzania Week in Kenya, kindly call +255767123055 or +255687368443 or register ONLINE via www.tanzaniakenya.com.

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