

PROFILE

MWANZA EAST AFRICA TRADE FAIR

The organizing committee of Mwanza East Africa trade fair 2010 cordially welcomes you to the Mwanza East Africa Trade Fair due to take place in Mwanza from 27th August to 5th September 2010. The MEATF is a major promotion event organized by the Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA) – Mwanza. The Tanzania Chamber of Commerce, Industry and Agriculture is non governmental institution (Business Association), a limited liability company (Limited by Guarantee) which was registered in 1988 under the Cap.212 to spearhead Tanzanian's private sector endeavors.

The first trade fair was held in 2003 by the name of MWANZA TRADE FAIR. It was organized by TCCIA in collaboration with experts from Export promotion Council (EPC) OF KENYA, The Ministry of Trade and Industry of Kenya, Kenya National Chamber of commerce and industry.

The Tanzania Chamber of Commerce, Industry and Agriculture is dedicated to establish the East African business partnership through organizing and managing regional and specialized trade fairs, solo exhibitions, product and market research, prospect development, Trade missions, buyer- seller meetings and contact marketing programmers. TCCIA gives out regular trade information and offers consultancy services to producers, exporters and importers to enable them to effectively participate not only in East Africa but also in the global market place.

THE MWANZA EAST AFRICA TRADE FAIR has established it self as the shop window for Tanzania products as well as the East and Central African region. Mwanza city with its excellent strategic location by bordering all the countries in the region, supported by the services of the central Railway line, the ports on Lake Victoria and the Mwanza Airport, which serves the region effectively, the fair acts as one stop center for reaching countries such as Uganda, Kenya ,Rwanda, Burundi and Democratic Republic of Congo.

The fair enjoys patronage of the Tanzania business community who both exhibits and uses it as forum for business exchange.

Participation has ever been on increases from a mere over 80 companies in 2006 to over 250 companies in 2009. During 2009 Exhibition a total of 238 exhibitors was local, and the rest 12 companies were come from other East Africa countries. The countries represented at this fair were 4

The fair enjoys support of the private Sector through sponsorships from individual local and Multi – National companies. The fair is also supported by The Board of External trade (BET), the organizer of Dar es Salaam International Trade Fair. parastatal Organizations; pension Funds, and Commercial Banks, Tanzania Private Sector Foundations (TPSF) and the Confederation of Tanzania Industries (CTI), Small Industrial Development Organization (SIDO) as well as other institution in the country.

1. IMPORTANT INFORMATION

Name : Mwanza East Africa Trade Fair (MEATF)

Date: From 27th August to 5th September 2010

Venue: Sabasaba Ground Ilemela – Mwanza

Host: Tanzania Chamber of Commerce Industry and Agriculture

Organizer: Tanzania Chamber of commerce, Industry and Agriculture – Mwanza

Contact: TCCIA Secretariat,

Hassan Karambi: +255 784 751220

Hadija Mustapha: +255 717 775555

General Public: all Duration

Opening day: 27 August, 2010

Official Opening Ceremony: 31 August 2010

Closing day: 5th September, 2010

Opening hours: every day from 8am to 10pm

2. Size of Exhibition:

Gross Area – 32,000 sqm

Net Exhibition – 7,500 sqm Covered area

Net Exhibition - 19,940 sqm open area

Parking areas – 4560 sqm

3. MEATF 2010 Profile

Exhibits:

The range of exhibits includes the following:

- Agricultural products – Food and Beverages.
- Textiles, garments and yarns.
- Manufactured products.
- Information and Communication Technology
- Construction materials
- Automobiles
- Electrical goods and appliances
- Farm implements
- Chemicals and cosmetics
- Timber and furniture
- Trade services
- Engineering products.
- Machinery.
- Computer software.
- Gift articles and handicrafts.
- Etc.

4. Prohibited Exhibits:

Arms and Ammunition, Drugs, Political and Religious Affair.

Visitors Profiles:

- Consumers and Traders
- Importers
- Wholesalers
- Agents
- Business Executives
- General Public
- VIPs

5. Visitors 2009:

- General public -150,000
- Business visitors (est) – 1,500
- Foreign visitors (est) – 600

6. Badges/Gate passes.

Badges will be provided to registered exhibitors after stand allocation. A participant is required to indicate the number of badges required.

7. How to Attend

A. Invitation and Information

Please apply for Invitation through the TCCIA website (www.tccia.com) or contact MEATF secretariat.

Hassan Karambi

Stand Director

Cell: +255 784 751220

Email: Karambi@yahoo.com, Mwanza@tccia.com

Hadija Mustapha

In charge of enquiry communication

Cell: +255 717 775555

B. Cost of Exhibition Space:

Rate per Stand of 9m² and 15m²

Type of Stand	Local Exhibitors	Foreign Exhibitors
9m ² self built pavilion	Tshs. 100,000	USD 100
15m Self built pavilion	Tshs. 150,000	USD 150
9m ready Built pavilion	Tshs. 480,000	USD 480
15m ready built pavilion	Tshs. 600,000	USD 600
20m open space	Tshs. 100,000	USD 100

C. Payment and Booking

Direct payment on Mwanza East Africa Trade Fair Account no. 01j/10/535837/01 or bank transfer shall be made before allocation of stand. The details about the payment are available on registration form.

TANZANIA CHAMBER OF COMMERCE, INDUSTRY AND AGRICULTURE (TCCIA)

MWANZA –Regional Chamber,

P.O. BOX 32, **MWANZA** –TANZANIA

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