



MINISTRY OF INDUSTRY
AND TRADE

PROGRAMME: 10 DECEMBER 2015 LINKAGE EVENT

Strengthening Tourism Market Linkages For Tanzanian Producers and Processors 10 December 2015, Double Tree Hotel, Dar es Salaam, United Republic of Tanzania	
Time	Activity
08:30-09:00	Registration of participants
09:15-09:25	Opening ceremony Programme overview by the moderator
09:25- 09:40	Project overview by UNOPS
09:40- 10:30	Opening ceremony <ul style="list-style-type: none"> • 09:40 – 10:25 Opening Remarks from dignitaries: MIT and SECO • 10:25 – 10:30 Group Photo
10:30-11:00	Tea /Coffee Break
11:00-13:00	<p>Session 1:</p> <p>Presentations: Status of Project Linkage Activities</p> <p>This session will provide the opportunity for project beneficiaries to give an appraisal of the project and to present the status of project activities, indicating key challenges. <i>Presentation: 15 minutes, plus Q&A: 5 minutes, for each presenter.</i></p> <ul style="list-style-type: none"> • 11:00 – 11:15 Presentation of UNCTAD report on “Enhancing Linkages between tourism and sustainable agriculture sector in Tanzania”(UNCTAD) • 11:15 – 11:35 Horticulture food processors (UNIDO) • 11:35 – 11:55 HORTI-Tengeru (ITC) • 11:55 – 12:15 Tanzania Investment Center/case of Tanga Fresh (UNCTAD) • 12:15 – 12:35 SIDO on IT Systems and Producer Profiling (ITC) • 12:35 – 13:00 Q&A
13:00-14:30	Lunch Break
14:30-16:15	<p>Session 2: Panel Discussion</p> <ul style="list-style-type: none"> • Challenges and constraints faced by Hotels, Restaurants, and Supermarkets when procuring from local producers and processors in Tanzania <p>This session will focus on identifying the key constraints hindering the development of a strong and sustainable domestic/local market for local produce from Tanzanian producers and processors. It will also focus on identifying solutions to such challenges and the various channels through which such support could be delivered to the beneficiaries.</p>

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	<p>Moderator:</p> <p>Panellists: Tanzanian Chefs' Association Food and Beverage Manager of key Hotel chains National College of Tourism Leading supermarket procurement official</p> <p>Remark: It is expected that about two persons including the moderator will take down quick notes that capture the key challenges that would be highlighted and the proposed solutions towards addressing them. The moderator also needs to be briefed to understand what the outcome of this session is.</p>
16:15-17:00	<p>Session 3: Presentation /Display of beneficiary products from project activities</p> <p>This session will focus on showcasing the products from beneficiary institutions displayed in a trade fair style.</p> <p>Presenting institutions include:</p> <ul style="list-style-type: none"> • Darsh Industries Limited, Masasi Food Ltd, Natureripe, • Tanga fresh, TOAM, SAT <p>1) Trade Fair Corner</p> <ul style="list-style-type: none"> • All invited horticulture-processors and farmers can and will: <ul style="list-style-type: none"> ○ present their products and conduct tasting possibilities ○ prepare information materials, samples and give-aways ○ <u>options</u> to invite farmers who supply processors to exhibit their products/be present <p><u>Option tasting products</u></p> <p>2) B2B (business to business) meeting-corner</p> <p>This session will start awareness activities during the event preparation. Eventually The Moderator will be involved as well to allow proper knowledge while officiating during the Event. The documentation like price list and proper documentation banners and other will be prepared. The Moderator assisted by designated UNIDO and ITC staff will facilitate the B2B meetings to establish concrete business relationships.</p> <p>The B2B will take place</p> <ul style="list-style-type: none"> • Between hotels and restaurants – processors and producers, which is the focus of the event, but also; • Between Producers and -processors and
17:00	<i>Closing Remarks and the Way Forward</i>