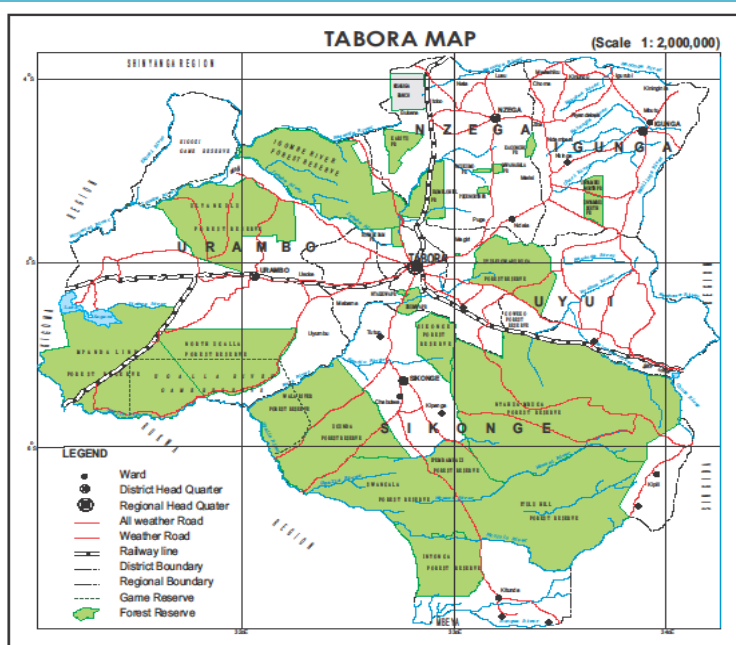




REGIONAL PARTNERSHIP TO PROMOTE TRADE AND INVESTMENT IN TABORA

CAPSTONE SEMINAR HELD IN NEW YORK, 28-29 OCTOBER 2013



MSILU, D.D
INVESTMENT PROMOTION SPECIALIST
TABORA MCI



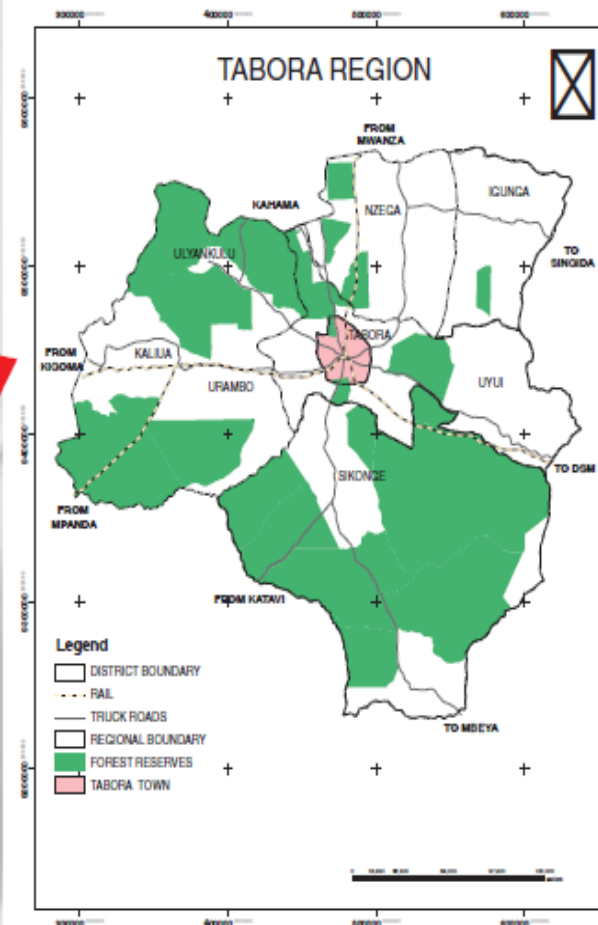
INTRODUCTION

- Tabora Millennium City was selected in 2011 to be one of three cities in Sub-Saharan Africa to participate in the Regional Partnership to Promote Trade and Investments
- The project focused on fostering productive private sector investment (domestic and foreign direct investment), with a view toward creating employment, stimulating domestic enterprise and fostering economic growth.
- The project is strongly supported by Government of Tanzania, through Regional Commissioner's office and Tanzania Investment Centre, during implementation the City of Tabora committed to contribute 15% of the total costs.



LOCATION OF TABORA CITY

- Strategic Location
- Surface area = 75,865km²
- Population = 2,539,708 Region and 300,000 Municipality





Regional partnership to promote Investment and trade Approach

- Identifying commercially viable investment opportunities
- Assisting the cities with developing and implementing strategies to target and win new and productive private sector investment
- Strengthening the cities' capacity to identify investment opportunities
- Creating awareness of investment opportunities through dissemination of relevant materials to potential investors



IMPLEMENTATION OF REGIONAL PARTNERSHIP TO PROMOTE TRADE IN TABORA

The following activities were implemented under this program with effect from August 2011:

1. Identification of commercially viable investment opportunities in and around Tabora.

The identified investment opportunities include; honey production and processing, edible oil processing, meat processing, dairy processing, tourism and tropical fruits processing





Cont.....

2: Conducted capacity building workshop to city administration and decision makers on the following:

- Knowledge and skills for the cities to undertake SWOT analysis at a sectoral level
- Importance of private sectors on investment promotion
- Drivers of location decision
- Developing an investment promotion strategy and action plan (investment promotion cycle and investment climate)



Cont.....

3: Conducted capacity building workshop to 10 local investment promotion staff on the following:

- How to promote investment opportunities and targeting potential investors in Tabora (eg condition for investment climate, drivers of location decision, the role of private sectors on investment, role of business incubators)
- Steps to successful investment promotion
- Information to potential investors
- How to develop database for potential investors
- How to market the city and industrial zone to potential investors



Cont.....

- 4: Established a functioning investment promotion desk within city administration as Point of entry (one-stop shop) for investors interaction with Tabora and leading unit for all matters related to investments
5. Conducted three meeting of public – private dialogue
- 6: Prepared six (6) detailed investment profiles for honey production and processing, edible oil processing, tourism development, tropical fruits processing, dairy processing and meat processing. The detailed report of these profiles can be found at www.investintabora.com.



Cont.....

7: Created a one-stop website for marketing Tabora called www.investintabora.com.

The website contains all the promotion materials for marketing Tabora to potential investors

8: Developed a profile of local companies looking for joint venture using UNIDO format. The detailed report can be found at www.investintabora.com





Cont.....

9: Developed the investors' guide '**Invest in Tanzania: Focus Tabora**, which was published as part of an MCI series in May 2013



10: Conducted a Tabora Investment day in Dar es Salaam that was held on 19th July, 2013, at the Serena Hotel.

The Tabora Investment event was very successful and well-attended by 150 participants.





OUTCOME AFTER CREATING WEBSITE AND INVESTMENT DAY

1. Nine companies including Foreign and domestic requested more information on honey production, edible oil, agriculture, hotel development, real estate and available minerals within and around Tabora
2. Trade Officer, British High Commission requested information on available investment opportunities in order to link with UK trade and investment
3. Three groups of potential investors have already visited Tabora, as follows:
 - Director and Country Representative of China Texmatech Co. Ltd who shown interest in investing in cotton processing, public transportation and in honey processing
 - Ambassador of China with 13 potential investors interested in establishing a Chinese trading centre, tobacco processing, honey processing and edible oil processing
 - Director of Hilux Hotel from Morogoro region who is interested to establish another hotel in Tabora.



Moving the city forward

- Developing an effective follow up action plan in order to implement on what we agreed during Tabora investment forum and during site visits by various investors, both domestic and international
- Expanding investment desk and continue supporting for sustainable facilitation and promotion of inward investments
- Rehabilitation of existing water supply system
- Upgrading of existing trunk roads to tarmac level in order to connect to other cities
- Upgrading of airport
- Developing new site for industrial zones
- Continue contacting public – private dialogue



LESSONS LEARNED

1. **How to develop a city investment promotion strategy such as how to conduct SWOT analysis and developing sector based investment profiles**
2. **How to Market a city to domestic and foreign investors:** (developing marketing materials such as brochures, fact sheets, for each sector and strategies for organizing an investment forum)
3. **How to target potential investors**
4. **The Importance of Mobilizing Partners**
5. **How to facilitate inward investments**



RECOMMENDATION

- Securing funds for conducting a detailed MDG based needs assessments in the areas of public health, education, housing, physical infrastructure, water and sanitation
- Securing funds for promoting and supporting private sectors, the private sector is the driving force of economic growth
- Conduct a local Tabora fund raising event focused on the Diaspora but reaching out beyond it
- Engaging the concept of MCI at National level



REGIONAL PARTNERSHIP TO PROMOTE TRADE AND INVESTMENT IN SUB – SAHARAN AFRICA

