



## **DUBAI MARKET PROMOTION MISSION FROM TANZANIA**

**EVENT NAME: INTERNATIONAL PLANTS AND PERISHABLES  
EXPO MIDDLE EAST.**



**DATES: MARCH 3-5, 2009  
AIRPORT EXPO DUBAI**

**PARTICIPANTS: JACQUELINE MKINDI AND NICK STUBBS**

## **ACKNOWLEDGEMENT**

TAHA acknowledges and appreciates the moral, technical and financial support from the government of Tanzania through the Ministry of Industry Trade and Marketing (MITM) which saw the industry to Dubai for the first time. It is the first time ever, that the horticultural industry is receiving financial support from the government of the United Republic of Tanzania. It is therefore in this respect that TAHA on behalf of the horticultural industry salutes the MITM and more precisely the former Permanent Secretary to the MITM, Dr. Stegormena Tax for her keen interest in developing the horticultural industry in Tanzania. We are confident that her successor will keep up the burning spirit!

TAHA also expresses its sincere appreciation to Mr. Odilo Majengo, Director Research and Marketing, Mr. Sungula and Mr. Manumbu (at MITM) for their great support in ensuring that TAHA signed the MoU with the MITM for a project that aims at building the capacity of growers in the horticultural industry and link them the available market opportunities.

TAHA also received great support from the Tanzania Trade Centre in Dubai particularly from Mr. Cleophas Ruhumbika who ensured that all the necessary logistics were in place. Thanks to Jose (the TTC driver) who kept the team mobile throughout their stay in Dubai! The centre is really doing a commendable job in promoting trade between Tanzania and the UAE.

TAHA will always appreciate the USAID continuous support through the on-going TAP project which has also partly contributed to the TAHA's participation budget. Ms. Kimberly Hickok Smith who has always been there to advise the Secretariat on promotional matters, has made us shine again!

The participation would not have been possible if TAHA did not receive moral and material support from its members. The Secretariat strongly appreciates the cooperation and collaboration from Tanzania Flowers Ltd, Mount Meru Flowers Ltd, Shira Flowers Ltd, Moerman Bruins Ltd, and Kiliflora for donating their quality produce for exhibitions at the show. Special thanks to the TAHA- Promotional Chairman, Mr. Nick Stubbs and his team (Mehul and Richard) who worked round the clock in ensuring that all the exhibition materials were well collected, and timely shipped to the agent in Dubai. *Nick, we are very proud of you and you deserve a life time promotional chairmanship!*

**Last but not least big congrats to the TAHA dynamic team – the Secretariat, for proving once again that nothing can stop them from excelling!!!!**



## **BACKGROUND**

TAHA in its effort to promote the horticultural industry and its various products in Tanzania has been participating in a number of promotional events both locally and internationally. In year 2007, and for the first time, TAHA participated in the biggest horticultural show in the world; International Hortifair in Rai Amsterdam which attracted more than 1000 exhibitors from all over the world. TAHA won a bronze medal in that exhibition for the best stand design and products presentation.

It is part of TAHA's mandate to also give technical market advice to its vast membership in a way to enable them venture into other world and local markets. It is therefore in this capacity that TAHA this year participated in the IPM Dubai International show under the financial support of the Ministry of Industry Trade and Marketing and also USAID/TAP Project.

## **MAIN OBJECTIVE**

The main objective of TAHA's participation in the show was to analyze the Middle East Market for horticultural produce and establish the interest of existing importers in the UAE on the horticultural produce from Tanzania.

## **PRODUCTS FROM TANZANIA**

The team made aggressive efforts in promoting the following products from Tanzania;

- Flowers- roses and other cuttings i.e lilies, irindium, etc
- Fruits and vegetables mainly avocado, carrots, onions, chillies, green peppers, etc (mainly high volume vegetables) and.
- Spices.



## **ACHIEVEMENTS**

The objective of the TAHA's participation in the International Plant and Perishable Expo Middle East was highly achieved. It was realized that there are vast market opportunities for horticultural products and participants were able to hold fruitful discussions with buyers/importers who seriously indicated positive interest on our products. TAHA will be glad to share some of the crucial market information (contacts) with interested members particularly those eyeing the Middle East Markets.

## **BUSINESS DISCUSSIONS AND CONTACTS**

The TAHA booth was one of the very attractive stands in the show colored with its quality produce blended by the giraffe fabrics. The TAHA team had continuous conversations with many visitors from UAE and other countries inquiring information on the products and the possibility of buying produce from Tanzania. The following is a list of some prospective buyers who indicated positive interest on Tanzania produce:

- Rabya Trading and Agriculture Co. Ltd- Flower whole seller in Saud Arabia
- Al Fadhel Food Stuff Trading (L. L. C)- Importer of Fruits and Vegetables
- Bin Ismail Co. L. L. C- Importer of Fruits and Vegetables
- Spectrum- Flower Importer
- Candid Trading L. L. C- Flowers Importer
- Flower Markets Co. W.L.L- Flowers Importer
- African Flora- Flowers Importer
- Floral Trading Co. LLC- Flower Importer



Concurrently with the show, the team was able to visit and hold business talks/discussions with the following companies well established in Dubai:

- Zimsa Flowers Fze- flowers imported in UAE
- Oleander- flower importer in UAE
- Dubai Flower Centre
- Alissar
- Euroflora

### **The UAE Fruits and Vegetables Market Survey**

Along side the business discussions made by the participating team with the prospective buyers at the TAHA booth, the team also paid a visit to various fruits and vegetables importers including;

- The Dubai Union Coop
- Barakat Vegetables and Fruits International

Generally, there is huge market potential for these products in the UAE whose importing capacity is more than 50 tons per week per variety. TAHA was however advised to communicate back the varieties and volume currently ready for export into the UAE market.

### **General Comments on the UAE Market Opportunities**

- There is huge market demand for vegetables, flowers and fruits but there is also pressure on prices – the market is looking for competitive pricing and purchasing. However, to-date the prices in the UAE have remained constant contrarily to dropping prices in other world markets.
- There is also an increasing demand of horticultural produce from the Gulf states like Oman, Kuwait, Bahrain, Saud Arabia, etc.
- The market is also highly interested on the big headed flowers, a challenge to most Tanzanian growers;

### **Conclusion**

The TAHA's participation in the IPM Dubai International show has been an eye opener to the industry on the Middle East Market. As mentioned above, there is big demand for our products regardless of normal market challenges. There is a need to aggressively mobilize and organize growers in Tanzania, to produce in big quantity and quality to meet the market demand as an initial and very practical way of exploiting the market opportunities in the Middle East.

The Tanzanian growers should therefore take up the mantle and re-direct their shipments to tap the lucrative markets in the Gulf States.

