

## **REPORT ON THE FOOD EXHIBITION HELD AT THE BET SABA SABA GROUNDS IN DAR ES SALAAM FROM THE 26<sup>TH</sup> OF FEBRUARY TO THE 1<sup>ST</sup> OF MARCH 2009**

### **Introduction**

The Food Exhibition is the second of its kind organized and hosted by BET in two years. The exhibitions target food producers, food processors and any other enterprise involved in the food production chain. TAHA participated in this event for the first time with an aim of promoting the products and services of its members whose activities are in one way or another related to food production. In a more specific way, the fruit and vegetables producers and processors were encouraged to participate in this show

Another aim was to build the capacity of the TAHA members who are involved in the food production and processing chains especially on the production standards and market requirements. To achieve this, the Secretariat took the initiative of inviting the food regulators and the high segment buyers to its booth so that they could evaluate the products and advice the members accordingly.

TAHA therefore hired a space equivalent to two booths in which the TAHA team exhibited its products. The team consisted of the TAHA Programs Officer, two representatives from Naturipe Kilimanjaro, a representative from PICAFO (Pineapple Catering Food Products), a representative from Rohiya Products, Frank Timber and horticultural products and the SHOP Marketing Manager. The team also exhibited products from Bustani House Ltd and Afri-youth Products who did not make it to the booth

### **CAPACITY BUILDING SEMINAR**

The exhibitions were preceded by a capacity building seminar on food production standards and traceability systems organized by BET. This Seminar was facilitated by experts from the PHS, SIDO, TBS and TFDA. The TAHA members actively participated in the seminar which they said to be very useful.

### **THE EXHIBITIONS**

The exhibitions commenced by an opening ceremony officiated by the director of the SME department Mr. D. Massawe and was closed by the closing ceremony officiated by the BET Executive Director. After the 3 days participation, the TAHA team evaluated the event into the benefits and challenges/Setbacks faced during the entire participation period

### **BENEFITS**

1. The TAHA members appreciated the fact that TAHA was able to book space collectively something that would be expensive if each member was to hire space independently

2. The members benefited greatly from the pre-exhibition workshop organized by BET
3. From the speeches during the opening and closing ceremonies, the team learnt of the following opportunities:
  - i. The capacity building and packaging project implemented by an organization from Korea in partnership with the Tanzania government in Morogoro. The Korean government has contributed 3 million T-shillings while the Tanzania government has contributed 2 million T-shillings
  - ii. The SME capacity building project that the government is also implementing in Tanga, Iringa and Rukwa regions
  - iii. The invitation to participate in the food exhibitions in Namibia to be held in October
  - iv. The ongoing negotiations between BET and the government of Comoros regarding Tanzania acting as an African trade hub for Comoros.
4. Among the buyers with whom the TAHA members were able to make long term business deals were Shoprite Checkers, Aroche Grand Hotels, the Giraffe hotel, Sky Chef, Azam and the Regency Park hotel.
5. The members were also able to get practical training from the TFDA and TBS on the labeling and food standard requirements of their different products

#### **THE SETBACKS**

1. The show seemed to have been very poorly organized with only 48 participants some of whom did not show up
2. The show was not promoted enough and as a result very few people knew about the show
3. The venue is very far from the town centre and as a result very few Dar es Salaam residents managed to visit the fair grounds
4. Apart from the promotional materials brought by TAHA, the TAHA members had very little literature to act as supporting promotional materials. Some did not even have business cards

#### **CONCLUSION**

Despite the setbacks which were mostly from the organizers side, the TAHA members managed to achieve their goals for participating in this show. The show acted as stepping stone for the members

towards quality market oriented production. It is the hope of the Secretariat that TAHA shall continue participating in such shows