

MONTHLY BRIEFS

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Watch out every month for this educating bulletin that keeps you informed on what TAHA is doing to make you ever comfortable in the sector!!

FROM THE SECRETARIAT

Once again may I take this opportunity to welcome all of you to the October Bulletin. This is a month that had the greatest promotional events. In fact, the month of October can be branded as the PROMOTIONAL MONTH. All the activities highlighted in this bulletin sought in one way or another to promote the association and the industry in general.

On behalf of the association may I take this chance to congratulate all those who participated in the promotional events and thank all those who contributed in one way or another in making these promotional activities a success. Indeed the support we received from the members was overwhelming and only left other people amazed. We encourage you to continue with the same spirit and promise you that with this spirit, TAHA will be another story in the next six months.

Please enjoy reading the bulletin and the secretarial is always at your disposal if you need any clarifications

Welcome



AT LAST TAHA IS IN THE SULLIVAN BUSINESS DIRECTORY

This month, TAHA received DCI, a company which has been commissioned by the Ministry of Tourism and Natural Resources and the Ministry of Industry, Trade and Marketing to prepare the Tanzania Investment Directory.

This company came to deliberate with TAHA on how the association can be represented in the Tanzania business directory.

In its efforts to promote the industry, the secretariat has ensured that the association and its members are now fully represented in the directory. This will also help in attracting more investors into the industry.

ANOTHER HOPE FOR MORE INVESTMENTS IN THE INDUSTRY: THE RABO BANK MEETING.

On the 5th of October 2007, the chairman to the TAHA Board Mr. Colman Ngalo attended a meeting convened by RABO Bank in Rotterdam. This meeting was organized with the aim of attracting more investors into Tanzania. The meeting was therefore a platform for the members of the industry to lobby potential investors

into the industry.

As a result of this meeting, several Dutch investors have expressed interest in joining a group of investors who are coming to Tanzania early next year. The investment program which is organized by RABO Bank in partnership with the National Micro-finance Bank in Tanzania.

The Chairman's participation in this meeting was very strategic in ensuring that more investments are directed to the horticultural industry so as to increase the size of the industry and in the end benefit from the economies of scale. This augurs very well with the general TAHA promotion strategy.

A VISIT BY THE GERMAN MEDIA CREW

Under the courtesy of the USAID sponsored projects (implemented by Fintrac and ACDI/VOCA) TAHA received visitors from the German International Newsletter who came to get a clear picture of the Tanzania Horticultural Industry, its challenges and potentials for growth. The team held an interview with the TAHA Executive Director who gave them latest information on the situation of the industry.

The team also interviewed the Smallholders Horticulture Out growers Promotion (SHOP) project

Chief of Party, Mr. Alexander Fernando. They were then taken for a tour of various horticultural firms. In their tour they held other interviews with the Directors of MIM and Wimbo Exports.

TAHA is very pleased with this visit which will once again fuel the process of promoting the industry and raising awareness to various international stakeholders about the Tanzania Horticultural Industry.

INTERNATIONAL TRADE FAIRS

1. WONDERS AT THE INTERNATIONAL HORTI-FAIR

After a period of very intense preparations, TAHA participated in the International Horti-Fair for the first time. This historic event was held at the RAI centre in Amsterdam from the 9th to the 12th of October 2007. The event attracted 1000 exhibitors from 51 countries and the participants were more than 45,000 from 108 countries.

TAHA's main objective for participating in this event was to promote the Tanzania Horticultural Industry as the best destination for investment. To achieve this objective TAHA partnered with the Tanzania Investment Centre (TIC) and the Plants Breeders Rights department of the Ministry of Agriculture, Food Security and Cooperatives (MAFC) who came to promote the Plant Breeders Rights Act. Being the biggest floricultural trade fair in the world, TAHA considered the event as the climax of this year's promotional activities.

Very many achievements were realized in this year's International Horti-Fair. The biggest achievement was that TAHA managed to be the second runners up and was awarded a Bronze Award for "Best



TAHA participants pose for a photo with their Bronze award during the Horti-Fair

Presentation of Products." The TAHA booth attracted many visitors with diverse nationalities, backgrounds and professions including international media reporters, breeders, agro-input suppliers, service providers and potential investors.

Very many business contacts were made and the TAHA participants created awareness to various stakeholders on the great potentials in the Tanzania Horticultural Industry. Further to this, the TAHA Executive Director attended various international meetings while in Holland including the EPAs discussions at the European

Commission in Brussels. This was a meeting which was attended by the CEOs of various horticultural associations in the East, Central and Southern Africa regions and the European Commission Officials.

TAHA is very grateful to the USAID and the Dutch Government, through their Embassy in Dar es Salaam, for their great support in pursuing this promotional strategy. Our special thanks go to the chairman of the TAHA Board Mr. Colman Ngalo for his tireless assistance during the whole event and to Mr. Herwig Tretter who saved the day by sacrificing his flowers at the auction and bringing them to the TAHA booth. The association also congratulates the participants without whom the event would have been a failure. Our sincere appreciation goes to Ms Kimberly Smith and the Entire Fintrac Company for their technical support throughout the preparations and during the event and Mr Nick Stubbs who is the chairman of the Promotion Project Working Group for his coordinating roles in this event. A detailed report about the whole event shall be circulated to the stakeholders later on.

2. THE INTERNATIONAL FLOWER EXPO (IFEX)

The second biggest promotional event this month was TAHA's participation at the International Flower Expo (IFEX)



The TAHA Programmes Officer and his Kenyan counterpart. The booth was designed by JETRO

which was held in Tokyo Japan from the 11th to the 13th October 2007. TAHA's participation in this event was sponsored by the Japan External Trade Organization (JETRO) an organization which has really partnered with TAHA in facilitating trade between the two countries. This event was not just a trade fair but was also a study tour which gave TAHA the opportunity to gather some information about the Japanese Flower market. This information will be very useful for the members who will be trading with their Japanese counterparts. TAHA was represented in this event by its programmes officer.

Even though Tanzania is currently not selling flowers to Japan, TAHA managed to negotiate with several import-

ers some of whom have already started direct negotiations with the members seeking to import their produce. TAHA also managed to contact several investors who expressed great interests in investing in the industry.

This was another success for the association as you will see in a detailed report which will be circulated to all the stakeholders. Once again TAHA is very grateful to JETRO for organizing and sponsoring its participation. We are also grateful to the members for their support during the preparations of this event. Special thanks to Kiliflora, Tengeru Flowers and Arusha Blooms who donated their flowers to be displayed during this event.

ONIONS FROM TANZANIA RATED THE BEST IN EAST AFRICA

On the 27th and 28th October, the TAHA Executive Director attended a market driven Export meeting which was held in Nairobi. This meeting was a culmination of a study on the market driven export program which was done in Tanzania by SLE team from Germany. This was a comparative study on the market situation of Tomato and Onion growers in Kenya and Tanzania (mainly Mang'ola) The meeting involved various partners who availed a lot of information on the vegetable chain.

As per the research findings, the onions from Tanzania are of the best quality in the region. Currently these onions are produced for cross border trade to Kenya where they are branded and some value added to them before they are resold. Tanzania was therefore challenged to build the capacity of the Mang'ola growers so that they can add value and sell their own products instead of sending them to Kenya.

According to the presentation, there were some gaps to be filled in the vegetable value chain especially in areas of capacity building, value addition and reduction of production costs.

THE BRITISH AIRWAYS MISSION TO TAHA

In another attempt to address the air-freight challenges, TAHA in collaboration with Fintrac held a meeting with the British Airways officials this month at the TAHA offices. This meeting was a forum for the British Airways to market their freight services and discuss on best they can partner with TAHA to find some space for the members. British Airways is purely a passenger airliner in Tanzania and has no cargo planes. However, they have some space for the members.

The discussions were very fruitful and the parties agreed that British Airways will sent in a proposal to TAHA indicating its rates, route, mode of payment and the general logistical management and administration. Meanwhile TAHA still awaits documents from British Airways which will act as a basis for further discussions on the possibility of uplifting using the airline.

TAHA RECEIVES VSO DELEGATES FROM GHANA

Voluntary Services Overseas (VSO) is a group of international volunteers who offer their skills and expertise to various communities more especially the most vulnerable groups. The expertise among these volunteers ranges from agriculture to technological skills and so far VSO has recruitment centres in 36 different countries.

The VSO visit to TAHA this month was organised by Faida Mali captained by Mr. Peter Mizeku, the Faida Marketing Manager. The team which comprised of a majority



The Delegation from Ghana pose for a photo outside the TAHA Offices after they had a briefing Session with the TAHA Secretariat

from Ghana was on a ten days study tour of Arusha region. They were briefed on TAHA's activities by the TAHA Executive Director. Unfortunately, the team had very little to share about the Ghanaian horticultural industry. However, they were amazed by the many activities and achievements TAHA has so far made considering the fact that it has only three years in operation and that it has a very small secretariat.

USAID CREDIT GUARANTEE DISCUSSIONS

On the 22nd of October 2007 TAHA was honoured by the visit of Ms. Juniper _____ and Mr. Jonathan _____ from USAID in Washington DC and Tanzania who were doing a feasibility study. The two visited TAHA offices with the intention of discussing with TAHA a new USAID support system for the horticultural industry. This is a credit guarantee scheme which will help in supporting the growth of the industry and help the members in addressing the

financial constraints they are faced with.

In this programme, USAID is expected to liaise various commercial banks in the country to strategise on how best they can extend this service to the members. According to the visitors, USAID is still preparing a basis for these discussions with the banks so that the programme can benefit both the industry and the banks.

The meeting was attended by Mr. J Bruins (Vice Chairman - TAHA Board), Mr. Mike Chambers (Secretary General-TAHA Board), Mr. Tjerk Scheltema (Treasurer-TAHA Board) Ms. Jacqueline Mkindi (Executive Director-TAHA), Hon. Felix Mrema (Arusha Blooms), Mr. Nick Stubbs (Kiliflora), Mr. Greg Emmanuel (Kilimanjaro Flair), Mr. Gregory Kruse (Fintrac) Mr. Alexander Fernando (ACDI/VOCA), Mr. Bob Kisamo (Fintrac) and Mr. Onesmo Kenneth (TAHA).

MORE GALLERY ON THE INTERNATIONAL TRADE FAIRS



Here are some of the pictures on some of the activities that took place at the International Flower Expo (IFEX) in Tokyo—Japan and the International Horti-Fair at the Rai Centre in Amsterdam.

The first four pictures (horizontally) are from Japan while the next five are from the International Horti-Fair in Amsterdam.