NATIONAL STAKEHOLDERS MEETING ON NON-TARIFF MEASURES

Day 1: 10 March 2021
NTM Round Tables

(East African Time)

08:30 Registration
09:00 Opening remarks
  - Mr Ashish Shah, Director (Division of Country Programmes) International Trade Centre
  - Mr. Andrea Massarelli, European Union Delegation to the United Republic of Tanzania
  - Prof. Riziki Shemdoe, Permanent Secretary, Ministry of Industry and Trade (tbc)

Session 1  Background and overview of results
09:30 Setting the stage: EAC Markup project in Tanzania
  - Mr Vidah Malle, MARKUP National Focal Point, Ministry of Finance

09:45 NTM Business Survey in Tanzania:
  ITC will outline survey implementation in Tanzania and highlight the key findings. It will present the companies’ perceptions of NTMs and the challenges they represent to trade. Changes in company perceptions and their difficulties since the first survey in 2013/14 will also be discussed.
  - Mr Samidh Shrestha, Analyst, Trade and Market Intelligence, ITC

10:45 Questions & answers
11:00 Coffee break

Session 2  Panel discussion
11:15 Regulatory reform and public sector perspectives
  - Mr. Freddy Kavula, Trade Officer, MIT on “Regulatory reforms in Tanzania”
  - Mr. Oliver Amani, Trade Officer, MIT on “Public sector perspectives on NTMs”
  - Ms. Zawadi Nyange, Trade Facilitation (Ministry of Trade and Industrial Development - Zanzibar)
  - Mr. James Mnunda, Deputy Commissioner - Modernization and Risk Management, Tanzania Revue Authority,
  - Mr. Ahmed Saadat, Zanzibar Revenue Board
12:15  Lunch

**Session 2  Thematic round tables – forward looking solutions**

Participants will be invited to share their views and experiences on NTM-related barriers and policy options to address them in the selected themes. Each focus group will establish a roadmap with priority actions to overcome the identified obstacles.

13:30  Round table 1: Enhancing export competitiveness of the agricultural sector by improving compliances with technical requirements, quality standards and conformity assessment.

**Moderator:** Mr. Leandri Kinabo, Former Director of Standards at Tanzania Bureau of Standards (TBS), also served as a Chairperson at the International Organization for Standardization (ISO) on the Developing Countries Coordination Group (DCCG)

- Mr. Edward Rukaka, Chairman, Tanzania Spices Association (TASPA)
- Mr. Fidelis Paulo, Senior Industry Analyst, Tanzania Horticulture Association (TAHA)
- Mr. Noel Yatera, Chairperson, Tanzania Coffee Association
- Mr. Lazzaro Msasalaga, Director of Quality Management, Tanzania Bureau of Standards
- Ministry of Agriculture
- Mr. Amir Hamza, Chairman, African Fine Coffees Association (AFCA)

The round table will begin with interventions from representative of the public and private sector entities on technical regulatory hurdles (SPS/TBT measures, product quality, standards, certification, testing, packaging requirement, etc.) and bring forward the needs of the sectors. This will be followed by consultations with participants on necessary follow up actions to alleviate these hurdles.

15:00  Coffee break

15:15  Round table 2: Market Access beings at home: Simplifying domestic regulations and streamlining procedures to enhance Tanzania’s trade competitiveness

**Moderator:** Godfrey Sembeeye, immediate former Executive Director, Tanzania Private Sector Foundation

- Mr. Peter Lanya, Tanzania Exporters Association
- Mr. Khamis Issa Mohammed, Secretary, Zanzibar Exporters Association
- Ms. Mwajuma Hamza, Chairperson, Tanzania Women Chamber of Commerce
- Business Registration and Licensing Agency (BRELA)
- Tanzania Port Authority (TPA)
- Ms. Faith Gugu, Policy Analyst responsible for Regional Trade, Tanzania Private Sector Foundation
- Mr. Hamad Hamad, Executive Director, Zanzibar Chamber of Commerce
- Mr. Baraka Aligaesha, Prime Minsters Office, Coordinator (Blueprint implementation)

The round table will begin with interventions from representative of the public and private sector entities on domestic requirements and procedures (permits, licenses, procedures, etc.) and bring forward the needs of the sectors. This will be followed by consultations with participants on necessary follow up actions to alleviate these hurdles.

16:45  Wrap up and concluding remarks

- Mr. Mondher Mimouni, Chief – Trade and Market Intelligence section, ITC
- Mr. Elias Peter Bagumhe, Principal Economist, Ministry of Foreign Affairs and East African Cooperation

17:00  END
Day 2: 11 March 2021
Awareness Raising

(all indicated times are in EAT)

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<tr>
<td>08:30</td>
<td>Registration</td>
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<tr>
<td>09:00</td>
<td>Session 1: Using Market Analysis Tools for Market Access</td>
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<td>10:30</td>
<td>Coffee Break</td>
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<td>10:45</td>
<td>Session 1: Using Market Analysis Tools for Market Access (continue)</td>
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<td>12:00</td>
<td>Lunch</td>
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<td>13:00</td>
<td>Session 2: Packaging and Branding for Exports</td>
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<td>13:45</td>
<td>Principles of Marketing and Branding</td>
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<td>14:45</td>
<td>Session 3: Export Quality Management</td>
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<td>17:00</td>
<td>Launch of Tanzania Quality Association</td>
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Programme of the launching event

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<td>16:45-17:00</td>
<td>Invited Guests enters the venue</td>
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<td>17:00-17:05</td>
<td>Introduction</td>
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<td>17:05-17:15</td>
<td>Remarks by the Chairperson of the National Quality Association of Tanzania (NQAT)</td>
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<td>17:15-17:30</td>
<td>Address by the Guest of honor</td>
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<td>17:30-17:40</td>
<td>Launching of the association and its website (mechanism of launching TBC)</td>
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<td>17:40-18:00</td>
<td>Panel discussion and Q/A session: the national quality platform and its essence/important in propelling national development agenda – Andrea Longo and Zeinab to refine the topic and prepare leading questions for each panelist by 07.03.2021</td>
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Moderator: TBC

Panelist:
- Amir Hamza – Chairperson of the association
- TBS, Amina Yasin to advise who should we invite from TBS
- Private sector: Quality service providers e.g training, certifications etc
- QCs: Frank Mmbando
- Industries (to invite in-charge of quality undertakings)
- Service sector e.g ISO 9001 certified bank or hospital (to invite in-charge of quality undertakings)

18:00-18:05 Instruction on how to join the association – Safari
18:05-18:10 Votes of thanks and: Sambwe
18:05-18:10 Networking cocktail/coffee – all (Amir Hamza to mobilize evening coffee or cocktail)