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10 - 11.03.2021

UNIVERSITY OF DAR-ES-SALAAM, TANZANIA

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## NATIONAL STAKEHOLDERS MEETING ON NON-TARIFF MEASURES

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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 Revenue 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. Lazaro 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 Sembeye**, 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)*

08:30 Registration

### Session 1: Using Market Analysis Tools for Market Access

09:00 Non-Tariff Measures and Market Access  
10:30 Coffee Break  
10:45 Non-Tariff Measures and Market Access (continue)  
12:00 Lunch

### Session 2: Packaging and Branding for Exports

13:00 Packaging for Exports  
13:45 Principles of Marketing and Branding  
14:30 Coffee Break

### Session 3: Export Quality Management

14:45 Understanding international quality requirements  
17:00 Launch of Tanzania Quality Association  
18:00 END

## Programme of the launching event

### Draft time table

- 16:45-17:00 Invited Guests enters the venue
- 17:00-17:05 Introduction
- 17:05-17:15 Remarks by the Chairperson of the National Quality Association of Tanzania (NQAT)
- 17:15-17:30 Address by the Guest of honor
- 17:30-17:40 Launching of the association and its website (**mechanism of launching TBC**)
- 17:40-18:00 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**
  - 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**)