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International
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Centre

NATIONAL STAKEHOLDERS MEETING ON NON-TARIFF MEASURES

Within the context of the European Union – East African Community Market Access Upgrade Programme ([MARKUP](#)), International Trade Centre is organising the two-day *National Stakeholder Meeting on Non-Tariff Measures, Tanzania*.

Why

As part of the Tanzania Partner State Window of MARKUP, ITC implemented a business survey on non-tariff measures (NTMs). The survey aimed at identifying the key regulatory and procedural obstacles to trade that Tanzanian exporters and importers face.

The purpose of the national stakeholder meeting in Tanzania is to:

- Present the results of the NTM survey: perspectives of the private sector;
- Engage with the public sector and get their perspective;
- Initiate discussions with the private and public sector to draft policy recommendations to reduce / eliminate the key regulatory and procedural obstacles to trade in order to enhance Tanzania's trade and exports.

When

From 10-11 March, 2021.

Where

The virtual event will take place at the University of Dar es Salaam, Library Conference Hall, Tanzania but participants will also be able to join remotely through zoom (register at: https://intraicen.zoom.us/meeting/register/tJckcOqtqDkvE9RKOS6f21_Dyd6Fqd16iwwU).

Programme

NATIONAL STAKEHOLDERS MEETING ON NON-TARIFF MEASURES

WEDNESDAY, 10 MARCH 2021

08:30 Registration

09:00 Opening remarks

- **Prof. Riziki Shemdoe**, Permanent Secretary, Ministry of Industry and Trade (tbc)
- **Mr. Andrea Massarelli**, European Union Delegation to the United Republic of Tanzania
- **Mr Ashish Shah**, Director (Division of Country Programmes) International Trade Centre

Session 1 Background and overview of results

09:30 Setting the stage: EAC Markup project in Tanzania

- Ms Vidah Malle, 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) (TBC),
- **Mr. James Mnunda**, Deputy Commissioner - Modernization and Risk Management, Tanzania Revue Authority, (TBC)
- **Mr. Ahmed Saadat**, Zanzibar Revenue Board, (TBC)
- **Mr. Kennedy Rwehumbiza**, Policy Analyst and Research Assistant, Tanzania Private Sector Foundation on "Public policies that have brought about a positive change in the trading community" (TBC)
- **Hamad Hamad**, Executive Director, ZNCC, (Zanzibar and / or Tanzania) Chamber of Commerce "Giving a voice to MSMEs: How can trade support institutions bring forward the view of small business in policy discussions?"
- **Mr. Baraka Aligaesha**, Ministry of Industry and Trade, Coordinator (Blueprint implementation) (TBC)

12:15 Lunch (Session can continue until 12:30 if needed)

Session 3 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: Ministry of Industry and Trade

- **Mr Edward Rukaka**, Chairman, Tanzania Spices Association (TASPA) (Confirmed)
- **Mr. Anthony Chamanga**, Chief Development Manager, Tanzania Horticulture Association (TAHA), (TBC)
- **Mr. Denis Mahulu**, Vice Chairperson, Tanzania Coffee Association (TBC)
- **Mr. Lazaro Msasalaga**, Director of Quality Management, Tanzania Bureau of Standards (TBC)
- Ministry of Agriculture (TBC)
- **Mr. Amir Hamza**, Chairman, African Fine Coffees Association (AFCA) (Confirmed)

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: Ministry of Industry and Trade

- **Mr. Peter Lanya**, Tanzania Exporters Association (TBC)
- **Mr. Khamis Issa Mohammed**, Secretary, Zanzibar Exporters Association (TBC)
- **Ms. Mwajuma Hamza**, Chairperson, Tanzania Women Chamber of Commerce Business Registration and Licensing Agency (BELA) (TBC)
- Tanzania Port Authority (TPA) (TBC)
- **Mr. Kennedy Rwehumbiza**, Policy Analyst and Research Assistant, Tanzania Private Sector Foundation on “Public policies that have brought about a positive change in the trading community” (TBC)
- **Mr. Hamad Hamad**, Executive Director, ZNCC, (Zanzibar and / or Tanzania) Chamber of Commerce “Giving a voice to MSMEs: How can trade support institutions bring forward the view of small business in policy discussions?”
- **Mr. Baraka Aligaesha**, Prime Minsters Office, Coordinator (Blueprint implementation) (TBC)

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/Ms..., Ministry of Foreign Affairs and East African Cooperation
 - **Mr Mondher Mimouni**, Chief – Trade and Market Intelligence section, ITC

17:00 **END**

Day 2: 11 March 2021: Awareness Raising

08:30 **Registration**

Session 1: Using Market Analysis Tools for Market Access

09:00 **Non-Tariff Measures and Market Access**

- Trade and Market Intelligence

10:30 **Coffee Break**

10:45 **Non-Tariff Measures and Market Access (continue)**

- Trade and Market Intelligence

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**

- Managing quality successfully – practical examples (Quality Champions)

17:00 **Launch of Tanzania Quality Association**

18:00 **END**

Notes for the editor

a) About EU-EAC MARKUP

The European Union – East African Community Market Access Upgrade Programme ([MARKUP](#)) is a regional development initiative conceived by the East African Community (EAC) Secretariat in partnership with the European Union (EU) and implemented by various agencies, including the International Trade Centre (ITC) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). The programme is funded by the EU, from the Regional Indicative Programme for EAC under the 11th European Development Fund with co-funding from the German Federal Ministry for Economic Cooperation and Development.

MARKUP aims to increase exports of agribusiness and horticultural products from Burundi, Kenya, Rwanda, Tanzania and Uganda and promote regional integration and access to the European market by addressing specific challenges that Small and Medium Enterprises (SMEs), Trade and Investment Support Institutions (TISIs) and policy-makers face in accessing regional and EU export markets.

Between 2019 and 2020, ITC has interviewed close to 650 Tanzanian companies, with a special focus on key priority products: tea, coffee, avocado, horticulture and spices. The survey also interviewed around 50 exporters as a follow up to the first ITC survey in Tanzania in 2013/14 to understand the changes in company's perception and if the difficulties reported in 2013/14 have been resolved. Interviews were also conducted with public stakeholders and private sector associations.

b) About International Trade Centre

The [International Trade Centre](#) (ITC) is a joint agency of the United Nations and World Trade Organization (WTO) based in Geneva. ITC's mission is to enable small business export success in developing and transition-economy countries, by providing, with partners, sustainable and inclusive development solutions to the private sector, trade support institutions and policymakers.

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