



African Trade Exhibition

Connecting & Uniting Africa to become self-sufficient



Event Details: Date: Thursday 24th April, 2025 Time: 4:00 PM - 5:30 PM EAT (3:00 PM-4:30 PM CAT); Webinar Duration: 1:30 hrs. Your Talk time: 20 minutes; Platform: Virtual (Online).

Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA) PSSSF HOUSE, Mezzanine Floor Samora Avenue, Dar es salaam, Tanzania

Presented by:

Leonard M.J. MASAI

TCCIA-Manager

Research, Planning, Policy, Project and Resource Mobilisation

KEYNOTE SPEAKER

Theme: "Unlocking Potential Business, Trade, and Investment Opportunities in Africa focusing on the East African Community (EAC)."

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Thank you very much, for inviting me. I appreciate it. And I'm greatly honored to participate as a keynote speaker on *"Unlocking Potential Business, Trade, and Investment Opportunities in Africa focusing on the East African Community (EAC)."*

I am herewith; on behalf of our **Executive Director and TCCIA** in general.

TCCIA: Have/has remarkable experience of 36 years since when it was formed in 1988. With Head Quarter office in Dar es Salaam, Tanzania, East Africa. Covers all offices in 26 regions and more than 126 Districts, with record membership of 30,000 in Tanzania. TCCIA owns extension offices in Turkey & China for continuing expanding the bandwidth of its operations. Since 1988 up to date, TCCIA is a pioneer of **Private Sector Advocacy** in Tanzania, but East Africa in general. This

institution is the only private institution **trusted** under the United Republic of Tanzania to provide **“Certificate of Origin”**.

The East African Trade Bloc, presents African market landscape, on the major sector of commerce (i.e., mining, tourism, forest, finance & insurance, transportation and logistics et cetera); Agriculture and livestock; Industries and Manufacturing., These sectors act as a key component of the East African Pillars, of Free Trade and Common Markets. What we do is continue to mainstream an enabling environment for trade and business to thrive in the East African Region, together in collaborations with other stakeholders (both State Actors & Non-State Actors) through policy advocacy; facilitates trade & business dialogue to ensure the business environment becomes conducive and favorable for all parties involved.

It's true that in this 21st century, the transformation of Advance technology is imperative in all sectors, especially on trade facilitation, simply access to market information, risk governance, integrated financial payment systems and upcoming e-commerce & digital trade; where young people do prefer this mode of trade across the region.

This gives us a pace for continuing advocacy on a sustainable environment for investment in sectors of agriculture and Agro-business, technology, industries and general commerce are key sectors, which gives us trends for decision making, and investment prospects in the EAC region.

We welcome entrepreneurs, investors, policymakers, and industry professionals to continue collaborating with us, for the continental sustainability and African Economy.

Welcome TCCIA-Tanzania.

Thank you for ALL
