

Dear Sir/Madam,

**RE: INVITATION TO PARTICIPATE IN THE 36TH DAR ES SALAAM
INTERNATIONAL TRADE FAIR (36TH DITF) 2012**

I am pleased to inform you that the 36th Edition of the Dar es Salaam International Trade Fair will be held at the Mwalimu J. K. Nyerere, Trade Fair Ground, Kilwa Road, Dar es Salaam, Tanzania from 28th June to 8th July, 2012. The Theme of this year's event is "EXPAND YOUR BUSINESS HORIZON". This theme has been selected in recognition of the DITF as a platform for business success for sustainable growth of trade and industrial sectors.

We understand that your institution/company is among key progressive partners in supporting our nation's trade development; I therefore wish to extend my invitation to you personally to consider supporting us by taking part in the 36th Dar es Salaam International Trade Fair. As you might be aware, this event is one of the recognized and approved fairs by the Global Association of the Exhibition Industry (UFI) that is being staged every year by our team of dedicated and committed professionals.

The Management of TanTrade has continuously strived to improve the Fair Ground infrastructure and the organizational aspect which made the UFI officials last year, to declare the DITF as among the best events in East and Central Africa. This emanated from the fact that the DITF has always acted as a shop window for showcasing Tanzanian products, and serves as a platform for products to enter the Eastern, Central and Southern African market whose business persons and other very prominent dignitaries always visit the fair with a view of sourcing high quality products for their countries.

In supporting the Theme of this year's Fair, special focus will be on Agricultural Machineries and Equipment. In this regard, Business-to-Business (B2B) and buyer seller meetings will be organized to suite participant's interests. Other meetings will also be organized for products and services with high potential in this market. A special mobilization campaign will be initiated to ensure that relevant business persons visit the fair. To support this initiative, two days of the fair will be designated as "Traders Days" to achieve the desired objective.

It is also important to note that the economy of the Eastern African countries of (Kenya, Uganda, Rwanda, Burundi and Tanzania) has now merged to form even higher lucrative trade opportunities for every member country to benefit. You might also have noted the pace that these individual country economies grow in the past few years, particularly in the sectors of Agriculture, Mining, Tourism, Manufacturing, Construction and Real Estate Development, just to mention a few.

To improvise for their rapid economic growth, these countries need to be supplied with good quality products and modern technology that can be sourced globally. This being the case, there is therefore, a ready market for a variety of products in this market. It is from this angle that I consider your institution/company to have a lot to reap from participation in the 36th DITF in 2012.

We would appreciate to be notified of your decision at the earliest by returning to us the dully filled application form which is found in our website: www.tantrade.or.tz with a commitment amount 50% down

payment of the total participation fees. It is our humble request that these should reach us latest by 31st March, 2012. Kindly note that, any booking without advance payment will not be confirmed. The exhibition space is generally offered under "first come first served" criteria.

Please be advised that companies/institutions with sub-exhibitors need to provide all the necessary information of the sub-exhibitors when submitting their application.

We are attaching herewith the Terms of Participation for the Dar es Salaam International Trade Fair, I kindly advise you to read and understand them since they guide your participation in the DITF.

Kindly be assured that we undertake to do everything within our reach to make sure that your participation at the 36th DITF becomes a success.

I look forward to your support and cooperation in this endeavour.

I remain,

Yours sincerely,

TANZANIA TRADE DEVELOPMENT AUTHORITY

Ramadhan H. Khalfan
DIRECTOR GENERAL
RHK/MH/amk