



Successful Inter-regional Exchange among Women-led Entrepreneurs during the 21st EAC MSMEs *Juakali* Nguvu kazi Trade Fair



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Tanzania Women Chamber of Commerce (TWCC) partnered with the Business Scouts for Development (BSFD) Programme to support 28 women entrepreneurs from all regions in Tanzania Mainland and Zanzibar to exhibit during the 21st East African Community (EAC) MSMEs Trade Fair commonly known as the *Jua Kali Nguvu Kazi* fair. The event took place in Mwanza, Tanzania from 2nd to 12th December 2021. BSFD is a programme commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The trade fair aimed at not only facilitating regional exchange but also enhancing access to international supply chain. Beyond strong networks built, the fair gathered over 1000 participants allowing for Business to Business (B2B) exchanges and market linkages among the East Africa Community (EAC) member states.

Dinasarah Sami, the founder of DIDADOs Enterprises, a processor and distributor of nutritious flour,

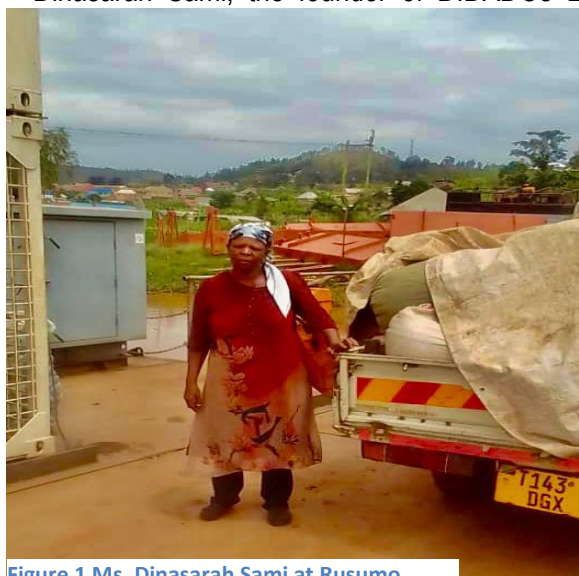


Figure 1 Ms. Dinasarah Sami at Rusumo Boarder while transporting Sesame and Pumpkin seeds to Rwanda

pumpkin seeds, cashew nuts, mushrooms, sweet potatoes and Sesame seeds based in Mwanza City Tanzania. She was able to sale all her stock, meet potential customers as well as receiving huge orders from Kenya, Rwanda and Tanzania. She narrates “During the fair, I met a company from Rwanda and agreed to be business partners. A week ago, I supplied approximately 1 tone of sesame seeds and 810kg of pumpkin seeds to Rwanda. I appreciate TWCC and the Business Scout for Development programme for making it possible for us to

penetrate new markets across the EAC States.”

“During my participation in the *Jua Kali Nguvu Kazi fair*, I was able to sell almost all my products, meet and build a strong business network with counterparts from Rwanda and DRC Congo. I signed a Memorandum of Understanding (MoU) of distributing sunflower cooking oil with companies from Rwanda and Democratic Republic of Congo” said Ms. Mary Urio co-founder of YES GROUP, a processing and distributor of sunflower cooking oil, avocado and Candle oil from



Figure 2: Ms. Mary Urio co-founder of YES GROUP exhibiting at the fair

Kagera Tanzania.

“As a result of the training support from TWCC on rules and regulations for doing cross border trade, I was able to formalize my business. I gained useful knowledge from authorities like TBS, TRA, SIDO, Immigration, BRELA and GS1 Tanzania which were an eye opener for me to officially commercialize my business. I have since gained certification with the Tanzania Bureau Standards (TBS) which positioned my products for the regional market during the fair. Besides, I sold almost all products I exhibited and received good number of orders from local supermarkets and agents in Kenya.” Ms. Alice Burchard the CEO of Aim Natural Products narrated.

The company participated in the Jua Kali Exhibition (link: <https://youtu.be/fZKMMNYbY7Y>)



Figure 3: Ms Alice Burchard (left) attending to the Minister of State, Prime Minister's Office (Policy, Parliamentary Affairs, Labour, Youth, Employment and PWDs Hon. Jenister Mhagama (right) during the fair

Ms. Linnah Fredy from Mbeya is a member of TWCC since 2020. She deals with training on Textile (Batiki) and handcrafts in Mbeya, Songwe and across other countries like Malawi and Zambia. She has become an expert in making *Batiki* commonly known as textile and different accessories. It was her first time to



Figure 4 : Group photo of Ms Linnah Fredy (Blue T-shirt) from Tanzania, and Ms Alinda from Uganda during a B2B Meeting on Textile.

participate in the *Jua Kali Nguvu kazi* Exhibition. During exhibition she managed to sell all her stock and hold B2B exchanges. TWCC with EAC team arranged her B2B Meeting on textile with entrepreneurs from Uganda and Burundi. They agreed that Ms. Linnah Fredy will go to offer trainings on *Batiki* or Textile to Ugandans and Burundians entrepreneurs in their respective country. She explains “I am so excited that my *Batiki* product was well accepted in market during

this exhibition beyond my expectations. I have got orders from Kenya, Rwanda, Burundi and Uganda. I promise to continue producing quality products in order to meet EAC standards and the international Market.”

TWCC acknowledges support from GIZ Business Scouts for Development Programme, participants, the government, organizers, visitors and everyone who dedicated their time and resources to make the fair a success. The fair proved beneficial as it enhanced exhibitor’s skills and knowledge through exhibition training, networking, gained partnerships and technological know-how transfer within East Africa and beyond.