

33RD DAR ES SALAAM INTERNATIONAL TRADE FAIR (33RD DITF)

28TH JUNE TO 8TH JULY, 2009

FACT SHEET

ORGANISER: BOARD OF EXTERNAL TRADE

PHYSICAL ADDRESS: MWALIMU J.K. NYERERE TRADE FAIR GROUNDS

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IMPORTANT INFORMATION

Duration:	28 th June to 8 th July, 2009
Venue:	Mwalimu J. K. Nyerere Trade Fair Grounds, Kilwa Road, Dar es Salaam.
Theme:	Building Global Business Partnership

VISITORS ADMISSION:

Traders Days:	Thursday 2 nd to Friday 3 rd July, 2009 from 10.00 hrs to 14.00 hrs
General Public:	The rest of the days (other than the time specified for Traders Days).
Judging Exercise:	29 th - 30 th June, 2009

Official Opening Ceremony:

Wednesday 1st July, 2009 in the afternoon.

Number of Exhibitors in 2008:

- Total : 1,930
- Local: 1,602
- Foreign: 328
- Countries represented: 27

Size of Exhibition:

- Gross Area: 160,000 sqm.
- Net Exhibition: 35,000 sqm (covered and open)

Exhibitors Profile: The range of exhibits includes the following:

- Agricultural products - Food and Beverages.
- Textiles, garments and yarns.
- Manufactured products.
- Information and Communication Technology.
- Construction materials

- Automobiles
- Electrical goods and appliances
- Farm implements
- Chemicals and cosmetics.
- Timber and furniture
- Trade in services
- Machinery & Engineering products
- Computer software
- Gift articles and handicrafts
- Etc.

Prohibited Exhibits: Arms and ammunition, drugs, political and religious affairs.

Visitors Profile:

- Consumers and traders
- Importers
- Wholesalers
- Agents
- Business executives
- General public
- VIPs

Visitors in 2008

- General Public : 720,000
- Business visitors (est.): 6,800
- Overseas visitors (est.) : 5,700

Membership: UFI – The Global Association of the Exhibition Industry.

Exhibition Halls: Exhibition hall facilities range from individual pavilions to large exhibition halls of up to a gross area of 4,000 square metres. The fair grounds have rentable spaces amounting to about 36,100 square metres (net).

Main Exhibition Halls:

HALL	FLOOR AREA (M2)
Karume Hall	3,800
Karume Annex	600
Pavilion No. 10	362
Pavilion No. 15	379
Pavilion No. 72	442
Pavilion No. 80	800
Pavilion No. 51	563
Pavilion No. 14	500
Saba Saba Hall	1,600
Pavilion No. 33	361

In addition to these there are several halls/pavilions which are individually owned. Open space is available for exhibits requiring outdoor display.

Space Allocation: Space is allocated in multiples of 9 sqm. as the minimum space allocation in shared exhibition halls and 50 sqm in open space. Independent pavilions are allocated according to their net exhibition areas. Self owned pavilions are allocated and charged as per plot area.

Equipment available on hire: Chairs

(from private supplier)

- Tables
- Display Boxes, show cases, shelves,
- Carpets, TV, DVD, Fridges, etc.

Cost of Exhibition Space:

Type of Space	Local Rate per m ² TAS	Foreign Rate per m ² USD
1. Self Owned Pavilion	TAS 15,000/=	USD 50
2. Outdoor Space for Display of Machinery Only. (Minimum area 50m ²)	TAS 15,000/=	USD 50
3. Covered Hall Area		
3.1 Raw space (Minimum area 45m²)		
3.1.1 Other Halls	TAS 45,000/=	USD 100
3.1.2 Karume/Saba Saba Halls	TAS 50,000/=	USD 120
3.2 Ready built stands (Minimum area 9m²)		
3.2.1 Other Halls	TAS 65,000/=	USD 125
3.2.2 Karume/Saba Saba Halls	TAS 70,000/=	USD 150
3 Garbage Collection * All Rates are VAT exclusive.	TAS 20,000/= per applicant	USD 25 per applicant

DEADLINE FOR APPLICATION: 31st March, 2009 (Space will offered on "first come first served" criterion)

Additional Information:

(i) A trade fair catalogue is published well before the commencement of the fair. Advertisements are accepted on submission of artworks and fees. Rates are available through our Advertising Agents. Exhibitors are requested to submit their application forms before the deadline or else risk the chance of not being listed in the official catalogue.

(ii) Clearing of exhibits is done through appointed agents. You may wish to contact the organizers for the list of official agents.

(iii) Hotel accommodation can be arranged on request.

(iv) Utility facilities are available as follows:-

- Electricity consumption in shared halls is free.

- Electricity in individual pavilions is connected and paid for directly to TANESCO (the power supply company).
- Telephones can be supplied by the Tanzania
- Telecommunications Company Ltd on request.
- Four mobile phone companies are operating in Tanzania and can provide the necessary services.

(v) Spot sales are allowed in designated spaces only. Hence the exhibitor should inform the organizer well in advance if he/she intends to conduct spot sales. The intention should be indicated on the reverse side of the Application Form.

(vi) Shipment of exhibits to Tanzania should be done much earlier such that are cleared one week before the commencement of the fair. It normally takes about two weeks to clear goods from the port if all documents are in order.

(vii) The organizer will not be responsible for any clearing delays caused by failure to comply with the above conditions on the part of the exhibitor.

(viii) Exhibitors are advised to attend without fail a Pre-Fair Seminar in mid June 2009. Date, venue and content of the seminar will be communicated later.

(ix) Exhibitors are advised to have fire extinguishers on their stands.

(x) Exhibitors are required to insure their exhibits in their stands against risks.

(xi) Playing of **LOUD MUSIC** is strictly prohibited during the fair

xii) Visa Application:

The organizer (BET) can assist in the processing of entry visas for participants to the fair if requested. The type of visa will be the one which allows applicants to "carry out temporary business" i.e. Business Visas. Applicants are required to fill in the Visa Application Forms, send two colour passport size photos, copies of passport covering the pages with a photo, issue and validity dates, names and number. BET will charge US\$ 30.00 for processing the documents. Visas will be faxed back or left at the airport arrival desk. Such documents should reach BET before 10th June, 2009.

xiv) Restaurants

There are high class restaurants offering services during the trade fairs. Both African and International Cuisine are served. In addition to the high class restaurants, there are also middle class restaurants offering mostly local dishes.

xv) Advert space

Strategic out door advert spaces are available. Demand for these spaces is highest during the International Trade Fairs and events. Clients may choose to put their adverts to one or more of the following:-

- Bill Board on the wall surrounding the fair grounds
- Road signage
- Pavilion branding
- Hosting of banners during the event.

xvi) Car Park

The DITF has a large car parking lot, which is situated outside the fair complex. Only authorized vehicles may be brought into the fair grounds. Authorized vehicle must be parked in designated car parks. All vehicles brought into the fair grounds are at the owner's risk and the entry of a vehicle into the fair grounds impliedly authorized BET to remove it at the owner/driver's cost and risk if incorrectly parked or present without authority.

xvii) Business Centre

The **Business Services Bureau (BSB)** located in the office of the Directorate of Research and Planning, Plot No. 82 A offers Secretarial Services, photocopying, binding, typing, internet surfing etc. A token fee is charged for the services rendered.

Procedure for Importation of Exhibition Samples and Goods

- (i) All Imported goods must be declared in the Import Declaration Form (IDF) obtainable in Customs or TISCAN offices at the cost of 10 USA Dollars.
- (ii) On arrival the goods have to be inspected by M/S TISCAN (Destination Inspection). A fee of 1.2% FOB value and 10 USA dollars processing fees will be payable to Customs; including duties and taxes.
- (iii) Trade samples and stand construction equipments are to be declared under Temporary Importation documents with bond security (CB 10) or cash deposit payable.
- (iv) All "FCL-Containers are subject to Destination Inspection and tax payment to them before release, is mandatory.
- (v) All goods for exhibition and sale while the exhibition is in progress are subject to full payment of taxes before release.

- (vi) Exhibitors sharing container through their Embassies shall be treated like exhibitors in No. (iii) above.
- (vii) Goods for destruction must have prior approval on application from the Commissioner for Customs and Excise (T).
- (viii) In all cases an appointed Customs C & F agent shall be entrusted to clear exhibitors goods to avoid delays emanating from clearance ignorance.

Exhibitors are requested to contact the Clearing Agents for information on Import Duties, Excise Duty and VAT for respective products they want to import so that they can know in advance the amount of tax liability they have to pay on arrival. Under declaration is an offence.

Requirements for Importation of Food Products for Exhibition:

- i) Registration of importer and food products to be imported;
- ii) Application for importation by filling the relevant forms with prescribed information;
- iii) Food must pass through a port of entry indicated in the form;
- iv) Inspection of the food at the port of entry by the inspector who may release, detain or recommend re-export;
- v) Regular laboratory analysis to check compliance;
- vi) Health certificate from a food regulatory agency and a certificate of analysis;
- vii) The remaining shelf life of non-perishable food should be more than six months by the time it arrives at the port of entry;
- viii) Foods found non-complying to specification at the port of entry shall be re-exported to the country of origin at the expense of the importer;
- ix) Promotional materials need approval by TFDA to prevent misleading information directed to the consumers ;
- x) Unregistered food products are not allowed to be sold to consumers;

- xi) All Exhibitors for food products must have exhibition permit from TFDA.

Importation of Pharmaceuticals for Exhibition:

The importer has to be a:-

- i) Registered pharmaceutical manufacturer;
- ii) Registered pharmaceutical wholesale dealer;
- iii) Government department e.g. MSD or approved Non-government health facilities (NGO's);
- iv) Authorized person/organization that conduct clinical trials in the country and has an ethical clearance certificate;
- v) Person authorized to import drugs for special conditions as exhibitions;
- vi) The importer has to submit an application for importation of pharmaceutical exhibits to the Director General of TDFA together with a Proforma Invoice. The Proforma Invoice should indicate the type and amount of pharmaceutical products to be imported for exhibition. All the imported pharmaceuticals MUST be registered by the TDFA or given special approval for exhibitions;
- vii) The Proforma and the supporting documents will be scrutinized and if found that they meet all the requirements as specified in the Guideline for importation, they will be approved. A certificate of official approval to import will then be granted;
- viii) A drug inspector must inspect each consignment of drug upon arrival at the port of entry, before being released;
- ix) Pharmaceutical products for exhibitions should not be sold and must be written "NOT FOR SALE" or "SAMPLES FOR PROMOTION" on the pack;
- x) Promotional material to be used during exhibition must be submitted to TFDA for approval at least two (2) weeks before exhibition. No fee is charged.

Procedures for sale of goods during the fair (Foreigners)

Foreigners who intend to sell their goods should follow the following procedure:

- **Submit** a request to Tanzania Revenue Authority (TRA) Office – Samora or Temeke Branches showing value of goods imported together with the expected sales proceeds.
- Pay Stamp Duty deposit to TRA at a rate of Tshs. 40/= for each Tshs. 1,000/= (0.04%).
- Ensure that after payments of stamp duty deposit cash sale books and receipt books are endorsed by TRA Regional Revenue Officers indicating that Stamp Duty has been paid.
- Make sure that the endorsed cash sale or receipts are issued to customers upon sale.
- At the end of exhibition liaise with Regional Revenue Officer for stamp duty adjustment.
- Note that the above procedure can be done by the Clearing and Forwarding Agents on Exhibitors behalf.

Procedures for sale of goods during the fair (Locals)

- Local exhibitors who are registered under VAT must ensure that they issue Tax Invoices or receipts to customers generated from Electronic Cash Registers. At the same time those who have Stamp Duty Composition Agreement should issue Precepts or Cash Sales accordingly.
- For local exhibitors who are neither registered under VAT nor under Stamp Duty Composition Agreement should comply to the same procedures as for foreigners above.
- TRA officers will all the time visit the trade fair to examine tax compliance. In case you need further information contact them in their offices located in BET's premises.

The 33RD DITF MARKETING CAMPAIGN

An extensive marketing campaign is already underway to attract more Exhibitors and visitors for the 33RD Dar es Salaam International Trade Fair.

The strategies include the following

- Direct mailing to the past DITF participants
- Radio promotion and TV adverts.
- Advertising in major local news papers.
- Mobilization through the Tanzanian foreign missions.
- Promotion through the local or foreign Chamber of Commerce and Industry association.
- Placement of extensive street banners/posters, billboards and road signage.
- Direct approach to foreign missions in Dar es Salaam through door to door canvassing.
- Insert adverts in the world wide exhibition directories
- Promotion through our BET website <http://www.bet.co.tz>

SUMMARY OF EXHIBITORS AT THE 32ND DAR ES SALAAM INTERNATIONAL TRADE FAIR COMPARED TO PREVIOUS YEARS

NO	EXHIBITORS	32 ND DITF 2008	31 ST DITF 2007	30 TH DITF 2006	29 TH DITF 2005	28 TH DITF 2004	27 TH DITF 2003	26 TH DITF 2002	25 TH DITF 2001	24 TH DITF 2000	23 RD DITF 1999	22 ND DITF 1998
1.	Foreign official	15	16	15	7	14	10	11	14	13	13	12
2.	Foreign Countries Representation	27	28	25	18	28	22	33	30	28	32	23
3.	Total Foreign Companies	328	320	108	115	365	350	331	315	300	241	201
4.	Local Exhibitors	1,602	1,500	1,400	2,300	1,780	1,500	1,405	1,250	1,145	1,041	823