

THE FIRST TANZANIA HORTICULTURAL SHOW TO BE HELD IN ARUSHA

DATES: DECEMBER 1ST TO 3RD, 2011

PLACE: AVRDC GROUNDS, USA RIVER

In commemoration of the 50 years of Tanzania independence, The Tanzania Horticultural Association (TAHA), with the support of the Tanzania Cluster Competitiveness Program (TCCP), and in close collaboration with the World Vegetable Centre (AVRDC) is organizing for the first local horticultural show in Tanzania to be held from December 1st to 3rd at the AVRDC grounds in Tengeru - Arusha. The show is expected to bring together more than 300 -400 farmers, service providers and buyers from different parts of Tanzania daily, so as to learn from each other as well as making different business negotiations. It is expected that there will be on farm demonstrations as well as tented exhibitions most of which will be done by more than 40 service providers. **The gist of the show is therefore to capacity build farmers and this includes training them practically on various aspects concerning horticultural businesses.**

TAHA expects to have two categories of participants/exhibitors. The first category will be of exhibitors who will either have tented booths or just field demonstrations while the second one is of those who will have both tented booths and field exhibitions. The costs of exhibition (three days) therefore shall also be in two categories as follows:

EXHIBITOR CATEGORY	EXHIBITION COSTS in USD
Either tented or field exhibition	200
Tented + Field Exhibition	375

Concurrent to the show, TAHA in collaboration with TEAMPRO is organizing for a Dutch Trade Mission to Tanzania whereby horticultural business people from Holland will come to Tanzania to talk business with their local counterparts. In so doing, there shall therefore be a B2B event scheduled to take place during the show days. USAID partners implementing the Feed the Future programme in which horticulture features as a priority sub- sector in the FtF programme, will also be meeting in the show week to provide an opportunity for the partners to interact with other players and horticultural stakeholders in the Northern zone. This will therefore provide a very busy, exciting and interactive horticultural week in the Northern Tanzania.

The theme of the show will be *“Horticulture kwa Mapato na Afya ya Taifa, Tumethubutu, Tumeweza na Tunasonga mbele”* which literally translates that the *“horticulture for more incomes and a healthier nation, and that players in the industry have engaged in daring efforts, have registered successes and are forging ahead.”*

TAHA is inviting all the industry stakeholders both local and international interested to participated in the show to confirm their interests through the following email addresses:

programs@tanzaniahorticulture.com and taha@habari.co.tz