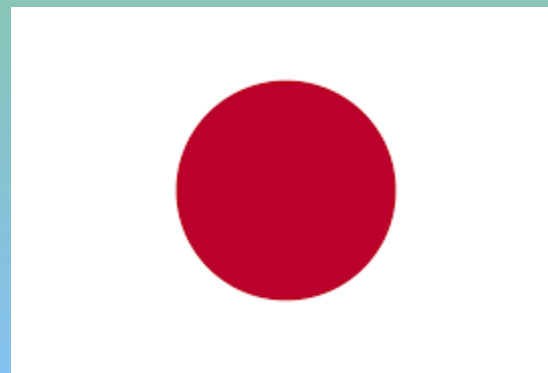




# TANZANIA AND JAPAN TRADE RELATIONS





# OVERVIEW



1. About TanTrade
2. Tanzania & Japan Trade Performance
3. Tanzania Export Potential
4. TanTrade Information Services
5. Participation of Japan in Tanzania trade fairs
6. Tanzania Participation at Expo 2025 Osaka

# 1. ABOUT TANTRADE

TanTrade was established by the Tanzania Trade Development Authority **Act No. 4 of 2009**

**TanTrade  
Services**

Promotion of Tanzanian Goods and Services

Market Research and Trade Information Services

Capacity Building and SME's Development

To Regulate all Trade Fairs

Product and Market Development

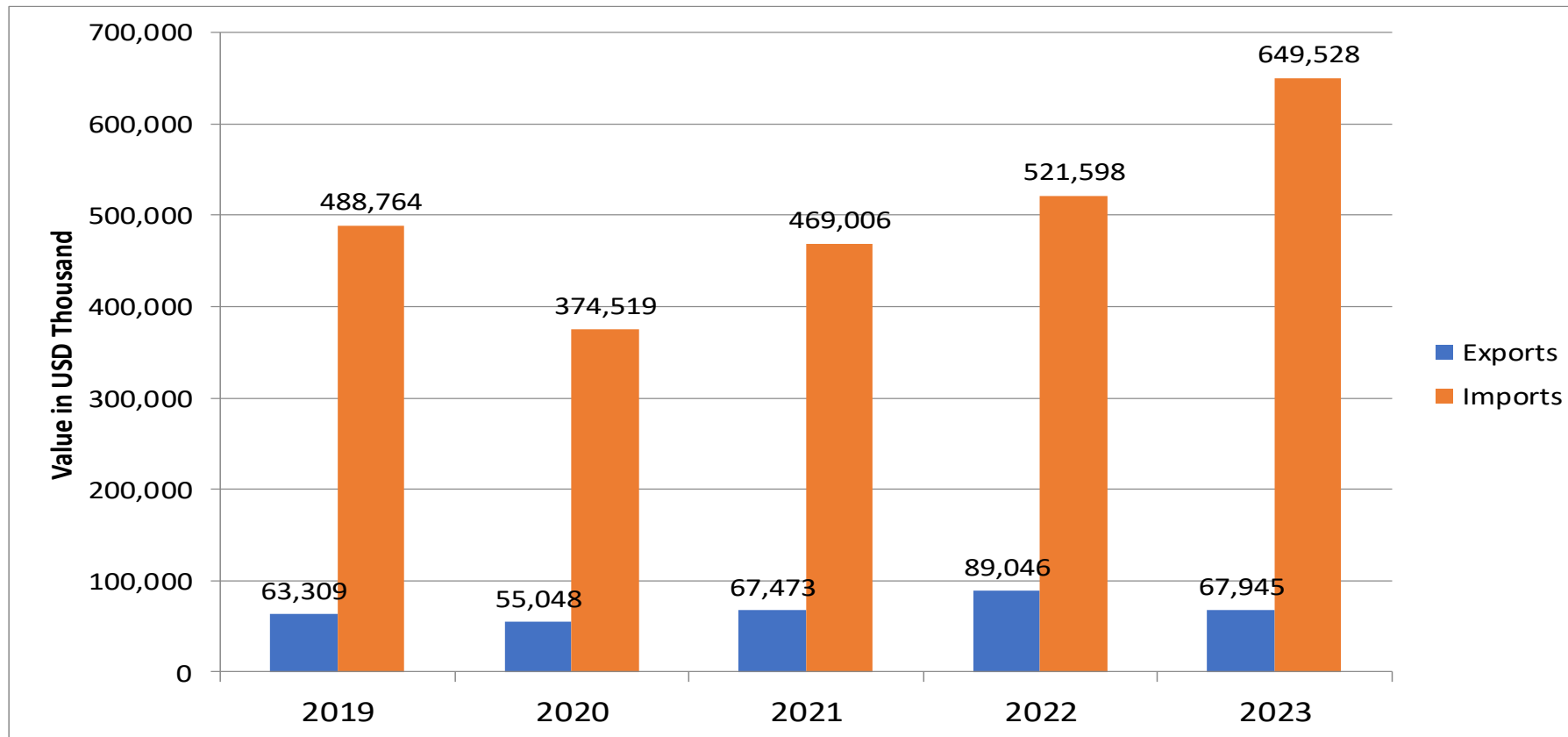
The logo features a light blue silhouette of the map of Tanzania on the left. To its right is a green circular emblem with two curved lines and two horizontal arrows pointing in opposite directions, suggesting a globe or trade flow.

## **2. TANZANIA AND JAPAN TRADE PERFORMANCE**

**TANZANIA**  
TRADE PORTAL  
[trade.tanzania.go.tz](http://trade.tanzania.go.tz)

# Tanzania and Japan Trade Performance

For the past 5 years, Exports from Tanzania to Japan have remained constant with an average of USD 68,564 Thousand. However; Imports from Japan has increased to an average of USD 498,883 Thousand.



Source: Computed by TanTrade

# Tanzania and Japan Trade Performance

## EXPORTS

- Coffee
- Sesame seed
- Fish
- Beeswax
- Flower
- Precious stones and
- cocoa beans
- Tobacco
- Spices (Cloves)

## IMPORTS

- Vehicles
- Iron and steel
- Parts and accessories for tractors
- Motor vehicles for transport of 10 people and more
- Bicycles and other cycles

The logo features a light blue silhouette of the map of Tanzania on the left. To its right is a green circular emblem with a stylized white 'E' shape inside, and a grey arrow pointing to the right.

### **3. TANZANIA EXPORT POTENTIAL**

**TANZANIA**  
TRADE PORTAL  
[trade.tanzania.go.tz](http://trade.tanzania.go.tz)

In the next five years, Tanzania has the potential to boost exports to Japan by USD 116 million for the following products

# Export Potential in Japan market



Sesame



Tea



Fish  
fillets



Cocoa



Copper  
ores



Precious  
metal



# Underutilized Export Potential in Japan Market



Sesame

Export Potential  
38m USD

Actual Exports  
25m

Untapped  
Potential  
13m



Copper Ores

Export Potential  
25m USD

Actual Exports  
376,000

Untapped  
Potential  
24m



Fish fillets

Export Potential  
8.4m USD

Actual Exports  
1.6m

Untapped  
Potential  
6.8m



Precious Stones

Export Potential  
3m USD

Actual Exports  
3,100 USD

Untapped  
Potential  
3m



Black Tea

Export Potential  
1.8m USD

Actual Exports  
6,800 USD

Untapped  
Potential  
1.8m

# TANZANIA'S POTENTIAL

- To ensure trade and investments are sustained and profitable, Tanzania has invested in mega projects on infrastructures such as roads, ports, railways, airports and generation of energy.
- The aim is to reduce the cost of production and cost of doing business with the main purpose of creating an enabling environment for business to prosper and maintaining investors' confidence.
- Tanzania offers a unique blend of preferential market access, logistical connectivity and competitiveness in a stable business environment.

The logo features a light blue silhouette of the map of Tanzania on the left. To its right is a stylized green circular emblem composed of three curved segments, with a grey arrow pointing from the emblem towards the text.

## 4. TANTRADE INFORMATION SERVICES

TRADE PORTAL

[trade.tanzania.go.tz](http://trade.tanzania.go.tz)



[www.tantrade.go.tz](http://www.tantrade.go.tz)



A one stop center for information required for Import, Export and Transit of goods



### TanTrade Biashara App

❑ Real-time data on prices and market updates of various products

# Visitors on TanTrade online Platforms

## TanTrade Biashara App



- ❖ Visitors 7,529
- ❖ Users 1,175

## Website

- ❖ Visitors 788,000
- ❖ Users 50,345

## Tanzania Trade Portal



- ❖ Visitors 321,951
- ❖ Users 52,008



The logo features a light blue silhouette of the map of Tanzania on the left. To its right is a green circular emblem with a white stylized 'T' and a horizontal arrow pointing to the right.

## **5. PARTICIPATION OF JAPAN IN TANZANIA TRADE FAIRS**

**TANZANIA**  
TRADE PORTAL  
[trade.tanzania.go.tz](http://trade.tanzania.go.tz)



# Dar es Salaam International Trade Fair

- Dar es Salaam International Trade Fair (DITF) is conducted annually from 28<sup>th</sup> June to 13<sup>th</sup> July at Saba Saba grounds.
- During 48<sup>th</sup> DITF 2024, 18 Japanese companies participated in the fair
- TanTrade has officially opened the registration window for the 49<sup>th</sup> Dar es Salaam International Trade Fair known as SABASABA
- To register please go to TanTrade website or simply click the following link to get started <https://tradefair.tantrade.go.tz/>

# Platforms that can be used to promote Exchange of Business Information and Opportunities

❖ The Dar es Salaam International Trade Fair (**DITF**) – annually on 28<sup>th</sup> June to 13<sup>th</sup> July.

General Fair which attracts

- 3500 Local Exhibitors
- 451 Foreign Exhibitors
- Average of 28 countries
- Average of 350,000 visitors

❖ Tanzania Industrial Products Exhibition- annually 26<sup>th</sup> Sept to 2<sup>nd</sup> Oct (TIME EXPO)

- Display of Machineries &
- Industrial products
- Attracts an average of 500 Exhibitors

❖ **Specialized Agricultural & Livestock Exhibition**

- 1- 8<sup>th</sup> August every year



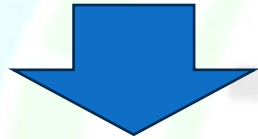
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## **6. TANZANIA PARTICIPATION AT EXPO 2025 OSAKA**

**TANZANIA**  
TRADE PORTAL  
[trade.tanzania.go.tz](https://trade.tanzania.go.tz)

# Tanzania Participation at Expo 2025 Osaka

Tanzania will participate at Expo 2025 Osaka  
13<sup>th</sup> April -13<sup>th</sup> October 2025



## Important Events

- ❖ Tanzania National Day 25<sup>th</sup> May 2025
- ❖ **Tanzania Business, Investment and Tourism Forum 26<sup>th</sup> May 2025**

## Special Programs



- ❖ Tourism- Tanzania Unforgettable 25<sup>th</sup> April- 6<sup>th</sup> May 2025
- ❖ Infrastructure 15<sup>th</sup> May- 26<sup>th</sup> May 2025
- ❖ Agriculture 5<sup>th</sup> June- 16<sup>th</sup> June 2025
- ❖ Health 20<sup>th</sup> June- 1<sup>st</sup> July 2025
- ❖ Swahili International day 1<sup>st</sup> July- 7<sup>th</sup> July 2025
- ❖ Women Empowerment 1<sup>st</sup> Aug- 12<sup>th</sup> Aug 2025
- ❖ Energy and Mining 17<sup>th</sup> Sept- 28<sup>th</sup> sept 2025
- ❖ Science and Technology 2<sup>nd</sup> Oct- 12<sup>th</sup> Oct 2025



OFFICIAL PARTICIPANT

# ASANTE SANA

