

# ushirikiano Newsletter

Tanzania and EAC | January 2024



"25 Years, 25 Faces, 25 Impacts"  
EAC and Germany Celebrate 25 Years

A new year with high hopes and exciting new developments  
**#StrongerPamoja into 2024**



GIZ and the government of Zanzibar strengthen ties for increased cooperation.



Pamoja! Wekeza Kuzuia Ukatili wa Kijinsia!



"Visit East Africa-Feel the Vibe"



## Dr. Mike Falke

Country Director  
GIZ Tanzania & EAC

### Dear Partners and Colleagues,

At GIZ, we are excited to welcome the new year with high hopes and exciting new developments for 2024. As always it is our pleasure to uphold the spirit of "ushirikiano," which is deeply rooted in Tanzania's rich and diverse culture and history. Tanzania and Germany share a dear friendship that has stood the test of time. Last November, we saw the President of Germany, Frank-Walter Steinmeier, visit Tanzania to reinforce economic relations between the two countries. This high-level visit also demonstrated Germany's commitment and interest in technical cooperation topics with Tanzania. These topics include protecting Tanzania's biodiversity, combating climate change, advancing human rights and good governance, as well as improving health and social protection.

Looking to the future, we see more exciting projects on the horizon. We have recently concluded agreements on technical cooperation encompassing four new projects totaling EUR 22m (or TZS 56.3 bn). These projects include a digital center with a focus on human rights and gender equality, strengthening water security and climate resilience for urban areas in Zanzibar, support for good financial governance, and improving healthcare provision in Tanzania. Germany looks forward to the implementation of these projects for the benefit of the Tanzanian people, together with various partner ministries and organizations in Tanzania mainland and Zanzibar.

We are also increasingly committed to growing our cooperation with our co-finance partners like the European Union, who charge GIZ with implementation, as well as our local partners with whom we implement projects on the ground.

In conclusion, I am thrilled to present our newsletter with more news and developments. I hope you enjoy reading it and wish you a successful year ahead!

Asante sana!



# 16 Days of Activism

PaMOJa! Wekeza Kuzuia Ukatili wa Kijinsia

## 16 Days of Activism: Pamoja! Wekeza Kuzuia Ukatili wa Kijinsia!

In collaboration with the Ministry of Constitutional and Legal Affairs (MoCLA) and the University of Dodoma, GIZ Tanzania, through the “Access to Justice for Women and Children/ Society in Action for Equality” (SAFE) and “Promotion of Rule of Law and Judiciary in Africa” (ProLA) programmes, commemorated the 16 Days of Activism against Gender-Based Violence (GBV) in December 2023 in Dodoma. The four-day initiative, titled “Sema na Jamii kutokomezha Ukatili wa Kijinsia” (Speak with a Community about GBV), engaged students from the Gender Club, the Human Rights Club, the Legal Aid Clinic and the Film and Theatre Department of the University of Dodoma in co-creative sessions. The activity aimed to understand students' perceptions of GBV and their role in combating it on campus and in surrounding communities.

The grand opening on campus, graced by H.E. Ambassador Pindi Chana, Minister of Constitutional and Legal Affairs, drew about 700 students into the conversation. As part of the community outreach, the students went to two wards in Bahi to test ideas they co-created and engaged communities in discussions around gender-based violence. This involved raising awareness about rights, providing community legal consultations, incorporating performing theatre to complement the topics, fostering engagement, focused group discussions, and door-to-door household discussions.

On campus, the emphasis was on empowerment and GBV awareness, particularly addressing the misuse of power by university staff and revenge porn. The activities included class presentations incorporating performing theatre to complement the topics, fostering engagement, focused group discussions in cafeterias, and peer-to-peer discussions around the colleges.

These activities brought lots of learnings and great impulses to take forward by SAFE and ProLA in future initiatives with the students as advocates against GBV.

In Tanga, Improving Health Care Provision (IHCP II) supported Tanga City Council to raise awareness about the high number of GBV cases in the region and its detrimental impact on the entire community. An interactive event with sports, games and discussions allowed members of the community, including government officials and representatives of civil society, to come together and commit to play a role in ending violence against women and children - “Komesha ukatili dhihi ya wanawake na watoto”



# Transforming Access to Legal Information in Tanzania.

The cornerstone of robust legal systems and economic development lies in the accessibility of legal information. In this respect, TanzLII, launched in 2018, is a collaborative initiative led by AfricanLII and [Laws.Africa](#), with significant contributions from various Tanzanian legal entities and development partners. This ambitious project aims to digitise and publish Tanzania's legislation and case law, and democratising access to legal information for everyone.

The digital availability of laws and case law on TanzLII's website empowers citizens, legal professionals, academics, and students with comprehensive legal research tools. This accessibility is not just a legal advantage but also a cornerstone for economic growth locally, regionally, and internationally.

In 2023 key governmental bodies - the Tanzania Judiciary, the Office of the Attorney General, and the Law Reform Commission - joined forces in a significant collaboration. This partnership, expertly facilitated by AfricanLII and Laws.Africa, with support from the GIZ's "Promotion of the Rule of Law and Judiciary" regional project, underscores a national movement towards enhanced legal accessibility.

The GIZ is making extensive and much-needed contributions to this project in the form of:

- Equipment for digitization and publication processes
- Funding for scanning historical legal documents
- Facilitating knowledge transfer and training with Laws.Africa and AfricanLII
- Investing in Laws.Africa's development of African legal technology for comprehensive research platforms
- Supporting Laws.Africa in developing and applying AI for insights from legal data to enhance Tanzania's legal system
- Promoting regional collaboration for sustainable legal information development

TanzLII is a significant milestone in legal information accessibility, widely used by thousands monthly. It exemplifies successful regional cooperation, promising to transform the legal landscape in Tanzania and the broader East African Community.



## GIZ Tanzania celebrates World Prematurity Day.

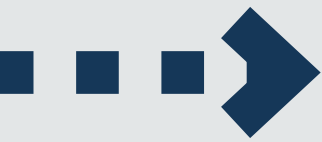
Countless hospitals, organizations, and individuals worldwide commemorate World Prematurity Day on 17 November with activities and special events to raise awareness for preterm birth and the concerns of preterm babies and their families. In Tanzania 236,000 babies are born preterm each year - one in every 9 babies born alive. Improving Health Care Programme (IHCP II) which joined hands with its partners on this special day.

Since 2014 GIZ is supporting the efforts to improve the quality of newborn care in Tanzania in cooperation with the government of Tanzania. Data shows that in the GIZ-supported hospitals in Tanga region prematurity was the leading cause of facility-based neonatal deaths. During the years 2021 and 2022 a total of 22,901 babies were born alive in these facilities, out of these 2,640 (11.5%) babies were born with low birth weight and/or prematurely. Of those, 122 (4.6 %) died during the first month of life.



## Challenges faced by premature babies.

The care of premature babies poses many challenges. A premature baby is not yet fully ready for life outside the uterus. Maintaining body temperature, breathing, feeding, digesting, defending the body against infections - all these are challenges which the baby born too early is facing. In an NCU (Neonatal Care Units) with dedicated staff who are aware of the needs of such babies it is possible to overcome these challenges, but it needs close attention.



Many premature babies in the NCU receive Kangaroo Mother Care (KMC). This is a remarkably effective low-tech measure which involves keeping the baby skin-to-skin on the chest of the parent for as many hours of the day as possible. It supports bonding, stabilizes the baby's breathing pattern and facilitates breastfeeding. If practiced well, weight gain is achieved more quickly, and the hospital stay can be shortened by the mother continuing with KMC at home. Fatuma Mohamed shares her story:

“After 9 years of struggling to get a baby with repeated history of pregnancy related complications, I ended up with a premature baby. She was so tiny with a body weight of 800g. I was almost giving up, believing she will not survive, but then I started KMC. I am glad that now she is 5 months old and weighing 5kg.”

Fatuma Mohamed

For premature babies with more serious problems the NCU provides more intensive care, this can include support to breathing with oxygen or continuous positive airway pressure (CPAP), intravenous fluids or blood transfusions, among others. The more intensive the care, the more technical equipment needs to be provided, and power cuts can have devastating consequences for newborns who rely on the support of such equipment.

## Interventions of the Improving Health Care Provision Program.

IHCP is supporting health facilities to identify and renovate rooms in proximity to the maternity ward for the NCU. These units are then given essential equipment, and IHCP supports capacity building of health care providers working on maternal and newborn health. To enable health care workers to help premature babies survive and



thrive, competency-based training and mentorship visits to each facility proved effective. Many health care workers report that newborn care was not taught in their pre-service training and that they benefit from the support of GIZ. At the same time training materials and standard operating procedures (SOPs) based on the national neonatal guideline of Tanzania were developed to facilitate learning. Newborn care cannot stand alone though. Quality antenatal and obstetric care is essential to improve the outcome of babies. Also, all pillars of the WHO health system building blocks are important to facilitate quality care for premature babies.

## Survive and thrive!

The journey of a premature baby does not end with hospital discharge. Many families cannot afford to spend long time in hospital, therefore most premature babies are discharged early and come back for follow-up visits. Long-term follow-up to observe these babies at risk for developmental delays and other complications needs to be further strengthened to make sure they do not only survive, but also thrive and reach their full potential.





## Rangers trained in using Drone Technology to address Human-Wildlife Conflicts.

Between November and December 2023, GIZ's Human-Wildlife Conflict Mitigation Project, in partnership with the Tanzanian Ministry for Natural Resources and Tourism, facilitated a one-month drone pilot training for 16 rangers. The training is part of the joint efforts to reduce human-wildlife conflicts, specifically in the Ruvuma Landscape, and thereby foster biodiversity protection.

Especially zones surrounding protected natural areas are prone to conflicts between wildlife and humans. Incidents occur when wildlife such as elephants and bushpigs migrate from protected habitats to villages and human settlements and, on their way, destroy farmlands and houses.

To mitigate such incidents and sustain and promote harmony between wildlife and humans, the importance of skilled and well-prepared rangers cannot be overstated. In Tanzania, this task is taken by the Tanzania Wildlife Management Authority (TAWA) and the Tanzania National Parks Authority (TANAPA) which also provide Rapid Response Teams of rangers in Ruvuma Landscape.

The GIZ facilitated training on modern drone technology. Drone usage is expected to enhance the capacities and potentials of the TAWA and TANAPA Rapid Response Teams to reduce and react to incidents of conflict timely and efficient. The Tanzania Civil Aviation Training Centre (CATC) trained the rangers on air law, navigation, meteorology, human and animal safety, and flight performance amongst others.


The usage of drones as an innovative approach to protect both, human livelihoods, and wildlife, will assist rangers in the timely identification of potential conflict zones, assess the situation from a safe distance, and reduce the risk of escalating encounters between humans and wildlife. The rangers' active participation in the drone training is a further step towards addressing the complex issue of human-wildlife conflicts and to pave the way for improved human-wildlife coexistence in Tanzania.





# Radio live sessions and Jingles for Community Awareness on mitigating Human-Wildlife conflicts.

In a concerted effort to enhance community awareness and safety, the human-wildlife conflict mitigation project has facilitated the broadcast of three educative jingles and six live radio sessions in Ruvuma Landscape between November 2023 and February 2024. This initiative aims to pass on essential knowledge on self-protection regarding wildlife. They were carefully crafted with a blend of information and entertainment to convey key human-wildlife conflict mitigation messages.



The jingles focused on practical tips for protection when encountering elephants, emphasizing the importance of staying calm and maintaining a safe distance. They enlightened listeners to select safe areas for farming and promoted an understanding of different methods possible to reduce the impacts of crop loss on their farms.

Complementing the jingles, the live radio sessions have provided a platform for in-depth discussions on the chosen topics. Expert guests from Tanzania Wildlife Management Authority (TAWA) and Tanzania National Parks (TANAPA) and the Liwale, Namtumbo, and Tunduru districts leaders have shared their insights and experiences to enrich the dialogue. This interactive format allowed for a more comprehensive understanding of the measures needed to foster safety in areas prone to elephant interactions and ensure that vital human-wildlife information is easily shared by the community members.

TAWA and TANAPA appreciated the project support. They look forward to the project continuing to assist government institutions in promoting awareness and encouraging community involvement. The goal is to increase knowledge, cultivate empathy, and ultimately achieve a harmonious balance between conservation efforts and the well-being of local communities.





german cooperation  
DEUTSCHE ZUSAMMENARBEIT

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development and Cooperation SDC

Co-funded by the European Union

Good Financial Governance Program  
Programu ya Utawala Bora wa Fed

Accountability and Resource Mobilisation  
Strengthening Tanzanian public finance system  
improved public service delivery

## After three years of implementation, our flagship project, the Good Financial Governance

Program second phase, is coming to an end this January 2024. Last year, we were honored to have Honorable Amina Shaaban, the Deputy Permanent Secretary of the Ministry of Finance, attend the closure event. Together, we reflected on the journey we have taken since the commencement of this transformative initiative. We are pleased to announce that we have reached an agreement to continue our cooperation in the area of Good Financial Governance. This is based on the achievements of the current GFG program and reflects our shared commitment to sustaining the positive momentum we have generated.

#publicfinancemanagement  
#governance  
#giz #tanzania





**Joint visits** to the remote Tumbatu island with our partners from the Department of Sports of the Revolutionary Government of Zanzibar and discussions with community stakeholders are crucial steps in ensuring the design and construction of gender-sensitive and inclusive sports grounds. This process needs to be implemented in a participatory manner from the outset, responding to the needs of local populations. Key aspects include designs that are accessible and have usage plans that ensure participation of all and sustainable maintenance.

#sportfordevelopment  
#genderequality  
#partnerships

Participation in Sports  
- Limited infrastructure (Sports ground)  
- Motivation was improved inform  
- Women participation possible

Site  
- New school  
- Current site in question

Proposed Designs  
- 3 sports (vol, ss, net)  
- Football infra dev - Dept of Sports

Usage  
1. Ownership - District Council?  
2. Mgt Committee - All Stake  
3. School - Good starting point for target sport  
4. Sports federations

Mgt Committee  
1. Sport Federations  
2. District  
3. Stakeholders  
4. Stakeholders

\* Funding important  
- Educational security





## Enhancing water security and climate resilience.

GIZ, in partnership with the Ministry of Water in Tanzania, has signed an implementation agreement for a technical cooperation programme aimed at enhancing water security and climate resilience in urban areas. The programme is set to run until August 2025 and has a funding budget of EUR 3,000,000 (three million Euros).

The program will focus on three major areas;

- Our goal is to make the Ministry of Water's core process resilient to climate change and ensure water security.
- We will also support Water Supply and Sanitation Authorities (WSSA's) in providing climate-resilient water supply and sanitation services.
- Basin Water Boards (BWBs) catchment committees and water user associations will receive technical training to manage data and information for climate-resilient water resources management.





## A significant political achievement

has been made in Technical Cooperation between GIZ and the Revolutionary Government of Zanzibar. Successful consultations were held at the Bank of Tanzania Zanzibar branch with the President's Office Finance and Planning Zanzibar. The aim of the consultations was to clarify the general framework preconditions for the successful start and implementation of GIZ projects in Zanzibar. This resulted in an MoU between GIZ and the government of Zanzibar aimed at strengthening ties for increased cooperation

As we begin 2024, it is crucial that we continue to establish and maintain interactions that strengthen quality cooperation with the Government of Tanzania, the Revolutionary Government of Zanzibar, the EAC, and other relevant missions. This is the only way we can ensure effectiveness in

achieving **mutual goals** that benefit all parties involved.

#giz #zanzibar



Supported by:



Federal Foreign Office



on the basis of a decision  
by the German Bundestag

## Press Release: Opportunity for Non-Governmental Organizations (NGOs)

The German government's International Climate Initiative (IKI) supports biodiversity conservation and addresses climate change in developing countries like Tanzania. The initiative provides funding for projects through theme and country calls and specifically for smaller organisations and actors through the IKI Small Grants programme.

IKI Small Grants just launched its 5th call for proposals, open until Wednesday 13th March 2024. IKI Small Grants provide funding of between EUR 60,000 and 200,000 (per project) for local or regional climate and biodiversity projects in one or more of the following fields:

- Mitigation of greenhouse gas emissions
- Adaptation to the impacts of climate change
- Conserving natural carbon sinks with a focus on reducing emissions from deforestation and forest degradation
- Conserving biological diversity

Tanzanian NGOs that meet the criteria below are encouraged to apply.

- Applicants should be not-for-profit organisations. Private companies are eligible if they pursue strictly non-profit objectives as part of their proposed project.
- Applicant organisation must have been operative for at least three years (36 months by the time of the submission deadline).
- Applicant organisations must have generated an average annual revenue of at least EUR 60,000 and no more than EUR 500,000 over the last three years.
- Applicant organisations must have dedicated accounting staff and have accounting principles that ensure internal as well as external control mechanisms. The applicant organisation must also employ a software-based accounting system which meets its respective national standards.
- Applicant organisations must implement the projects themselves; consortia are not eligible.

For more information regarding this opportunity, please contact Tanzania IKI Small Grants focal person through email: [samwel.sudi@giz.de](mailto:samwel.sudi@giz.de) or through mobile phone 0715 901 905. You can also visit the IKI Small Grants website <https://i-ki-small-grants.de/>

on the basis of a decision  
by the German Bundestag



Small Grants Launching Event  
4<sup>th</sup> - 5<sup>th</sup> April | Protea Hotel Courtyard, Dar es Salaam



“ As an Engineer from Tanzania, I Would Like to Work Freely in Kenya, Uganda, or Any of the Other EAC Partner States. ”

(GIZ) - Emma-Alice Kizito is a final-year student of Aeronautical Engineering and a software developer in Arusha, Tanzania. Germany is supporting the EAC to advance the mobility of regulated professionals, such as engineers, in the region. More on Emma-Alice's story & how #EAC & GIZ facilitate cross-border mobility of professionals here: <https://lnkd.in-uj2vB3Hq>

# "25 Years, 25 Faces, 25 Impacts"

EAC and Germany Celebrate 25 Years of Cooperation.



On 22 November, the EAC Secretary General, Hon (Dr) Peter Mutuku Mathuki, and the German Ambassador to Tanzania and the EAC, H.E. Thomas Terstegen, officially opened a photo exhibition titled "25 Years, 25 Faces, 25 Impacts." The photo exhibition showcases tangible impacts created for EAC citizens by the EAC-German partnership in recent years. It presents 25 beneficiaries from across EAC Partner States and all sectors of cooperation, such as trade in goods and services, harmonisation of standards, pandemic preparedness and One Health, integrated water management, and digital skills development.

During the beneficiary interviews that informed the exhibition, strong statements on the impact of the EAC-German cooperation were given. Among them, Euphrosine Niyidukunda, a business founder and agroprocessor from Rwanda, highlighted,

“My company has benefited a lot from the EAC regional integration through free trade. I have expanded my market to Kenya, Uganda and Tanzania, and I'm also looking for opportunities in South Sudan and Burundi.”

Euphrosine Niyidukunda  
business founder and agroprocessor from Rwanda



ICT Specialist Thon Malek, from South Sudan, noted

“During my studies at the Centre of Excellence for ICT in East Africa, I gained new skills every day. The exchange with students from other EAC Partner States helped me replicate solutions that have been implemented in other countries and make them fit for South Sudan.”

Thon Malek  
ICT Specialist from South Sudan



These are among the many living testimonies to the fact that the benefits of regional integration are real for EAC citizens. Find the highlights of the exhibition [here](#).



# Second High-Level Conference on Women in Trade under the AfCFTA.

Spearheaded by the President of the United Republic of Tanzania, H.E. Dr. Samia Suluhu Hassan, the Tanzanian government, in collaboration with the EAC and the AfCFTA Secretariat, held a High-Level Conference themed "Enhancing the Participation of Women in Trade in the Acceleration of AfCFTA Implementation" from 6 to 8 December 2023, in Dar es Salaam. To stress the importance of gender mainstreaming, the conference was graced by Dr. Bärbel Kofler, Parliamentary State Secretary to the German Federal Minister for Economic Cooperation and Development, who emphasised Germany's support for the participation of women in trade. As the negotiations of the AfCFTA "Protocol on Women and Youth in Trade" were concluded, the EAC, in partnership with GIZ, highlighted best practice examples to empower female traders in cooperation with the East African Women in Business Platform and discussed scaling options with relevant partners.



# Climate-Smart Agriculture and Green Renewable Energy to Mitigate Climate Change and Boost Food Security.

On 23 November, the EAC High-Level Forum on Climate Change and Food Security was held in Arusha, Tanzania, prior to the Summit of the EAC Heads of State. The Summit agreed that increased investment in climate-smart agriculture and renewable energy is the best approach to adaptation to and mitigating the impact of climate change and improving access to and availability of food for their citizens. The Heads of State further agreed that there was a need to improve rainwater harvesting to ensure increased availability of water for irrigation.

The Summit also agreed to reduce post-harvest losses of food through the adoption of modern technologies that will ensure better storage and distribution of agricultural products. There was consensus that increasing forest cover and protecting the existing ones will increase the regions and Africa's prospects in carbon trading and climate financing vis-à-vis the rest of the world. Further, they noted the importance of establishing a platform to share experiences on environmental sustainability, disaster management, and cross-border management of natural resources. The Heads of State also agreed on a joint EAC negotiating position as one bloc for the COP 28 Climate Summit that was held in Dubai from 30 November to 12 December 2023.

The EAC position had been developed during pre-COP meetings between the EAC Secretariat and seven Partner States, with the support of GIZ's Lake Victoria Basin Commission (LVBC) Project. At COP 28, the EAC organised a series of successful side events where Development Partners and Climate Financing Mechanisms pledged up to 100 million USD for climate change-related investments in the EAC.



GIZ supports the EAC integration process in various sectors, including the Environment and Natural Resources Management sector, to promote sustainable use and management of natural resources and adaptation to climate change. Under this sector, GIZ supports the Lake Victoria Basin Commission of the EAC in the sustainable management of transboundary water resources.



Additionally, GIZ supports the Agriculture and Food Security sector to enhance agricultural development through promoting inclusive and integrated agro-processing value chains with a special focus on private sector involvement and improved framework conditions, including quality infrastructure, standards and customs procedures.





# Youth, Women in Business and SME's Engage on Data Security and Safety.

In today's digital age, where data is the crown jewel, the commitment to safeguarding these invaluable resources has never been more crucial. Yet many individuals and small businesses in East Africa lack the knowledge and resources to protect their valuable information online.

Recognising the importance of data safety, the East African Business Council (EABC) and Tanzania Private Sector Foundation (TPSF), in partnership with the East African Women in Business Platform (EAWiBP), Serensic Africa, and GIZ, organised a three-day workshop focused on Data Security and Safety during the Cyber Security Month in 2023.

The workshop was designed to train business owners and SMEs with essential knowledge and skills to safeguard their digital presence and raise awareness about the growing cyber security threats and the importance of proactive data protection. The workshop hosted 70 youth, women in business and SME's, among other participants.



Speaking at the event, the Director General of the ICT Commission in Tanzania, Dr. Nkundwe Moses Mwasaga, highlighted the importance of leveraging government infrastructure for innovation among the youth to stimulate digital economic growth. "As a region, let us build innovations that are competitive with global products so that we provide the regional market with choices and stop being only consumers", he noted.



The Executive Director of EABC, Mr. John Bosco Kalisa, emphasised the need for the EAC Partner States to introduce a more flexible approach to loan requirements for young innovators to encourage uptake and the protection of their innovations. He also called for government support to tackle cyber security threats that affect SMEs, women, and youth in the region.

Additionally, Simon Hochstein, the Digital Skills for an Innovative Industry (dSkills@EA) project director, commended EABC for building the capacities of the youth and SME's and reiterated GIZ's commitments to capacitating the EAC private sector. He said the organisation is closely working with other partners to support the development of a regional digital roadmap, which in part will include components of best practices in cybersecurity.



# GIZ Hands Over the EAC Risk and Crisis Communication Web Portal.

On 14 December, the GIZ Pandemic Preparedness (PanPrep) project handed over the regional web portal for Risk and Crisis Communication (RCC) to the EAC Secretariat and Partner States. Further, RCC national focal points from Partner States were capacitated in a two-day training on the management and maintenance of the web portal.

As a priority to respond to public health concerns in the region, the Risk and Crisis Communication web portal serves as an essential tool for effective communication before and during emergencies and crises. The portal aims to communicate cross-border risks and emergencies, empower the community to make informed decisions to protect against public health threats, counter misinformation, enhance transparency, and facilitate two-way risk and crisis communication between the EAC and Partner States. It is a crucial step in harmonising RCC between the national and regional levels and across sectors, enabling the EAC Secretariat to strengthen a multisectoral and multi-disciplinary approach to achieve better public health outcomes.

Dr. Eric Nzeyimana, Principal Health Officer and Head of the EAC Department of Health, noted that “this is a milestone towards achieving stronger risk and crisis communications in the EAC region. Ongoing support from partners is crucial for the continued success of the RCC work.” He reassured participants of the EAC Secretariat's commitment to advancing the work on the RCC web portal.



# Connecting East African MSMEs to Enhance Intra-EAC Trade.



From 5 to 15 December 2023, the 23rd Edition of the EAC Micro, Small and Medium Enterprises (MSMEs) Trade Fair, dubbed the “Jua Kali/Nguvu Kazi” Exhibition, took place in Bujumbura, Burundi, under the theme “Connecting East African MSMEs to Enhance Intra-EAC Trade.” The trade fair, supported by the EAC-GIZ, attracted more than 1,000 artisans from seven EAC Partner States. It contributes towards the realisation of the region’s development goals and aspirations by lending support to this budding sector of the economy, which needs public patronage and government support to make it sustainable.

The EAC MSMEs Trade Fair featured a daily symposium aimed at enhancing awareness of and the capacity of MSMEs. It addressed matters such as opportunities for MSMEs in the region and under the AfCFTA, the importance of trade associations in Partner States, tackling Non-Tariff Barriers (NTBs) and requirements for formalising business in the EAC. Other topics were acquiring the Standards Mark in the EAC, the benefits of value addition and adaptation to appropriate technology for MSMEs in the region, and environment and food security in the EAC.



The Vice President, His Excellency Prosper Bazombanza of the Republic of Burundi, noted that the trade fair plays a critical role in contributing to socio-economic development, job creation, and income generation throughout the region. Complementing his remarks, the EAC Deputy Secretary General in charge of Customs, Trade and Monetary Affairs, Ms. Annette Ssemuwemba, emphasised the sector’s role in the region’s economic development, contribution to poverty reduction, women’s empowerment, and overall gross domestic product growth. “The sector accounts for 65% of all the total persons engaged in employment and more than 15% of the GDP of the economy of the region,” she noted.





# Launch of the EAC's "Visit East Africa–Feel the Vibe" Regional Tourism Brand.

On 20 November, Kenya's Cabinet Secretary in charge of Tourism and Wildlife, Dr Alfred Mutua, launched the new EAC tourism brand "Visit East Africa – Feel the Vibe", which aims at promoting the region as a single investment hub, at the official opening of the 3rd East African Regional Tourism Expo and the Magical Kenya Travel Expo. In his remarks, he noted,

“To spearhead this initiative, I intend to convene all regional tourism ministers to collaboratively develop a comprehensive marketing strategy. Furthermore, I aim to encourage stakeholders in the tourism sector to create a circuit that covers the entire region.”

Dr Alfred Mutua, Kenya's Cabinet Secretary in charge of Tourism and Wildlife

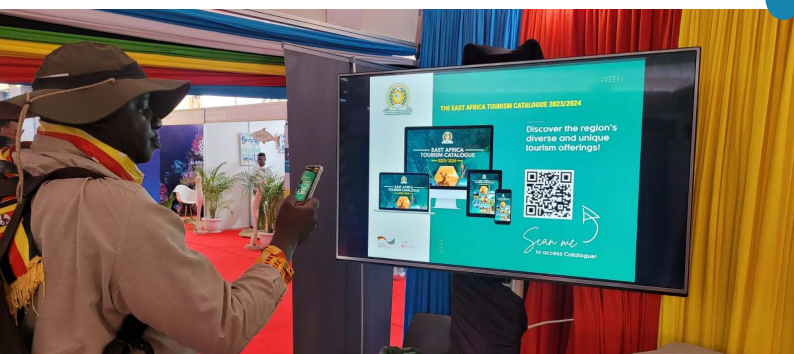
Regional Ministers responsible for EAC Affairs and Tourism and Wildlife, among other high-level delegates, also underscored the importance of diversifying tourism products beyond traditional tourism attractions and joint promotion of the region as a catalyst for revamping the EAC region as a single tourism destination..



Additionally, during the event, the EAC Tourism Catalogue was unveiled. It captures various tourist attractions in the region and preferential rates to attract both regional and international visitors. On his part, Mr Bjoern Richter, EAC-GIZ Cluster Coordinator, noted that,

“As GIZ, we look forward to working with the EAC Secretariat and EAC Partner States Tourism Boards as well as the East African Tourism Platform on making the EAC region a widely recognised global brand.”

Mr Bjoern Richter, EAC-GIZ Cluster Coordinator





## Publication Details

As a federally owned enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development.

### Published by

Deutsche Gesellschaft für Internationale  
Zusammenarbeit (GIZ) GmbH

### Registered offices

Bonn and Eschborn, Germany  
GIZ Country Office Tanzania  
P.O. Box 1519  
65, Ali Hassan Mwinyi Road  
Dar es Salaam, Tanzania  
T +255-22-211 5901 (ext.-105)  
I [www.giz.de](http://www.giz.de)  
[www.facebook.com/giztanzania](https://www.facebook.com/giztanzania)  
[youtube/GIZ Tanzania](https://youtube.com/GIZ Tanzania)

### Responsible

Dr Mike Falke  
Country Director  
GIZ Office Tanzania and EAC

Leslie Stephen Leslie  
PR & Communications  
GIZ Tanzania Office

Photos: ©GIZ Tanzania

# giz