



TANZANIA

UPGRADING AND STRENGTHENING TOURISM MARKET LINKAGES FOR LOCAL AGRO-PROCESSORS

TAKE YOU AND YOUR
INDUSTRY TO THE
NEXT LEVEL



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

1

SECO/UN PROGRAMME

INCREASING TOURIST TRUST IN LOCAL FOOD PRODUCTS

The “Market Value Chains Relating to Horticultural Products for Responsible Tourism Market Access Project” is an innovative project anchored in the Ministry of Industry, Trade and Investment of the United Republic of Tanzania. The project is improving livelihoods by strengthening Responsible Tourism practices of sourcing high quality products and skilled labour locally and has positive results to share. As part of the UN Delivering as One, the project involves five UN agencies combining their strengths to support Tanzanian counterparts. The project is funded by the Government of Switzerland’s State Secretariat for Economic Affairs (SECO).



**United Nations Inter-Agency
Cluster on Trade and
Productive Capacity**

UNOPS, UNCTAD, ITC, UNIDO, ILO



The SECO/UN Cluster Programme
TWO MAIN OUTPUTS



PROCUREMENT OF SAFE, HIGH-
QUALITY TANZANIAN HORTICULTURE
AND ORGANIC BASED PRODUCTS BY
THE TOURISM SECTOR

FAIR AND REGULAR EMPLOYMENT OF
BETTER TRAINED TANZANIAN STAFF
BY THE TOURISM SECTOR

2

SPECIFIC OBJECTIVE OF THE UNIDO COMPONENT

The overall project purpose is to improve the livelihoods of Tanzanians through greater adoption of market value chains for agro-products and responsible tourism criteria based on the local context for tourism markets. The objective of the UNIDO Component is to develop and strengthen linkages between horticultural producers and processors with key partners in the tourism sector including hotels and supermarkets. In particular, the UNIDO Technical Module includes assistance tools aiming to increase productive capacities of local horticulture producers and processors, improve the quality and range of produce, and enhance their capacity to supply high value-added agro-products to the local tourism sector and to the export markets.

3

TECHNICAL ASSISTANCE: HOW DO WE DO IT?

Over the course of two years, UNIDO facilitated deeper linkages between the pilot group of local agro-processors and suitable project partner hotels identified. The project organized a series of trainings sessions and practical workshops at market place for the horticulture producers and processors on marketing, sales, merchandising and access to market information. The UNIDO Linkage Component also identified and provided technical advisory support for medium and long term tasks to help establish substantial and trustworthy business relationships between the selected SMEs and the Tanzania Chefs Association, National College of Tourism and other related actors.

**UNIDO MODULE: UPGRADING AND STRENGTHENING TOURISM MARKET
LINKAGES FOR LOCAL AGRO-PROCESSORS**

TANZANIA ACHIEVEMENTS

CONCRETE RESULTS

41 HOTELS
in the country are supplied
by beneficiary SMEs

10 NEW
CONTRACTS
signed with hotels

35 LEADING
SUPERMARKETS
are supplied by beneficiary SMEs

12 WORKSHOPS
on marketing, sales &
merchandising

100 HOTELS &
RESTAURANTS
in Tanzania and Zanzibar are listed as
corporate clients of beneficiary SMEs

14 COACHED
VISITS
to hotels, supermarkets,
distributors & restaurants

120 TRAINED
managers and staff
of beneficiary SMEs

ISO 22000
Food Safety
Management Systems
IMPLEMENTED

TZS 200 MILLION
MONTHLY SALES
to food retailing supermarkets
(USD 95,200)

TZS 60 MILLION
MONTHLY SALES
to hotels and restaurants
(USD 28,600)

MARKET DEVELOPMENT TOOLS

HOW TO SUCCEED ON THE MARKETS

BENEFICIARY OPERATORS WERE
TRAINED & COACHED ON:

PROMOTION AND CREATION OF
CUSTOMER LOYALTY

SHELF-ZONE MANAGEMENT IN
POINTS OF SALES

UNIQUE SALES PROPOSITION

SOFT SKILLS, TECHNICAL
EQUIPMENT AND OUTFIT FOR
SUCCESSFUL SALES

8 STEPS OF A SALES
CONVERSATION IN RETAIL AND
TOURISM AND AFTER-CARE
PROCESS

HOW TO SUCCEED IN EXHIBITIONS
AND FAIRS

BUYER REQUIREMENTS
INTELLIGENCE

ADVANCED COMPETITIVE
INTELLIGENCE

FRAMEWORK FOR SALES
DEPARTMENT

MERCHANDISE MANAGEMENT
SYSTEMS

SUCCESSFUL TELEPHONE
CONVERSATION AND PRODUCT
PROMOTION

AND MANY OTHERS

SUCCESS STORIES: 2016 TOP 50 TANZANIAN BRAND COMPETITION

DARSH INDUSTRIES LTD.

Red Gold

#5 out of 50
top brands in
Tanzania. Invited
to Egypt to the
African Brands
Competition.



"The most important impacts of UNIDO's technical support is that our team is engaging very aggressively to marketing activities, our goods are very visible in the supermarkets, and we have gained a lot in sales time and largely extended coverage of client hotels and supermarkets."

Mr. Dominic Ukaye
Head Marketing & Sales
Darsh Industries Ltd.

MASASI FOOD INDUSTRIES CO. LTD.

LuLu

Special Category
Emerging Brands

PINEAPPLE JAM



"The Company is now able to make proper marketing and sales strategies. It has generated a positive impact on the ways we conduct our marketing and sales today. Sales revenues are showing a sign of increasing, getting better day by day. We are getting more new customers."

Ms. Lulu Masasi
Managing Director
Masasi Food Industries Ltd.

NATURE RIPE KILIMANJARO LTD.

NatureRipe

Special Category
Emerging Brands

FOOD PROCESSING



"Given the knowledge acquired from training our participation was more professional than earlier had been. The Sales personnel was more assertive and receptive. Comparison of sales from these current fairs participated and the past fairs attended show significant increase by 100% in sales at the fair."

Mrs. Fatma Ryami
Owner & Managing Director
NatureRipe Kilimanjaro Ltd.



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