TANZANIA DIASPORA HUB

EUROPE INVESTMENT TOUR REPORT 2022

TANZANIA DIASPORA HUB

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ACKNOWLEDGEMENT

We are really grateful because we managed to complete our business trip in Tanzania within the time scheduled. On the very outset of this report, we would like extend my sincere and heartfelt obligation towards all the personage who have helped us in this tour. Without their active guidance, help, cooperation and encouragement, we would not have made headway in this tour.

We are extremely thankful and pay our gratitude to Tanzania Diaspora Hub (TDH) members, CPS Limited, Europe Government, Revolutionary Government of Zanzibar and United Republic of Tanzania government and its Embassy in Europe and other national development stakeholders.

ABBREVIATIONS

CEO –Chief Executive Officer

Co – Company

CPS - Corporate Property Selections

DFF – Diaspora Fish Farm

QnA - Questions and Answers

TDH – Tanzania Diaspora Hub

TIC – Tanzania Investment Center

TPSF – Tanzania Private Sector Foundation

UK – United Kingdom

URT – United Republic of Tanzania

USA – United States of America

ZIPA – Zanzibar Investment Promotion Opportunity

TABLE OF CONTENTS

ACKNOWLEDGEMENT
ABBREVIATIONS

CHAPTER ONE

01 Introduction

03 Background of the Organization

04 Mission and Vision Statement

05 Objectives

05 Core Values

CHAPTER TWO

06 TOUR HAPPENINGS

08 Milton Keynes, United Kingdom

11 Glasgow, Scotland

16 Frankfurt, Germany

18 Paris, France

20 Stockholm, Sweden

22 Amsterdam, Netherlands

24 London, United Kingdom

CHAPTER THREE

26 CONCLUSION

27 RECOMMENDATIONS

APENDIX

CHAPTER ONE

I. INTRODUCTION

Diasporas are important in the economic development of their countries of origin by promoting trade and foreign direct investment, creating business and spur entrepreneurship and transfer new knowledge and skills. However, the diaspora engagement to origin countries development activities are very negligible due to certain obstacles hence we see many obstacles have been minimized and there are a lot of opportunities created by our Tanzania government for diasporas to invest back home.

TDH as an Organization for Diaspora develop links between the Tanzania's abroad and encourages the diaspora to invest: utilize their skills; knowledge and or financial power in contribution towards Tanzania development. It also establishes platforms for concrete discussions and implementation of diaspora initiatives in Tanzania.

TDH have collaborated with CPS limited to conduct Europe Business tour from 11th June 2022 to 25th June 2022 in Europe that involves 10 countries in more than 14 cities from Europe continent, led by The Chairperson of TDH Mr. Nassor Ally Basalama and CEO of CPS Mr. Sebastian Dietzold. Europe tour aimed to invite Tanzania Diaspora to invest back home, CPS is the specialized supplier of technical construction solution and building construction projects and also distributes products in partnership with reputable manufacturers and suppliers.

CPS Limited is one of Tanzania's specialized supplier of technical construction solutions, construction solution providers to both civil and building construction projects. They distribute their products in partnership with reputable manufacturers and suppliers who can guarantee their product quality with complete technical back up service.

CPS was established in 2011, CPS has since evolved into a specialist in Ceiling and Partition Systems and has expanded to become a distributor of a comprehensive range of construction solutions.

Europe is the western part of the continent of Eurasia, often thought of as its own continent. It is separated from Asia by the Ural Mountains in Rusia and the Bosporus strait in Turkey. There are at least 43 countries in Europe. Statistics shows by 2020 about 45,122 Tanzanians lived in European countries out of 327,863 of Tanzanians who lived abroad. The huge number of Tanzanians diaspora resides in Europe and USA that has given as the need to come and do an investment tour in Europe.

Tanzania Diaspora Hub (TDH) and CPS limited, conducted a Europe tour for the following purposes:

PURPOSES

Our purposes in conducting this Europe tour are as follows;

- To introduce TDH and CPS Limited to Diaspora, bring awareness about our organizations and our ambitions and build good relationship with the

Europe Government, Private sectors, investment stakeholders and other Diasporas.

- Promoting investment in Tanzania and Zanzibar and selling houses.
- To look for Diaspora investors from Europe.
- To register new members to TDH and customers to CPS Limited.
- To learn and get investment experiences from different Business entities.

II. BACKGROUND OF THE ORGANIZATION

The Tanzania Diaspora Hub (TDH) for "Wekeza Nyumbani" is an organization that aims to contribute toward Tanzania's economic development by pursuing policies that develops links with Tanzanians abroad.

A group of Diasporas was formed and established an idea of registering an Organization that aims in pursuing policies to develop links with Tanzanians living abroad either to encourage them to invest or to use their skills, knowledge or financial power in inspiring our Country economy and development to flourish.

Tanzania Diaspora Hub believes that the diaspora's contribution as an Organization of Tanzanians living abroad will build bridges between countries of origin and destination which helps to stimulate, mostly through economic activity, transfers of knowledge and social norms.

OUR GOAL

Our goal is to Inspire, Support and Accelerate business and investment by the global diaspora in Tanzania and strengthen their participation in, and impact on the nation's economy.

III. MISSION AND VISION STATEMENT

Mission

Our mission is to inspire, support and accelerate businesses and investment in Tanzania by the Diaspora and Strengthen their participation in, and impact on the National economy; thus creating a platform for Tanzanians living abroad to improve the livelihood of Tanzania indigenous people.

Vision

To create a platform where Tanzanians living abroad and those related to the mission design, invest and implement investment projects, facilitate economic liberation and provide social security.

- To create better opportunities for the Tanzanians in the Diaspora.
- To build a bridge for Tanzanian businesses to the Global Marketing.
- To identify investment opportunities for foreign investors.

IV. OBJECTIVES

- To make sure all Tanzanians who live abroad or any of related character are aware of this organization and join accordingly. By growing the membership base to reach more than 0.5% of all Tanzanians living abroad by 2025.
- To ensure that all members are getting knowledge and awareness on the importance of this organization.
- To organize regular events and at least one annual conference as a way to educate members about the mission of the organization.
- To mobilize love, harmony and kindly hearted among members to make them ready to contribute for social security's when any of the members are in need.
- To support community-led initiatives with a focus on using sustainable technologies to enhance development in Tanzania.
- To build capacity and sensitize members on various opportunities to invest in Tanzania and globally.
- To mobilize and increase the role of remittances in financing development in Tanzania.

V. CORE VALUES

Tanzania Diaspora Hub (TDH) as an organization aims at nurturing and abiding by the core values of Societal responsibility, Honesty, Volunteerism, Tolerance, Gender equality, Non-discrimination, Accountability, Respect, Integrity, Transparency and Value-driven results.

CHAPTER TWO

TOUR HAPPENINGS

Before we began the tour happenings in London we met the founder and CEO of NALA Mr. Benjamin Fernandes at NALA'S offices in London, NALA is a Tanzanian digital financial services platform that enables people to access their financial accounts in one application while allowing them to make mobile money payments offline (internet-free).

We discussed upon TDH's and NALA cooperation, Mr. Fernandes agreed to provide a service package that will give TDH members discounts and also we discussed on challenges that NALA and TDH faces and how we can support NALA to mitigate those challenges.

Mr. Benjamin Fernandes (Middle) with Chairperson of TDH Mr. Nassor Basalama (Right) and Mr. Ally.

We went to Proship logistics Company one of the largest air and sea freight forwarders in the United Kingdom that operates in the UK, Zanzibar, Dar Es Salaam, Arusha, Mwanza and Nairobi owned and operated by Tanzania Businessmen at London and gained a lot of experience from them.

I. MILTON KEYNES, UNITED KINGDOM

DATE: 11th June 2022

Location: Milton Keynes

Venue: Wilton Hall; Wilton Avenue, Bletchley, Milton Keynes MK3 6BN

Attendants: 120

Europe tour started at Milton Keynes in United Kingdom, Milton Keynes is the largest settlement located in Buckinghamshire, England, 50 miles (80km) north-west of London. Milton Keynes is among the economically areas in UK, it is a home to several major national and international companies hence it is thought that some 2,500-3,000 Tanzania live in Milton Keynes.

A shared picture of participants at Milton Keynes event

This event was attended by TDH members, CPS member and other viewers and investors from all over the World through Zoom, Instagram live stream and YouTube.

The events at Milton Keynes started with the brief introduction from the Chairperson of TDH Mr. Basalama; He introduced TDH organization, TDH

projects and the vast investment opportunities and good investment policies provided by the Government of Tanzania to Diaspora and the good relationship that TDH has with Tanzania government.

Then, the CEO of CPS Mr. Sebastian Dietzold gave a brief introduction of CPS,

investment opportunities found in Tanzania mainland and Zanzibar islands to investors and insisted on diaspora to invest back home as well as to grab opportunities available on Real Estate Investment in Tanzania.

Hon. Mudrik Ramadhan Soraga the minister of Investment in Zanzibar participated via Zoom on this meeting; Minister Mudrick welcomed all investors to invest in Zanzibar, He gave brief explanations on opportunities available in Zanzibar and advised Diaspora to invest back home.

MILTON KEYNES EVENT PICTURES

II. GLASGOW, SCOTLAND

TDH/CPS INVESTMENT GALA DINNER

Date: 12th June 2022

Location: Glasgow, Scotland

Venue: Citation Venue

Attendants: 50

Glasgow is the city located on the banks of the River clyde in West central Scotland, the 27th largest city by population in Europe and has the largest economy in Scotland, with the lovely people, architecture, arts and culture, good Shopping and very good hotels and restaurants Glasgow has presence of Tanzanians individual in hundreds.

A shared picture in Glasgow: from left; Dada Pilly Ramadhani (TDH Board member and Membership officer), Mr. Sebastian Dietzold (CEO of CPS), Najma Talib (Chairperson of TDH's Finance Committee), Mr. Nassor Basalama (Chaiperson of TDH), Tamari Shunda (Chairperson of TDH's Education Committee) and Tamati Shunda (Project Manager TDH's Avocado project).

PRESENTERS

The event was presented by the following Speakers:

DADA LULU KITENGE

Chief Secretary of TDH, Lulu Kitenge an event moderator who oversaw the meeting and made sure the speakers did their best and the audience get the most out of the meeting did well in the event it was awesome and correspondingly She said CPS and TDH they are connected in the vision of look for Diaspora to invest home hence the theme for "Wekeza nyumbani" means "let's go and Invest back home" because Tanzania government has opened the opportunity for investments not only for Tanzania but also for other investors from all over the World.

MR. MAULID KITENGE

Mr. Maulid Kitenge an event participant all the way from Tanzania emphasized on investing back home, He said let's go back home to invest because there is a lot of investment opportunities in Tanzania for instance Fumba project in Zanzibar has a lot of benefits like the package of lease hold of 99 years.

MR. NASSOR ALLY BASALAMA

Dada Lulu introduced Mr. Basalama, the Chairperson of TDH to the audience; Mr. Basalama introduced four new members of TDH. He spoke about the compliment package given by CPS to of TDH members that is "If a member of TDH bought a House at Fumba Town will be given a fright compliment from their location to Tanzania for free".

He said "TDH was founded for one purpose, to organize Tanzanians to go back home to invest in an effective way" and "the Best way to go, is to go together"

He presented the historical background of TDH and what inspired him to start TDH investment and the need to come together as Diaspora to invest home.

He introduced the chief Secretary of TDH Ms. Lulu Kitenge, Treasurer of TDH Prof. Leonard Munghor and Board Members and leaders of TDH committees.

He also spoke on the financial benefits for all Diaspora TDH negotiated with certain financial institute that gave TDH member discount on their services, the launch Diaspora Avocado farm, cooperation with ZIPA, investment in Real Estates, TDH to launch promotion platforms for all Tanzania project to the US and Europe market and Tanzania government gave TDH on behalf of Diaspora 2500 Acres.

MR. SEBASTIAN DIETZOLD

The CEO of CPS Mr. Sebastian Dietzold started by thanking TDH for the great effort of uniting Diaspora to invest back home and there are so many opportunities in Tanzania.

He said CPS don't build Houses, they built Homes and Communities. They want to make possible for all, and for all people to invest. He appreciated the great effort of ZIPA to promote investments and protect and support to CPS. He presented two project of CPS one is Fumba Town in Zanzibar "Fumba town where dreams must become reality and reality belongs to you" and the second is the apartment project in Dar Es Salaaam city.

BENJAMIN FERNANDES

We communicated with Mr. Benjamin Fernandes the CEO of NALA via Zoom. He provided several services provided to customers and promised to expand its services on Bank and Mobile money transfer so that they can meet customer needs and answer some of question from participants.

GLASGOW EVENT PICTURES

III. FRANKFURT, GERMANY

TDH/CPS INVESTMENT GALA DINNER
Date: 16th June 2022
Location: Frankfurt, Germany
Venue: Grand Hotel Empire
Attendees: 60

Frankfurt is the business and financial centre of Germany and the largest city in the Germany state of Hesse. The city is known for its futuristic skyline and the busiest Germany airport it is the financial capital of continental Europe and the transportation center of Germany.

After completing the meeting in Glasgow, TDH representatives, CPS representatives and other reps from CRDB we went to Frankfurt Germany on 16th June 2022, the Venue was amazing though it was near the Train station.

The presentation started with a short brief of TDH and CPS, the audience were very engaged during the presentation particularly on TDH and CPS representations. Many connections between participants were gained during this event hence TDH gained new members and CPS also gained new leads to their products and services.

However, there were challenges during the presentation like poor image quality and horrible quality on Zoom and also the connection cable was sometimes lost that lead to disturbing and annoying the presenter but we managed to continue despite of the challenges.

Additionally, there were more presentation from other presenters that gave more platform for attendees to participate and engage more, most of question were well articulated and answered and also attendee's concerns were dealt personally that made the event successfully.

IV. PARIS, FRANCE

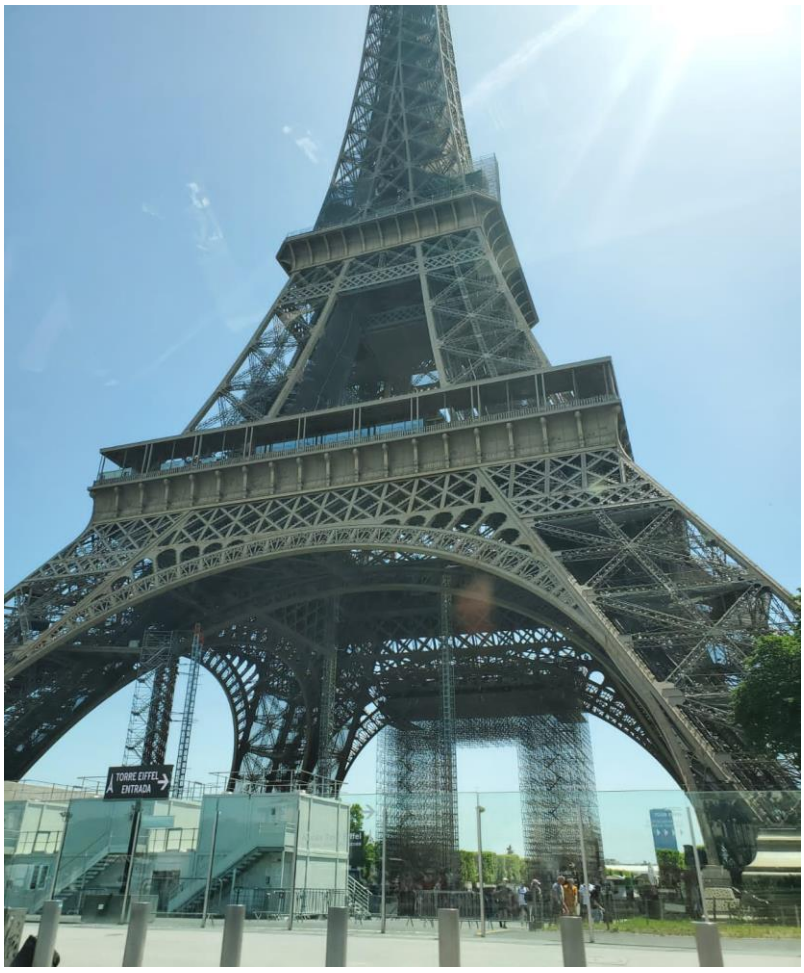
TDH/CPS INVESTMENT GALA DINNER

Date: 17th June 2022

Location: Paris, France

Attendees: 54

On 17th June we conduct the event in Paris, France on a great venue with good sound, large projection and great view where people in the back of the venue had no issue seeing or hearing the presentation.



Paris is the historic, political and economic capital and most populous city of France situated in the north-bending arc of the River Seine and includes two islands, the Ile Saint-Louis and the larger Ile de la Cite of France, it is by far the country's most important center of commerce and culture there are monuments and buildings from every area in the city.

The ambassador of United Republic of Tanzania in Paris, France.

Mr.Samweli Shelukindo attended the event, the ambassador was amazed with TDH's Mission and Vision and the effort TDH is making to unite Diasporas and spoke about the United Republic of Tanzania assistance and support towards TDH organization and diaspora developments and concerns.

After Dinner chit chat conversation and more presentations were made from TDH team, Legal team, CRDB team and CPS sales Team and QnA session followed after the final presentation. The QnA session made easily interaction with the audience, this session created more personal connections and was able to capture the attendee's attention for a while longer; some questions asked including the different between TDH and Other diaspora organizations, the safety of investments and what exactly TDH's ambitions are and also they asked about CPS package's payment plans, Safety of investing in Fumba Town and investment condition in Tanzania as whole.

However, the presentation faced some challenges Including Language barrier hence in Paris they use French language so there were three languages speaker's Swahili, English and French among participants and presenters; some speak English while some had difficult with Swahili and very few speak a little French, we had a translator but they didn't translate some parts of the presentation and there was no Zoom during this presentation.

V. STOCKHOLM, SWEDEN

TDH/CPS INVESTMENT GALA DINNER

Date: 18th June 2022

Location: Stockholm, Sweden

Attendees: 50

After the event in Paris, France we traveled to Sweden for another event. Stockholm, capital and largest city of Sweden is located at the junction of lake Malar and Salt Ba, an arm of the Baltic Sea opposite the Gulf of Finland. The city is one of the most inclusive and welcoming cities in the World, it is contemporary, urban appeal is balanced with centuries old history and closeness to nature.

On 18th June we made an event at Stockholm the event was attended by more than 50 participants. In the event there were several activities including Presentations, Dinner and professional dance.

Mr. Nassor Basalama was the first presenter, he introduced TDH organization; its mission, vision, objectives and TDH projects followed by Mr. Sebastian Dietzold from CPS and other presenters. Engagement with attendees were our main activities hence we needed our message to be understood by participants and make sure our tour ambitions are met.

VI. AMSTERDAM, NETHERLANDS

TDH/CPS INVESTMENT GALA DINNER
Date: 19th June 2022
Location: Amsterdam, Netherland
Venue: Beurs Van Berlage
Attendees: 60

Later after the event at Stockholm, Sweden; the team travelled from Stockholm, Sweden to Amsterdam, Netherlands includes Ally Ally Mohamed, Beatrice Agilorna, Maulid Kitenge, Fatu Haji Khamis, Sharon Lorna Achieng, Lucy Aloyce Mchiwa, Clara Eleutherius Wella, Ally Ahmed Mwinge, Laura Katharina Dietzold and Sebastian Dietzold and other members from TDH organization.

Amsterdam is the capital and the largest city in the Netherlands it is located in the province of Noord –Holland. Various International companies are based in Amsterdam mainly in the Zuidas and also Amsterdam is known for the its beauty canals, quirky architecture and lively night life.

On 19th June the event occurred at Amsterdam, Netherlands on Beurs Van Berlage venue; the event was one of the best event, dinner and drinks were served before the starting of the event as we were waiting for other attendees to join to the event this was a great opportunity for engagement and for participants to gain connection hence the event started around 8:30pm.

The event started with presentation from TDH Chairman Mr. Nassor Basalama, CPS CEO Mr. Sebastian Dietzold and other reps including but not limited to head of legal department of CPS and CEO of sales of CPS, people were actively engaging to this presentation. After the presentation session the event followed with QnA session where participants were allowed to ask question and provided with answers; attendees were curious to know about their rights to own lands without Tanzania passport and how they can invest in their country through TDH.

VII. LONDON, UNITED KINGDOM

TDH/CPS INVESTMENT GALA DINNER

Date: 24th June 2022

Location: London, UK

Venue: Oasis Banqueting

Attendees: 70

Our last trip on Europe investment tour happened in Oasis Banqueting hall at London, UK on 24th June 2022. London is the capital city and the largest city of England and United Kingdom, it is among of the oldest of the World's great cities and the country's economic, transportation and cultural Centre.

We conducted the event at Despite of challenges the event was fantastic amazing, we began with presentation from TDH members from the Chief

secretary Dada Lulu and Chairperson of TDH Mr. Basalama, CPS, CPS legal and CPS sales presentation followed by Dinner session and break session so that we can have network and connections with each other and one to one conversation with attendees and answering questions from participants.

Hence it was the last event, it required so many activities to be conducted in a short time at once but we managed to deliver the message to diasporas which was our primary goal. However, we faced challenges like few people were paying attention because the projector and sound was not working well and the event were not well organized.

The event was completed with the raffle deciding who would win an apartment, where there was the challenge for Diaspora registered for the event on our website: tanzaniadiaspora.org get the chance to win the House from CPS Limited.

CHAPTER THREE

CONCLUSION

The main purpose of this Europe Investment tour is to conduct meeting and conferences with Tanzania diaspora residing in the Europe continent provide them with information about Tanzania investment opportunities and Introduce Tanzania Diaspora Hub (TDH) organization that builds good foundation for a future or existing relationship between Tanzania Diaspora, TDH organization and Tanzania Government and encourage a sense of unit.

One of the greatest benefit of this tour was having a face to face meeting with Tanzanians living in Europe, we were able to meet new people and gain new members to TDH, preaching our Vision and Mission and see the challenges that diaspora from Europe are facing and how to mitigate them.

And also we managed to provide members of TDH with benefits from CPS Limited hence members are assured with affordable payment plan like payment play of 2 years without interest, Homes starting from $45,900, 99years of lease from CPS houses and resident permit; benefit from financial institution like CRDB, NALA and others; expansion of TDH projects and raising our organization profile to Europe continent and gained support from Tanzania embassies.

RECOMMENDATION

Our Europe investment tour have successful completed despite tight meeting schedule and challenges in organizing and conducting events. To help maximum utilization of the next business travel the following recommendations are proposed;

- Active digital platforms: Digital platforms like YouTube, Twitter, Instagram, Facebook and Video conferencing channels like Zoom and Skype would have help to reach the huge number of observers so by establishing a strong social media presence.
- TDH Staff: we had very few number of Staff from the organization on that we couldn't organize well the event hence we were forced to multitask activities to few people. We recommend to increase budget to the Staff who will participate in the tour.
- Preparation; Other challenges were preventable when we would prepare our events early our, we recommend to be better prepared before the event starts, the team to be divided into two groups where one group will deal with the preparation of the next event before we even finish the current one.
- USA Investment Tour: we recommend another investment tour to USA since USA has the largest number of diaspora from Tanzania and a lot of them are unaware of available investment opportunities found in URT and existence of TDH.

APPENDICES

- http://tzhc.uk>dispora-event
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- http://www.zipa.go.tz
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- https://www.cps.co.tz
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- http://tanzaniadiaspora.org
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