

National Day of Tanzania

PUBLICITY

Tanzania celebrates Diamond Jubilee

By Baraka Luvanda
Ambassador of Tanzania

On April 26, 2024, Tanzania celebrates the Diamond Jubilee, marking the 60th anniversary of the founding of the United Republic of Tanzania which came about as a result of the Union of the then State of Tanganyika and State of Zanzibar. As a country, we need to be thankful to God for keeping the Union alive and thriving, against all odds. But at the same time, we owe a debt of gratitude to the late Mwalimu Julius Kambarage Nyerere, the Father of the Nation and the first President of the United Republic of Tanzania, as well as the late Abeid Amani Karume, the first President of Zanzibar, for their instrumental roles in bringing about this historic union.

On behalf of the Government and the People of the United Republic of Tanzania, I wish to express my utmost respect to the highly revered Imperial Majesties, Emperor Naruhito, and Empress Masako, and to all distinguished members of the Imperial Royal family. It is also my most singular honor to extend my sincere greetings to the Prime Minister Fumio Kishida and to the friendly and brotherly people of Japan.

Having completed two years of my stint as Tanzania Ambassador to Japan, I am satisfied with the extent of the bilateral relations between our two countries. I can attest with certainty to the fact that the relationship of our two countries has remained steadfast, robust, and cordial for over those six decades. Since Tanzania's inception in 1961, in the wake of Tanganyika's independence, our bilateral relationship has stood as a testament to the values of mutual respect and trust that we hold so dear. The establishment of Japan International Cooperation Agency (JICA) offices in Tanzania in 1962, as well as the Embassy of Japan in Tanzania in 1966 and the Embassy of Tanzania here in Tokyo in 1970, further solidified this bond.

Over the past years, Tanzania and Japan have built a strong relationship based on shared goals of promoting sustainable economic growth, social development, and reducing poverty. Japan has become Tanzania's largest and reliable stakeholder, thanks to its significant economic and technological influence in the country.

At present, the partnership between Japan and Tanzania can be termed as strategic, highly productive and mutually beneficial. This dynamic partnership has continued to expand and diversify, with Japan providing significant support to Tanzania in various fields such as infrastructure development, power generation, agriculture, water, mining, transport, health, sports, education and skills development. Notably, in the infrastructure sector, to date, there are several infrastructures that stand out as symbols of our strong bond, to name just a few: Salandar Bridge through Mfugale (Tazara) Flyover to Gerezani Bridge, Rusumo and Namanga One Stop Border Posts (OSBPs), Arusha-Namanga Multinational Road, New Bagamoyo Road and so many others.

Furthermore, through the Tokyo International Conference on African Development (TICAD), the framework which provides an opportunity to strengthen cooperation between Japan and African countries in general, and with Tanzania, in particular, has benefited in many ways. Currently, the implementation of three major projects submitted under TICAD framework is still progressing well. Those projects include the Rehabilitation of Kigoma Port — as a link of neighboring countries through Lake Tanganyika; Arusha-Holili Road Improvement Project — as an international route connecting the northern part of Tanzania as well as addressing road safety by improving the traffic safety of the vicinity of Kikafu Bridge; and the Zanzibar Urban Water Distribution Facilities Improvement Project.

Likewise, in other fields like trade and investment, our two countries have undertaken many initiatives to promote strategic commercial relations as well as enhancing Japanese investments in Tanzania. Up to now, thanks to this broad-based relationship, there are several active Japanese companies that have already es-



Nungwi Beach on the northernmost tip of Zanzibar Island, Tanzania, is a popular tourist destination in Tanzania with pristine white sand and crystal blue waters.



H.E. Japanese Prime Minister Fumio Kishida, right, with Tanzanian Ambassador to Japan Baraka Luvanda at the Prime Minister's Office in Tokyo in April

established businesses in Tanzania either through joint ventures with local companies or solo. We also actively engage in trade partnerships with a host of Japan's biggest conglomerates. Tanzania's Kilimanjaro Coffee is an appealing brand to most Japanese as the best quality coffee beans and has become one of Japan's three most beloved brands. The brand is used exclusively in Japan to refer to all coffees produced in Tanzania in appreciation of Mount Kilimanjaro. Additionally, Tanzania is renowned as one of the world's largest sources of sesame and is among the top five countries to trade its sesame with Japan.

It can be said that there is still untapped export potential of Tanzania products to Japan's markets, presenting a remarkable opportunity for both Japan and Tanzania businesses to grow. Such products include, coffee (both beans and instant), sesame seeds, spices, tobacco, cotton, tea, minerals and precious stones, live plants and mushrooms, groundnuts, cashew nuts, cocoa beans, avocados, guavas, and mangoes (fresh and dried), fish and seafood, honey, wines, handicrafts (Makonde carvings and Tingatinga paints), wood, among others.

The current administration of Her Excellency Dr. Samia Suluhu Hassan, President of the United Republic of Tanzania, is committed to creating a conducive trade and investment environment to more attract foreign businesses. Applying her 4R's Philosophy of Rebuilding, Reforms, Reconciliation, and Resilience, President Samia has succeeded in creating a democratic space for all stakeholders, has promoted business innovation, and also increased the number of foreign investors,



The stunning view of giraffes in Kilimanjaro National Park with the magnificent Mt. Kilimanjaro, towering at the back



H.E. President Dr. Samia Suluhu Hassan with Japanese Ambassador to Tanzania Yasushi Misawa at the New Year Diplomatic Sherry Party in Dar es Salaam, in February

tourists and visitors to the country.

Several mega infrastructure projects in Tanzania have been executed by the government including the Standard Gauge Railway Line (2,561 kilometers) and the Julius Nyerere Hydropower Project (2,115 megawatts) which will ease investment in Tanzania. Tanzania's SGR Project is progressing towards a significant milestone with the upcoming launch of the 300km section connecting the port city of Dar es Salaam to Morogoro. After successful trials in February, full-scale operations on the recently built electrified line are set to commence by July. The government's target is to advance the remaining phases of the project, with the ultimate goal of connecting Tanzania with neighboring Burundi, Rwanda and Democratic Republic of Congo (DRC), thus promoting both bilateral and regional integration.

On the other hand, Tanzania's JNHPP Project has made commendable progress, with an overall construction advancement of 95%, including the completion of the water impounding for the dam reservoir and the main dam structure. Upon completion in the coming months, the project will add 2,115 megawatts of environmentally friendly and sustainable power to the national grid.

It is worth noting that Tanzania is a country of diverse potential in the areas such as agriculture and livestock, fishing, tourism, blue economy, energy, infrastructure, mining, health and pharmaceuticals, financial services, economic zone, telecommunication, broadcasting, manufacturing and real estate development. We welcome all those who wish to invest in our beautiful country and contribute to its growth and development.



The Serengeti National Park, a spectacular site to visit in the world

I would naturally not conclude without inviting our Japanese friends to visit Tanzania to enjoy and experience the 7 UNESCO World Heritage sites that are located only in Tanzania. They include the Ngorongoro Crater, the Serengeti National Park, the Kilimanjaro National Park and magnificent Mount Kilimanjaro (Africa's roof top and the world's highest free-standing mountain), the Selous Game Reserve, the Ruins of Kilwa Kisiwani and Songo Mnara, the Kondoa Rock Art Site, and the Stone Town of Zanzibar. Whereas in 2023, Serengeti National Park was named Africa's Leading National Park at the World Travel Award for the fifth time in a row, Zanzibar on its part, was awarded the title of the Africa's Leading Beach Destination for the seventh consecutive year.

Apart from the aforementioned 7 UNESCO World Heritage sites, Tanzania is home to 22 national parks; 1 conservation area; 32 game reserves; 44 game controlled areas; 33 wildlife conservation areas; 6 nature reserves; and 4 Ramsar sites (the Malagarasi Muyovozi, the Kilombero Valley Flood Plain, the Lake Natron Basin and the Rufiji-Mafia-Kilwa Marine sites); as well as a home to the great lakes — Lake Victoria which is the largest tropical lake in the world and Lake Tanganyika which is the 2nd deepest freshwater lake in the world.

Tanzania enthusiastically looks forward to participating fully in the two major events of TICAD 9 and the 2025 Osaka-Kansai Expo.

Ahsanteni sana.
Thank you so much.
Domo arigato gozaimashita.

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BE FORWARD CO., LTD.
37F, Roppongi Hills Mori Tower, 6-10-1, Roppongi,
Minato-ku, Tokyo 106-6137, Japan

www.beforward.jp

CONGRATULATIONS
to the People of
the United Republic of
TANZANIA
on their 60th Union Day

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1-20-5-101 Rinkan, Yamato-shi, Kanagawa 242-0003
Tel: 046-205-7611 Fax: 046-205-7610
E-mail: info@eaa-s.jp

<https://www.eaa-s.jp>

Congratulations
on Tanzania's Union Day

We congratulate the United Republic of Tanzania on your 60th anniversary. We will continue to contribute to the friendship and development of the United Republic of Tanzania and Japan.

CEO Nanako Akiyama

Prosthetics and orthotics manufacturer
OBARA KOGYO CO., Ltd.

2-18-9 Yoga, Setagaya-ku, Tokyo 158-0097
<http://www.obara-kogyo.jp>

TOSHIBA

Congratulations
on Tanzania's Union Day

Toshiba is committed to building partnerships that create a better future for Tanzania and Africa so that we can together turn on the promise of a new day.

Toshiba Africa (Pty) Ltd
Phone: +27 (0)11 305 2820 - South Africa office | +254 205 148 134/5 - Kenya Branch office
Email: tafr-info@toshiba.co.za | www.toshiba.co.za