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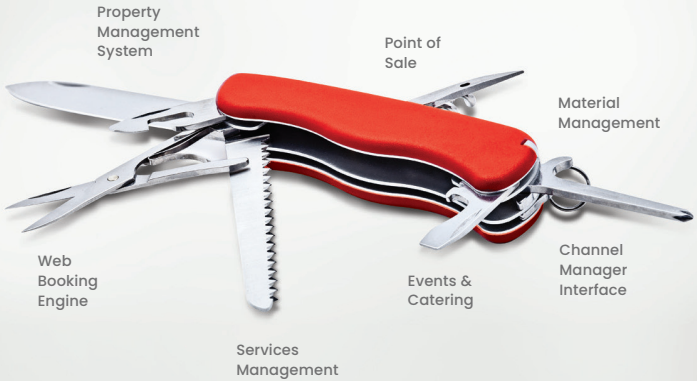
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ZANZIBAR TOURISM & INVESTMENT SHOW 2024



"I warmly welcome you to the Zanzibar Tourism & Investment Show 2024. This event is a unique opportunity to explore the immense potential of our beautiful islands. We are committed to fostering growth and development in tourism and investment, and YOUR PRESENCE is vital to our shared vision for a prosperous Zanzibar.

PRESIDENT OF ZANZIBAR
AND CHAIRMAN OF THE REVOLUTIONARY COUNCIL
H.E DR. HUSSEIN ALI MWINYI

Dates: 25th & 26th Oct 2024 (Friday & Saturday)
Location: Zanzibar Exhibition Centre - Fumba

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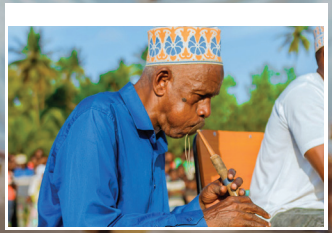
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FOREWORD FROM HON. MUDRICK SORAGA MINISTER OF TOURISM AND HERITAGE, ZANZIBAR

It gives me great pleasure to welcome you to the Zanzibar Tourism Show 2024, a celebration of our vibrant tourism industry and an invitation to explore the immense opportunities that Zanzibar offers. This event represents the heart of our efforts to position Zanzibar as a leading destination for sustainable tourism, investment, and cultural exchange.

As we gather to showcase the natural beauty, heritage, and innovation that define Zanzibar, I am proud of the strides our tourism sector continues to make. The combination of pristine beaches, diverse marine life, and rich cultural traditions makes our islands a unique destination. Through collaborations with investors, operators, and stakeholders, we are building a future that prioritizes both tourism growth and environmental sustainability.

The Zanzibar Tourism Show is more than an exhibition; it is a platform for new ideas, partnerships, and inspiration. Together, we aim to foster connections that enhance visitor experiences while promoting investments that create lasting value for our communities.

I thank all participants for your dedication and enthusiasm. May this event inspire us all to build a brighter future for tourism in Zanzibar.

Welcome to the Zanzibar Tourism Show 2024!

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OUR JOURNEY IN THE MAKING OF THE ZANZIBAR TOURISM & INVESTMENT SHOW

We began our journey at the Kili Fair in Arusha, where we proudly launched, and it was warmly received by visitors and industry professionals alike. Our Minister of Tourism, Hon. Mudrick Soraga, attended the event, marking a significant milestone in our efforts to showcase Zanzibar on the global tourism stage.
Similarly, we had an impactful presence at the Saba Saba Fair in Dar es Salaam, continuing to strengthen our connections and promote Zanzibar's tourism potential. Following that, we participated in the Swahili International Tourism Expo (S!TE) in Dar es Salaam. It was a bustling and dynamic event, providing our team with valuable opportunities to connect, collaborate, and position Zanzibar as a premier destination.

We also made our mark at the Land Rover Festival in Arusha, engaging with adventure enthusiasts and promoting the diverse experiences Zanzibar offers beyond its beaches.

Our Minister, Hon. Mudrick Soraga, is passionate about promoting Zanzibar and leading by example. In an exciting collaboration, he joined the Foradhi Wihmakachu Boys for a thrilling skydiving experience, showcasing the spirit of adventure that aligns with our tourism vision.
Through these events, we continue to position Zanzibar as a top destination, attracting travelers, investors, and partners to discover the beauty, culture, and opportunities that our islands offer.



The Zanzibar Tourism & Investment Show was officially launched with a press conference at the Golden Tulip Hotel. The event marked a significant step in promoting Zanzibar as a leading destination for tourism and investment.







Zanzibar's tourism was promoted at the Kili Fair in Arusha, with the Zanzibar Commission for Tourism hosting a stand. The promotion was further supported by a collaborative effort led by Regional Commissioner Paul Makonda and the Zanzibar delegation. This joint initiative underscores their commitment to enhancing Zanzibar's visibility and expanding its tourism reach.





A press conference was held in Arusha with Regional Commissioner Paul Makonda and the Zanzibar delegation, marking a key step in promoting the Zanzibar Tourism & Investment Show. The event emphasized the collaborative efforts between Arusha and Zanzibar to boost tourism, investment opportunities, and foster greater visibility for Zanzibar on both local and international platforms.



In a vibrant display of cultural engagement, Hon. Minister of Tourism and Heritage, Mudrick Soraga, joined the Makuchu Boys in a symbolic ocean jump at Forodhani Gardens. This lively act energized the campaign and captured public attention, creating excitement around the upcoming tourism show.







In an adventurous twist, the Hon. Minister took on a skydiving challenge to promote the event, showcasing his boldness and passion for tourism promotion.





His Excellency Dr. Hussein Ali Mwinyi, the Guest of Honour at the Swahili International Tourism Expo (SITE), visited the Zanzibar Commission for Tourism stand, engaging with stakeholders and endorsing the Zanzibar Tourism & Investment Show.







Preparations at the exhibition center are progressing smoothly, ensuring everything is in place for an impactful event. We are excited to welcome visitors, investors, and partners to this year's show, which promises to be an exception.



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Weight: 0.8 kg
Material: Plastic
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Device Colors: Black, Black Silver, Floral

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Basic Details:
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Bottle Capacity: 170 ml
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Device Colors: Black Silver
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Basic Details:
Dimensions: 153 x 75 x 213 mm
Bottle Capacity: 200 ml
Weight: 0.85 kg
Material: Plastic, Acrylic
Coverage Areas: 100 m², 300 m²
Device Colors: Black, White, Gold, Bronze

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DR BIG
Basic Details:
Dimensions: 231 x 306 x110 mm
Bottle Capacity: 1000 ml
Weight: 4.5 kg
Material: Iron, Acrylic
Coverage Areas: 800 m², 2400 m²
Device Colors: Black, Brown Wood, White Wood

DR MEDIUM
Basic Details:
Dimensions: 250 x320 x300 mm
Bottle Capacity: 500 ml
Weight: 3.8 kg
Material: Iron, Acrylic
Coverage Areas: 400 m², 1200 m²
Device Colors: Black, Brown Wood, White Wood

DR SMALL
Basic Details:
Dimensions: 200 x 200 x 92 mm
Bottle Capacity: 170 ml
Weight: 3.5 kg
Material: Iron, Acrylic
Coverage Areas: 100 m², 300 m²
Device Colors: Black, Brown Wood, White Wood

STANDALONE
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Weight: 6.7 kg
Material: PP, POM
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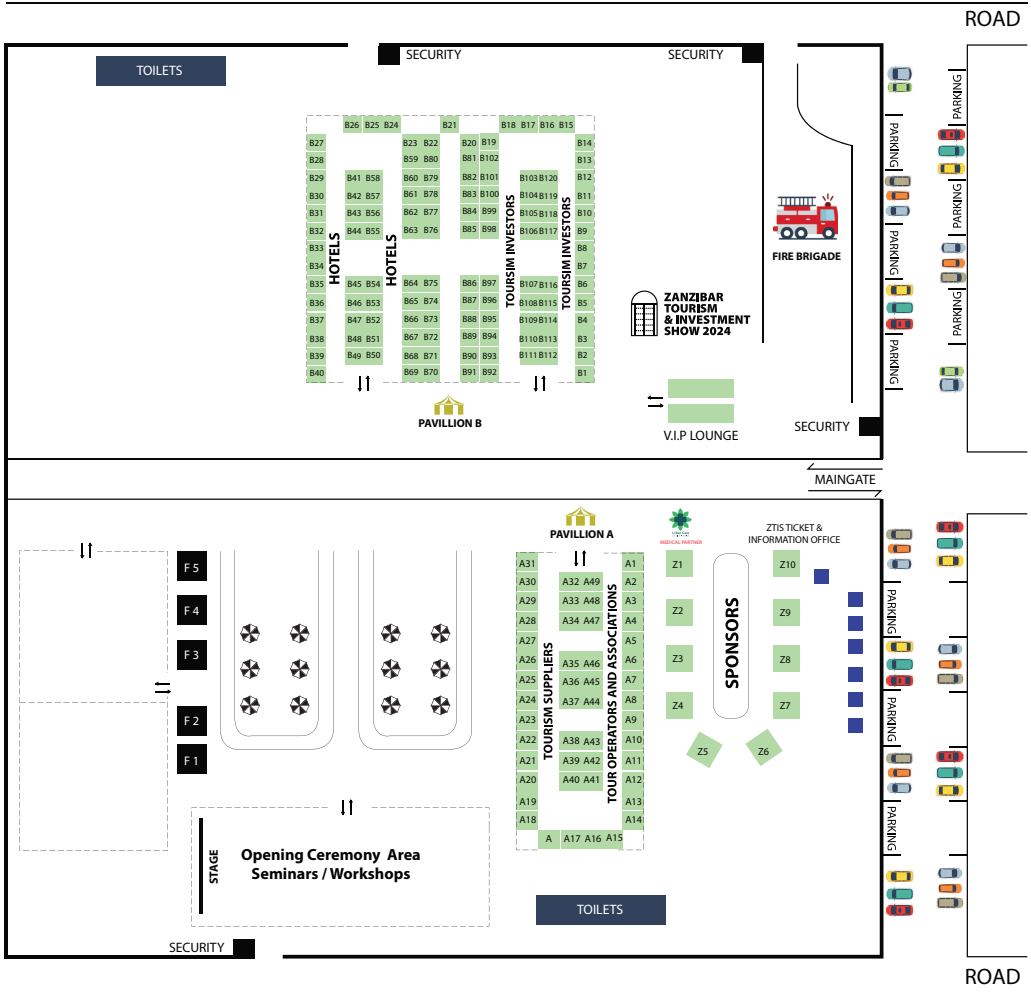
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ZANZIBAR TOURISM & INVESTMENT SHOW 2024

EXHIBITION MAP

KEY

MAINGATE

Directions

STAND

FOOD COURT

SEATING PAVILIONS

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PROGRAMME

3:30 PM - Arrival of all guests and the entertaiment by Siti and the Band.

4:30 PM - Arrival of the Guest of Honour, His Excellency, Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council, and welcome by Hon. Mudrik Soraga, Ministry of Tourism and Heritage, Regional Commissioner Hon. Idrissa K. Mustafa ZCT & Organisers.

4:35 PM - His Excellency, Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council, proceeds to visit the Zanzibar Tourism & Investment Show 2024 to inspect the pavilions.

5:15 PM - His Excellency, Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council, in main tent for official launch.

5:20 PM - Keynote welcome by Mr. Arif Abbas Manji, Executive Secretary (CEO) of the ZCT.
6:00 PM - Launch of The Flying Fox Magazine.

6:05 PM - Signing of MOU between ZCT and ZIPA

5:25 PM - Main sponsor's speech - TANAPA.

5:30 PM - Welcome speech by Hon. Mudrick Soraga, Minister of Tourism and Heritage, Zanzibar, followed by the screening of a short film on the making of the Zanzibar Tourism & Investment Show 2024, and the Zanzibar Destination film. Hon. Soraga then welcomes His Excellency Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council, to deliver his speech.

5:45 PM - Official speech by the Guest of Honour, His Excellency, Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council, to officiate the Zanzibar Tourism & Investment Show 2024.

6:10 PM - His Excellency, Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council, presents awards for outstanding tourism services.

6:15 PM - Presentation of a gift to His Excellency, Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council by the organiser & ZCT

6:20 PM - Group photograph with His Excellency Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council, along with the ZCT team, event organizers, and sponsors of the Zanzibar Tourism & Investment Show 2024.

6:25 PM - Departure of His Excellency, Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council.







WORKSHOPS FOR ZANZIBAR TOURISM AND INVESTMENT SHOW 2024

Managed by Commision For Tourism

Day 1:
25th October 2024

Time	Workshop Title	Facilitator
10:00 - 10:30	Investment Opportunities in Zanzibar	Mr. Omar Mussa, Manager of Investment Promotion and Marketing, Zanzibar Investment Promotion Authority (ZIPA)
10:30 - 11:00	Real Estate	Mr. James Prevost, Real Estate Professional, RE/MAX Omela
11:00 - 11:30	Conservation in Tourism	Ms. Kati Kunze, Marketing Advisor, Chumbe Island Coral Park
11:30 - 12:00	Green Label Scheme	Ms. Diana Korner, Technical Advisor, Palladium Group
12:00 - 13:30	Lunch + Prayer Break	ALL

Day 2:
26th October 2024

Time	Workshop Title	Facilitator
10:00 – 10:30	Public Liability/ Inbound Travel Insurance	Ms. Hamida Juma, Manager Banc Assurance and Sales, Zanzibar Insurance Corporation
10:30 – 11:00	Hospitality Software	Mr. Ram Mohan Dubey Director of Global Sales, Prologic First Software Dubai LLC and and Erev Max Ltd USA
11:00 - 11:30	Space for Nature and Investment in Small Islands	Mr. Rob Wild, Marine and Terrestrial Social Ecologist, Sacred Natural Sites
11:30 -12:00	Heritage Conservation	Mr. Abdallah khamis Ali, Head Division of Antiquities, Department of Museum and Antiquities
12:00 - 12:30	Lunch + Prayer Break	ALL

NETWORKING COCKTAIL

Guest of Honor: Hon. Mudrick Soraga
Minister of Tourism and Heritage Zanzibar

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Zanzibar is a cluster of small islands nestled in the turquoise waters of the Indian ocean, around 40km off the coast of Tanzania. The archipelago is comprised of two main islands - Unguja and Pemba - and a number of smaller islets and atolls. Despite its tiny size and obscure location, Zanzibar holds an almost legendary status among travellers as an exotic island paradise blessed with palm fringed shores, timeless fishing villages and lush spice plantations.

Although a mere stone's throw from the mainland, Zanzibar has an identity all of its own, shaped by a turbulent history which abounds with a colourful cast of characters, from slave traders and sultans to pirates and princesses.

Unguja, more commonly known as Zanzibar Island, is the largest in the archipelago, measuring around 85 km from north to south, and around 30km east to west. From this tiny island, explorers planned journeys deep into the heart of the African interior, slaves relinquished their last hopes of freedom, mighty empires were built, battles waged and merchants amassed vast fortunes on the strength of the fragrant clove bud. Today, life in Zanzibar has settled down to a more sedate pace, but the legacy of its tumultuous past still remains.

Zanzibar Town, the capital city and administrative head quarters, lies half way along the West Coast. At its heart, is the historic quarter of Stone Town, renowned for its exotic blend of Arabic, Indian, European and African architecture. Imposing palaces and the weathered walls of the Arab Old Fort dominate the seafront, giving way to the maze of narrow streets and alleyways behind it. Of course, the relentless march of the modern world has not made a detour around Zanzibar, but rather been absorbed into the hotchpotch blend of ancient and modern which lends the island its unique charm.

Arab dhows drift across the turquoise waters, elegant in their simplicity beside the lumbering bulk of vast container ships anchored offshore. Television aerials and satellite dishes tilt drunkenly among the curved minarets and turrets of Stone Town's skyline, and the shrill of mobile phones pierce the languid afternoon silence. In the countryside, women dressed in colourful kanga sashay through villages, expertly balancing heavy loads of firewood on their heads, while weary grey donkeys pulling carts jostle for space on the roads with noisy motorbikes and gleaming jeeps.

The smaller island of Pemba, laying around 80 km north of Unguja is far less populated. Known also by its Arabic name, Al Khundra meaning Green Island, Pemba is covered in steep hills full of palms, clove and rubber trees, rice paddies with the Ngezi Forest in the north. There are many pure, beautiful beaches in and around the numerous islets and coves. Tourism is less developed on Pemba, but resorts are being built and the infrastructure will undoubtedly improve as tourism increases.









Time
Local time is GMT + 3

Money
The local currency in Zanzibar is the Tanzanian Shilling (TSh). US dollar notes are also widely accepted as payment throughout the island. Travellers' Cheques can be exchanged at banks, bureau de change and some hotels, though rates are poor and cash is preferable. Credit cards such as Visa and Mastercard are accepted at larger establishments. There are ATM cash machines in Zanzibar Town.

Electric Current
The local current is 220 - 240 V AC 50Hz. Most electric plug sockets take the three pin British plugs, although some are wired for continental European plugs. There are still occasional power cuts in Zanzibar, and although these are becoming less frequent, a working knowledge of kerosene lamps will come in handy in the event of an unexpected black out. A battery powered torch is also handy. Visitors are also advised not to leave electrical appliances plugged in when not in use, due to power surges.

Communications
International telephone calls can be made from the post office in Zanzibar Town, larger hotels and the numerous 'international communications centres' which range from internet cafes to shops with a phone. Internet cafes have sprung up all over Zanzibar Town and, despite being a little slow at times, provide a cheap and easy method of communication. Mobile network coverage is good in both Zanzibar and Pemba. GSM mobiles phones enabled to roam will generally be able to pick up a reception in all but the most remote areas.

Medical
Advice should be sought from a doctor at home, but vaccinations for typhoid, tetanus, diphtheria, polio, meningitis and hepatitis A are usually recommended. Visitors are required to show a yellow fever certificate before entering Zanzibar, and the vaccination is advised. Malaria is common in Zanzibar, but is possible, therefore a suitable course of prophylactics should be started before departure. Cover up after sunset, and use mosquito repellent on exposed skin. HIV is a threat and protection should be used. Visitors with special medical needs should bring an extra supply of any prescribed medication, stored separately in case of loss or damage. Bring an extra pair of glasses or contacts for the same reason. Drinking water should be boiled and filtered or bought in sealed bottles from most shops - check the seal is unbroken. Finally, it is worth remembering that medical facilities in Zanzibar are limited. Visitors are advised to have comprehensive travel insurance to cover the unlikely event of a serious accident or illness.

What to Pack
Clothes should be light, loose, washable and preferably made from natural fabrics. An umbrella or rain poncho may come in handy, particularly during the short rains from October to January or the long rains from March to June. Rubber flip-flops or sandals are an excellent choice for wandering around villages and town, but a sturdy pair of walking shoes will be normally be needed for sightseeingor walks through the forests. The tropical sun in Zanzibar can be very strong, particularly at midday, so a good supply of sunscreen and a shady hat are essential. Flashlights and pocketknives also come in handy for all kinds of situations, from power cuts to missing bottle openers. Most hotels will provide a mosquito net, but if you are planning to stay in budget accommodation it is either worth bringing your own, or as one traveller suggested, a supply of plastic clothes pegs or safety pins to deal with any small holes.

Etiquette
Zanzibaris pride themselves on their hospitality, and in turn visitors should take care to avoid offending the predominantly Muslim population. Visitors are requested to show consideration by dressing modestly and behaving with respect at all times. Swim suits, mini skirts and other revealing clothing should not be worn outside hotels, beaches and resorts. Men and women should keep their knees and shoulders covered while walking in towns and villages and avoid public displays of affection - holding hands is considered acceptable. Although alcohol is freely available on Zanzibar Island, loud, drunken behaviour and foul language is considered extremely offensive. Mosques are sacred places. Non-Muslims should not enter unless invited to do so, and photographing the interior from the doorway is not allowed during prayer times. During the holy month of Ramadhan, while Muslims are fasting, it is considered the height of bad manners to eat, drink or

smoke in public. In 2013, Ramadhan begins on July 9th and continues until August 7th. In 2014, Ramadhan begins on June 28th and continues until July 27th. The dates may change by a day or two, however, as the Islamic calendar depends on the moon.

Visas and Immigration

Visitors from most countries require a visa to enter Tanzania, and passports must be valid for the duration of your stay. Single three-month single entry tourist visas can be applied for at Tanzanian embassies and High Commissions. Zanzibar is a semi-autonomous state within Tanzania, so although visitors won't need a separate visa to enter, you will need to show your passport on arrival. Visitors flying direct to Zanzibar are able to purchase a visa on arrival at the airport. A yellow fever vaccination certificate is required.

Getting Around

Unguja and Pemba are small with a relatively good network of roads. The safest and easiest way of getting around is by arranging transfers or tours with a reputable tour operator, but this can sometimes be expensive if you are travelling alone. Another option is to ask tour operators and hotels about shared mini-buses which travel from Zanzibar Town to beaches on the north and east coast. Renting a car is fairly cheap, at around US$50 a day; drivers hiring a vehicle will need an international driving licence, or pay a daily police permit of around US$3. Drivers are required to stop at various police check points around the island. This is usually just a formality but you may be asked to show your licence. The cheapest form of motorised transport is daladala (trucks converted into passenger vehicles) or the local buses or basi, both of which run all over the island with fares starting at a few hundred shillings. Hiring a bike is a relaxing way to explore the island, and easily arranged through guest houses and tour companies.

Accommodation

Zanzibar offers a variety of hotels, resorts and guesthouses and visitors should be able to find something to suit both taste and budget. Breakfast is usually included in the price. During low season most hotels and guest houses offer discounted rates.

Language and People

Nowhere is Zanzibar's rich history reflected more clearly than in its people - a kaleidoscope of peoples and religions from across the Indian Ocean, from mainland Africa, to Persia, Oman and Asia, merged into one cosmopolitan culture. The population of the archipelago is currently thought to stand at just over 1,000,000. Swahili, the official and national language of Tanzania, reflects the cultural diversity of its birthplace, Zanzibar. Many words are borrowed from Arabic, Persian, the



Indian languages of Kutchi and Gujarati, English and Portuguese. English is widely spoken in towns and tourist resorts, alongside Italian, French and Arabic.

Climate

Laying a few degrees south of the equator, Zanzibar enjoys a tropical climate, largely dominated by the Indian Ocean monsoons. Daytime temperatures remain fairly constant, between 21 and 29 degrees C throughout the year. The long, masika, rains fall between March and May, downpours are regular, but not constant, and often followed by periods of glorious sunshine. This is followed by a cool, dry period, Zanzibar's high tourist season, until November when the short, intermittent, vuli, rains arrive. From mid-November to March the weather is hot and humid. The northeast, kaskazi, monsoon blows, from December to March, followed by the southwest, kusi, monsoon, from April to November.

Public Holidays

The Christian public holidays of New Year's Day (January 1st), Good Friday and Easter Monday (March/April), Christmas Day (December 25th) and Boxing Day (December 26th) are observed in Zanzibar. The Muslim public holidays of Eid-al-Hajj, Maulid, and Eid-al-Fitr are also observed, dates vary from year to year as the Muslim calendar is based on lunar cycles of 29 to 30 days each month. Additional public holidays include: Zanzibar Revolution Day which is celebrated at midnight on January 12th with noisy gun salutes and the blaring of ship horns at the Forodhani water front and the Maisara grounds; Union Day, which celebrates the union between Tanganyika and Zanzibar on April 26th; Workers' Day (May 1st); Industrial Day (July 7th); Farmers' Day (August 8th) and Independence Day (December 9th).



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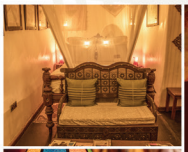
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