



# AutoExpo'2012 EAST AFRICA

15th International Trade Exhibition  
on Automotive, Spare parts & Accessories

20th-22nd May'2012, Dar-Es-Salaam-Tanzania



## The Gateway To The 380 Million Consumer Market Of The East African Region

The 15th AUTOEXPO 2012 - International Trade Exhibition is the largest trade event held annually in Tanzania, the hub of the vast East African market. The exhibition attracts exhibitors from more than 20 countries and visitors from all over East & Central Africa, thus giving exhibitors an excellent opportunity to explore several countries in one time. Over the past few years, Tanzania has emerged as a major regional trade centre. This is mainly due to a very friendly and business like atmosphere it offers to foreign investors and products. Duties are considerably low and re-exports to neighbouring countries are either very low or exempted. Read more about Tanzania..

### Exhibitor Profile

- ◆ All kinds Of Cars / Commercial Vehicles 2 & 3 wheelers etc.
- ◆ Garage & Fuel Station Tools & Eqpt.
- ◆ Oil & Lubricants
- ◆ Tyres & Batteries
- ◆ Body & Spare parts
- ◆ Accessories & Security Products



### Promotion of AutoExpo - Tanzania'2012:

An aggressive advertising campaign will be carried out to maximize exposure and visitor attendance.

This will include:

Magazines & trade journals  
Online advertising  
Radio advertising

Press releases  
E-marketing  
Direct mail

Newspaper advertising  
Outdoor advertising

### Venue

Diamond Jubilee Hall is situated in heart of Dar-Es-Salaam, the capital and port city of Tanzania and popular amongst Asian, European and Arab origins settled in Tanzania besides local Africans. Whole year the venue is busy for organizing commercial, trade and Conferences.

**Opening hours: 10 am to 6pm (east africa time)**

**AFRICA MEANS BUSINESS**

# Why Tanzania

The United Republic of Tanzania is a nation in central East Africa bordered by Kenya and Uganda to the north, Rwanda, Burundi and the Democratic Republic of the Congo to the west, and Zambia, Malawi and Mozambique to the south. The country's eastern borders lie on the Indian Ocean.

**Tanzania is an extremely potential market for foreign suppliers due to several reasons:-**

- ◆ Gateway to 380 Million consumer market of East Africa due to its geographic location Situated on the east coast of Africa facing the Arabian Sea & The Indian Ocean.
- ◆ Tanzania becomes the gateway to merchandise arriving from the Middle East, The Indian Sub Continent & the Far East Countries.
- ◆ The Eastern, Central & South African Countries strongly look on Tanzania as a major incoming source of imported goods.

## Overview

Tanzania is a member of International and regional groupings i.e, the East African Community (EAC), and the Southern Africa Development Community (SADC). The EAC is a Community of three Partner States, namely Uganda, Kenya, and Tanzania.

The EAC was established under the Treaty which was ratified by Partner States on 30th, November 1999. The EAC entry point is establishment of a Customs Union and Common Market under which protocols for its establishment are envisaged to be concluded within a period of four years starting November 1999. Further stages of integration is the creation of a Monetary Union and ultimately a Political Federation. The EAC aims at strengthening the economic integration of these countries on a selective and pragmatic basis, including facilitation of trade through harmonization of tariffs, payments, transport, movement of people, and harmonization of other areas of common interest i.e. political, social and cultural fields.

Tanzania's membership to the Southern Africa Development Community (SADC) was effected since its establishment in early 1980s. The SADC is a Community of 13 countries, namely Angola, Botswana, Lesotho, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe, and Democratic Republic of Congo. The SADC Member States have recently ratified the Trade Protocol (25th, Jan. 2000) aimed at establishing a free trade area for the liberalization of intra-SADC trade in goods and services, and adoption of relevant trade laws (anti-dumping, subsidies, countervailing duties, and safeguards measures). The SADC free trade area is targeted to have been established within eight years starting September, 2000.

Tanzania is also committed in other bilateral and multilateral arrangements, like those within World Trade Organization (WTO), and African, Caribbean Pacific (ACP), and European Union (EU).

## **Bilateral investment agreements between Tanzania and other countries: Cooperation with major partners in development**

Belgium, Canada, China, Denmark, Finland, Germany, Ireland, Japan, The Netherlands, Norway, Sweden, United Kingdom, European Union, Switzerland,

## Jointly organized by:



PO Box 43196, Dubai, United Arab Emirates  
Tel: + 971 43132821, Fax: + 971 43132826  
E-mail: [info@arabianexposition.com](mailto:info@arabianexposition.com) / [info@africanexpos.com](mailto:info@africanexpos.com)  
[www.africanexpos.com](http://www.africanexpos.com) / [www.focusafrica.biz](http://www.focusafrica.biz)



(Member: Dubai Chamber of  
Commerce & Industry, No. 194674)

## India Office:



Goa, India  
Miss Dimple D'Souza  
Marketing Co-ordinator  
Cell: +91 9158507110, +91 9604931900  
Email: [dimple@goaexposition.com](mailto:dimple@goaexposition.com)