

# WELCOME TO OUR NEWSLETTER



*Ambassador Wiebe de Boer*

## A message from our Ambassador

As the year draws to a close and the festive season approaches, we reflect on a productive and eventful few months at the Embassy. Highlights include hosting a Dutch trade mission on Ports & Logistics, organizing a poultry expert mission, traveling to Arusha with the Mayor of The Hague, exploring cashew processing in Mtwara, and participating in numerous other initiatives. I am incredibly proud of and grateful to our Embassy team for their hard work and dedication throughout the year.

Now, it's time to enjoy a well-deserved holiday season. Let us use this time to reflect on the past year, celebrate our accomplishments, and look ahead to the future with hope and optimism. At the Embassy, we are embracing this opportunity to recharge and prepare for a fresh start in the new year.

Wishing you all a Merry Christmas and a Happy New Year! Looking forward to intensifying our cooperation with you in the new year.

## Final newsletter of 2024

As 2024 draws to a close, we are delighted to share this final edition of our embassy newsletter with you, a moment to reflect on a year filled with dynamic activity, fruitful collaboration, and shared accomplishments. This year has been nothing short of remarkable for our Embassy.

As we wrap up the final weeks of our initiatives, [this newsletter revisits the defining moments in the last few months of 2024](#). Join us in celebrating these milestones as we look forward with excitement to 2025, ready to embrace new opportunities with renewed energy and enthusiasm!



# EVENTS



## Ports and Logistics Trade Mission

From the 6th-8th of November, the Embassy organized a Ports & Logistics Mission on the Tanzanian mainland and Zanzibar! Over three days, Dutch and Tanzanian stakeholders engaged in impactful discussions and site visits, strengthening ties and uncovering new opportunities for collaboration in the logistics and trade sectors.

The mission emphasized the importance of strategic investment and public-private partnerships to address Tanzania's logistics potential. Key discussions with Tanzanian stakeholders and government bodies, such as TPA and ZIPA, together with site visits to ports and industry players such as DCG, Steinweg and ZF Devco provided insights into investment incentives, operational priorities, and the future role of the private sector in driving growth.

Further, in recognition of Zanzibar's dedication to fostering economic growth and international partnerships, we are pleased to announce the signing of a Memorandum of Understanding that formalizes our commitment to collaboration. This agreement marks a significant step forward in promoting investment and trade between Zanzibar and the Netherlands, paving the way for shared opportunities, mutual growth, and strengthened ties. We look forward to working together to enhance economic development and deepen our partnership in key sectors for a prosperous future.



Ambassador Wiebe de Boer at the MoU signing on Zanzibar



All in all, the Dutch delegation of participants expressed their satisfaction with the mission and its outcomes. They highlighted the productive dialogues, valuable insights, and potential for impactful partnerships as key takeaways. With a shared commitment to fostering innovation and growth in ports and logistics, follow-up initiatives are already being planned to translate these opportunities into tangible results. The Embassy looks forward to continuing collaboration with all stakeholders in the Ports and Logistics sector to build on the progress made during this mission and achieve long-term success together.



# EVENTS

## Visit of the Ambassador of Youth, Work and Education to Tanzania

From the 13th-16th of November, the Embassy welcomed Jurriaan Middelhoff, the Dutch Ambassador for Youth, Education, and Work, for an inspiring three-day visit. Together with the Embassy of the Kingdom of the Netherlands, he explored impactful partnerships and projects centered on youth, entrepreneurship, education, and employment. From Arusha to Dar es Salaam, the visit highlighted the power of collaboration between Dutch companies, local institutions, and vibrant young innovators driving Tanzania's future.

In Arusha, partnerships between Dutch agricultural companies and vocational institutes, such as World Vegetable Center, Hanze, Arusha Technical College (ATC), Westerwelle Startup Haus Arusha and Twende Social Innovation Center, showcased how education and industry can unite to boost skills and economic opportunities, especially in agriculture and manufacturing. Meanwhile, in Dar es Salaam, visits to Nijiri Platform Limited, Tai Impact, Serengeti Angels, Ennovate Ventures, Funguo Tanzania, UNDP, Tanzania Fintech Association (TAFINA) and Pesatech Africa revealed the dynamic ecosystems supporting youth through innovation, job creation, and mentoring.



In a great meeting between Jurriaan Middelhoff and Ridhiwani Kikwete, Tanzania's Minister for Youth, Employment, and Persons with Disabilities, ideas were exchanged on how to keep youth at the heart of national development strategies. This meeting reinforced the importance of a strong partnership between governments, the private sector, and educational institutions in empowering youth.

A celebratory reception at the Dutch Ambassador's Residence capped the visit, shining a spotlight on Tanzania's bright, entrepreneurial youth. We thank all participants of the programme wholeheartedly and look forward to working together in the near future!

## Mayor of the Hague in Arusha

From October 29 to 1st November, H.E Mayor of the Hague Jan Van Zanen visited Arusha to attend the Hague Justice Week. It was the first time the Hague Justice week happened outside the Hague, in Arusha city, also known as a Judicial capital of Africa. During this week, Mayor Van Zanen visited the UN International Residual Criminal Tribunal (IRMCT) where he got to engage with key judicial and legal stakeholders from Africa.

The Mayor of the Hague was warmly welcomed by his counterpart the Mayor of Arusha, Hon Maximillian Iranqhe. The two mayors hosted the Strong Cities Network under the East African Country and Local Government Association (EACLGA). The Network looked at how Cities in East and Southern Africa are Preventing and Responding to Hate, Extremism and Polarisation.

The Mayor also had an opportunity to visit a number of projects ran under the Arusha City Country which were/are funded by the Netherlands. Including WASH projects at Themti Primary school funded by Rotary, VEI and SNV and a waste water recycling plant. Mayor Van Zanen also met with Dutch companies doing business in Arusha. Mayor Van Zanen was so impressed by the nature and beauty of Arusha that he volunteered to be a Tourism Ambassador for Arusha.



# EVENTS

## Cashew Roundtable: Advancing Local Processing in Tanzania



On November 22, the Embassy in Tanzania convened a Cashew Roundtable in Mtwara, bringing together key stakeholders to explore the future of cashew processing in the region. Hosted by the Tanzanian Cashew Board, the roundtable highlighted the potential for value addition through local cashew processing and sustainable agricultural practices.

Currently, most Tanzanian raw cashew nuts are shipped to India and Vietnam for processing, after which they will go to e.g. Europe for consumption. Only 5% of the cashews are processed in Tanzania. Therefore, processing locally enables a major value addition for Tanzanians and reduces the emission of greenhouse gases due to a major cut in transportation.



During the roundtable, relevant actors in the Tanzanian cashew sector discussed strategies to strengthen the industry, including the need for predictable regulations, support for direct farmer contracts, and incentives for processors. The Corporate Sustainability Due Diligence Directive (CSDDD), an upcoming EU regulation, was highlighted as an opportunity to enhance transparency and competitiveness in Tanzanian cashew exports.

The roundtable discussion was complemented by a visit to the Mama Cashew processing facility, run by a Dutch entrepreneur with a clear vision: building a brand for Tanzanian grown and processed cashews. Approximately 600 women are employed here (see pictures on the left). Additionally, a visit was paid to the cashew farmers, where conversations were held about the current issues in farming, e.g. the distribution of pesticides.



Two representatives from the Social Sustainability Fund (SSF), executed by the Dutch Enterprise Agency, were also present. They shared how their fund supports two Dutch processing facilities in Mtwara: Amama Farms and Mama Cashew. The SSF identifies and mitigates social risks in international value chains.

The roundtable discussion marks a significant step toward a shared vision of sustainable growth, emphasizing the importance of dialogues to unlock the full potential of the Tanzanian cashew industry.

## Tanzania's Treasure Trove - Mining and Investment Conference & Critical Materials

Africa holds at least one-fifth of the world's reserves of critical and transition minerals essential in the fight against climate change, and Tanzania's mining sector, historically known for its gold, silver, and copper mines, has a growing role in this global effort. With increasing demand for transition minerals like nickel, lithium, cobalt, and graphite, the Tanzanian government and its Ministry for Minerals are recognizing the sector's immense future potential.

To unlock these opportunities, the government has been hosting the Mining and Investment Conference in Dar es Salaam, with this year's event held from November 19–21 at the Julius Nyerere Convention Center. Attendees included most EU heads of mission in Tanzania, the European External Action Service (EEAS) Managing Director, and delegations from countries like Spain and Finland, showcasing the EU's aspirations in mining and processing. While Dutch participation was limited, the Embassy remains confident in the potential for Dutch companies in areas like processing, transport, water, green energy, and capacity building to enhance value chains and create a more attractive environment for investors.

# EVENTS

## Poultry Mission to Tanzania - a gateway to fostering Modern Poultry Disciplines

The Vencomatic Group, in collaboration with specialized poultry companies from the Netherlands, organized a Poultry Mission to Tanzania, held from September 9 to 14 in Kilimanjaro and Dar es Salaam. This initiative builds up to a poultry study tour by a Tanzanian delegation planned for early 2024, financed by the Netherlands Enterprise Agency and organized in collaboration with the Netherlands Embassy. The mission brought together international poultry experts from the Netherlands and Belgium to drive transformation in Tanzania's poultry sector by showcasing innovative practices aimed at improving production efficiency and sustainability.

During the mission, discussions underscored that advancing the poultry sector requires more than just modern technologies, it calls for sustainable practices and solutions tailored to local environmental and economic conditions. Climate change, in particular, poses significant challenges, necessitating innovative strategies to ensure resilience and efficiency in poultry farming. Strengthening the value chain, fostering knowledge transfer, and integrating sustainable farming methods were highlighted as critical steps toward realizing the sector's potential.

As Tanzania's poultry industry continues to grow, these insights can help farmers better meet rising domestic demand while exploring opportunities in export markets. By embracing a holistic approach to sector development, agribusinesses can drive meaningful progress and unlock long-term growth. For those interested in learning more or connecting with the participating companies, click [here](#).

## Compliance workshop with Dutch Agribusiness

In June 2024, Tanzania's National Assembly approved the Finance Act for 2024/2025, implementing crucial tax reforms to boost agricultural productivity. Following this, the Tanzania Horticulture and Potato Seed Platform, with support from the Netherlands Enterprise Agency (RVO) and the Embassy of the Kingdom of the Netherlands, convened key stakeholders from the seed and horticulture sectors to discuss the implications of these reforms, regulatory updates, and compliance measures.

Taxation experts from PricewaterhouseCoopers (PwC) provided insights on the legislative changes impacting Tanzania's agriculture. In the afternoon, representatives from regulatory bodies—including TBS, FRF, TPHPA, TAEC, and OSHA—presented updates on compliance procedures. Key topics included OSHA's new safety regulations, fire safety requirements, quality control measures, plant health and pesticide regulations, and radiation safety standards.

If you missed the session and want to learn more about the outcomes, please click [here](#).



# EVENTS

## Bridging Borders: Tanzania Explores E-Cert Innovations in the Netherlands

Tanzania is transitioning from paper certificates to electronic certificates for data exchange among authorities, significantly improving risk management for pre-arrival and pre-departure information. This shift streamlines government certification processes, facilitating phytosanitary exports and reducing administrative and logistical challenges for both public and private sectors. Automated management systems will enhance logistics and minimize fraud.

In collaboration with the Netherlands Food and Consumer Product Safety, The Netherlands Enterprise Agency (RVO), and the Embassy of the Netherlands hosted a visit for the Tanzania Plant Health and Pesticides Authority (TPHPA) to observe digital processes in horticultural exports from the Netherlands. This initiative is rooted in a Memorandum of Understanding (MoU) aimed at implementing e-certification and bolstering Tanzania's digital phytosanitary practices to build confidence in the system. Key discussions revolved around the EU system for Phytosanitary Certification and potential collaborations between Tanzania and the Netherlands to enhance these practices.

This effort is part of a broader program funded by the European Union and implemented by the FAO, designed to strengthen phytosanitary practices in Tanzania. The Netherlands plays a vital role in building the capacity of system developers and demonstrating the effectiveness of these systems as a testing ground. To read more about the mission, [click here](#).



## International SDG Day celebration at Umoja House and the Ambassador's Residence



The Embassy hosted a successful Sustainable Development Goals (SDGs) Flag Raising Campaign on 25th September 2024 at Umoja House in Posta. This event was part of a global movement to raise awareness about the SDGs and inspire action toward achieving the ambitious targets by 2030. With only 16% of the SDG targets currently on track, the campaign emphasized the urgent need for collective efforts to drive progress. Representatives from various organizations and diplomatic missions participated, showcasing their contributions to the SDGs under the banner of #TogetherForTheSDGs.



Following the flag-raising ceremony, participants traveled to the Ambassador's residence for a collaborative discussion. This session provided a platform for attendees to share how their work aligns with and advances specific SDGs. The interactive dialogue highlighted innovative initiatives and underscored the importance of partnerships in addressing global challenges. The Embassy extends its gratitude to all who actively participated and contributed to making this event a meaningful step toward sustainable development.

# LATEST UPDATES

## >>> EMBASSY CLOSED DURING CHRISTMAS HOLIDAYS

Please be informed that the Embassy will be closed for the Christmas holidays from the end of the day on 20th December and will reopen in the morning on 6th January.

Read more about ways to contact the Dutch Embassy [here](#).

We wish you a joyful holiday season and look forward to assisting you in the new year!



## <<< CSDDD - NEW EU DIRECTIVE INTO FORCE

On 25 July 2024, the European Directive on Corporate Sustainability Due Diligence (CSDDD) officially entered into force, marking a pivotal step towards fostering sustainable and responsible corporate behavior. This Directive requires companies within its scope to identify and address adverse human rights and environmental impacts throughout their operations and global value chains, both within and beyond Europe. The new rules aim to protect human rights and the environment while encouraging sustainable investment, capacity building, and support for value chain partners, important for developing countries. By improving sustainability-related practices and increasing the adoption of international standards, the Directive is expected to enhance living conditions for communities worldwide. Dutch businesses active in Tanzania, in the agribusiness sector, including players in cashew and tea industries as well as organizations like Agriterra, are already taking steps to align with these requirements, highlighting the importance of this Directive for creating a more sustainable and equitable future.

Read more on the directive [here](#).

# LATEST UPDATES

## >>> CALL FOR SEED MONEY FOR THE TOP SECTOR

The call for Seed Money Projects from KIA-LWV is open and closes 24 January 2025. With Seed Money Projects, SMEs from the agrifood and horticulture sectors are supported to start innovative, international partnerships. The projects focus on the formation of a consortium. The call is organized by the Top Sector Agri & Food and the Top Sector Horticulture & Starting Materials.

More information in the following [link](#).





# NEWSLETTER

## EDITORIAL TEAM



## Connect With Us

HAVE ANY QUESTIONS ABOUT WORKING WITH US?



### EMAIL US!

**Economic department**  
dar-ea@minbuza.nl

**Agricultural department**  
dar-lnv@minbuza.nl

**The Embassy of the  
Kingdom of the Netherlands**  
Umoja House, 4th floor  
Garden Avenue  
Dar es Salaam, Tanzania