

## السادة أعضاء جمعية رجال الأعمال المصريين الأفارقة المحترمين

تحية طيبة وبعد،،

استكمالاً للجهود والأنشطة المعمول بها والعلاقات المتميزة التي تربط جمعية رجال الأعمال المصريين الأفارقة بشركائها الاستراتيجيين والذي تحرص فيه بعض الجهات الخارجية على التعاون مع الجمعية وأعضائها فقد ورد إلينا من سفارة جمهورية تنزانيا بالقاهرة دعوة لحضور النسخة الثامنة من المعرض الدولي للسياحة السواحلية SITE 2024.

مرفق المنشور

وتفضلوا بقبول فائق الاحترام،

رئيس مجلس إدارة جمعية  
رجال الأعمال المصريين الأفارقة



د/ يسري الشرقاوي

جمعية رجال الأعمال المصريين الأفارقة  
مشهرة برقم 11455 لسنة 2021  
Egyptian African Businessmen's Association  
11455/2021

الأمين العام لجمعية  
رجال الأعمال المصريين الأفارقة

مصطفى الأمير

م مصطفى الامير



# S!TE

SWAHILI INTERNATIONAL  
TOURISM EXPO

8th Edition  
2024

## Concept Note



# Welcoming Remarks

## FROM THE DIRECTOR GENERAL

It is my pleasure and honor that to introduce to you the 8th Edition of the Swahili International Tourism Expo - S!TE 2024. The Expo will take place in Dar es Salaam, the commercial capital city of Tanzania from 11th to 13th October 2024 at Mlimani City Conference Centre.

The event is expected to attract International Tourism Buyers and Travel Writers from our primary, secondary, tertiary and potential source markets which include USA, Italy, UK, Germany, France, Netherlands, Poland, Indonesia, Japan, Canada, Australia, Spain, South Africa, India, Brazil, China, Russia, Israel and Gulf Countries

S!TE 2024 opens its doors to over 120 Exhibitors and this year our unique and Quality buyers program will be expected to be over 120 international buyers. S!TE 2024 participants will be offered excellent opportunities to attend seminars and networking sessions.

Through seminar events participants will have opportunity to learn on how to penetrate in emerging markets from presentations that will be given by tourism professional gurus. Moreover, understand and track new market trends in post COVID-19 era, as we are rebuilding more competitive and sustainable tourism sector.

**Karibu Tanzania and join us for S!TE 2024.**

**Ephraim Balozi Mafuru**

Director General – TTB

# About S!TE 2024

Swahili International Tourism Expo (S!TE) is organized by Tanzania Tourist Board (TTB).

It is an indoor International Travel and Tourism Fair, which aims at promoting travel to and within Africa. S!TE, 2024 brings to Tanzania International Buyers, Travel Writers, Bloggers, Media as well as Travel and Tourism Professionals from all over the world. On the other hand, S!TE converges Exhibitors (key tourism stake holders) in Tanzania and from neighboring countries to showcase their products and services, network, establish new business partnerships and strengthen existing ones.

S!TE 2024 is aligned to National Tourism Policy of 1999 and International Tourism Marketing Strategy for Destination Tanzania 2020 – 2025 which emphasize on promoting destination Tanzania. Moreover, it is a method of implementing the National Five Years Development Plan III (FYDP 2021/22 – 2025/26) that identifies MICE (Meetings, Incentives, Conferences and Exhibitions) tourism as a strategy to increase number of tourists and receipts to reach five (5) million and six (6) billion US Dollar respectively by year 2025. Additionally, S!TE 2024 supports the implementation of Tanzania the Royal Tour Program which was initiated by Dr. H.E Samia Suluhu Hassan, President of the United Republic of Tanzania to promote destination Tanzania Domestic, regional and Internationally.



# The 8th Edition of S!TE

S!TE 2024 is expected to converge 120 International Buyers and 120 Exhibitors from different countries within and outside Africa. The expo will be featured by business exhibition, investment forum, seminars, networking sessions, cultural performances, and FAM Trips to unique tourist attractions across Tanzania. FAM Trips will cover attractions in the Southern and Western Tanzania, as well as the pristine beaches of Zanzibar. In the near future S!TE is focused to be the leading international tourism expo in Africa for promoting inbound and outbound tourism.

More details about S!TE 2024 can be accessed through [site.tanzaniatourism.go.tz](http://site.tanzaniatourism.go.tz)

## Date & Venue

S!TE 2024 will take place from 11th to 13th October, 2024 at a state of art facility of Mlimani City Conference Centre in Dar es Salaam, Tanzania.



# Why Dar es Salaam



Dar es Salaam is the chief industrial and commercial city of Tanzania. Located along the Swahili coast of the Indian Ocean, Dar es Salaam is gifted with both natural and cultural tourist attraction such as pristine beaches, waterfronts, islands, heritage S!TEs, amusement and water parks, animal zoo, cultural centers, shopping, entertainment and social life areas. Moreover, Dar es Salaam is endowed with convenient infrastructure to host international events due to its easy accessibility from within and outside the country, existence of international standard accommodation facilities, and existence of convention centers, reliable health facilities and security for international visitors.

## Who to participate?

TOURISM SERVICE  
PROVIDERS

INTERNAL

TRAVEL WRITERS

ACADEMIC &  
RESEARCH INSTITUTIONS

FINANCIAL  
INSTITUTIONS

TOURISM  
ASSOCIATIONS

PUBLIC  
INSTITUTIONS

INTERNATIONAL AIRLINES

CONSERVATION  
ORGANIZATIONS

MEDIA

LOCAL  
COMMUNITIES

TOURISTS &  
INVESTORS

In a bid to exercise economic diplomacy, Tanzanian Embassies abroad will be engaged to approach international tourism operators and potential investors in the countries they represent and facilitate their registration as exhibitors or buyers.

# Why S!TE?

S!TE provides a platform for large anchor buyers, tour companies, National Tourism Boards (NTBs), SMEs, traders, development partners, NGO's, investors, financial institutions and other, key players to build alliances and large-scale trade deals built up to increase sustainable investments and buying of Tanzania tourism services. However S!TE 2024 is a continuation of supporting the efforts made by the H.E Dr. Samia Suluhu Hassan the President of United Republic of Tanzania through Tanzania the Royal Tour programme where she aimed at promoting destination Tanzania and investment opportunities. This Expo is considered to be an ideal platform for small and medium tourism operators to access international tourist markets at a minimum cost.



## When did S!TE start?

S!TE was first established in 2014 whereby the Government supported the Expo and high-level government officials have been attending the events. For instance, the 1st edition of S!TE 2014 was officiated by the former President of Tanzania H.E. Dr. Jakaya Mrisho Kikwete, the 3rd edition of S!TE 2017 was officiated by the former Vice President who is currently the President of United Republic of Tanzania Dr. H.E. Samia Suluhu Hassan and H.E. Dr. Phillip Isdori Mpango, Vice President of the United Republic of Tanzania officiated the 6th S!TE Edition that took place in 2022

# Why Exhibit?

- ✓ Awareness on tourism investment opportunities available in Tanzania
- ✓ Awareness on the diverse tourism attractions in Tanzania
- ✓ Business networking;
- ✓ Development of MICE Tourism in Tanzania; and
- ✓ Opportunities for public-private sectors dialogue.



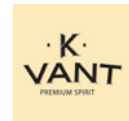
# S!TE Program, 2024

DATE	ACTIVITIES
<b>DAY 1 (THURSDAY)</b> <b>OCTOBER 10<sup>th</sup> 2024</b>	Investment Forum
	Arrival of Invited Investors, buyers, regional and international media
	Pre-event briefing cocktail for S! TE 2024 buyers only
<b>DAY 2 (FRIDAY)</b> <b>OCTOBER 11<sup>th</sup> 2024</b>	Official opening ceremony with the guest of Honour
	Exhibition and seminar
	S! TE 2024 networking cocktail Party for Exhibitors, Sponsors, and Buyers
<b>DAY 3 (SATURDAY)</b> <b>OCTOBER 12<sup>th</sup> 2024</b>	Speed Networking in a 'Deal Room'
	Exhibition and seminar
<b>DAY 4 (SUNDAY)</b> <b>OCTOBER 13<sup>th</sup> 2024</b>	Exhibition and seminar
	Swahili Fashion show
<b>DAY 5 (MONDAY - SUNDAY)</b> <b>14<sup>th</sup> – 18<sup>th</sup> October 2024</b>	FAM Trips as per the flight schedule and itinerary
	Departure of Hosted buyers (Travel Agents, Tour operators, international media) & Investors as per flight schedule

# Our Partners



**NATIONAL COLLEGE OF TOURISM**  
*A Ladder to Excellence*



8th Edition  
2024

WORLD  
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