

**THE UNITED REPUBLIC OF TANZANIA**

**MINISTRY OF AGRICULTURE**

**CASHEWNUT BOARD OF TANZANIA**



**TANZANIA INTERNATIONAL CASHEW CONFERENCE  
(TICC-2023)**

**JUNE, 2023**

**Theme: An Insight and Investment Opportunities in Cashew Industry Tanzania**

**Slogan: Invest in Cashew for Sustainable Development**

## **1.0 Introduction**

The Cashewnut Board of Tanzania (CBT) is a corporate body established by Cashewnut Industry Act No. 18 of 2009. It is entrusted with the responsibility of regulating the development of the Cashew Industry in Tanzania. In undertaking its mandated roles, CBT puts more emphasis in improving efficiency and effectiveness in the cashewnut industry in order to meet requirements of different stakeholders thereby enabling them to contribute to the national development agenda.

## **1.1 Overview of Cashew Conference**

TICC -2023 is focusing to promote the development of Cashew production, processing and marketing with a focus in promoting investment in Cashew industry and opening of the industry to the international players. This specifically aims to broaden the market of kernels as well as promotion of local consumption of cashewnut and other by-products such as jam, juice, cashew milk, wine, ethanol and cashew apple meat. Increased investment in the cashew supply chain and promoting consumption will automatically trigger the multiplier effect of cashew crop in the economy of the country and the world in general.

To enthusiast such activities, the Board is organising the conference that will bring together both Local and International stakeholders to share ideas, experience and learn from Tanzania achievements on cashew production, research, quality control, marketing and processing. The conference will avail investment opportunities in the cashew supply chain such as large scale cashew farms, processing factories, machines manufacturing plants, spare parts workshops, pesticides plants, packaging material plants for both raw and processed cashew.

CBT expect that this event will enhance investment in the cashew industry, increase processing capacity and broaden market for cashew and by products which will ultimately encourage farmers to further engage in cashew farming activities and ultimately impact their welfare and national economy as a whole.

Therefore, the conference will gather Local and International stakeholders involved in the Cashew Value Chain (Farmers, Processors, Buyers, Roasters, Logistic

Companies, Cooperatives, Input Suppliers, Warehouse Operators, Researchers, Machines and Spare parts Manufacturers, Regulators, Consumers, Associations, Financial Institutions, Policy Makers, Development Partners and Others).

## **2.0 Objectives**

The general Objective of Tanzania International Cashew Conference is to bring together various Local and International stakeholders to share investment opportunities, achievements, discuss challenges and come up with way forward for the sustainable cashew industry development.

Specific objectives are as follows:

- i. To promote Tanzania cashew industry in international market;
- ii. To create awareness on the economic opportunities in the cashew industry;
- iii. To promote Raw Cashewnut and Kernels market;
- iv. To share available technology and techniques in cashew processing
- v. To promote consumption of Kernels and use of other by-products;
- vi. To create networks among local and foreign stakeholder's;
- vii. To come up with the best cashew industry financing model;
- viii. To formalize best way of data collection and sharing in the industry.

## **3.0 Program Activities and Location**

Aiming to promote Tanzania Cashew industry in international arena and promote investment opportunities in the cashew supply chain, this event will take place from 11<sup>th</sup> to 13<sup>th</sup> October, 2023 in Dar es Salaam City at Julius Nyerere International Conference Centre - JNICC with an estimate of 500 delegates. The events and activities will be: **Presentation from various cashew Experts; Show casing (Exhibitions) various Cashew Products, Scientific Meetings, Business to business Meetings (B2B Meetings) and Field visit.**

## **4.0 Costing and Source of Funding**

The TICC 2023 will cost Tsh. **524,300,000.00** as shown in full budget.

## **5.0 Sponsorship Packages**

The sponsorship package for TICC 2023 will be:

### **Cashew kernels Sponsorship package – Tanzania Shillings 50,000,000.00**

In this package you can expect to receive:

- A certificate of sponsorship appreciation
- Free exhibition booth most premium place and free 8 entry tickets
- Company's logo on the conference identity cards, all promotional / marketing material, website, ads, email promotions & conference backdrop
- Speaker slot at inaugural plenary
- Speaker slot on conference session
- Visual acknowledgement at conference sessions (company ad video)
- Participation as panelist (based on your profile suit)
- Welcome banner of Title Sponsor (2 nos)
- Corporate brochure to be inserted in the delegates kits

### **Welcome Cocktail Dinner Sponsor – 11<sup>th</sup> October – Tanzania Shillings 50,000,000.00**

In this package you can expect to receive:

- A certificate of sponsorship appreciation
- Exclusive sponsor branding at cocktail dinner venue  
(Branded table tent cards, tissues & cocktail dinner banner)
- Free exhibition booth most premium place and free 8 entry tickets
- Company's logo on the conference identity cards, all promotional / marketing material, website, ads, email promotions & conference backdrop
- Speaker slot at inaugural plenary
- Speaker slot on conference session
- Visual acknowledgement at conference sessions (company ad video)
- Participation as panelist (based on your profile suit)
- Welcome banner of Title Sponsor (2 nos)
- Corporate brochure to be inserted in the delegates kits

### **Cashew butter Sponsor package – Tanzania Shillings – 30,000,000.00**

In this package you can expect to receive:

- A certificate of sponsorship appreciation

- Free exhibition booth premium place and free 5 entry tickets
- Company's logo on the conference all promotional / marketing material, website, ads, email promotions & conference backdrop
- Speaker slot on conference session
- Participation as panelist (based on your profile suit)
- Welcome banner of Title Sponsor (2 nos)
- Corporate brochure to be inserted in the delegates kits

### **Cashew apple Sponsorship package – Tanzania Shillings – 20,000,000.00**

In this package you can expect to receive:

- A certificate of sponsorship appreciation
- Free exhibition booth and free 3 entry tickets
- Company's logo on the conference all promotional / marketing material, website, ads, email promotions.
- Speaker slot on conference session
- Welcome banner of Title Sponsor (2 nos)
- Corporate brochure to be inserted in the delegates kits

### **Cashew apple juice Sponsorship package – Tanzania Shillings – 10,000,000.00**

In this package you can expect to receive:

- A certificate of sponsorship appreciation
- Free exhibition booth and free 2 entry tickets
- Company's logo on the conference all promotional / marketing material, ads, email promotions.
- Welcome banner of Title Sponsor (2 nos)
- Corporate brochure to be inserted in the delegates kits

## **6.0 Conclusion**

Being a sponsor of the TICC 2023 will enable your organization to be part of the utilizing available opportunities in cashew industry hence contribute to increased production, processing and marketing of the cashew products both locally and internationally.