



THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF AGRICULTURE
CEREALS AND OTHER PRODUCE REGULATORY AUTHORITY

CONCEPT NOTE

MACFRUIT 2025

ITALY

6-8 MAY 2025

EVENT OVERVIEW

Event Name: MACFRUIT AGRICULTURAL EXHIBITION

Date: 6-8 May 2025

Location: Rimini, Italy

No. of Attendees: 500 people

Organized by: The Embassy of Tanzania in Italy

Head of Delegation: TBC

INTRODUCTION

MACFRUT is a renowned global platform that brings together over 500 exhibitors and delegates from across the world, showcasing innovations in horticulture, sustainable agriculture, agri-tech, packaging, and post-harvest solutions. The event provides unparalleled networking, learning, and export facilitation opportunities for businesses looking to expand their footprint into Europe's €50 billion horticultural import market.

As the global demand for high-value crops continues to surge, Tanzania is strengthening its position as a competitive exporter of horticultural crops, oilseeds, and nuts—key subsectors regulated by the Cereals and Other Produce Regulatory Authority (COPRA). With exports of avocados (USD 140M), cashews (USD 580M), and sesame (USD 360M) growing rapidly, Tanzania is poised to leverage Europe's Euro 50 billion horticultural import market to expand its global trade footprint.

To seize this opportunity, Tanzania has been invited to MACFRUT 2025, one of Europe's leading agricultural trade exhibitions. COPRA, as a co-sponsor alongside CRDB Bank, the Coffee Board, the Cashew Board, and the Tanzania Horticultural Association (TAHA), will lead the country's delegation—promoting key export crops, facilitating business-to-business (B2B) linkages, and managing Tanzania's exhibition booth.

WHY YOU SHOULD PARTICIPATE

As global demand for high-value crops grows, MACFRUT 2025 offers Tanzanian producers and exporters a strategic entry point to connect with:

1. European and global buyers, importer and distributors.
2. Technology providers and input suppliers for modern farming and value addition.
3. Investors and policymakers in the horticulture sector.
4. Partners for contract farming, processing, and joint ventures

KEY CROPS TO BE PROMOTED

Tanzania's participation will focus on high-value crops that align with market demand at the exhibition, particularly those with strong export potential to European markets:

Name of Exhibition	Date / Location	Priority Crop	Other Crops
MACFRUIT 2025	6-8 May 2025 Italy	Avocados, green vegetables, mangos, oranges, watermelon, cucumber and carrot.	Maize flower, wheat, rice, beans, passion fruits, pineapples, salad, ginger, soya bean, cinnamon, and black pepper.

COPRA'S FACILITATIVE ROLE

COPRA, in collaboration with the Tanzanian Embassy in Italy and key co-sponsors such as CRDB Bank, the Cashew Board, Coffee Board, and TAHA, will coordinate the national delegation and provide the following support to participating businesses:

- **Booth Design and Branding:** Organizing a unified Tanzanian exhibition stand to showcase products and institutional visibility.
- **Logistics Coordination:** Providing guidance and support for **travel arrangements, visa processing, and cargo clearance** for product samples.
- **B2B Matchmaking:** Facilitating targeted business-to-business (B2B) meetings with European counterparts to explore trade deals and partnerships.
- **Delegation Briefings:** Pre-departure orientation and post-event debriefing to ensure strategic follow-up and impact.

INTENDED OUTCOMES

The following are the intended outcomes of our joint efforts:

- Greater visibility for Tanzanian produce in global markets
- Enhanced trade and export deals through structured B2B engagements
- Stronger market linkages with Europe and beyond
- Policy dialogue with international stakeholders to boost trade facilitation

JOIN THE TANZANIAN DELEGATION

We invite interested and eligible businesses to express their interest in joining the Tanzanian delegation by contacting:

Emmanuel Mwanga:

Email: emmanuel.mwanga@copra.go.tz

Toll-Free: 0800 11 77 77

We look forward to your participation in this strategic initiative to elevate Tanzania's presence in international agribusiness trade.