



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

**STAKEHOLDERS' NOTE**

THE OSAKA EXPO 2025

JAPAN

6-16 JUNE 2025

## EVENT OVERVIEW

**Event Name:** THE OSAKA EXPO 2025

**Date:** 6-16 June (Agriculture week)

**Location:** Osaka, Japan

**No. of Attendees:** 28 million visitors

**Organized by:** The Embassy of Tanzania in Japan / Ministry of Agriculture

**Head of Delegation:** TBC

## INTRODUCTION

The Cereals and Other Produce Regulatory Authority (COPRA) is proud to announce its participation in the the **Osaka Expo 2025** in Japan, from 6-16 June 2025, during the "*Necessities of Life: Food, Clothing, and Shelter*" Theme Week.

This event will gather visitors, business leaders, investors, and policymakers from over 150 countries. The program will include discussions, exhibitions, and business exchanges at various venues such as the Pavilion, Theme Weeks Studio, EXPO Exhibition Centre, and other locations within the Expo site.

In line with Tanzania's commitment to showcasing its agricultural potential, COPRA invites all stakeholders along the cereals and other produce value chains to join this opportunity and represent the country's rich and diverse agricultural offerings on a world stage.

## WHY YOU SHOULD PARTICIPATE

Participating in the Osaka Expo offers stakeholders a unique platform to:

- **Access high-value markets** and expand export opportunities.
- **Network with international buyers**, investors, and value chain actors.
- **Showcase Tanzanian produce** under one national brand while highlighting quality, traceability, and competitive advantage.
- **Create international business partnerships** through targeted B2B sessions.
- **Learn global market trends**, technologies, and standards in agribusiness.

## KEY CROPS TO BE PROMOTED

COPRA aims to promote high-potential, export-worthy crops, including:

Category	Produce
Horticulture	Avocados, Mangoes, Pineapples, Watermelon, Bananas, Grapes, Vanilla, Cloves, Coconuts and Spices
Cereals	Rice and Wheat
Pulses	GreenGram, Chickpeas, and Pigeon Peas
Oilseeds and Nuts	Sesame

## **COPRA'S FACILITATING ROLE**

To ensure effective participation and visibility, COPRA will provide the following support:

- **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. This includes a pre-departure delegation briefing and promotional strategy planning, provision of marketing materials and product profiling.
- **B2B Matchmaking:** Facilitation of business-to-business meetings with vetted international buyers and investors. There will also be scheduled side events for deal negotiations and partnerships.
- **Media and Promotion** - Coverage through social media, international press kits, and in-booth promotional content to raise your visibility.

## **INTENDED OUTCOMES**

The following are the intended outcomes of our joint efforts:

1. Strengthened export linkages for Tanzania's cereals and other produce.
2. Increased foreign direct investment (FDI) in the cereals and other produce industry.
3. Enhanced market visibility for Tanzania's premium produce.
4. Better alignment with international quality standards and branding.
5. Expansion of public-private partnerships in the agricultural value chain.

## **CONTACT & PARTICIPATION DETAILS**

Interested stakeholders are encouraged to confirm their interest by **20<sup>th</sup> May 2025** to allow for proper planning and coordination. We invite interested and eligible businesses to express their interest in joining the Tanzanian delegation by contacting:

**Name:** Emmanuel J. Mwanga:

**Email:** [emmanuel.mwanga@copra.go.tz](mailto:emmanuel.mwanga@copra.go.tz)

**Mobile:** 0717 513 933

**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.