



THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF AGRICULTURE



CEREAL AND OTHER PRODUCE REGULATORY AUTHORITY

STAKEHOLDERS' NOTE

10th Global SMEs Expo, 2025

ZIMBABWE

10TH – 14TH NOVEMBER, 2025

EVENT OVERVIEW

Event Name: Global SMEs Expo, 2025

Date: 10th – 14th November, 2025

Location: Harare, Zimbabwe

Venue: Harare International Conference Centre, Rainbow Towers Hotel, Zimbabwe.

Organised by: Harare Chamber of Small and Medium Enterprise

1. Introduction

The Cereal and Other Produce Regulatory Authority (COPRA) is proud to announce the opportunity to all the stakeholder in the agricultural produce chain value to attend the **10th Global SMEs Expo and SME Graduation 2025**, scheduled for **10–14 November 2025** at the **Harare International Conference Centre (HICC)**. This is one of the region's premier business exhibitions aimed at promoting innovation, market linkages, and partnerships across key sectors such as **Agriculture and Agro-Processing and other industries**.

Participation in this Expo aligns with COPRA's broader objective of strengthening Tanzania's regional trade presence, enhancing agricultural value chain competitiveness, and promoting cross-border collaboration in the cereals and produce sector.

2. Why you should participate

Participating in the SME Expo will offer stakeholders unique platform to:

- Access cereal and other agricultural produce market and expand export opportunities
 - Network with International buyers, investors and value chain actors
 - Show case Tanzanian produce under one national brand while highlighting quality, traceability and competitive advantage.
 - Create regional business partnership through targeted B2B sessions.
 - Learn global market trends, technologies and standards in agribusiness
1. To strengthen South–South cooperation between Tanzania and Zimbabwe in agricultural trade, food security, and SME development.

3. Strategic Justification

Zimbabwe and Tanzania share similar agricultural landscapes and regional trade ambitions under **SADC** and the **African Continental Free Trade Area (AfCFTA)** frameworks. The Expo presents a timely opportunity for COPRA and all its stakeholders to:

- **Promote Tanzanian produce** (e.g., sesame, groundnuts, sunflower, pigeon peas, sorghum, and horticultural crops) for regional market penetration.
- **Identify buyers and aggregators** in Zimbabwe's grain, oilseed, and horticultural sectors to expand Tanzania's export base.
- **Explore warehousing, logistics, and quality certification partnerships** that can improve cross-border traceability and compliance (especially with EUDR and AfCFTA standards).
- **Engage policy counterparts** in Zimbabwe to harmonize regulations for smoother trade flows and joint research in agro-processing and market systems.

4. Expected Outcomes

- Strengthened trade linkages and partnership agreements between Tanzanian and Zimbabwean agribusinesses.
- Increased visibility of COPRA's regulatory and promotional role in Tanzania's produce sector.
- Enhanced market intelligence and documentation for developing Tanzania's produce marketing strategy.
- Identification of regional value chain opportunities under AfCFTA.
- Recommendations for bilateral collaboration in produce regulation and market development.

Participation in the **Global SMEs Expo and SME Graduation 2025** will position COPRA and Tanzania at the forefront of regional agricultural trade dialogue and partnership building. It provides a platform to showcase regulatory innovation, engage investors, and enhance Tanzania's presence in the southern African produce market — in line with national goals for agricultural commercialization and regional integration.

Contact and Participation Details

Interested stakeholders are encouraged to confirm their interest by 09th of November, 2025. We invite interested and eligible businesses to express their interest in joining the Tanzanian delegation by contacting;

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We look forward to your participation in this strategic initiative to elevate Tanzania's presence in the SADC region in the agribusiness sector.