



ZANZIBAR EU BUSINESS FORUM 2025



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Overview

The second edition of the Zanzibar- EU Business Forum, hosted by the Zanzibar Investment Promotion Authority (ZIPA) in collaboration with the European Union and the European Business Group (EUBG) was successfully held in Zanzibar, Golden Tulip Airport Hotel, drawing over 250 participants. Officially officiated by the **President of Zanzibar and Chairman of the Revolutionary Council Dr. Hussein Ali Mwinyi**, the event also welcomed distinguished government officials, a delegation from the European Union, European and Zanzibari business community. Building on the momentum from the inaugural forum in 2022, this year's gathering focused on strengthening business partnerships and exploring investment opportunities in Zanzibar, a vital hub in the Indian Ocean.

Theme:

This year's theme, "**Strengthening Zanzibar – European Union Partnership: A Public-Private Dialogue,**" underscored the importance of collaboration among policymakers, investors, and business leaders. The forum aimed to enhance the business climate and pinpoint key growth sectors, ensuring actionable dialogues and productive outcomes.



Focus Areas

Throughout the event, discussions centered on pivotal areas expected to drive sustainable growth in Zanzibar:

- Sustainable Tourism: Strategies for responsible and resilient tourism were debated to ensure that Zanzibar remains a choice destination while preserving its unique heritage.
- ICT & Digitalization: Addressing opportunities to unlock Zanzibar's digital economy potential, fostering innovation, and improving connectivity.
- Fisheries & Aquaculture: Exploring methods to add value to fishing activities and bolster innovation in the sector.
- Maritime Logistics: Discussions aimed at strengthening port operations to enhance trade efficiency.
- Circular Economy: Best practices for advancing sustainability through waste reduction and recycling initiatives.
- Renewable Energy: Strategies to expand clean energy solutions were evaluated, focusing on long-term development benefits.
- Business Environment & Taxation: Enhancements to policies were discussed to better facilitate investment and foster a conducive business climate.



H.E. Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council, delivers his address at the Zanzibar-EU Business Forum.



H.E. Ms. Christine Grau, EU Ambassador to the United Republic of Tanzania and the East African Community, delivers remarks at the Zanzibar-EU Business Forum.

Objectives of the Forum

The forum aimed to create a robust platform for public-private dialogue to address ongoing challenges and emerging issues, including:

- Assisting European businesses in navigating the Zanzibar business environment and identifying growth opportunities.
- Analyzing Zanzibar's competitive edge in trade and investment while discussing the challenges that stakeholders face, jointly crafting recommendations for improvement.
- Launching the highly anticipated “EU Investment in Zanzibar” report, which provided insights into strategic investment opportunities.
- Facilitating dialogue between the European private sector and the Revolutionary Government of Zanzibar.
- Sharing best practices in creating an attractive business environment to support further EU investments in Zanzibar.
- Enabling networking opportunities through “business to business” and “business to government” engagements.



Hon. Shariff A. Shariff, Minister of State, President's Office, Labour, Economic Affairs, and Investment, presents his address at the Zanzibar-EU Business Forum.



Mr. Saleh Saad Mohamed, Executive Director of the Zanzibar Investment Promotion Authority, extends his welcoming remarks at the Zanzibar-EU Business Forum.

The launch of the “EU – Investment in Zanzibar Report”

A landmark collaboration as the EU and ZIPA unveil the EU Investment Report on Zanzibar, offering vital insights into the performance of EU investors to strengthen support, optimize investment strategies, and drive sustainable economic growth.



The high table proudly raises the EU Investment in Zanzibar Report following its official launch, marking a key moment in enhancing investment collaboration.

The Signing of the European Union Support to Zanzibar Investment Promotion Authority (ZIPA)

The EU teams up with ZIPA to boost investor support, sharpen private sector insights, and drive sustainable growth—propelling Zanzibar to the forefront of investment excellence.



H.E. Ms. Christine Grau, EU Ambassador to Tanzania and the EAC, and Mr. Saleh Saad Mohamed, Executive Director of ZIPA, shake hands after signing the support agreement, symbolizing strengthened EU-Zanzibar investment ties.

Calls to Action

The following are calls to action adopted by the Zanzibar – EU Business Forum 2025:

SUSTAINABLE TOURISM: How to facilitate sustainable tourism and safeguard Zanzibar's resources for economic growth.

- Establish a comprehensive roadmap for implementing the Sustainable Tourism Declaration, incorporating green certification and
1. GSTC-aligned action items for each stakeholder group;
Craft a Zanzibar Sustainable Tourism Best Practices Guidebook to serve as a practical resource for industry-wide adoption (in operation and investment);
 2. Design a collaborative public-private sector framework outlining priority areas (such as waste management, community engagement, and renewable energy) to accelerate the Sustainable Tourism Declaration's implementation, complete with defined roles, timelines, and resource allocation strategies;
 3. Launch an interactive digital hub under the 'Zanzibar Sustainable Tourism Declaration' banner to facilitate knowledge sharing, resource distribution, and progress tracking among all stakeholders;
 - 4.



Moderated by Ms. Hafsa Mbamba, Tourism Manager at the Presidential Delivery Bureau (PDB), with panelists Mr. Arif Abbas Manji, Executive Secretary of the Zanzibar Commission for Tourism, Mr. Graham Leslie, Executive Chairman of the Hotel Association of Zanzibar (HAZ), Ms. Diana Koerner, Sustainable Tourism Consultant, and Eleanor Carter, Co-Director of Chumbe Island Coral Park, engaging in an insightful discussion on sustainable tourism.

ICT and DIGITALIZATION

How can digitalization foster economic growth in Zanzibar and what needs to change.

5. That the Public Sector and the Private Sector will continue to promote the use and application of ICT to foster the digital economy and improve public service delivery;
 6. The government will continue to foster the use of technology to reduce any possible bureaucracy and improve ease of doing business;
 7. The government will continue to build digital public infrastructure and build human capital to enhance systems communicate with each other, build inclusive economy and a shore a more active participation of the private sector;
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FISHERIES AND AQUACULTURE:

How to foster innovative new methods to add value to the sector and address stumbling blocks.

8. The Government through the Ministry of Blue Economy will continue to empower fishers and seaweed growers to access latest available technologies to reduce adapt to climate change and ensure production for the value chain;
9. That the government through the Ministry of Blue Economy will continue to allocate funding to empower the fishermen so that they are able to improve catch handling to reduce postharvest losses and increase the quality and value of catch;
10. That the government will through the Ministry of Blue Economy increase data transparency for the sustainable development of Zanzibar's fisheries with the assistance of Fisheries Transparency Initiative (FITI);
11. That the government through the Ministry of Blue Economy will continue to promote the involvement of youth and women in the development of aquaculture including seaweed farming to ensure ongoing recruitment into production;



Moderated by Mr. Chris Horrill, with panelists Ms. Mondy Muhando, Director for Blue Economy Development and Africa at the Fisheries Transparency Initiative (FITI), Mwanakheri Mohd Hilali, Director of Finance, Investment, and Marketing at Zanzibar Fisheries Company, Ms. Nancy Iraba, Co-Founder of Seaweed Cafe, and Dr. Godfred Asiedu, Regional Coordinator for Anglophone, discussing sustainable blue economy initiatives.



Moderated by Dr. Twahir Mohammed, Director of Research and Policy Engagement at the Zanzibar Research Centre for Socio-Economic and Policy Analysis (ZRCPP), with panelists Mr. Paul Bomani, Co-Founder of Yesid, Ms. Hannah Simmons, Country Lead at Ed-Tech Hub, and Fahmin Ali, Commercial Manager at Zanlink, alongside Eng. Shukuru Awadh Suleiman, Director General of Zanzibar Communication Corporation, Mr. Said Seif Said, Managing Director of E-Government Zanzibar, and Mr. Talib Sheriff, Country Director of Ericsson, discussing the future of tech and innovation in Zanzibar.

MARITIME LOGISTICS Once the port is expanded, what needs to happen to increase efficiency in handling goods. How does increased activity affect maritime security?

12. That the government will continue to oversee the port's performance and ensure its efficiency and security; security is a responsibility of both the public as private sector
13. That the public sector and the private sector will further strengthen the cooperation to ensure that port management and handlers are capacitated accordingly to be able to improve their performance;
14. That the maritime logistic systems are further digitalized to increase efficiency and reduce wastage of time and other resources;

WASTE MANAGEMENT AND CIRCULAR ECONOMY: How to accelerate sustainable resource and waste management: “reduce, reuse, recycle”. What needs to change

15. That the government and the private sector will continue to ensure that the public is informed of the negative impact of mishandling of waste;
16. That the Government will encourage the private sector to invest in the recycling plants which also in turn will reduce waste but also create employment;
17. That we have strong policies and enforcement mechanisms promoting proper waste management practices are crucial;
18. That the government should ensure that knowledge on waste management and circular economy is dispensed as early as lower grades - nursery and primary levels to ensure as the generations grow it becomes part of good and positive behaviour;



Moderated by John Mike and Caroline Kabanga from the Embassy of the Kingdom of the Netherlands, with panelists Salma Suleima from the Zanzibar Maritime Authority (ZMA), Akif Khamis, Director General of Zanzibar Port Corporation, Pepijn Verstand, Zanzibar Special Maritime Envoy, Ms. Patricia Ngunjiri, Reservations & Guest Relations Manager at Azam, and Nahaat Mahfoudh, Country Director of ZF Devco, discussing maritime infrastructure and blue economy opportunities.



Moderated by Mr. Austin Makani, with panelists Mr. Sheha Mjaja, Director General of ZEMA, Ms. Khadija Said, Director of Local Municipal, Suzanne Degeling, Founder of Kawa Training Centre, George Mkawaya, Business Development Manager at ZANREC, and Franko Gohse, CEO of Permaculture Design Company Ltd, discussing environmental sustainability and waste management.

RENEWABLE ENERGY How to better harness the potential of renewable energy for sustainable and quality energy supply and economic growth.

19. That the public sector and the private sector will continue to champion dissemination of information and knowledge towards the use of clean energy for various purposes;
20. Identification of investment opportunities in renewable energy, that the private sector is attracted swiftly to invest in alternative energy options;
21. That both the public sector and private sector promote innovations that will eventually replace old technology with more innovative solutions for sustainable and quality energy supply and economic growth;
22. That gaps are identified in the regulatory framework and recommendations for reforms to facilitate renewable energy deployment;

TAX REGIME IN TANZANIA Do existing legal frameworks challenge trade between Mainland and Zanzibar and what needs to change?

23. That we increase more effort in information technology and awareness to all stakeholders so as to ensure full compliance;
24. That we increase administrative support to the authorities in both regions to enable them to implement a more integrated tax system much sooner to avoid double assessments and taxation;
25. That the private and public sector continue to promote investment opportunities so as to improve revenue collection which as a result will accommodate a bigger budget to build the capacity on the administration of the tax authorities



Moderated by Ms. Halima Wagao, Director of the Special Economic Zone at ZIPA, with panelists Mr. Said Haji Mdungi, Director at the Ministry of Energy, Mr. Haji, General Manager of ZECO, Peipjn Steemers, Co-founder of GreenLink, Mark Simons, Managing Director of Lumen, John Okoro, Co-founder of Growth Energy, and Joyce Ho, Business Developer at Scatec, discussing energy and sustainable development.



Moderated by April Ernest (Novus), with panelists Mr. Shaaban J. Jumanne, Commissioner for Large Taxpayers at ZRA, Joseph Waziri, Head of Tax at Breakthrough Attorneys, Getrude Sway, Finance Manager at East African Fruits, Leon Jamann, CEO of 1001Spices, and Slim S. Abdallah, Partner at Rive & Co's Zanzibar office, discussing taxation and business finance.

EU – ZANZIBAR BUSINESS FORUM

“Strengthening Zanzibar – European Union Partnership – ~a public private dialogue:”

27th February 2025 | Golden Tulip Airport Hotel

ME		
PROGRAMME		
Arrival and Registration 8:00 am – 09:00 am		
9:00 am – 10:00 am		
OPENING CEREMONY		
Welcoming remarks from Mr. Saleh Saad Mohamed, Executive Director of Zanzibar Investment Promotion Authority (ZIPA) Remarks by Mr. Hamad Hamad, Executive Director of Zanzibar Chamber of Commerce (ZNCC) Remarks by Ms Marloes Hamelink, Executive Director, EUBG Remarks by H.E. Giuseppe Sean Coppola Italian Ambassador to the United Republic of Tanzania		
09:50 am – 10:00 am		
THE LAUNCH OF THE “EU – INVESTMENT IN ZANZIBAR REPORT” in the framework of the EU-ZIPA cooperation		
Remarks by Ms. Christine Grau, EU Ambassador to the United Republic of Tanzania and the East African Community Signing of Support Agreement: between H.E. Christine Grau and Mr. Saleh Saad Mohamed, Executive Director ZIPA Remarks by Hon. Minister Shariff A. Shariff, President’s Office, Labour, Economic Affairs and Investment Keynote Address by H.E. Dr. Hussein Ali Mwinyi, President of Zanzibar and Chairman of the Revolutionary Council Launch of the “EU – INVESTMENT IN ZANZIBAR REPORT” by H.E. Hussein Ali Mwinyi and Amb. of the European Union		
PHOTO SESSION: 10:00 am – 10.10am		
As per the provided arrangement (10mins)		
10:10 – 11:00		
KEY DEVELOPMENTS IN THE BUSINESS ENVIRONMENT AND WHAT IS TO COME		
EU business public dialogue resolution implementation ZIPA – Ms. Farida Nassor Mohamed Key infrastructure investment enablers – Hon. Dr Khalid Salum Mohamed, Minister for Infrastructure, Communications and Transport Environmental standards/sustainability plans – Mr Sheha Mjaja Juma, Director General, Zanzibar Environmental Management Authority (ZEMA) Tax Regime – Mr Shaban J. Jumanne – Commissioner for Large Taxpayer, ZRA		
Questions and Answers		
(11:00 am – 11:30 am)		
HEALTHY BREAK – Breakfast		
11:30 am – 12:15 pm ROOM:	11:30 am – 12:15 pm ROOM:	11:30 pm – 12:15 pm ROOM:
SUSTAINABLE TOURISM: How to facilitate sustainable tourism and safeguard Zanzibar’s resources for economic growth. INTRODUCTION AND CONTEXT: Moderated by Ms. Hafsa Mbamba, Tourism Manager, Presidential Delivery Bureau (PDB) Panelists 1. Mr. Samora John Chacha, Director Planning Policy and Research- Ministry of Tourism and Heritage 2. Mr. Arif Abbas Manji, Executive Secretary, Zanzibar Commission for Tourism 3. Mr. Graham Leslie, Executive Chairman of HAZ,(Hotel Association of Zanzibar); 4. Ms. Diana Koerner, Sustainable	ICT and DIGITALIZATION How can digitalization foster economic growth in Zanzibar and what needs to change. INTRODUCTION AND CONTEXT: Moderated by: Dr. Twahir Mohammed, Director of Research and Policy Engagement - Zanzibar Research Centre for Socio-Economic and Policy Analysis (ZRCP) - Panelists 1. Eng. Shukuru Awadh Suleiman, Director General, Zanzibar Communication Corporation 2. Mr. Said Seif Said, Managing Director, E-government Zanzibar 3. Mr. Talib Sheriff, Country Director, Ericsson	FISHERIES AND AQUACULTURE: How to foster innovative new methods to add value to the sector and address stumbling blocks. INTRODUCTION AND CONTEXT: Moderated by: Mr. Chris Horrill Panelists 1. Ms Mondy Muhando, Director for Blue Economy Development and Coordination, Ministry of Blue Economy and Fisheries 2. Mwanakheri Mohd Hilali, Director of Finance, Investment and Marketing, Zanzibar Fisheries Company 3. Ms. Nancy Iraba, Co-Founder Seaweed Cafe 4. Dr. Godfred Asiedu, Regional Coordinator for Anglophone

5. Tourism Consultant Eleanor Carter Co-Director, Chumbe Island Coral Park	4. Mr. Paul Bomani, Co-Founder YesId 5. Ms. Hannah Simmons, Country Lead Ed-Tech Hub 6. Fahmin Ali - Commercial Manager at Zanlink	Africa - Fisheries Transparency Initiative (FiTi)
12.15 – 12.50 Let’s Discuss Contributions from the audience	12.15 – 12.50 Let’s Discuss Contributions from the audience	12.15 – 12.50 Let’s Discuss Contributions from the audience
LUNCH BREAK (1:00 pm – 2:00 pm)		
02:00 pm – 2:45 pm ROOM:	02:00 pm – 2:45 pm ROOM:	02:00 pm – 2:45 pm ROOM:
MARITIME LOGISTICS Once the port is expanded, what needs to happen to increase efficiency in handling goods. How does increased activity affect maritime security? INTRODUCTION AND CONTEXT: Moderated by: Embassy of the Kingdom of the Netherlands Panelists 1. Salma Suleima, Zanzibar Maritime Authority (ZMA) 2. Akif Khamis; Director General, Zanzibar Port Corporation 3. Pepijn Verstand, Zanzibar Special Maritime Envoy 4. Ms Patricia Ngunjiri, Reservations Guest Relations Manager, Azam 5. Nahaat Mahfoudh - Country Director, ZF Devco	WASTE MANAGEMENT AND CIRCULAR ECONOMY: How to accelerate sustainable resource and waste management: “reduce, reuse, recycle”. What needs to change INTRODUCTION AND CONTEXT: Moderated by: Mr Austin Makani Panelists 1. Mr. Sheha Mjaja, Director General, Zanzibar Environmental Management Authority (ZEMA) -1 st Vice President’s Office for Environment 2. Ms. Khadija Said, Director, Local Municipal 3. Suzanne Degeling, Founder, Kawa Training Centre 4. George Mkawaya, Business Development Manager, Zanzibar Recycling Companys, (ZANREC) 5. Franko Gohse – CEO, Permaculture Design Company ltd	RENEWABLE ENERGY How to better harness the potential of renewable energy for sustainable and quality energy supply and economic growth. INTRODUCTION AND CONTEXT: Moderated by: Ms. Halima Wagao, Director Special Economic Zone, Zanzibar Investment Promotion Authority (ZIPA) 1. Mr. Said Haji Mdungi, Director, Ministry of Energy 2. Mr Haji, General Manager, ZECO 3. Peipjn Steemers - Co-founder, GreenLink 4. Mark Simons, Managing Director, Lumen 5. John Okoro, Co-founder Growth Energy, 6. Joyce Ho, Business Developer Scatec
2.45pm – 3.30pm Let’s Discuss Contributions from the audience	2.45pm – 3.30pm Let’s Discuss Contributions from the audience	2.45pm – 3.30pm Let’s Discuss Contributions from the audience
3:30 pm – 4:15 pm ROOM:		
TAX REGIME IN TANZANIA Do existing legal frameworks challenge trade between Mainland and Zanzibar, and what needs to change? INTRODUCTION AND CONTEXT: Moderated by: April Ernest – Novus Panelists 1. Mr. Shaaban J.Jumanne, Commissioner for Large Tax Payer, ZRA 2. Joseph Waziri, Head of Tax Department, Breakthrough Attorneys 3. Getrude Sway, Finance Manager, East African Fruits 4. Leon Jamann, CEO 1001Spices 5. Slim .S. Abdallah - Partner in Charge of Rive & Co’s Zanzibar office		
3:30 pm – 4:15 pm ROOM:		
Networking Space		
1. Sustainable Tourism 2. ICT Digitalisation 3. Fisheries & Aquaculture 4. Maritime Logistics 5. Circular Economy 6. Renewable energy		
4.15pm – 4.45pm Let’s Discuss Contributions from the audience		
4:45pm – 5:15 pm		
Summarising the discussions, Austen Makani Closing Remarks, Karina Dzialowska, Head of Economics and Governance, EU Delegation to the United Republic of Tanzania		
5.15pm COCKTAIL		
Networking & Entertainment		
MC Austin Makani: Welcome to the networking		



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