



The United  
Republic of Tanzania  
**Ministry of Agriculture**



# Nanenane

## Agricultural International Expo 2025

**Dates:** 1st – 8th August 2025

**Venue:** Nzuguni Nanenane Exhibition Grounds,  
Dodoma City, Tanzania



**CONCEPT NOTE**

## Background



**In 2024,  
the event  
successfully  
drew over  
800,000  
visitors  
and 700  
exhibitors.**



**700+**  
exhibitors



**800,000**  
visitors

Agriculture is the foundation of Tanzania's economy, contributing significantly to food security, employment, raw materials for local industries, and foreign exchange. The Nanenane Agricultural International Expo 2025 aims to harness innovation and sustainable practices by connecting farmers, livestock keepers, fishers, agribusinesses, policymakers, and other stakeholders across the agricultural value chain.

The celebration of Nanenane (August 8th) has a rich history dating back to the 1960s and has evolved into a national platform showcasing agricultural advancements. In 2024, the event successfully drew over 800,000 visitors and 700 exhibitors. The 2025 edition aims to surpass this milestone with a larger international presence and diversified programming.





## Theme

“ Visionary Leadership for a Resilient Future: Advancing Sustainability of Agricultural Ecosystems



# Objectives

Main Objective: To provide an interactive platform for education, innovation, and technology dissemination across the agricultural sector.

Specific Objectives:



**To highlight innovations in agricultural technologies and practices, enabling adoption of advanced techniques and tools by farmers and agribusinesses.**



**To foster international collaboration and partnerships through MoUs and cooperation agreements on research, investment, and development.**



**To provide a platform for technology transfer, knowledge sharing, and policy dialogue on sustainable agriculture, climate change, and food security.**



**To create space for business development, product launches, and investor networking, enhancing market integration and commercialization.**



**To promote inclusive participation of youth and women in agribusiness, ensuring equitable opportunities and visibility for underrepresented groups.**



**To raise awareness of agricultural policies, financing tools, and regulatory frameworks critical to transforming and modernizing the sector.**



## Target Audience

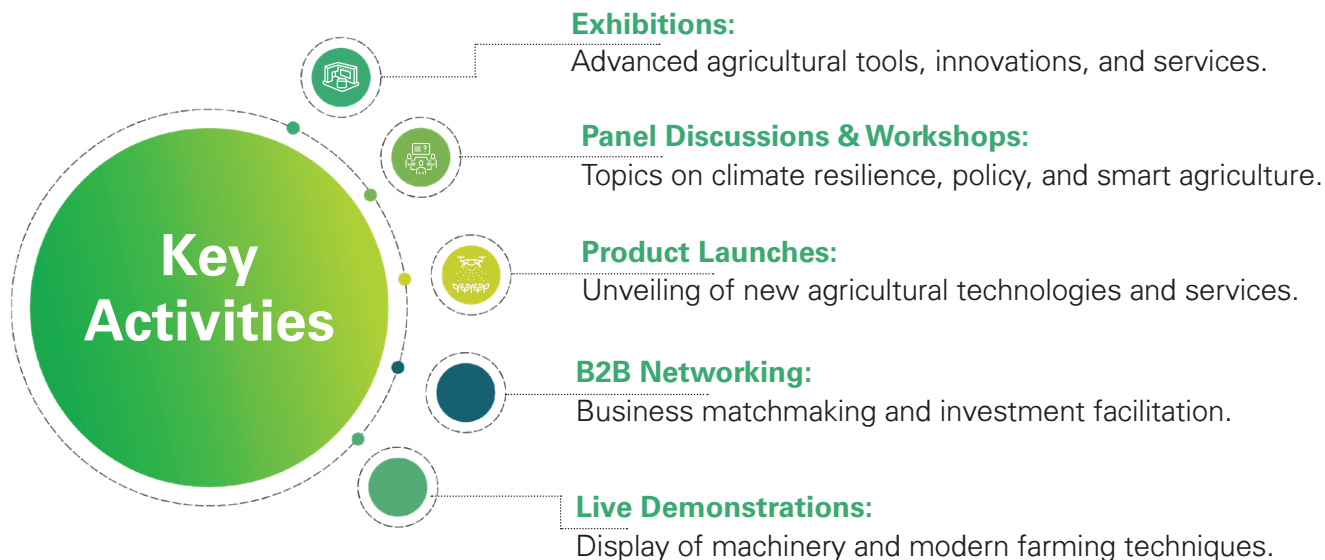
- Farmers, processors, and agricultural experts
- Government officials and policymakers
- Agribusinesses, agro-tech firms, and artisans
- Academics, researchers, and environmentalists
- Financial institutions and investors
- NGOs and international development partners



## The Nanenane Agricultural International Expo 2025

offers a vital **platform** for **transforming agriculture** through **innovation**, **policy dialogue**, and strategic **partnerships**.





## Expected Outcomes

- Enhanced knowledge exchange across stakeholders, driving the adoption of modern techniques.
- Stronger international cooperation in agricultural innovation and policy development.
- Increased investment in agricultural technologies and infrastructure for rural transformation.
- Promotion of sustainable, climate-resilient practices to ensure environmental and economic viability.
- Empowerment of women and youth through dedicated forums and entrepreneurial showcases.
- Policy advocacy outputs to influence national and regional agricultural strategies.
  - Development of a strategic roadmap to address food security, post-harvest loss, and market integration.



# Conclusion

The Nanenane Agricultural International Expo 2025 offers a vital platform for transforming agriculture through innovation, policy dialogue, and strategic partnerships. It stands as a commitment to building a resilient agricultural future for Tanzania, Africa, and beyond. By fostering inclusive participation, championing sustainability, and accelerating investment, the Expo seeks to be a game-changer in the journey toward food and environmental security.





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