

# KARIBU-KILIFAIR MAGAZINE

20  
JUNE 9  
24



## ELEVATING ZANZIBAR TO THE WORLD 2025!

The Z-Summit 2024, a premier event for Zanzibar tourism and opportunities, showcased exhibitions, B2B networking, workshops, seminars, fam-trips, site inspections and entertainment. This year's Z-Summit Expo held in Zanzibar, was again graced by H.E. Dr. Hussein Ali Mwinyi, the President of Zanzibar at the official media conference.

Organized by KILIFAIR Promotion in close cooperation with ZATI, the two-day event was a resounding success. Chairman Mr. Rahim Bhaloo announced facts for next year's event which will take place on February 19-20, 2025 at Golden Tulip Zanzibar Airport Hotel & Spa, expecting over 200 exhibitors, attributing this growth to the expertise of renowned organizers like Director Tom Kunkler. For more information and updates please visit: [www.z-summit.com](http://www.z-summit.com)



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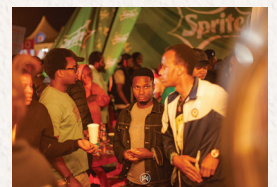
## SOUNDS OF KILI - STAGE ON FIRE!

Powered by KILIFAIR Promotion & In-Arusha

In the heart of Arusha, at Magereza Ground, anticipation filled the air as music enthusiasts gathered for KARIBU-KILIFAIR 2024.

The stage, adorned with vibrant lights, awaited performances from talented artists like Chino and Meja Kunta. As the sun set, cheers erupted as Chino took the stage, his smooth vocals resonating with Arusha's vibrant crowd.

The infectious beats had everyone dancing. Meja Kunta followed, commanding attention with his unique style of "Singeli".



Other artists joined, creating a symphony of sounds that echoed throughout Arusha's starlit night.

The fusion of genres united people in a shared love for music. The Sounds of Kili left an indelible mark, a cherished memory for all.



**#Ruahanationalpark**



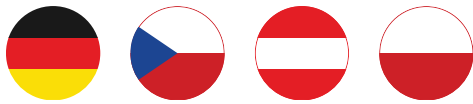


# My Tanzania Roadshow 2024



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[www.kilifair-roadshows.co.tz](http://www.kilifair-roadshows.co.tz)

## EXHIBITORS & BUYERS NEWS



### B2B SPEED NETWORKING A GREAT SUCCESS

Powered by Serengeti Balloon Safaris, June 8, 2024

The KARIBU-KILIFAIR 2024 speed networking event provided again a valuable platform for learning and collaboration within the tourism industry stakeholders. More than 200 tourism representatives exchanged contact in 2 minutes intervals.



Attendees, including Buyers and Exhibitors, engaged in structured networking sessions, fostering discussions on emerging travel trends, sustainable tourism practices, and effective marketing strategies.

Participants left the event equipped with valuable connections and actionable insights, ready to make a positive impact in the tourism sector. The dynamic nature of the event facilitated fruitful exchanges and allowed attendees to explore new opportunities for growth and innovation.

With our tourism landscape constantly evolving, networking events like KARIBU-KILIFAIR play a crucial role in bringing together industry stakeholders to share knowledge and the best practices.



By leveraging the insights gained from this event, attendees are well-positioned to navigate the challenges and opportunities that lie ahead with confidence.

As the curtains closed on KARIBU-KILIFAIR 2024, participants departed with a renewed sense of purpose and a commitment to driving positive change within the tourism sector.





# WHAT I WANTED TO SAY...



## EPHRAHIM MAFURU

Director General - Tanzania Tourist Board

As Director General of the Tanzania Tourist Board, I warmly welcome Exhibitors, Buyers, and Visitors to the prestigious KARIBU-KILIFAIR 2024 Tourism Expo. This event showcases Tanzania's vast potential and charm in the tourism industry.

Tanzania, also known as the land of "unforgettable experiences," offers natural wonders, diverse cultures, and unmatched hospitality. The KARIBU-KILIFAIR 2024

Tourism Expo serves as a dynamic hub for industry professionals and enthusiasts to exchange ideas and seize opportunities.

Celebrating Tanzania's stunning landscapes, wildlife, and heritage, the Expo highlights renowned national parks, Zanzibar's beaches, Mt. Kilimanjaro, and cultural gems across the nation.

Moreover, it reflects our commitment to sustainable tourism, driving economic growth and preserving our heritage. Guests are encouraged to engage, explore innovations, and foster partnerships for sustainable tourism growth.

Gratitude to organizers, exhibitors, sponsors, and contributors for their dedication in promoting Tanzania. International presence underscores global collaboration's significance in sustainable tourism.

May the Expo inspire connections and unforgettable experiences, enriching Tanzania's tourism.

Karibu sana! Welcome to Tanzania!



## SULEIMAN ALI MOHAMMED

Co-Founder of CHAKO Zanzibar

### The Power of Upcycled Art.

Motivated by witnessing the environmental toll of the tourism industry and the socioeconomic challenges faced by underprivileged youth, particularly women, they envisioned a solution-driven enterprise.

CHAKO thrives as a social enterprise, employing 38 skilled artisans and orchestrating educational tours at their workshop.

Through their innovative approach, they breathe new life into discarded glass and plastic waste, fostering a circular economy while concurrently addressing pressing social issues.

The heart of CHAKO lies in its commitment to making a meaningful impact on both the people of Zanzibar and the pristine island itself.

By harnessing the power of upcycling, they not only create stunning works of art but also offer sustainable livelihoods and opportunities for marginalized individuals.

As champions of environmental stewardship and social justice, Suleiman and Anneloes exemplify the transformative potential of entrepreneurship rooted in compassion and sustainability.

CHAKO stands as a beacon of hope, demonstrating that positive change is attainable through creativity, determination, and collective action.



## Axel Janssens & Team - Get Together Cocktail

Axel Janssens Stand # T1

Passionate about food, Axel, started honing his skills at 'Ter Groene Poorte' culinary school in Belgium. Learning from Michelin-starred restaurants and the Belgian Royal Palace, he opened a successful restaurant in Sint-Martens-Latem. 18 years ago, he moved to Arusha to start Onsea House, certified 'the best restaurant on the mainland of Tanzania' since 2007. His vision expanded to catering and consulting, earning him the nickname 'the flying chef', delivering outstanding culinary experiences.

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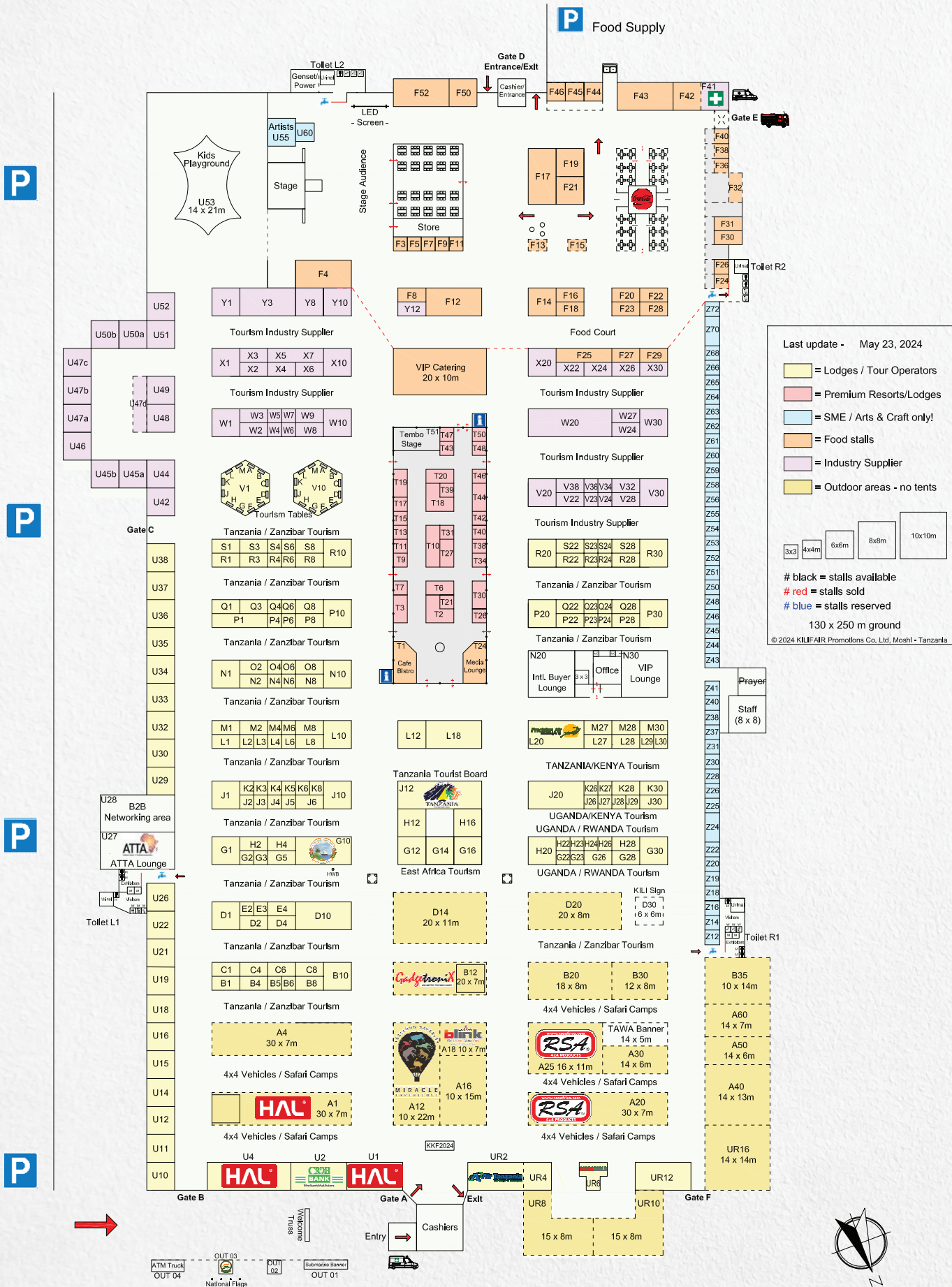
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# KARIBU-KILIFAIR 2024 | FAIR LAYOUT



**SCAN FOR EXHIBITOR LIST**





Daily

@ TEMBO stage (stand # T51) - PRIME RESORT TENT



### De-snaring - A Lifelong Task

#### Masegeri Rurai

Sunday 9<sup>th</sup> - 11:00 hrs

Masegeri Rurai, FZS Programme Manager for the Serengeti Ecosystem Conservation Programme base in Serengeti National Park. FZS works with TANAPA to support Rhino protection, Human wildlife conflict mitigation and villages land use plans in adjacent districts. The FZS Conservation program aims to address the biodiversity threats while promoting conservation compatible livelihoods.



### Greener Tourism Strategies for Tanzania

#### Fransisca Masika

Sunday 9<sup>th</sup> - 13:00 hrs

Fransisca Masika, is the owner and Managing director of Nature Responsible safaris in Tanzania and Germany.

This company started working in Tanzania in 2012 and in Germany in 2016.

She is a wife and mother of five children and believes in strong and sustainable tourism for future generations.

## KARIBU-KILIFAIR 2024 | Stage Program

Time	Sunday, June 9
09:00	<b>Speed Networking for buyers &amp; exhibitors only (in Seminar tent area 9:00-10:00)</b>
10:00	Opening time for KARIBU-KILIFAIR 2024 – Day 3 with MC Gomy
10:10	Live Music from CAC (Cultural Arts Centre of Makumira Training Institute, Arusha)
10:30	Acrobats from CAC
11:00	Maasai Performance - Cultural Tourism Group
11:30	Clown group from CAC
12:00	Traditional Dance Performance from CAC
12:30	ABC Dancers from CAC
13:00	Acrobats from CAC
13:30	Kids Challenges with Clowns from CAC
14:00	Traditional Dance Performance from CAC
14:30	Karate Demonstration from CAC
15:00	Maasai Performance - Cultural Tourism Group
15:30	Dance with CAC
16:00	Live Music from Music Department, Tumaini University Makumira, Arusha



# HIGHLIGHTS & IMPRESSIONS OF THE EVENT



RUAHA MARATHON Queens, June 8, 2024

## EMPOWERED AND UNSTOPPABLE

At KARIBU-KILIFAIR, we recognize and support the crucial role women play in East Africa's tourism and its economic growth.



KIDS Playground, June 8, 2024

## KARIBU-KILIFAIR 2024 - KIDS PLAYGROUND

Bring your kids to the 1500 sqm playground while you network and connect with some of the top tourism industry's stakeholders.



## GET YOUR PICTURES NOW!

Scan the QR code from your phone, fill in your details, face search and wait for your pictures to appear.



ROYAL SAFETY - Stand # W9, June 8, 2024

## SAFETY FIRST

At KARIBU-KILIFAIR, your safety is our top priority and we recognize one of the "Award Winning" Safety Suppliers in East Africa.



Director of KILIFAIR Promotion reconnecting with friends, June 8, 2024

## STRENGTHENING OUR BONDS

Reconnect with old partners while you create new and exciting connections at KARIBU-KILIFAIR 2024.

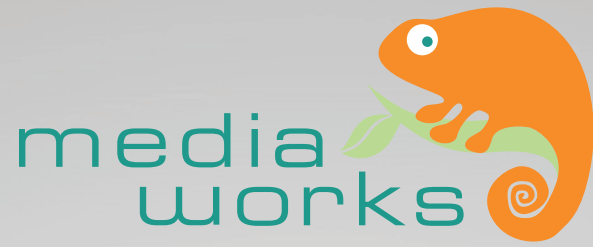


SAHEEL'S BARBECUE at Stand # F38, June 8, 2024

## DELICIOUS CUISINE FROM 35+ FOOD STANDS

Exhibitors, Buyers & Visitors were spoiled for choice with a variety of Local and International dishes, meals and drinks.





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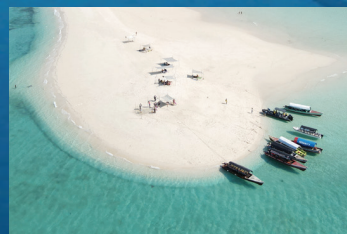
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Location (Stone Town)

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