

# KARIBU-KILIFAIR 20 MAGAZINE 26

JUNE 5



## THE OFFICIAL OPENING OF KARIBU-KILIFAIR 2026 HAS ARRIVED !

Today marks one of the most important moments of KARIBU-KILIFAIR 2026 as the event officially opens to the public, creating a powerful meeting point for exhibitors, buyers, tourism professionals, and travel enthusiasts from East Africa and across the world.

For exhibitors, this is more than just a showcase. It is a valuable opportunity to meet the right buyers face-to-face, present unique products and services, strengthen business visibility, and open doors to new markets.

Every conversation, introduction, and handshake can lead to stronger partnerships, trusted relationships, and long-term business growth.

KARIBU-KILIFAIR continues to stand as a major platform for connecting East African tourism with the international travel market. It brings together the people, ideas, and opportunities that help shape the future of travel in the region.

We encourage all exhibitors, buyers, partners, and visitors to make the most of this important day. Network actively, share your story, build trust, explore new collaborations, and create connections that can grow beyond borders.

Welcome to the official public day of KARIBU-KILIFAIR 2026. Let the meetings begin, the opportunities grow, and the tourism industry move forward together.



TODAY WE CELEBRATE TANZANIA DAY!



Today is a celebration of one of Africa's most iconic travel destinations. From the Serengeti and Mount Kilimanjaro to Zanzibar and rich cultural heritage, Tanzania continues to inspire global travelers.

KARIBU-KILIFAIR 2026, through the Ministry of Natural Resources and Tourism, supported by the Tanzania Tourist Board & TANAPA, warmly invites you to explore its unforgettable destinations - connect, and invest @ Stand #H19.



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# WHAT YOU MISSED YESTERDAY!



## INTERNATIONAL BUYERS RECEPTION

@ Gran Melia - Arusha, June 4, 2026

GRAN MELIA  
— ARUSHA —  
TANZANIA

KARIBU-KILIFAIR 2026 started on a high note with a successful International Buyers Briefing Event, proudly hosted by Gran Melia. The evening brought together more than 200 international buyers, all eager to learn more about the exciting events, activities, and networking opportunities planned for the weekend.

The strong attendance showed great interest in Tanzania's tourism market and the value of direct business connections. Buyers left the event excited, well-informed, and more motivated to meet exhibitors, explore new partnerships, and grow their travel businesses through meaningful networking at KARIBU-KILIFAIR 2026.



## EXHIBITOR DAY & GET TOGETHER PARTY

@ Magereza Ground - June 4, 2026

For the first time ever, KARIBU-KILIFAIR introduced a dedicated Exhibitor Day, to give exhibitors a full day to connect, exchange ideas, and explore new business opportunities with one another.



This exciting milestone was followed by the first-ever Exhibitor Get-Together Party, bringing a relaxed, and cheerful atmosphere to professional networking. Exhibitors had the chance to meet beyond their booths, build stronger relationships, and enjoy meaningful conversations in a fun setting.

This was a fresh experience and a massive success that elevated the overall impact of the event. Big thanks to all participants!

# The Summit Run

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# HONORABLE REMARKS



## MR. EPHRAIM B. MAFURU

*Director General - Tanzania Tourist Board*

Dear Esteemed Guests and Participants  
It is with heartfelt joy and great enthusiasm that I welcome you all to the vibrant KARIBU-KILIFAIR Tourism Expo, as the Director General of the Tanzania Tourist Board. On behalf of our entire board and the committed professionals who work tirelessly behind the scenes, I am privileged to extend this warm greeting as we gather to celebrate Tanzania's dynamic tourism landscape.

Tanzania, often referred to as the land of "memorable adventures," is richly endowed

with breathtaking natural wonders, diverse cultural traditions, and the unmatched warmth of its people.

This Expo stands as a vital gathering point for travel experts, tourism stakeholders, and adventure seekers alike, offering a space to connect, collaborate, and uncover the wealth of experiences that our beautiful country provides.

This event is more than a showcase — it is a tribute to the stunning terrain, remarkable biodiversity, and cultural richness that define our nation. From the world-famous wildlife safaris in our iconic national parks to the serene shores of Zanzibar and the towering majesty of Mount Kilimanjaro, Tanzania is a destination like no other.

The KARIBU-KILIFAIR Tourism Expo goes beyond conventional exhibitions. It symbolizes our unwavering dedication to advancing responsible and eco-friendly tourism. We are committed to using tourism as a catalyst for job creation, economic resilience, and the safeguarding of our

natural and cultural heritage for future generations. I urge all our guests to take full advantage of this occasion — to engage in dialogue, discover pioneering travel solutions, and build strategic alliances that will support the continued development of our tourism industry.

I extend my sincere appreciation to the organizers, participants, partners, and sponsors whose unwavering support has brought this exceptional event to life. Your contributions are invaluable to elevating Tanzania's status as a premier travel destination. Special thank you goes to our international guests and visitors, whose presence reinforces the importance of global partnerships in promoting sustainable tourism.

May this gathering inspire new ideas, foster meaningful relationships, and enrich our collective journey toward a thriving and sustainable tourism sector in Tanzania.



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## A LEGACY BUILT WITH DISCIPLINE & HARD WORK

**1. Dharam Singh Hanspaul & Sons Ltd was founded by your grand father, Late Mr. Dharam Singh Hanspaul, in the late 60's as a "one man show", if I am not wrong, and today you are leading a "Group of companies" company into the future. What was it like growing up in a business family, and how did you become part / CEO of the company?**

Growing up in a business family taught me discipline, responsibility, and resilience from a young age. I started working with my father, Mr. Kamaljit Singh Hanspaul, from the age of 10, where he gave me small odd tasks around the office in the Unga Ltd area in Arusha.

Those early experiences helped me understand the value of hard work and business operations from the ground level. Over time, with experience, vision, and commitment to growth, I took on greater responsibilities and eventually became Group CEO to lead the company into its next phase of expansion.

**2. It is no secret, that Hanspaul Automechs Ltd - HAL has a big name in the tourism industry. What is helping you promoting the brand and your business? What is the strategy?**

Our strength comes from quality, innovation, and consistency. At HAL, we do not just sell safari vehicles — we sell complete solutions to our customers. We focus on building durable safari vehicles tailored for African conditions while providing reliable after-sales support, technical expertise, and long-term partnerships. Our strategy is centered on customer trust, continuous innovation, understanding client needs, and expanding our regional presence.

**3. To build successful businesses, you need a strong team. How many people are working with you today? How do you keep your employees motivated?**

Today, the Group employs over 1,000 people across different sectors. We keep our teams motivated by creating opportunities for growth, encouraging innovation, recognizing performance, and maintaining a culture of respect, teamwork, and shared vision.

**4. As Group CEO, every day must be different for you. How would you describe a normal workday, and do you have any daily routines that help you stay focused and productive?**

Every day is dynamic and involves strategic meetings, operations reviews, and planning for future growth. I usually start my day early, prioritize key decisions, and stay connected with my teams throughout the day. Discipline, planning, and staying focused on long-term goals help me remain productive.



**5. You have achieved many things over the years together with your team and family business. What are you most proud of so far?**

I am most proud of transforming a family business into a diversified and internationally recognized Group while creating employment opportunities and contributing to Tanzania's economy. Seeing the company grow sustainably while maintaining our values is my biggest achievement.

**6. Is your father still active and a part of the team, or already retired?**

My father remains an important pillar of the business and continues to provide valuable guidance and experience. His wisdom and leadership foundation continue to inspire the Group's direction and culture.



**7. We are speaking here at KARIBU-KILIFAIR 2026, where HAL is known as a long-term partner on a growing exhibition space every year. Why is KARIBU-KILIFAIR so important for you, and what changes have you seen in the tourism and business over the years?**

KARIBU-KILIFAIR is an important platform because it connects industry stakeholders, promotes tourism, and strengthens regional partnerships. Over the years, I have seen significant growth in East African tourism, increasing professionalism, and greater focus on sustainability, technology, and high-quality customer experiences.

**8. Many young people in Tanzania see you as an inspiration. What advice would you give to young entrepreneurs who want to build a successful business?**

My advice is to stay disciplined, work hard, remain patient, and never stop learning. Success does not happen overnight. Focus on building trust, solving real problems, and maintaining integrity in everything you do.

**9. Thank you very much for your time. Before we finish: What can we expect from you as a person and from Hanspaul Group in the near future?**

You can expect continued innovation, expansion, and investment in new opportunities across multiple sectors. As a Group, we remain committed to excellence, creating impact, and contributing positively to Tanzania and the region's future.

Thank you for your time and for sharing the story behind Hanspaul Group and its journey within Tanzania's tourism industry.



# KARIBU-KILIFAIR 2026 | STAGE PROGRAM

Time	Friday, June 5 (Tanzania Day)
10:00	Opening time for KARIBU-KILIFAIR 2026 – DAY 1 with MC Simon
11:00	Official Opening: Speeches by Hon. Dr. Ashatu K. Kijaji - Minister of Natural Resources & Tourism in Tanzania   Hon. MP Paul Makonda - Minister for Information, Culture, Arts, & Sports   Hon. CPA Amos Gabriel Makalla - RC Arusha Region   Dr. Willy Chambulo - TATO Chairman   and Tom Kunkler / Dominic Shoo - KILIFAIR Directors
12:00 - 15:00	Traditional Dances, Modern Afro-Dance, Acrobats & Clowns
13:00 & 16:00	Maasai Performance - Cultural Tourism Groups
16:00 - 17:30	<b>Showcase - Tanzania (Mainland)</b>
16:00 - 17:30	MTI Live Music (Popular, Fusion)



## YOUR GATEWAY TO GLOBAL TRAVEL TRADE

From 7 - 9 April 2027 immerse yourself in the region's leading travel event where matchmaking tools streamline your connections with the right buyers. Exhibitor, Buyers and Trade Visitors can maximize their experience with meaningful appointments, unique networking opportunities, and explore activations with industry suppliers. Harness global brand exposure through our dynamic media partnerships, ensuring your product launches reach a worldwide audience.

HOST CITY

**CAPE TOWN**



2027 EXHIBITOR REGISTRATIONS ARE NOW OPEN

# PANEL DISCUSSIONS & WORKSHOPS

*Daily*

@ TEMBO PANEL stage (stand #L16)



Friday 5<sup>th</sup> - 11:00 hrs



## The skills gap in hospitality: Are we preparing the right talents?.

**Faith Frank | Salam Africa**  
**Roy Mushobozi | Serengeti Balloon Safaris**  
**Dr. Maswet Crescent Masinda | National College of Tourism**  
**Cornelia Wallner-Friese | Africa Amini Life**



The hospitality industry needs skilled workers who can offer good service, use technology, and communicate well. Many businesses struggle to find trained staff. Schools and training programs must better prepare young people for real hotel and tourism jobs. Closing the skills gap is important for improving customer experience and supporting the future growth of hospitality.

Friday 5<sup>th</sup> - 13:00 hrs



## Who Controls the Booking Journey: You, the Algorithm or the OTA?

**Lizanne du Plessis | Eco Africa Digital**  
**Robyn de Villiers | Eco Africa Digital**



Tourism businesses feel anxious as algorithms, OTAs, AI search, Google, Meta and booking platforms dominate visibility. The solution is aligning strategy, content, website, booking engine, CRM, data, guest communication and direct booking into one connected digital ecosystem.

Friday 5<sup>th</sup> - 14:00 hrs



### Boosting Tourism between US & Tanzania.

Faith Frank | Salam Africa  
Victor Makere | Visa Country Manager East Africa  
Ebonie Mbeteni | Am Cham Vice Chair  
Paulina Mkama | Tanzania Tourism Board



This workshop will help tourism businesses understand how to convert digital visibility into measurable bookings. We will cover performance ads, audience building, retargeting, KPI tracking, AI agents and the future of Agentic AI – where integrated systems will become essential for tourism brands that want to be bookable, not just visible, while strengthening competitiveness, optimizing conversion strategies, enhancing customer trust, driving sustainable growth, and technological innovation across global markets.

Friday 5<sup>th</sup> - 15:00 hrs



### Content to Conversion: The importance of travel blogger/influencer.

Babbie Kabae | Media & PR Communication Specialist  
Jackie Mbowe | Jambo Brainbox  
Robyn de Villiers | Eco Africa Digital  
Diana Pinta | Influencer / Travel Blogger  
Arjav Vyas | Merit Concept



Travel bloggers and influencers grow tourism by sharing authentic experiences online. Their photos, videos and stories inspire travel, while social media helps businesses reach audiences, build trust and boost bookings. Strong content converts followers into visitors, making social media essential.

Friday 5<sup>th</sup> - 16:00 hrs



### What is next for the southern corridor? Why invest in the south?

Faith Frank | Salam Africa  
Apaikunda Mugure | TANAPA  
Ernest Mwamwaja | TTB  
Edward Athanas | Mabata Makali  
Godfrey Kessy | Nice Adventure Safari



The southern tourism corridor has great potential for future growth. It offers beautiful nature, wildlife, and less crowded destinations. Investing in the south can create jobs, improve infrastructure, and attract more visitors. With smart planning and sustainable tourism, the southern corridor can become an important part of the country's tourism industry.



EXCLUSIVE EXHIBITOR SPECIAL OFFER

# 20% OFF

All Merit Concept Services — Just for You.

We don't do ordinary thank-yous. As we complete five years as proud partners of Karibu Kilifair, we're offering an exclusive 20% discount on everything we do for every exhibitor who's been part of this platform we believe in.

## KARIBU-KILIFAIR 2026

EAST AFRICA'S LARGEST TOURISM FAIR

### We Craft Damn Good Visuals that Drive Bookings.

A Multi-Award-Winning Creative Agency in Arusha, We create powerful visuals that help tourism and hospitality brands stand out, connect, and grow.

OUR SERVICES

- CINEMATIC FILMING
- HOSPITALITY PHOTOGRAPHY
- DESIGN & MARKETING



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# BRINGING TRUSTED MEDICARE TO TANZANIA'S TOURISM EXPERIENCES



Since its establishment in 2019, **Moyo Medicare Hospitals** has grown into a specialized polyclinic and multi-speciality hospital, committed to delivering comprehensive healthcare services ranging from emergency care to advanced inpatient treatment.

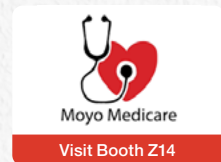
With a strong focus on non-communicable diseases, the hospital has become a trusted center for preventive, diagnostic, and therapeutic healthcare excellence. Our emergency care capacity is a cornerstone of our mission.

Equipped with state-of-the-art technology and supported by highly experienced medical professionals, Moyo Medicare Hospitals ensures rapid and reliable response to critical situations. This expertise makes us a valuable partner in safeguarding health during Tanzania's vibrant tourism and safari experiences.

As we participate in the largest East African Tourism Fair, we are proud to showcase our commitment to quality healthcare and emergency preparedness. Visitors can access free basic health screenings, including blood pressure, blood sugar, and BMI assessments, as well as medical consultations at **Booth Z14**.

We will also provide information on our advanced diagnostic services, including ECG, Stress ECG, Echocardiogram (ECHO), Ultrasound, OGD/Endoscopy, and comprehensive laboratory testing among other things. **Moyo Medicare Hospitals** continues to embody innovation, compassion, and excellence in healthcare delivery across the region.

**For more information:**  
 Contact - 0756989 899 or  
 Visit - [www.mmc.co.tz](http://www.mmc.co.tz)



Moyo Medicare

Booking System

## Clinics

ENT, UROLOGY, Cardiology, Hypertension, Diabetes, Orthopedic, Ophthalmology, Dental, Pediatric, Dialysis, Gynecology, Dermatology.

## RADIOLOGY / OTHER SERVICES

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**Clinic ya mama na Mtoto**  
**Corporate Executive Clinic**

Monday | Wednesday | Friday

# THE MEGA PARTY RETURNS TONIGHT!



FunRetreat has consistently proven to be a reliable and stable venue partner, providing excellent hospitality, quality food, and refreshing drinks that contribute to the unique atmosphere of the event. We are also grateful for the support of our sponsors, including Red & White, TBL, and Kilimanjaro Premium Meat, whose contributions help make this gathering possible.

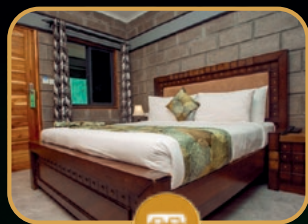
We look forward to another memorable evening of networking, collaboration, and celebration.

Tonight's Cocktail Party at Fun Retreat marks another highlight of the event week, bringing together exhibitors and buyers for an evening of networking in a relaxed and enjoyable atmosphere. We are delighted to continue this tradition with Fun Retreat, a trusted partner with whom we have successfully collaborated for many years.

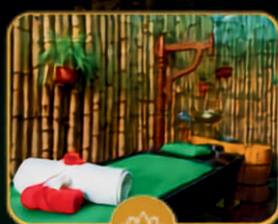
Over time, the event has grown stronger and more successful, improving year after year thanks to the commitment and professionalism of all partners involved. Today evening, we expect around **1,000 participants**, creating an ideal setting for meaningful conversations, new business opportunities, and valuable industry connections.



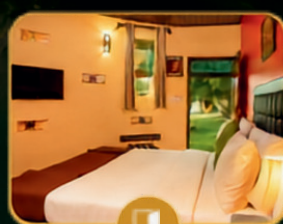
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Events & Meetings



Wellness Retreat

# HIGHLIGHTS & IMPRESSIONS



## PLEASSED TO WELCOME OUR EXHIBITORS

We are delighted to welcome our exhibitors, for the first time ever to an exclusive exhibitor day.



## EXPLORE. ENJOY. INVEST

Discover rewarding investment opportunities in this tropical paradise whilst enjoying its breathtaking beauty.



## AI IN TOURISM - WHAT TO DO & HOW?

Education about how AI transforms tourism with smarter planning, personalized experiences, automation, and growth.



## BUILDING TRUST & STRONG BUSINESS RELATIONS

Exhibitor day paved the opportunity for exhibitors to connected meaningfully, creating confidence, and lasting partnerships.



## EXHIBITOR GET TOGETHER - LIVE BAND

Exhibitors enjoyed a vibrant evening of live band entertainment, meaningful networking, and great connections.



## EVER IMPRESSIVE MAASAI DANCES

The Maasai dances brought vibrant culture, energy, and unforgettable rhythm to KARIBU-KILIFAIR 2026.

# TANAPA go App

Experience Tanzania National Parks at Your Fingertips

The TANAPA GO App is a smart, innovative and user-friendly digital platform designed to make exploring Tanzania National Parks easier, faster and more convenient than ever before. Whether planning a wildlife safari, mountain adventure, picnic, walking safari, cycling tour or cultural experience, the app offers a seamless way to plan, book and enjoy every journey in one place.

Developed to simplify travel planning, the TANAPA GO App serves as a complete travel companion for both local and international visitors. The app allows travellers to choose destinations, reserve activities, explore parks through interactive maps, and make secure digital payments anytime, anywhere. In addition, visitors can access official national parks brochure available in seven multilingual versions, ensuring clear guidance and cultural connection for diverse audiences worldwide.

Beyond bookings, users can discover investment opportunities, stay updated on upcoming TANAPA events and browse available accommodation facilities. Lengthy procedures and uncertainty in

# TANAPA



*Wild at your fingertips*

travel planning are now a thing of the past. With its intuitive, easy-to-navigate interface, travellers can organise their adventures quickly, confidently and efficiently.

What makes the TANAPA GO App truly exceptional is its accessibility and convenience. Whether travelling for a luxury safari in the Serengeti, a scenic escape to Arusha National Park, a hiking adventure on Mount Kilimanjaro, or a family getaway in Mikumi, users can access everything they need directly from their mobile devices. From park details and attractions to travel guidance and tourism updates, visitors remain informed and connected throughout their journey.

Designed for the modern traveller, the TANAPA GO App transforms the way people experience Tanzania National Parks by combining technology, convenience and adventure into one seamless platform.

**Plan; Book; Explore Tanzania National Parks with ease anytime, anywhere.**

We are now digital leaving the paper trail behind Download the **TANAPA go App** Today!



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# Clouds

MEDIA GROUP

## UNLOCKING POSSIBILITIES FOR TANZANIA'S FUTURE

"Tunakufungulia Dunia kuwa unachotaka."

Clouds Media Group (CMG) is Tanzania's leading integrated media house with a national footprint and a bold regional outlook. Through its platforms; **Clouds TV, Clouds FM**, and a dynamic digital presence – CMG reaches over **32 million radio listeners** and engages **21.5 million digital followers**, generating 30 million interactions and 50 million impressions. It holds the top radio market share in Tanzania, especially among youth aged 15–35 (IPSOS 2024).

CMG is a key driver of Tanzania's development agenda, using storytelling, innovative content, and wide reach to promote entrepreneurship, civic participation, policy awareness, and investment in partnership with government, private sector, and development partners.



## A NATIONAL CULTURAL BEACON

Fiesta, the flagship event of Clouds Media Group (CMG), is a powerful symbol of Tanzanian creativity and cultural pride. More than a music festival, it has launched over 100 iconic local artists and introduced new music genres to the mainstream market.

Fiesta is the first and only Tanzanian entertainment platform to host global superstars including **Jay-Z, 50 Cent, Rick Ross, Ludacris, TI, Sean Paul, Ja Rule, Busta Rhymes, EVE, Lil' Kim, Chaka Khan, TOK, Brick & Lace, and Wayne Wonder** – setting new standards for live performance in East Africa.

With over **100,000 attendees** annually across multiple regions, Fiesta drives economic activity, empowers youth, and fuels the creative economy. It delivers strong brand equity for corporate partners while supporting thousands of local vendors, service providers, and tourism-related businesses.



## IMPACT-DRIVEN MEDIA: CSR & ADVOCACY

CMG's impact goes beyond media, driving social change through powerful campaigns like Moyo wa Mawingu, Mama ni Mama, and Mia Moyo, which raised TZS 400 million to fund life-saving heart surgeries for 100 children at the Jakaya Kikwete Cardiac Institute.

In the past five years, CMG has donated over TZS 4 billion in free airtime to support youth empowerment, health, education, disaster relief, and environmental conservation underscoring its deep commitment to national well-being.

Through storytelling, innovation, and broad reach, CMG partners with government, private sector, and development agencies to promote entrepreneurship, policy education, civic participation, and investment mobilization.



# Malkia WA NGUVU

## A DECADE OF IMPACT AND INSPIRATION

CMG's commitment to inclusive growth is powerfully reflected in Malkia wa Nguvu, its flagship women's empowerment initiative. Now in its ninth year, the program has directly empowered over **3,000 women entrepreneurs** and reached more than **40 million Tanzanians** through impactful storytelling and nationwide engagement.



Malkia wa Nguvu is known for its powerful annual themes that spark behavior change and reflect societal challenges – from “Mchapakazi Mbunifu” to this year’s “Twende Dunia,” a rallying call for women to expand their businesses globally.

As it approaches its 10-year milestone, the initiative is scaling up through:

- **B2B forums** linking women with markets, investors, and buyers;
- **Market linkage strategies** to unlock local and international trade;
- **Tech and global exposure trips** to boost innovation and competitiveness.
- **The development of a one-stop market platform** to promote and sell products from women-led businesses

These efforts are supported by zonal knowledge-transfer events (**Tuyajenge and Maarifa Camp**) and the upcoming launch of a seed fund for scalable women-led ventures.

## MEDIA THAT ADVANCES DEVELOPMENT

CMG plays a pivotal role in advancing Tanzania's national development agenda by leveraging storytelling, innovation, and nationwide reach. Working closely with government, private sector, and development partners, CMG helps; Promote entrepreneurship, Elevate public dialogue, Disseminate policy education, Champion civic participation and investment mobilization.

## Voices of Impact

**President Samia Suluhu Hassan** commended CMG's “**Maji Mwa Mwa**” campaign, recognizing its alignment with the government's national water availability and development agenda. The Prime Minister, during his speech at the Malkia wa Nguvu Gala Night in Mwanza, publicly acknowledged CMG's significant contribution to youth and women engagement and national unity, applauding its efforts in shaping informed public discourse. He emphasized that platforms like Malkia wa Nguvu occupy a strategic position to support government efforts in shaping national narratives and advancing behaviour change initiatives including those related to sustainable energy and clean cooking, which remain key national priorities.

**Doris Luvanda**, a Malkia wa Nguvu beneficiary from the food processing sector, shared: “Before receiving the award, I operated only in Mbeya. Now, I supply to all regions in the Southern Highlands and have increased employment from **100 to 230 young people.**” This expansion in job creation not only reflects individual business growth but also contributes significantly to the local economy by generating stable income opportunities and fostering community development.

**Professor Mohamed Janabi**, Regional Director-Elect for the World Health Organization (WHO) - AFRO and former Director of the Jakaya Kikwete Cardiac Institute (JKCI) remarked:

The Mia Moyo campaign by CMG was a transformative initiative. It not only saved the lives of 100 children in need of heart surgeries but also heightened national awareness of pediatric cardiac conditions. This campaign brought hope to countless families and showcased the profound impact media can have in driving public health outcomes.

He further emphasized that the campaign seamlessly aligned with JKCI's mission to expand access to specialized cardiac care and advance health equity across Tanzania.

These reflections underscore the far-reaching influence of CMG, resonating deeply with both Tanzanians and the country's leadership.

## Partner With Us

Clouds Media Group is more than a media house – it is a national platform for transformation, storytelling, and inclusive progress. As Tanzania advances, CMG invites visionary partners, institutions, and brands to co-create lasting impact by shaping narratives, empowering citizens, and driving national development.

**“Tunakufungulia Dunia kuwa unachotaka.”**

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