

# ADFAX EXPRESS



**ADFAX**  
Company Limited

## Magazine 2026

*Tanzania: Africa's Strategic Gateway  
for Investment, Trade and Tourism.*



**USD 75B**

GDP (2024)

**~6%**

GDP Growth  
2026

**65M+**

Population

**1.4B**

Market Access

# EXECUTIVE SUMMARY



## What is AdFax Express Magazine 2026?

AdFax Express Magazine 2026 is a strategic investment and trade positioning platform designed to elevate Tanzania's global economic visibility. It functions as an economic coordination instrument delivered through a high-level quarterly publication, facilitating structured engagement between:

- Government ministries and regulatory authorities.
- Global and regional investors & financial institutions.
- Development partners and private sector leaders.

**Theme:** *"Tanzania: Africa's Strategic Gateway for Investment, Trade and Tourism"*

### CONNECT

Link investors, government & private sector

### SHOWCASE

Highlight bankable opportunities across 9 priority sectors

### POSITION

Strengthen Tanzania's global investment narrative

# TANZANIA: ECONOMIC SNAPSHOT

**USD 75B**

GDP (2024)

**~6%**

GDP Growth 2026  
(projected)

**65M+**

Population

**57 TCF**

Natural Gas  
Reserves

**1,424 km**

Indian Ocean  
Coastline

**70%+**

Financial  
Inclusion

# WHY 2026?

## A STRATEGIC INFLECTION POINT

### 1. Infrastructure Modernization

SGR expansion, Port of Dar es Salaam modernization, urban transit — reshaping regional logistics competitiveness.

### 2. Energy & Industrial Scaling

57 TCF natural gas + renewables powering industrial growth. Critical minerals (graphite, nickel, cobalt) for energy transition.

### 3. AfCFTA Market Integration

Early-mover positioning for 1.4B+ combined market across EAC, SADC and AfCFTA frameworks.

### 4. Demographic Dividend

Median age below 20 years + 70%+ financial inclusion = digital economy and workforce opportunity.

### 5. ESG & Sustainability Alignment

Sustainable tourism, renewable energy, responsible mining — aligned with global ESG capital flows.

# PRIORITY INVESTMENT SECTORS

## Blue Economy

1,424 km coastline  
Fisheries, aquaculture  
Port development

## Mining

Gold, nickel, graphite  
Rare earths, lithium  
Local beneficiation

## Tourism

Serengeti, Ngorongoro  
Kilimanjaro, Zanzibar  
Eco & luxury tourism

## Agriculture

44M ha arable land  
Food processing  
Agro-industrial zones

## Energy

57 TCF natural gas  
Solar, hydro, wind  
IPPs & transmission

## ICT & Digital

Fintech & mobile money  
Data centers  
E-government

## Health

Healthcare infrastructure  
Pharma manufacturing  
Medical tourism

## Real Estate

Affordable housing  
Commercial & retail  
Rental housing

# TARGET AUDIENCE

200–250 Institutional Participants



**60-100**

Global Investors  
& MNCs



**50-60**

Domestic  
Private Sector



**20**

Young  
Entrepreneurs  
& SMEs



**15-20**

Regional  
Investors (Africa)



**15**

Ministers  
& Senior  
Officials



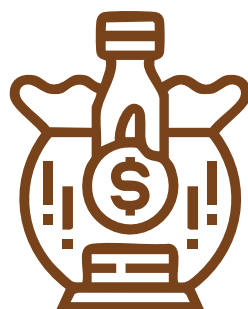
**12**

Dev Partners  
& Diplomats



**10**

Banks &  
Financial  
Institutions



**10**

DFIs &  
Sovereign  
Wealth Funds

# EXPECTED OUTCOMES & KEY PERFORMANCE INDICATORS



## Investment Visibility

200+ institutional participants engaged

## Strategic Partnerships

30+ MoUs / formal expressions of interest

## International Reach

Representation from at least 10 countries

## Financial Sector Engagement

10+ banks and DFIs participating

## Digital Reach

Measurable digital analytics & institutional access

# STRATEGIC PARTNERSHIP TIERS



## DIAMOND

5 editorial pages • Front cover + CEO feature + Founding Partner recognition

**US\$ 100,000**

## PLATINUM

4 editorial pages • Outside back cover + Executive profile highlight

**US\$ 50,000**

## GOLD

3 editorial pages • Inside front cover + Sector positioning feature

**US\$ 30,000**

## SILVER

2 editorial pages • Inside back cover + Sector-aligned placement

**US\$ 20,000**

## BRONZE / BRASS / IRON

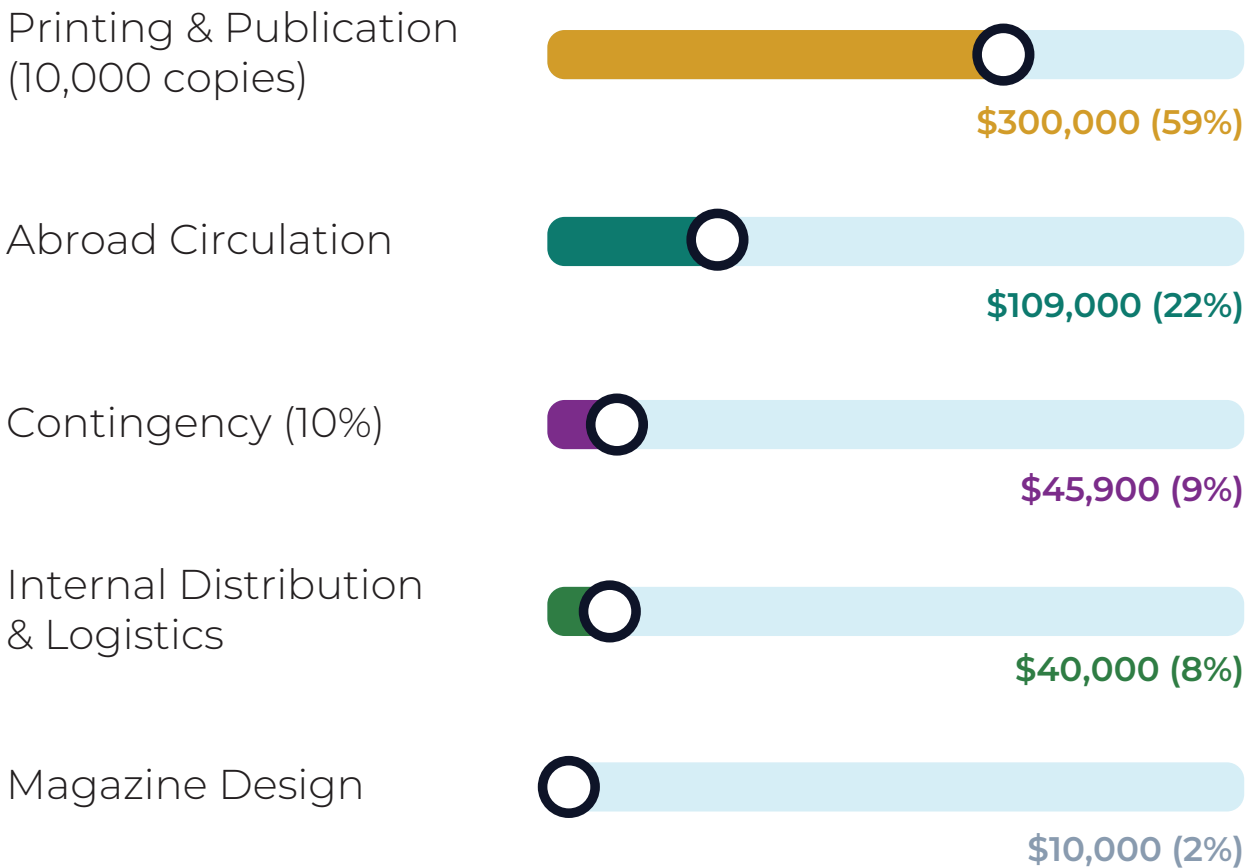
Full / Half / Quarter page • Digital listing + scaled visibility options

**US\$ 3K-10K**

*All tiers include digital distribution + access across diplomatic and institutional channels*

# ESTIMATED BUDGET & DISTRIBUTION STRATEGY

## BUDGET BREAKDOWN | Total: US\$ 504,900



## DISTRIBUTION CHANNELS

- 10,000 Premium Printed Copies
- Global Digital Circulation
- Diplomatic & Institutional Channels
- ESG-Aligned Paperless Options

# NEXT STEPS & CALL TO ACTION

- 1 Confirm strategic institutional participation & coordination milestones
  - 2 Multi-ministerial coordination: 8 government ministries + 9 key institutions
  - 3 Finalize detailed implementation schedule and editorial calendar
  - 4 Onboard Diamond, Platinum and Gold Strategic Partners
  - 5 Launch: Inaugural AdFax Express Magazine 2026 Edition — July 2026
-



Prepared by  
**AdFax Express Magazine** | March 2026  
*Tanzania: Africa's Strategic Gateway  
for Investment, Trade & Tourism*