#DIGITAL TRANSFORMATION BLUE SOCIAL-DEV

LEVERAGING DIGITAL TRANSFORMATION IN THE BLUE ECONOMY FOR SOCIAL-ECONOMIC DEVELOPMENT

6th

TAIC
2022
OCT
26-28
ZANZIBAR

BLUE
ECONOMY

ZANZIBAR

The conference will be held in Zanzibar featuring ICT innovators and sector leaders.

OVERVIEW

The Tanzania Annual ICT Conference (TAIC) is one of the largest international gathering of ICT industry players in Tanzania that offers a unique platform for capacity building, policy dialogues, business investors networking, professional discussion, experience and knowledge sharing on the global ICT issues, business opportunities, knowledge and skills needs to cope with the dynamic digital ecosystem.

The Conference also serves as a platform for participants to discuss enabling environment for ICT growth towards socio-economic development in Tanzania. The 06th TAIC 2022 succeeds three TAICs and two Annual ICT Professionals Conferences (AIPC) that the Information and Communication Technologies (ICT) Commission has been organizing since 2017 bringing together more than 800 ICT stakeholders from both Government and Private Sector, Small Medium Enterprises, Academia, researchers, startups, ICT Entrepreneurs and the business industry. organized by the Tanzania ICT Commission.

The conference discussions focus on a wide range of topics emphasizing on the role of ICT in social-economic development and the role of ICT as an important tool for attainment of Tanzania Development Vision and Sustainable Development Goals. The conference will be featured with exhibitions from various ICT stakeholders showcasing their products, services and innovations.

1 This year's conference will be held in Zanzibar and will feature 3 days of exhibitions, workshops, paper presentations, and an ICT investors roundtable.
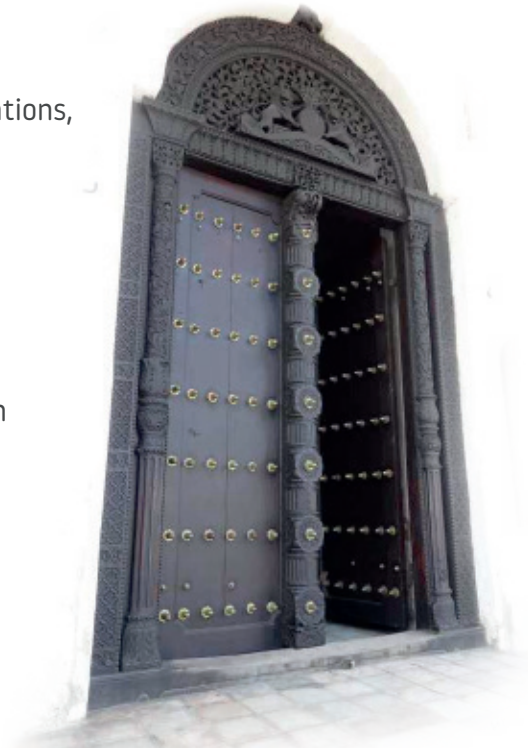
2 The Exhibitions will feature works by innovators, hubs, and other ICT Stake holders who are driving the sector and leading Tanzania into the future.

3 The main event of the conference is an award ceremo-ny to honor ICT stake holders that have made great strides in the year 2022.

CONFERENCE ANALYTICS

GOVERMENT MINISTRIES

HEALTH SERVICES

INTERNATIONAL ORGANISATIONS

ADVOCACY, ASSOCIATIONS & NGO's

GOVERMENT INSTITUTION

UTILITY SERVICE BODIES & COMPANIES

REGULATORY BODIES

REGIONAL ADMINISTRATIONS & LOCAL GOVERNMENT AUTHORITIES

DIGITAL INNOVATION ACCELERATORS & START UPS

SCHOOLS, TECHNICAL & HIGHER LEARNING INSTITUTIONS
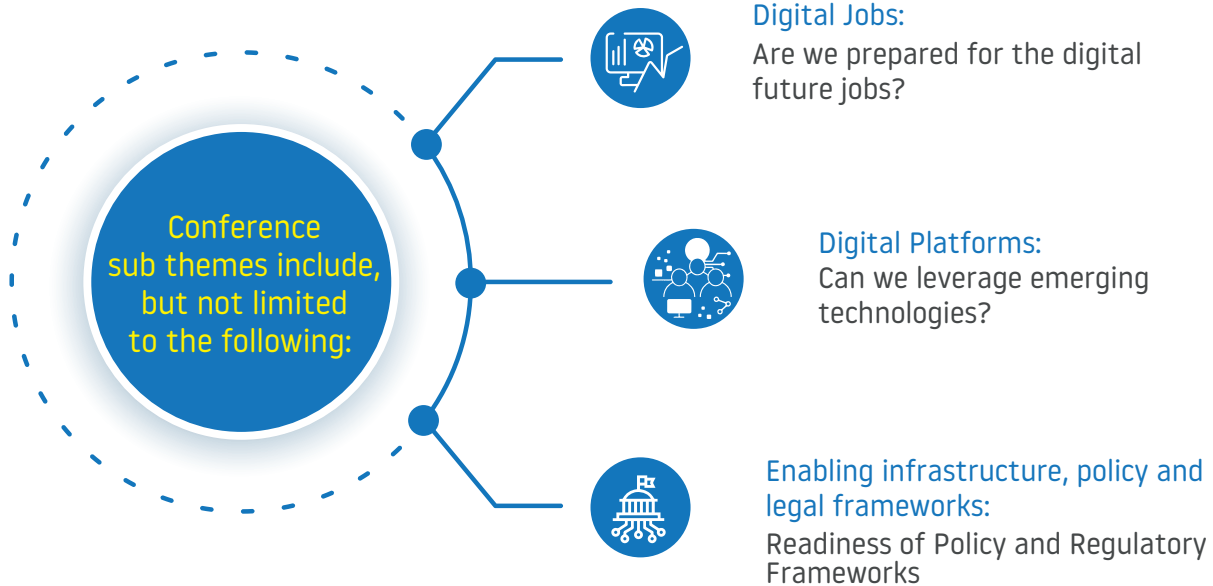
ICT & SOCIAL FUNDS

FINANCIAL SERVICE & AUDIT INSTITUTIONS

TELECOMS, ICT SOLUTION & SERVICE COMPANIES

MAIN THEME

LEVERAGING DIGITAL TRANSFORMATION IN THE BLUE ECONOMY FOR SOCIAL-ECONOMIC DEVELOPMENT

Conference sub themes include, but not limited to the following:

Digital Jobs:
Are we prepared for the digital future jobs?

Digital Platforms:
Can we leverage emerging technologies?

Enabling infrastructure, policy and legal frameworks:
Readiness of Policy and Regulatory Frameworks

KEY ACTIVITIES

The Tanzania Annual ICT Conference 2022 will carry a blend of activities that will complement the theme and sub themes and build towards

Interactive session

Exhibition

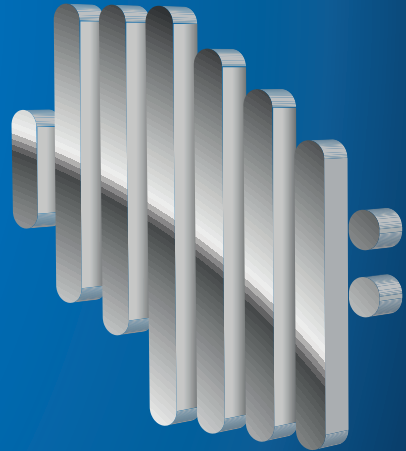**Ict Award**

Startup expo

ICT Research findings

OPENING CEREMONY

This is one of the key events taking place during TAIC 2022 where the guest of honor will deliver a speech and set the tone for the event b y informing the Nation on our ICT priorities for the coming year.

The guest of honor will address the current ICT Status, high-light the challenges we face as a nation and the steps current-ly taken and in the pipeline to mitigate the challenges.

TANZANIA ICT AWARDS

The Tanzania ICT Awards shall partake the annual responsibility of identifying, recognizing, and rewarding outstanding performance in the ICT sector in Tanzania. The gala dinner event is intended to be Tanzania's flagship gathering of the ICT professionals, consultants, providers, well-wishers, donors, academia, political leaders, and the regulator, in a bid to create motivation, mass awareness, and image boosting in the sector. The awards ceremony shall be an undertaking by and for all key stakeholders in the ICT industry in Tanzania and beyond.

Being an inaugural gathering planned and executed by the ICT Commission of Tanzania and Teknokona Company Limited, the awards will go a long way in explaining how ICT is critical for national development. The event will also help explore the constantly changing business dynamics, and finally, identify, recognize and reward the best performing entities and individuals in the ICT sector.

ICT STARTUPS
EXPO

- The Information and Communications Technology (ICT) Commission has officially launched a Softcenter, a database platform where all ICT Startup, Innovators, Developer and investors can register to access opportunities in the digital economy.

- The platform will allow Tanzania ICT startup to be recognised by the government and access both opportunities and support to help them thrive within the digital economy.

- Aim is to venture into market and create employments and increase local made ICT solutions.

- Promote Sofcentre (what is its role, objective, Value Proposition, status to date)

ICT STARTUPS
EXPO

- Awareness on partnership/linkages between Softcentre and ICT Commission

- Registration of ICT startups through Sofcentre platform

- Showcase the Innovations from Sofcentre (incubators, accelerators, investors etc)

- Create awareness to the public on core functions of ICT Commission;

- Marketing the local made ICT Solutions;

- Promoting SoftCenter, Incubators, and Accelerators for youth innovations, entrepreneurship and self-employment; Increase awareness among stakeholders in nurturing and supporting ICT innovation in Tanzania.

ICT
STARTUPS EXPO

ICT RESEARCH FINDINGS

1 The ICT Investors' Forum, is a high-level forum that brings together a select group of both foreign and local investors to devise strate- gies and solutions for ICT investment and development challenges.

2 The process and engagement, which are coordinated by the Ministry of Communication and Information Technology in through the ICT Commission. The Investors Forum will be used as a vehicle for Public Private Dialogue. It acts as a business–government coordination mechanism.

3 The work of also helps development partners especially private sector development and investment climate programs. The Forum offers a unique opportunity to influence investment-related policy- making, shape the National investment environment, and network with leaders in business and politics.

ICT RESEARCH FINDINGS

Affordable
broadband
access devices
to citizens

Expansion of
the ICT Broad
band backbone
in all districts

Startup
Investment

Cloud
Computing

Digital skills and
proffessional
development

Smart
city

ICT
industrial
pack

SPONSORSHIP
OPPORTUNITIES

6th TAIC
TANZANIA
ANNUAL
ICT
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ZANZIBAR

- Sponsorship is a great way to provide further visibility for a company and ensure a successful conference.

- Through a TAIC sponsorship, the company will be sure to make an impression on the many.

- professionals and other ICT stakeholders global.

- Your brand and message at the heart of the international ICT community.

SPONSORSHIP
OPPORTUNITIES

- Engage with our influential National audience. Whether branding and spaces, networking events or Forum sessions, sponsorship at TAIC 2021 is the ideal way to promote your brand, message and strategy before decision-takers and deal-makers from across the ICT industry in Tanzania.

- Browse our brochure of sponsorship opportunities — or speak to us directly to discuss how to create your own sponsorship package completely in line with your aims and budget.

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INDIVIDUAL PACKAGES

6th TAIC TANZANIA ANNUAL ICT CONFERENCE

26-28 OCT 2022 ZANZIBAR

REGISTRATION FEES Registered ICT Professionals

TZS 400,000 $200

Non registered ICT Professionals and other participants

TZS 500,000 $300

Single sided size (3m x 3m) Benefit- 2 company passes

TZS 2,000,000/= $1,000

EXHIBITION BOOTH Double sided size (6mx 3m) Benefit- 3 company passes

TZS 3,000,000/= $1,500

TANZANITE Sponsor
MAIN Sponsor

6th TAIC TANZANIA ANNUAL ICT CONFERENCE
26-28 OCT 2022 ZANZIBAR

BENEFIT	Amount	SLOT
- Introduce your organization, welcome delegates and present a topic in line with the conference theme. - Promotion sign to be placed near the podium. - Sponsor logo with link to the sponsor website on the conference website/conference organizer's website. - Company Logo and Overview in Event booklet. - Double size Exhibition Space (6m x 3M). - Creative design for all promotion materials for the conference. - Logo and link on the conference website. - Logo at the conference poster and other conference promotional materials - Presence at the social events: Your company can put up a roll-up display at the venue. - Distribution of your company promotion materials / giveaways in the conference bag. - Full-page advertisement in the Conference programme (inside cover). - Final Conference REPORT and attendance registry. - Mention in all press releases. - Mention at the beginning and closing of the Conference. 10 free delegate passes.	Tsh. 100 Million $50,000	1

PLATINUM Sponsor

BENEFIT	Amount	SLOT
• Unique opportunity to set the debate agenda and showcase your thought-on selected Sub theme. • Logo and link on the conference website • Logo at the conference poster and other conference promotional materials • Presence at the social events: Your company can put up a roll-up display at the venue • Distribution of your company promotion materials / give-aways • Half page in the printed conference program • Final Conference REPORT. • Mention in all press releases. • Single size Exhibition Space (3m x 3M) • 5 Complimentary passes	Tshs. 75 Million $35,000	2

GOLD Sponsor

BENEFIT	Amount (TZS)	SLOT
- Option for commercial presentation in front of the participants of one of the conferences - Sponsor logo with link to the sponsor website on the conference website/conference organizer's website. - Presence at the social events: Your company can put up a roll-up display at the venue - Distribution of your company promotion materials / give-aways in the conference bag - Quately page in the printed conference program - Single size Exhibition Space (3m x 3M) 3 free registrations.	Tsh. 50 Million $25,000	3

SILVER Sponsor

BENEFIT	Amount (TZS)	SLOT
- Option for commercial presentation in front of the participants of one of the conferences - Logo and link on the conference website - Logo at the conference poster and other conference promotional materials - Company logo and name at the sponsors page in the printed conference program - Distribution of your company promotion materials. - Single size Exhibition Space (3m x 3M) 2 free registrations.	Tshs. 25 Million $15,000	5

BRONZE Sponsor

BENEFIT	Amount (TZS)	SLOT
- Logo and link on the conference website - Logo at the conference poster and other conference promotional materials - Company logo and name at the sponsors page in the printed conference program.Single size Exhibition Space (3m x 3M) 2 free registrations.	Tshs. 10 Million $ 5,000	10

SPONSORSHIPS IN KIND

Special groups with Disabilities VENUE Sponsor	**Tshs. 15 Million** *Slots: 3*	**$7,000**
CONFERENCE VENUE Sponsor	**Tshs. 25 Million** *Slots: 6*	**$10,000**
COCKTAIL VENUE Sponsor	**Tshs. 15 Million** *Slots: 1*	**$7,000**
DIGITAL YOUTHS PARTICIPATION Sponsor	*5 Complimentary passes cost of sponsoring 30 youths to participate TAIC & Awards.* **Tshs. 25 Million** *Slots: 2*	**$15,000**
GIRLS IN ICT Sponsor	**Tshs. 25 Million** *Slots: 2*	**$15,000**
BOOKLETS GRAPHIC DESIGN AND PRINTING Sponsor	**Tshs. 15 Million** *Slots: 1*	**$7,000**

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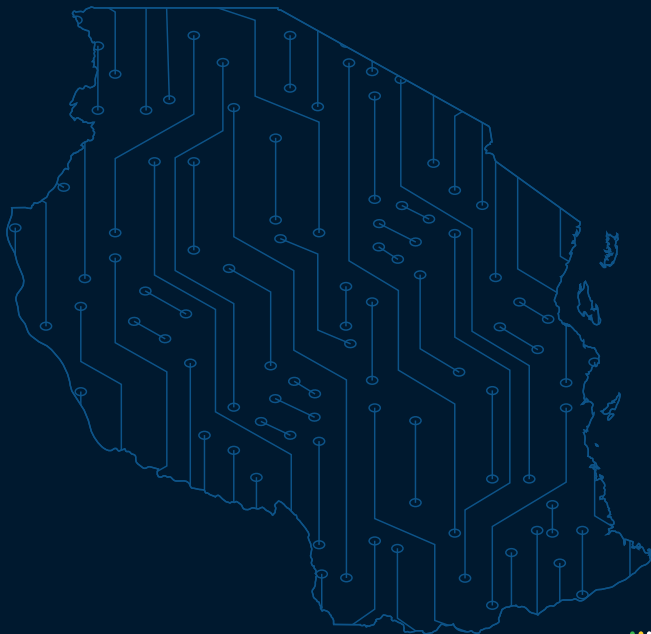26-28 OCT
2022
ZANZIBAR

Location
Zanzibar

Conference Languages
English & Swahili

Conference Theme

LEVERAGING DIGITAL TRANSFORMATION
IN THE BLUE ECONOMY FOR SOCIAL-ECONOMIC
DEVELOPMENT

ICT COMMISSION

teknokona™

Strategy & Insights
Technology & Data
Communications & Design

TAIC2022

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