



## What are we doing in Tanzania?

The idea of launching an Iranian restaurant in Tanzania was implemented a year after my moving to the country. Without any restaurant experience, of course, I was a journalist in Iran, and my husband was dealing in woodwork and sales.

I learned the first skills from YouTube training videos for cooking different types of Iranian kebabs, thanks to the kind people who had shared their experiences on this platform, and then it was just continuous effort, learning and gaining experience.

Due to the dispersion of Iranian immigrants almost all over the world, there is a good knowledge of Iranian cuisine.

Currently, the customers of our Irani-

an restaurant named "Chattanooga" in the beautiful port city of Dar es Salaam are a variety of Europeans and Americans, Indians and Arabs, and some local people. While they love to eat Chelo-Kebab and Qormeh-Sabzi with cucumber-yogurt and Shirazi salad with Dough, they also enjoy being in a place that reminds them of Iran, which is decorated with Iranian carpets and handicrafts.

We chose the name "Chattanooga" just to evoke the memory of the first modern restaurant in Iran that started working with the same name in 1966 in Tehran, and, of course, its phonetic proximity to the Swahili word of "Chakula," which means food and eating.



## Attractions of traveling to Tanzania

There is no shortage of beautiful sights in Tanzania. First of all, being in a continent with people of different skin color but a kind and different lifestyle is attractive to tourists.

But what makes the trip to the country most memorable and different is seeing the local culture in the Maasai villages, visiting the wildlife parks, which are among the largest of their kind in the world, and giving tourists the opportunity to see the big five animals – hippos, elephants, lions, rhinos and giraffes.

Visiting the spice gardens, enjoying

the white sand beaches of Zanzibar and Bongoyo islands, as well as tasting the local foods and fruits, along with visiting handicraft markets are among other attractions.

But for most tourists and most of us Iranians, it is also interesting to visit Shirazi city.

Bagamoyo, a city 70 kilometers from Dar es Salaam, has a tourist area called Shirazi city, where tourists can see the remains of the first city built by Shirazi immigrants in Tanzania about a thousand years ago. An honor for all Iranians.

## Africa Art Center in Tehran

Since its inauguration in 2021, Africa Art Center has been the permanent exhibition of African art, culture, lifestyle, products and traditions of Tanzania.

At the center, cultural enthusiasts can purchase authentic sculptures, colorful fabrics and original paintings from famous African artists that show the simple yet intriguing life of Africans, as well as Masaai decorations.

Culinary enthusiasts can look forward

to the large selection of organic spices from Zanzibar's spice gardens such as paprika, cinnamon, turmeric, black pepper, coffee, pure cocoa powder and cashew nuts.

Spoil yourself and your loved ones with a variety of organic oils such as coconut, moringa, avocado and shea butter from the beautiful land of Tanzania. You will always come back to AAC for more flavors, colors and aromas of Africa.

# Frontier market of Tanzania up for grabs for Iranian business ventures



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As Western markets reach a saturation point, developing nations have become the new field for global economic supremacy. Within this landscape lies Tanzania, an expanding market of over 68 million in East Africa that is ripe with opportunities for expansion, particularly for Iranian state-run and private sector companies looking to extend their global footprint.

Tanzania boasts one of the most stable political climates in Africa, paired with a consistently growing economy, making it a beacon for foreign investors. The country's strategic geographical location, sharing borders with eight countries and with access to the Indian Ocean, positions it as a central trade hub in the region. With sustained GDP growth averaging over six percent per year, Tanzania is enticing for businesses seeking new growth markets.

Iranian companies should note Tanzania's potential, with sectors such as construction, agriculture, oil and gas, as well as mining showing particular promise. Considering Iran's strengths in engineering, non-oil exports, and technology development, there could be a significant synergy between the two countries' economic landscapes.

Tanzania has aimed for a robust infrastructure network supporting a middle-income economy. With numerous projects underway, including road, rail, and airport, the demand for construction and engineering services is high. Iranian companies with expertise in large-scale construction and infrastructure development can capitalize on these openings, contributing to Tanzania's growth and establishing long-term ties within the country.

Approximately two-thirds of Tanzania's population is employed in the agriculture sector. However, the industry has not reached its full potential due to a lack of technology and modern practices. Iranian agribusinesses, with a wealth of experience in arid climates and agriculture technology, could find Tanzania's vast arable land an excellent opportunity for investment. Engaging in crop processing, extraterritorial cultivation and agricultural technology transfer would not only be profitable but would also foster goodwill through enhancing food security. Tanzania holds sizeable natural gas reserves in Sub-Saharan

Africa, alongside significant deposits of minerals like gold and diamonds. Despite sanctions limiting its oil and gas industry, Iran possesses extensive experience in these sectors. Collaborating or investing in Tanzania's extraction industries could open new revenue streams for Iranian companies and contribute to the local economy's diversification.

Iran also has made considerable headway in renewable energy, primarily in hydroelectric, wind, and solar power. Tanzanian renewable energy efforts are still in the embryonic stages, representing an untapped market for Iranian energy firms. By investing in Tanzania's renewable energy sector, Iranian companies could not only enjoy first-mover advantages but also aid in reducing the country's carbon footprint.

Creating operational alliances with local businesses and understanding the cultural nuances of the Tanzanian market is critical for success. Joint ventures can offer Iranian enterprises valuable insights and ease their market entry while providing Tanzanian firms with technical expertise and investment. Additionally, Iran's experiences with sanctions have forced it to be innovative and self-reliant, an approach that could greatly benefit Tanzanian industries.

To fully exploit the mutual benefits of Iranian and Tanzanian business cooperation, both nations need to cultivate a supportive environment for investors. It includes refining trade agreements, easing investment laws, and fostering direct diplomatic engagements to ensure a smooth cultural and business integration.

Iran's outreach to Tanzania aligns with its broader strategic goals for economic diversification beyond oil. As Tanzania continues to seek investment to fuel its development plans, the synergies between the two become more evident. This provides a backdrop for Iranian state-run and private

sector companies to forge a presence in a dynamic and expanding market.

Investments need not be restricted to natural resources and infrastructure. Iran's strengths in educational services and healthcare provision can address significant gaps in Tanzania's public services, improving human capital and the quality of life.

East Africa's market is not just a land of opportunities; it's the threshold of a new collaborative era for Iranian ventures. The prospects for growth in Tanzania are exponential and ready to be harnessed by those willing to take the first step. For Iran's public and private sectors, Tanzania represents not just a market, but a gateway to the African continent and a symbol of the global outreach that Iranian enterprises are more than capable of achieving.

As markets evolve and integrate further, the entrepreneurial spirit of Iranian companies, coupled with Tanzania's welcoming business climate, could set the stage for a flourishing partnership that stands the test of time.

As a positive sign, Iranian Foreign Minister Hossein Amir-Abdollahian held a phone conversation with his Tanzanian counterpart January Yusuf Makamba in September to exchange views on bilateral ties and issues of mutual interest.

During the phone call, he emphasized that Iran is ready to reinforce bilateral ties, especially for economic, scientific and technological cooperation.

For his part, Makamba expressed his country's readiness to develop its bilateral ties with Iran.

The Tanzania foreign minister reiterated that his country's president has invited Iranian President Ebrahim Raisi to visit Dodoma.

During the talks, both sides touched on the recent meeting of the presidents of the two countries on the sidelines of the BRICS summit in South Africa, and agreed to hold a joint commission between the two countries.

