

For Immediate Release:



**TANZANIA’S AMBASSADOR TO THE US, H.E. MWANAIDI MAAJAR, WILL PERSONALLY LEAD A  
VIP SAFARI TO “DISCOVER TANZANIA” TIMED TO COINCIDE WITH THE GREAT ANIMAL  
MIGRATION IN  
Tanzania’s World-Famous Serengeti National Park  
June 30 – July 8, 2011**

(April 28, 2011-New York, NY)— H.E. Mwanaidi S. Maajar, Ambassador of the United Republic of Tanzania to the United States of America, will personally lead a small group of business executives on an exclusive safari to **Discover Tanzania**. The safari, scheduled for June 30-July 8, 2011, is timed to coincide with the Great Animal Migration in Tanzania’s world-famous Serengeti National Park. Participants will also enjoy Tanzania’s cultural attractions and those wishing to make investment enquiries will have the opportunity to do so during the Dar es Salaam leg of the Safari.

The potential for profitable foreign investment in Tanzania is huge in such diverse industries as tourism, agriculture, infrastructure, transportation and mining. Tanzania possesses abundant natural resources, including world-renowned tourist attractions (Serengeti National Park, Mt. Kilimanjaro, Ngorongoro Crater, and the spice islands of Zanzibar); geographical location (six landlocked countries depend on Tanzanian ports); arable land; a skilled labor force; warm, friendly people; and assurance of safety. In December 2011, Tanzania will celebrate its 50th anniversary as a peaceful and stable democracy.

Tourism is one of Tanzania’s fastest growing economic sectors, with 780,000 arrivals worldwide in 2010, representing a 9% increase over 2009. The result of this growth is an increased demand for hotels, as well as investment in infrastructure, such as roads, airport expansions, electrical grids and telecommunications.

Ambassador Maajar initiated the **Discover Tanzania** safari after participating in an eye-opening Experience America trip to Atlanta, Georgia organized by the US Department of State to foster a greater awareness of American businesses and culture for members of the Diplomatic Corps.

“By sharing Tanzania with Corporate Executives, and potential investors I hope to do the same,” said Ambassador Maajar. Her objective is for the safari to “encourage goodwill by promoting fruitful, new international partnerships, facilitate and encourage investment and strengthen Tanzania’s relationship with other countries across the globe.”

The number of people on the safari is limited in order to provide each participant with an individualized experience. For more information, including itinerary and cost, please contact [info@bradfordglobalmarketing.com](mailto:info@bradfordglobalmarketing.com).

Highlights of the **Discover Tanzania** Safari include:

- A dinner with guest of honor, H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania.

- A dinner in Zanzibar with guest of honor, H.E Dr. Ali Mohamed Shein, President of Zanzibar.
- Experiencing the Great Animal Migration in the world famous Serengeti National Park.
- Visiting the world-acclaimed Ngorongoro Crater, the “Eighth Wonder of the World.”
- Participating in VIP activities on the opening day of “Saba Saba,” Tanzania’s premier international trade fair, including an opportunity to network with Tanzanian business people.
- Optional extensions to the spice islands of Zanzibar.

**Photo credits:**

Wildebeests in Serengeti National Park. Photo courtesy of Tanzania Tourist Board.

H.E. Mwanaidi Maajar, Tanzania’s Ambassador to the United States. Photo courtesy of Embassy of United Republic of Tanzania, Washington, D.C.

**About Tanzania:**

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land being some kind of a protected reserve or national park. It boasts 15 National Parks and 31 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; the Serengeti, home to the "great wildebeest migration" that was named the New 7th Wonder of the World by USA Today and ABC TV's Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind; the Selous, the world’s largest game reserve; Ruaha, now the second largest National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people are warm and friendly, speak English, which together with Kiswahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government.

For more information on Tanzania, visit <http://www.tanzaniatourism.go.tz/>.

For more information on the Embassy of United Republic of Tanzania in Washington, DC, visit <http://www.tanzaniaembassy-us.org>.

For more information on Tanzania Investment Centre, visit [www.tic.co.tz](http://www.tic.co.tz).

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