



THE UNITED REPUBLIC OF TANZANIA

MINISTRY OF INDUSTRY AND TRADE

TANZANIA BUREAU OF STANDARDS (TBS)



ISO 9001:2015 Certified

Member of the International Standardization (ISO), Codex Alimentarius Commission (WHO/FAO), Agent for ISO and other National Standards Bodies

SPONSORSHIP OPPORTUNITY FOR 31st ARSO GENERAL ASSEMBLY & 72nd ARSO COUNCIL MEETING HOSTED BY THE UNITED REPUBLIC OF TANZANIA, ZANZIBAR, 23rd – 27th JUNE, 2025

About ARSO:

The **African Regional Organization for Standardization (ARSO)** is a key intergovernmental body dedicated to the promotion of **standardization** and **conformity assessment** across Africa. ARSO works tirelessly to drive **economic integration** and **trade** across the continent by harmonizing standards.

The combined **ARSO Council** and the **ARSO General Assembly (GA)**, held once a year, brings together key stakeholders from **member states**, **regional economic communities**, **development partners**, **the private sector**, **academia**, and **civil society**. The ARSO GA is a critical platform for setting the strategic direction of ARSO's initiatives.

Event Highlights:

- **31st ARSO General Assembly & 72nd ARSO Council Meeting**
- **Date:** 23rd – 27th June, 2025
- **Location:** Zanzibar, United Republic of Tanzania
- **Participants:** Members from all African Countries and International Communities
- **Host Institution:** Tanzania Bureau of Standards (TBS)

This event marks a monumental opportunity to engage in **high-level discussions**, network with influential stakeholders, and support the advancement of standards and trade across Africa.

Why Sponsor?

- **Enhance your visibility** among key industrial players, government officials, and international development partners.
- **Build partnerships** and strengthen your brand's association with fostering economic development and intra-Africa trade.

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- **Showcase your commitment** to advancing Africa's standards and driving sustainable growth.
- **Your opportunity to make an impact** by being part of an influential gathering of leaders, policymakers, and innovators shaping the future of African trade and development.

Below are the Sponsorship Packages:

BENEFITS	PLATINUM (main Sponsor)	GOLD	SILVER	BRONZE	NORMAL EXHIBITOR
	50,000,000 (TZS)	Between 15,000,000 and 20,000,000 (TZS)	Between 10,000,000 and 14,000,000 (TZS)	Between 5,000,000 and 9,000,000 (TZS)	Between 3,000,000 and 5,000,000 (TZS)
Logo in the background banner and placement of company banner in the conference area	√	√			
Branding	Strategic branding opportunity	Major branding opportunity	Major branding opportunity	Major branding opportunity	
Acknowledge ment as a sponsor in speeches and press conferences	As main sponsor	Sponsor	Sponsor	Sponsor	
Photo with the guest of honour during the opening and closing ceremonies	√	√	√	√	
Logo in the	√	√	√	√	

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event program					
Exhibition booth	2	1	1	1	1
10 minutes presentation about your company during the conference	√				
Mentioning in all media coverage	As main sponsor	Sponsor	Sponsor	Sponsor	
Company material in the conference bag e.g. brochure/flier	√	√			
Interview with one mainstream media (about the company and event)	√	√	√		
Recognition and certificate of appreciation	As Main Sponsor	As Gold Sponsor	As Silver Sponsor	As Bronze Sponsor	As Exhibitor

Deadline for Sponsorship: 31st May 2025.

For additional information regarding the event and available sponsorship opportunities, please contact Ms. Nasra Hussein at 0754476290 or Mr. Prosper Godfrey at 0714004441.

Issued by:

Gladness H. Kaseka
Public Relations and Marketing Manager

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