



## CONCEPT NOTE

# Official Launch of ITRACOM Fertilizers Limited

**Date:** 28 June 2025.

**Venue:** ITRACOM Fertilizers Limited Plant, Nala Industrial Area, Dodoma, Tanzania.



## Introduction:

ITRACOM Fertilizers Limited (IFL) is a newly established fertilizer manufacturing company in Dodoma, Tanzania, born from a partnership between East African stakeholders. The official launch of ITRACOM Fertilizers Limited marks a significant milestone in the region's agricultural sector. This event will formally inaugurate ITRACOM's operations and highlight its commitment to improving fertilizer availability, boosting crop productivity, and fostering regional cooperation. The following concept note outlines the objectives, key details, and significance of the launch event, which is poised to bring together high-level dignitaries, industry stakeholders, and the public in celebrating a new era of agricultural industrialization in East Africa.

## Objectives of the Launch

The launch event will serve as a formal inauguration of ITRACOM Fertilizers Limited's operations. It will:

- **Announce Progress:** Highlight the progress of the company's production and distribution activities since its establishment, demonstrating ITRACOM's capacity to supply quality fertilizers to Tanzanian farmers and beyond.
- **Showcase Products & Technology:** Provide a platform to showcase ITRACOM's fertilizer products, advanced production technology, and the positive impact these organo-mineral fertilizers are expected to have on agricultural yields and soil health in the region.
- **Celebrate Cooperation:** Celebrate the mutual cooperation between Tanzania and Burundi that made this investment possible. The launch underscores a successful partnership, reflecting unity and a shared vision for agricultural transformation across the two nations.

- **Attract Support:** Attract potential partners, distributors, investors, and policymakers by demonstrating ITRACOM's commitment and contribution to national and regional development. The event aims to galvanize support for market expansion and collaborative initiatives in the agricultural sector.



# 4,000

Expected Attendance:  
Approximately 4,000  
participants





## Guest of Honor and Special Invitee

The event will be graced by esteemed heads of state, emphasizing its importance at the highest levels:

- **Guest of Honor:** H.E. Dr. Samia Suluhu Hassan, President of the United Republic of Tanzania.
- **Special Invitee:** H.E. Maj. Gen. (Ret.) Evariste Ndayishimiye, President of the Republic of Burundi.

Their presence will symbolize unity and cooperation between Tanzania and Burundi, and reaffirm the shared commitment to transforming agriculture in the region. The involvement of the two Presidents underscores the launch's significance for bilateral relations and regional economic growth. Their participation will also draw public attention and media coverage, further highlighting the importance of ITRACOM's mission in East Africa.

## Date and Venue

**Date:** 28 June 2025 (a detailed program schedule will be shared in advance).

**Venue:** ITRACOM Fertilizers Limited Plant, Nala Industrial Area, Dodoma, Tanzania.

**Expected Attendance:** Approximately 4,000 participants.

The Nala Industrial Area in Dodoma – where the plant is located – will serve as a fitting venue, showcasing the facility itself as part of the event. The date and location have been chosen to accommodate the schedules of our Guests of Honor and to allow broad participation from various stakeholders. Security, accessibility, and necessary amenities at the venue will be well organized to handle the large number of attendees.

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## Expected Participants

A wide range of participants will be invited to ensure comprehensive representation from all sectors involved in or benefiting from agriculture and industrial development. Expected attendees include:

- **Government Officials:** Government Ministers from Tanzania and senior officials responsible for agriculture, industry, trade, and regional cooperation.
- **Diplomatic Corps:** Ambassadors and High Commissioners, particularly from East African Community (EAC) member states and other partner countries.
- **Regional & Local Leaders:** Regional and local government leaders from Dodoma and other regions, reflecting nationwide support and engagement.
- **Development Partners and Donors:** Representatives of international development agencies, NGOs, and donor organizations involved in agriculture and food security projects.
- **Farmers' Groups:** Leaders and members of farmers' associations, cooperatives, and unions who are key beneficiaries of improved fertilizer access.
- **Agro-Dealers and Distributors:** Agricultural input dealers, distribution partners, and agrobusiness entrepreneurs interested in partnering with ITRACOM for fertilizer distribution.
- **Investors & Financial Institutions:** Current and potential investors, banks, and financial institutions keen on supporting agricultural industrialization and exploring investment opportunities in the fertilizer value chain.

- **Community and Civil Society:** Prominent community leaders, religious leaders, local political leaders, and members of the public from Dodoma and neighboring communities, to foster local ownership and pride in this initiative.
- **Media:** Journalists and media houses (print, broadcast, and online) at national and regional levels, to cover the event and disseminate information about ITRACOM's launch and its significance.

Bringing together this diverse group will ensure that the launch is not only a ceremonial event but also an opportunity for networking, knowledge exchange, and building partnerships that will support ITRACOM's growth and the broader goal of enhancing food security.



## Key Activities

The launch program will feature a series of activities designed to officially inaugurate the facility and engage attendees:

**Ribbon-Cutting Ceremony:** A formal ribbon-cutting and “Jiwe la Msingi” (foundation stone unveiling) led by the Guest of Honor, symbolizing the official opening of the ITRACOM fertilizer plant. Commemorative plaques and banners will be displayed to mark this occasion.

**Tree Planting:** The two Presidents (Guest of Honor and Special Invitee), alongside the key investor representatives, will participate in a ceremonial tree planting. This act will signify growth, sustainability, and the long-term commitment of ITRACOM to the community and environment.

**Facility Tour:** A guided tour of the fertilizer plant for the VIP guests and dignitaries. The Presidents and other officials will be shown the production units, quality control labs, and storage facilities, allowing them to witness the technology and processes that produce the organo-mineral fertilizers.

**Product & Process Showcase:** Dedicated stations or exhibition booths will display ITRACOM’s products (various fertilizer blends) and explain the manufacturing process. Experts and staff will demonstrate how the fertilizers are made and discuss their benefits to farmers, highlighting success stories or pilot project results.

**Speeches and Addresses:** Speeches by key dignitaries and company leadership will form a core part of the program. Expected speakers include the Guest of Honor (President of Tanzania), the Special Invitee (President of Burundi), the ITRACOM Fertilizers Limited Managing Director, and representatives from farmers’ groups or development partners. These addresses will cover the significance of the project, thank stakeholders, and outline future plans.

**Documentary Screening:** A short documentary or video presentation will be played, showcasing the journey of ITRACOM Fertilizers Limited – from its inception, construction of the plant, to the start of production – and its anticipated impact on agriculture in Tanzania and the region. This visual storytelling will help attendees appreciate the scale and importance of the investment.

**Cultural Performances:** To celebrate the occasion and entertain guests, there will be cultural performances reflecting the rich heritage of Tanzania (and Burundi, to honor the partnership). Traditional dances, music, or a choir may perform, creating a festive atmosphere and community engagement during the event.

**Media Briefings & Interviews:** A media center or press briefing area will be arranged where the Guest of Honor, Special Invitee, company executives, and other key figures can give interviews or statements to the press. A Q&A session may be organized for journalists to ask questions about the project’s goals, capacity, and impact. This will ensure accurate media coverage and help disseminate information to the wider public. Each of these activities is carefully planned to maximize the event’s impact, provide transparency about our operations, and engage all attendees in meaningful ways. The program will be scheduled to balance formal proceedings with interactive and ceremonial elements, ensuring that the launch is both informative and memorable.



## Organizing Committees

To ensure the smooth execution of this high-profile event, ITRACOM Fertilizers Limited has established several organizing sub-committees, each tasked with specific responsibilities:

**Procurement Committee:** Handles all procurement of goods and services needed for the event (e.g., tents, sound systems, seating, catering, decor), ensuring cost-effectiveness and timely delivery.

**Finance Committee:** Manages the event budget, oversees payments, and keeps financial records for transparency and accountability. This committee ensures all expenditures align with the allocated resources.

**Protocol and Hospitality Committee:** Responsible for invitations, seating arrangements, and protocol matters, especially concerning VIP guests. They will manage the reception of the Guest of Honor, the Special Invitee, ministers, ambassadors, and other dignitaries. This committee also oversees guest travel arrangements, accommodations, and hospitality (refreshments, VIP lounge) to ensure all attendees are well taken care of.

**Marketing and Media Committee:** In charge of publicity, media relations, and venue setup in terms of branding. They will ensure press releases are sent out, media coverage is coordinated, and the venue is appropriately branded with banners, signage, and displays. This team also handles documentation of the event (photography/videography) and manages the content for the company's website and social media updates about the launch.

**Logistics Committee:** Focuses on all logistical aspects such as venue layout, stage and technical setup, power supply, transportation, parking arrangements, and crowd management. They coordinate the schedule of activities, manage the event timeline, and ensure that all equipment and materials are in place.

**Security and Safety Committee:** Works with government security agencies to guarantee the safety of all attendees, especially the Heads of State and VIPs. They will implement security checks, emergency response plans, and on-site medical services. Crowd control, entry access, and VIP protection protocols will be overseen by this committee to ensure the event is secure and orderly.

Each subcommittee will work in coordination with a central organizing team. Regular planning meetings and rehearsals (including a full dress rehearsal before the event) will be conducted to iron out any issues. The committees will also engage with local authorities in Dodoma for support services such as police escort, traffic control, and public sanitation, as needed. Our goal is to ensure a flawless event execution reflecting the professionalism and importance of this launch.



## Conclusion

The official launch of ITRACOM Fertilizers Limited is more than just an opening ceremony – it is a milestone for Tanzania and Burundi, and a significant leap forward for regional food security and agricultural industrialization. By locally producing high-quality fertilizers, ITRACOM aims to empower farmers, reduce dependency on imports, and contribute to sustainable agricultural growth in East Africa. The presence of the Presidents of Tanzania and Burundi at this event highlights the strong diplomatic and economic partnership underpinning this venture.

We look forward to a successful and impactful event that not only inaugurates our Dodoma plant but also showcases our shared commitment to transforming agriculture in East Africa. The launch will set the stage for future growth, collaboration, and innovation in the fertilizer industry, ultimately benefiting communities and economies across the region.







**For further information or any inquiries regarding the launch event, please contact:**

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