

KARIBU-KILIFAIR MAGAZINE

20
JUNE 8
25


SUN
23°C



SOUNDS OF KILI: A NIGHT TO REMEMBER!

Last night, KARIBU-KILIFAIR 2025 Magereza Ground came alive where Tanzanian and South African artists delivered unforgettable Performances. The crowd was energized by the DJs' sets, the music was phenomenal and the atmosphere crackled with anticipation and music was an eruption of Extra joy.

If you were there, you know! If you missed it, you truly missed a night of pure magic! SOUNDS OF KILI was on fire @ Magereza Ground.



The stage was a launchpad for an unforgettable night, while the sound system was a beast, delivering a tribal wave of music that washed over everyone and the company was Top-notch.

Drinks in hand, the crowd danced the night away, bathed in the positive vibes. A night that will be remembered!



VISIT RWANDA

DON'T MISS IT
TODAY!

VISIT EAST AFRICA - RWANDA DAY

It is a pleasure to welcome you to Rwanda, one of Africa's premier MICE and tourist destinations. Known as the land of a thousand hills, Rwanda's stunning scenery and warm, friendly people offer unique experiences in one of the most remarkable countries in the world.

It boasts extraordinary biodiversity, incredible wildlife living throughout its volcanoes, montane rainforest and sweeping plains. Rwanda's capital Kigali, one of Africa's cleanest and green cities is centrally positioned and serves as the main gateway to a range of exciting attractions and experiences.

While in Rwanda, we invite you to explore the beautiful outdoors, immerse yourself in the rich vibrant culture and memorable adventures. We welcome you to experience our warm hospitality and encourage you to discover what Kigali and the rest of the country has to offer. Muraka Neza! - www.visitrwanda.com

Read More on Pg.10



blink
GET ON. STAY ON
FREE WIFI



Visit **KITULO** NATIONAL PARK

Have you ever been in Kitulo National Park? Famously known as "**The Garden of God**", Kitulo is a breathtaking expanse of montane grassland and forest situated on the Kitulo plateau in Tanzania's southern highlands. Renowned for its vibrant floral, diverse bird species, butterflies, and sweeping vistas, the park welcomes you for an unforgettable experience.

@ [kitulo_national_park](https://www.kitulonationalpark.org)





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EXHIBITORS & BUYERS SPEED NETWORKING



B2B NETWORKING

Stand No. U28

The KARIBU-KILIFAIR 2024 speed networking event provided again a valuable platform for learning and collaboration within the tourism industry stakeholders. More than 200 tourism representatives exchanged contact in 2 minutes intervals.

KKF attendees, including Buyers/Agents and Exhibitors, engaged in structured networking sessions, fostering discussions on emerging travel trends, sustainable tourism practices, and effective marketing strategies.

Participants left the event equipped with valuable connections and actionable insights, ready to make a positive impact in the tourism sector. The dynamic nature of the event facilitated fruitful exchanges and allowed attendees to explore new opportunities for growth and innovation.

With our tourism landscape constantly evolving, networking events like KARIBU-KILIFAIR play a crucial role in bringing together industry stakeholders to share knowledge and the best practices.

By leveraging the insights gained from this event, attendees are well-positioned to navigate the challenges and opportunities that lie ahead with confidence.

As the curtains closed on KARIBU-KILIFAIR 2024, participants departed with a renewed sense of purpose and a commitment to driving positive change within the tourism sector.



IMPORTANT REMARKS



EPHRAHIM MAFURU
Director General - Tanzania Tourist Board

The Director General of the Tanzania Tourist Board (TTB), Ephraim Mafuru, has articulated a clear vision for transforming Tanzania into a premier global tourism destination.

Under his leadership, TTB has set an ambitious goal of attracting 5 million international tourists annually by 2025, aiming to generate approximately \$6 billion in tourism revenue.

Mafuru emphasizes the importance of diversifying Tanzania’s tourism offerings beyond traditional attractions. He advocates for the development of new products and experiences, with a particular focus on the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector.

Recognizing MICE as a strategic tourism product, TTB is actively working to enhance infrastructure and promote this segment to attract international events and conferences.

Moreover, Mafuru underscores the need for sustainable tourism practices that balance economic growth with environmental conservation and cultural preservation.

He calls for the establishment of clear tourism policies and standards to ensure ethical and responsible tourism development.

Through initiatives like the Swahili International Tourism Expo (SITE), Mafuru aims to showcase Tanzania’s diverse attractions, foster international partnerships, and stimulate investment in the tourism sector.

These efforts align with the broader objectives outlined in the National Five-Year Development Plan III (FYDP III), positioning tourism as a key driver of Tanzania’s economic development.

www.tanzaniatourism.go.tz



VERONICA MUENI NDUVA
Secretary General of the East African Community (EAC)

EAC Secretary General Veronica Nduva has emphasized the importance of tourism in East Africa’s economic growth and global positioning. Under her leadership, the East African Community (EAC) participated for the first time as a unified entity at the International Tourism Bourse (ITB) in Berlin in March 2025.

This initiative aimed to showcase the region’s rich cultural heritage, natural beauty, and unique attractions under the brand “Visit East Africa: Feel the Vibe.”



KARIBU-KILIFAIR 2025 | Stage Program - TODAY

Time	Sunday, June 8
09:00	Speed Networking for Buyers & Exhibitors only (in B2B Business Lounge 9:00 - 10:30)
10:00	Opening time for KARIBU-KILIFAIR 2025 – Day 3 with MC Paulina & MC Fahad
10:10	Live Afro-Music from CAC (Cultural Arts Centre of Makumira Training Institute, Arusha)
10:30	Acrobats
11:00	Maasai Performance - Cultural Tourism Group
11:30	Clown group
12:00	Traditional Dances, Modern Afro-Dance
13:00	Acrobats
13:30	Kids Challenges with Clowns
14:00	Traditional Dances
14:30	Live Classical & Jazz Music from Music Department
15:00	Maasai Performance - Cultural Tourism Group
15:30	Dance with CAC
16:00	Live Band Music from Music Department, Makumira Training Institute, Arusha



PANEL DISCUSSIONS

Daily @ TEMBO stage (Stand L12) - Next to intl. Buyers Lounge



Sunday 8th - 11:00 hrs



Greener Tourism Strategies

Implement the EU's new game plan

Melissa Foley - Sustainable Consulting
Mary Mushi - African Scenic Safaris
Dr James Kalema - Uganda Wildlife Authority

Explore how the EU's new green tourism strategy can inspire sustainable growth in Tanzania. This panel discusses eco-friendly policies, green certifications, and community-focused tourism models. Learn how aligning with global standards can boost competitiveness, protect the environment, and attract the growing market of environmentally conscious travelers.

Sunday 8th - 14:00 hrs



Better Waste Management for Lodges?

Innovative solutions for eco-conscious hotels, lodges & camps

Swaleh Hassan - Gadgetronixx
Kelvin Nicholas - Africraft
Marlies Gabriel - Hatari Lodge / Wondergarden

Tanzania's tourism industry is growing fast, but poor waste management in hotels can harm the environment and the country's image. This panel looks at smart, new ways hotels can manage waste better. Can tourism grow without damaging nature? Is being eco-friendly a choice—or something hotels must do to survive?

Sunday 8th - 15:00 hrs

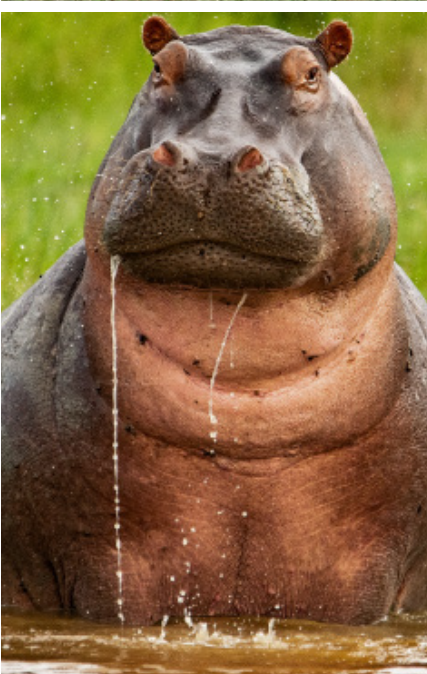


The Tanzanian Currency Clash

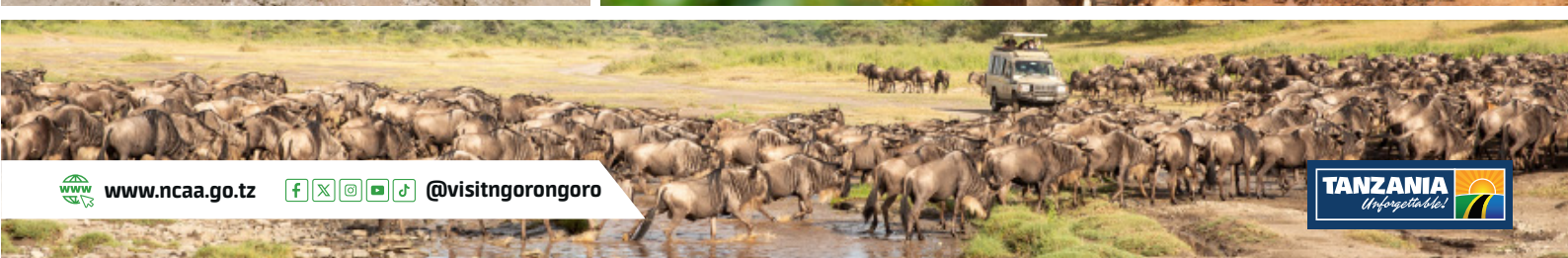
Are payments in Tanzanian Shillings preventing tourism growth?

Dr. Anna Lyimo - BOT
Jacquiline Ngomuo - CRDB Bank
Lathifa K. Sykes - Hotel Association Tanzania

Are payments in Tanzanian Shillings helping or hurting tourism? This panel explores how currency issues affect travel costs, business profits, and tourist choices. We'll discuss exchange rates, pricing in foreign currencies, and how the Shilling impacts the country's competitiveness in the global market. Can tourism grow with this currency challenge?



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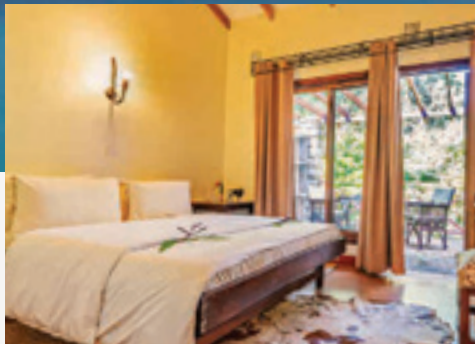
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- **Translation & Interpretation:** English interpreters available for stress-free communication.
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Our core services include modern care and medical treatments, medical examination and diagnostics, and comprehensive medical support.

We are a concierge company in Tanzania that can look after all the medical needs in Tanzania, for example, evacuations, pharmacy, medical needs & medical consultancy.



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Website: www.aafrinmedihealth.com
Location: Plot No 44, Hanspaul Road,
Industrial Area, Njiro - Arusha.

SEAMLESS MEDICAL TOURISM TO INDIA

Aafrin Medihealth Solutions ensures a smooth and reliable medical travel experience from Tanzania and across the globe to India combining expert care with compassionate support.

Aafrin Medihealth is a healthcare facilitation company based in Tanzania that specializes in medical tourism services to India. From diagnostics and surgery to cancer treatment and organ transplants, we provide seamless, end-to-end support for patients traveling for better healthcare.

Comprehensive Medical Travel Services:

- **Treatment Planning:** We connect patients to the right specialists based on their condition, budget, and preferences
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- **Hospital Coordination:** We schedule doctor appointments, surgery dates, and hospital admissions seamlessly



End Your Safari with the Right Partner

From investment to insurance, CRDB is here to power your next step





Last update - May 19, 2025

- = Lodges / Tour Operators
- = Premium Resorts/Lodges
- = SME / Arts & Craft only!
- = Food stalls
- = Industry Supplier
- = Outdoor areas - no tents

black = stalls available
red = stalls sold
blue = stalls reserved

160 x 295 m ground

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KARIBU-KILIFAIR 2025 | 9

VISIT RWANDA

DISCOVER THE LAND OF A THOUSAND HILLS

AKAGERA NATIONAL PARK - HOME TO THE BIG 5

Founded in 1934, Akagera National Park is Central Africa's largest protected wetland and the last remaining refuge for savannah-adapted species in Rwanda and home to the famous Big 5 game (lions, leopards, buffaloes, rhinos and elephants).

It is named after the Akagera River that flows along its eastern boundary and feeds into a labyrinth of lakes of which the largest is lake Ihema. A boat trip on lakes Ihema and Rwanyakizinga is also a highlight of any visit to Akagera, with its large pods of hippos, Nile crocodiles and abundant birdlife.

Enjoy thrilling day and night game drives, scenic boat safaris on Lake Ihema and Rwanyakizinga, a breathtaking hot air balloon experience, and luxurious stays at Magashi Camp by Wilderness.

RWANDA'S CULTURAL HERITAGE CORRIDOR

Rwanda has a rich history that precedes colonial time and a tour of our museum will reveal just that. Located in Rwanda's Southern Province, this region showcases a number of Rwanda's important cultural and historical sites.

A replica of the traditional royal residence, the King's Palace Museum is a beautifully-crafted thatched dwelling shaped like a beehive. In the olden days, Nyanza was a heart of Rwanda.



For a long time, the monarchy was mobile, moving the court between various locations and when it eventually settled in one place, Nyanza was the obvious choice.

This museum offers a detailed look into the Rwandan traditional seat of the old monarchy. It was restored to its 19th century and made entirely with traditional materials.



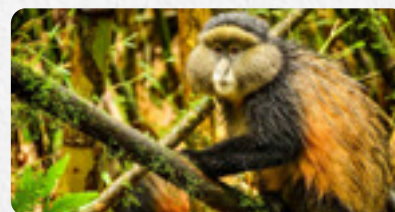
NYUNGWE NATIONAL PARK

One of Africa's oldest rainforests, Nyungwe is rich in biodiversity and spectacularly beautiful. A quarter of all of Africa's primates, 13 species, are found here, including the common chimpanzee.

It is also a birder's paradise with around 300 recorded species, nearly 30 of which are endemic to the Albertine Rift region with several plant species such as orchids. In 2021, 1277 hectares of indigenous forest regeneration was assisted through the removal of exotic plants. With plenty of rainfall, Nyungwe is also the major catchment area in Rwanda, and supplies water to 70% of the country.

A ridge running through the forest forms a watershed between the drainage systems of the Nile and the Congo. A spring on the slopes of Mt Bigugu is said to be the furthest source of the Nile, the world's longest river.

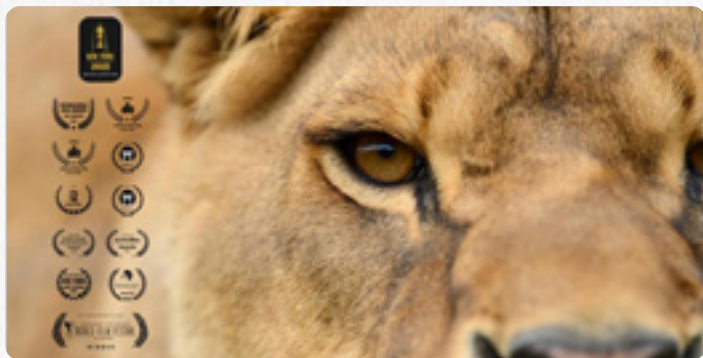
Experience primate tracking, a thrilling Canopy Walkway, birdwatching, scenic hiking and waterfall trails, along with unforgettable moments at Magashi Camp by Wilderness.



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TO LEARN MORE

www.visitrwanda.com



MERIT CONCEPT

Arjav Vyas, June 2025

If you're a lodge, a safari company, a tourism supplier, or anyone in the travel and hospitality space — you already know how powerful the right photo or video can be. That's where we come in.

At Merit Concept, we create photos, videos, and digital content that not only look beautiful but also get results. From filming cinematic videos in the Serengeti to capturing the fine details of handcrafted Tanzanite jewelry, we understand how to show off what makes your brand special. Whether it's for your website, Instagram feed, brochure, trade show booth, or booking platform — we deliver clean, sharp, and story-driven content built for your audience.

We've worked with leading tourism brands across Tanzania and beyond, including Miracle Experience Balloon Safaris, Elewana Collection, Karibu Camps & Lodges, GadgetroniX, Simba Portfolio,

Miracle Air, Jambojet, Zanzibar Commission for Tourism, Tanzania Tourist Board, Kenya Wildlife Service, and Kilifair itself — making us one of the most trusted content partners in East Africa's tourism industry.

Our work has gone far — winning over 18 international awards, including at Cannes and ITFFA — but what matters most to us is that you're proud every time someone sees your brand.

We work differently. No corporate fluff, no one-size-fits-all templates. Just a small, focused team that listens, understands your brand, and delivers content you can actually use — whether you're a growing lodge or a well-known experience.

This year at Kilifair, we're doing something special. As you explore the event, you'll see QR codes placed around the venue. Scan them to access the Live Photo Gallery — updated in real-time. Our AI face search lets you find every photo you're in. Upload a selfie, and your memories from Kilifair appear instantly. No digging through albums. No waiting days. Your best moments — right when they happen.

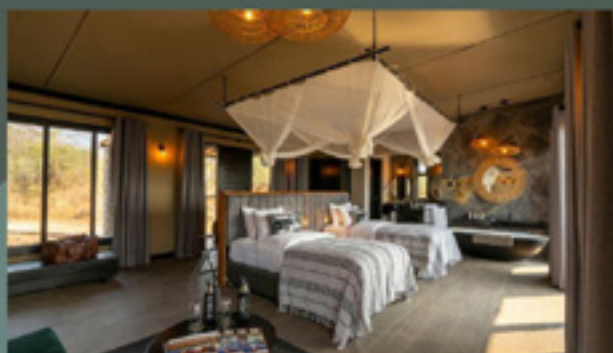
LET'S CREATE SOMETHING UNFORGETTABLE If your brand needs content that captures attention, builds trust, and drives impact—we're ready to bring it to life.



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MERIT CONCEPT



Z-SUMMIT TOURISM EXPO

A Premier Gathering for East African Travel and Hospitality

The Z-Summit Tourism Expo has rapidly established itself as a key event in the East African tourism calendar. Now held once a year, the expo draws a wide range of stakeholders from the global travel industry, connecting exhibitors, buyers, and industry professionals in a focused and impactful environment.

HELD EVERY FEBRUARY IN ZANZIBAR

The highlight of the Z-Summit calendar is its February edition, hosted in the stunning archipelago of Zanzibar. This unique location offers a blend of natural beauty and cultural richness, making it not just a venue, but an immersive experience for all participants.

A NEW VENUE: SUZA UNIVERSITY

Starting this year, the Z-Summit has moved to its new location at SUZA University, providing improved facilities and a fresh academic ambiance. The university’s well-equipped spaces offer a perfect blend of professionalism and accessibility, supporting the summit’s goal of high-quality networking and learning.

This unique location offers a blend of natural beauty and cultural richness, making it not just a venue, but an immersive experience for all participants. The next edition will be held from February 18-19, 2025.



MORE THAN 100 EXHIBITORS

Each edition of the Z-Summit Tourism Expo features over 100 exhibitors, including tour operators, hospitality groups, airlines, travel tech firms, and national tourism boards. The selection is curated to ensure that both exhibitors and buyers are of the highest quality, maintaining the summit’s reputation as a premium B2B platform.

A SMALLER, FOCUSED EVENT IN A QUALITY ENVIRONMENT

Unlike massive trade fairs, the Z-Summit prides itself on being a smaller, more intimate event. This format encourages deeper connections, meaningful conversations, and a relaxed atmosphere where deals can be discussed without the typical chaos of larger expos. All this takes place in an environmentally conscious setting, supporting Zanzibar’s commitment to sustainable tourism growth.

LOOKING AHEAD

With its growing influence and dedication to quality, the Z-Summit Tourism Expo is poised to become a flagship event not just in Zanzibar, but across East Africa. Whether you’re a travel buyer looking for new destinations or a service provider ready to showcase your brand, Z-Summit is the place to be.



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www.z-summit.com

THE SUMMIT

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4th Edition
2026



18-19
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B2B NETWORKING

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HIGHLIGHTS & IMPRESSIONS



KARIBU-KILIFAIR GOES GLOBAL

Director Tom Kunkler and two key team members celebrating the good vibes of Expo day 2.



UGANDA ON EAST AFRICA STAGE

Today was dedicated to Uganda. The embassy of Uganda brought various artists, entertainment and culinary highlights.



SPEED NETWORKING - VOLUME 1

One of the annual highlights is the daily speed networking where exhibitors and buyers/agents exchange contacts early morning..



THE BUYER LOUNGE 2025

The international buyer lounge, sponsored by Precision Air has seen huge improvements on a 200 sqm dedicated area.



MIRACLE AIR: LUXURY IN THE SKY

The interest in the newly launched Miracle Airline is overwhelming. Visit their "plane" at the prime resort tent #T2.



CULINARY HIGHLIGHTS & LIVE COOKING

Many KARIBU-KILIFAIR attendants enjoyed the live cooking sessions and food of Wondergarden @ Stand #T51.



Lipa
Hapa

SCAN KULIPA



LIPA NAMBA

Lipa kwa kadi, Mabenki na Mitandao ya simu

Simbanking
*150*03#



Ukilipa chagua **Lipa Hapa**
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Per 8Hours

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Forodhani Gardens next to Capetown Fish Market



SCAN ME



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