



UNITED
REPUBLIC OF
TANZANIA

OFFICE OF
THE TREASURY
REGISTRAR

C-CEOs FORUM 2026 SPONSORSHIP PROSPECTUS



Date and Venue

27–29 August 2026

AICC - Arusha

Theme:

"HIGH-PERFORMING SOES
FOR A COMPETITIVE, INCLUSIVE
AND RESILIENT ECONOMY: AD-
VANCING DIRA 2050"

Organized by:



OTR

OFFICE OF
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REGISTRAR

Conference Languages
English & Swahili



CHAIRPERSONS & CEOs FORUM

TANZANIA

Driving Performance-Advancing Dira 2050





Office of the Treasury Registrar (OTR)

The Office of the Treasury Registrar (OTR) is a government institution established under the Treasury Registrar (Powers and Functions) Act, Cap 370, mandated to oversee, manage, and safeguard public investments on behalf of the Government of the United Republic of Tanzania.

OTR serves as the custodian and strategic manager of government investments, particularly in Public and Statutory Corporations (PSCs) and entities where the Government holds minority interests. Its core function extends beyond traditional oversight to ensuring that public investments generate optimal financial, economic, and social returns.

In the evolving economic landscape, OTR is repositioning itself from a passive custodian of assets to an active investment catalyst, driving efficiency, profitability, and long-term national wealth creation.

About C-CEOs Forum 2026

State-Owned Enterprises (SOEs) continue to play a pivotal role in Tanzania's socio-economic transformation by delivering strategic public services, driving investments, safeguarding national assets, creating employment and contributing to Government revenue. Over the past few years, significant reforms aimed at strengthening governance, accountability, operational efficiency and financial sustainability have enabled many SOEs to improve performance and increase their contribution to national development.

The take-off of Dira 2050 on 1st July 2026 marks a defining milestone in Tanzania's long-term development journey. The Vision calls for a competitive, inclusive, resilient and prosperous economy driven by innovation, productivity, private sector participation and efficient public institutions. As key economic actors, SOEs are expected to assume an even greater responsibility in delivering the strategic aspirations of Dira 2050 through enhanced performance, heightened investment, innovation and value creation.

Against this backdrop, the Office of the Treasury Registrar (OTR) will convene the C-CEOs Forum 2026 to provide a high-level platform for strategic dialogue among Board Chairpersons, Chief Executive Officers, senior Government leaders, development partners, investors, regulators and academia. The forum will also feature learning experiences from the countries that have made significant economic strides through SOEs. The Forum will examine how high-performing SOEs can accelerate the implementation of Dira 2050 while strengthening Tanzania's competitiveness in an increasingly dynamic global environment.



Forum Theme

High-Performing SOEs for a Competitive, Inclusive and Resilient Economy: Advancing Dira 2050

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The theme underscores the central role of high-performing State-Owned Enterprises in translating national aspirations into measurable socio-economic outcomes. It recognizes that achieving Dira 2050 requires SOEs that are commercially sound, professionally governed, innovative, financially sustainable and responsive to emerging economic, technological and environmental challenges. The Forum will therefore focus on how SOEs can improve institutional performance while creating broader economic value through strategic investments, enhanced productivity, technological transformation, stronger partnerships and sound governance.

Why should you support C-CEOs Forum 2026?

Sponsoring C-CEOs 2026 Forum offers organizations a unique chance to support public sector and sustainable development for Public and Statutory Corporations (PSCs). It showcases a commitment to fostering an inclusive, equitable, and resilient relationship. Sponsors will not only contribute to the advancement of public sector in Tanzania but also position themselves as vital players in sustainable development. Additionally, they will achieve significant visibility among a broad and influential audience, including senior government officials, and the media.

Enhanced Brand Exposure

1 Gain prominent visibility as a sponsor throughout the event, including in promotional materials, signage, and digital platforms, ensuring that your brand reaches a diverse and engaged audience of more than 600 PSCs Board Chairperson, Chief Executive Officers, policymakers, tech experts, and other stakeholders.





2 Thought Leadership Recognition

Position your organization as a thought leader and innovator in the intersection of Public Investment and National Development.

3 Targeted Networking

Access exclusive networking opportunities with 600 PSCs Board Chairperson, Chief Executive Officers, policymakers, government officials, influencers, potential partners, and other sponsors, fostering valuable connections and collaborations.

6 Positive PR and Media Coverage

4 Exhibition Platform

Showcase your products, services, and tech solutions at the event's exhibition area, allowing you to engage directly with attendees and potential clients who share a passion for driving positive change.

5 Access to Decision Makers

Interact with key decision-makers, policymakers, and influential figures within the government, establishing connections that can lead to future partnerships and business opportunities.

Benefit from extensive media coverage through press releases, social media, interviews, and event-related content, enhancing your company's reputation and positive public perception.

7 Branding Opportunities

Maximize brand exposure by having your company logo featured on event materials, official website, banners, signage, and digital platforms, reinforcing your commitment to social responsibility.

9 Community Impact

Demonstrate your corporate social responsibility by supporting an event that fosters positive and sustainable development, and aligning your brand with a meaningful cause.

8 Innovative Showcases

Participate in interactive sessions and showcases that highlight how your organization is contributing to the intersection of public investment and reforms, thereby reaching a targeted and engaged audience.

10 International Visibility

Sponsors will gain International visibility through the presence and coverage of major International media houses participating in the event.



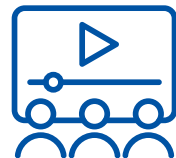


Business Orientation of the C-CEOs Forum 2026

The C-CEOs Forum 2026 is designed to be more than a conference, it is a dynamic business platform that fosters high-level engagement, strategic positioning, and visibility for participating institutions. Key components include:



Gala Dinner – A prestigious evening of networking with government officials, corporate executives, and development partners. This setting encourages cross-cutting collaborations and strengthens institutional ties.



Presentations & Exhibitions – A showcase of products, services, innovations, and institutional achievements by SOEs and strategic partners. It offers an opportunity for knowledge exchange, brand positioning, and exploring partnerships.



C-CEO Roundtables – Thematic, closed-door discussions focused on critical issues affecting the performance and transformation of SOEs. These sessions encourage frank dialogue, experience sharing, and the generation of actionable solutions.



B2B & B2G Engagements – Pre-arranged and on-site meetings between business leaders and government representatives to explore opportunities for collaboration, investment, and strategic alignment.



Thought Leadership & Knowledge Sharing – High-impact keynote speeches and panel discussions that provide insights into global trends, leadership excellence, and best practices for driving SOE growth and resilience.

Together, these elements make the C-CEOs Forum 2026 a unique platform for business development, policy influence, visibility enhancement, and strategic networking within and beyond Tanzania's public enterprise landscape.

Sponsorship Category

The C-CEOs Forum 2026 Sponsorship Programme is strategically designed to position sponsors not only as supporters of a premier national event, but as valued partners in advancing the implementation of Tanzania Development Vision (Dira) 2050. Recognising that 2026 marks the inaugural year of Dira 2050 implementation, the sponsorship framework reflects this national milestone through four distinct partnership categories: the exclusive Dira 2050 Premier Partner and three thematic partnership categories aligned to the Vision's foundational pillars—Competitive Economy, Human Development, and Climate Resilience.

Each partnership category offers a unique platform to enhance brand visibility, demonstrate thought leadership, engage with Chief Executive Officers of Public and Statutory Corporations and senior public and private sector leaders, and contribute to meaningful dialogue on Tanzania's long-term transformation agenda. Beyond recognition, sponsors become strategic partners in promoting innovation, collaboration, and sustainable development while strengthening their institutional reputation and supporting national priorities.



Dira 2050 Premier Partner



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TZS 300,000,000 and above

Benefits:

- i. Recognition as Official Strategic Partner
- ii. Business-to-Business interactions with 10 Chairpersons & CEOs
- iii. Exclusive 10-minute keynote address during the Official Opening Ceremony
- iv. Prominent logo placement on main event backdrop
- v. Logo inclusion on all official promotional materials
- vi. Full-page advert in programme booklet
- vii. Panel participation (subject to thematic relevance and approval)
- viii. Premium exhibition space (9x3)
- ix. Branding visibility at Gala Dinner
- x. 6 complimentary delegate passes
- xi. Recognition during opening ceremony
- xii. Inclusion in official post-event report
- xiii. Certificate of appreciation presented by Guest of Honour

Competitive Economy Partner



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TZS 100,000,000

Benefits:

- i. Recognition as Platinum Partner
- ii. Business-to-Business interactions with 6 Chairpersons & CEOs
- iii. 5-minute speaking opportunity during the Plenary Sessions
- iv. Half-page advert in programme booklet
- v. Logo placement on selected event materials
- vi. Standard exhibition space (6x3)
- vii. Branding at Gala Dinner
- viii. 4 complimentary delegate passes
- ix. Recognition during official sessions
- x. Certificate of appreciation

100M

Human Development Partner



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Driving Performance-Advancing Vision 2020

TZS 50,000,000

Benefits:

- i. Recognition as Gold Partner
- ii. Business-to-Business interactions with 2 Chairpersons & CEOs
- iii. Logo placement in programme booklet
- iv. Logo inclusion on selected promotional materials
- v. Exhibition space (6x3)
- vi. 2 complimentary delegate passes
- vii. Acknowledgement during closing session
- viii. Certificate of appreciation

50M

Climate Resilience Partner



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TZS 25,000,000

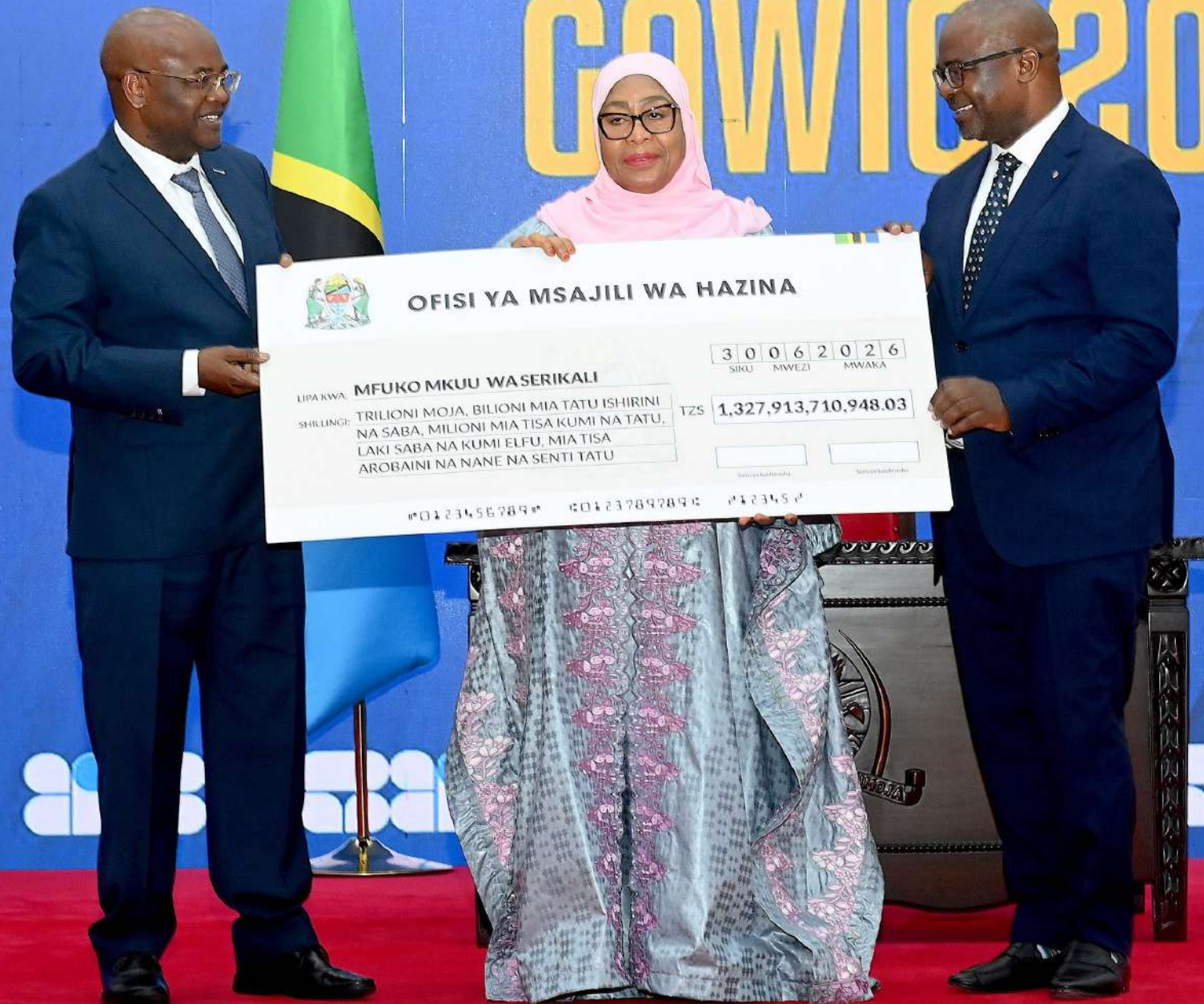
Benefits:

- i. Recognition as Silver Partner
- ii. Logo placement in programme booklet
- iii. Logo inclusion on selected promotional materials
- iv. Exhibition space (3x3)
- v. 2 complimentary delegate passes
- vi. Acknowledgement during closing session
- vii. Certificate of appreciation

25M

JAMHURI YA MUUNGANO WA TANZANIA
OFISI YA MSAJILI WA HAZINA

GAWIO 2026



GAWIO 2026



C-CEOs Forum 2026



Theme: “High-Performing SOEs for a Competitive, Inclusive and Resilient Economy: Advancing Dira 2050”

Sponsoring the C-CEOs 2026 Forum goes beyond traditional marketing—it's a strategic opportunity to contribute to the transformation and advancement of PSCs. Be part of a national movement driving meaningful change and sustainable impact.

For sponsorship confirmation and engagement:

Mr. Sabato Kosuri

Mobile: +255 715 777 021

Email: sabato.kosuri@tro.go.tz

Mr. Linus Kakwesigabo

Mobile: +255 715 775 323

Email: linus.kakwesigabo@tro.go.tz



OTR

OFFICE OF
THE TREASURY
REGISTRAR

Treasury Registrar Tower
Morocco Square, Mwai Kibaki Road
P.O Box 3193
14112 Dar es Salaam, Tanzania
f x o i n @msajili wa hazina