

TERRANOVA COMPANY LIMITED

Bunge Property Expo

Theme: “Why Investing in Dodoma”

DATES

11–13 April 2018

VENUE

Parliament Grounds, Dodoma

FORMAT

3-day exhibition & forum

THE EVENT

Bringing real estate to the heart of Tanzania's capital

Terranova Company Limited (TCL) launched the **Bunge Property Expo** in Dodoma, the capital city of Tanzania, within the Parliament grounds. The exhibition brought together property developers, building-materials suppliers, consultants, realtors and other real-estate stakeholders under one roof.

The central aim was to **bridge the gap between lawmakers and real-estate stakeholders**, reaching across the country through their representatives, and to spotlight the government's political will to establish Dodoma as the capital and the emerging economic opportunities that come with it. The three-day exhibition ran under the theme “**Why Investing in Dodoma**”.

3

DAYS

500+

MPS & OFFICIALS
REACHED

8

ANCHOR PARTNERS

20

COCKTAIL EXHIBITORS



The National Assembly chamber, and exhibitors and partners on the Parliament grounds, Dodoma.

The programme combined a public exhibition with structured **B2B engagements** across the sector — including the Ministry of Lands, Housing and Human Settlements Development, the Lands, Natural Resources and Tourism Committee, Fumba Town, Al Rais Developments, Nabaki Afrika, the Ngorongoro Conservation Area Authority, Terranova and the Mwanamke Ardhi Foundation — alongside private meetings designed to ease coordination within the Parliament precinct and to build lasting relationships across the industry.

OBJECTIVES

Why we convened the expo

- Introduce high-end property developments and related real-estate services to a distinct audience with the financial capacity and exposure to invest in prospective markets.
- Give exhibitors a single, unique platform to showcase properties and services to a large, high-value gathering, generating strong leads that convert into sales.
- Enable exhibitors to interact and network with more than **500 members of the National Assembly**, executive secretaries from all ministries, senior government officials, ministers, leading lobbyists, business leaders, diplomats and high commissioners.



Forum session during the expo — stakeholder engagement under the “Why Investing in Dodoma” agenda.

PARTNERS & SUPPORTERS

Delivered with our collaborating partners

terranova
BUNGE PROPERTY
EXPO

F T D
**FUMBA TOWN
DEVELOPMENT**
a project by CPS

ALRAIS
DEVELOPMENT

**Mwanamke
Ardhi**

Ministry of Lands, Housing & Human Settlements Development

Lands & Natural Resources Committee

Fumba Town

Al Rais Developments

Nabaki Afrika

Ngorongoro Conservation Area Authority

Terranova Company Limited

Mwanamke Ardhi Foundation

HIGHLIGHTS

Three days of exhibition, dialogue and connection

Exhibition & showcases

Developers and suppliers presented projects, models and materials to a high-value audience on the Parliament grounds.



B2B & strategic lobbying

Private meetings across four departments eased coordination in the precinct and secured a seat at key policy and planning discussions.



Forum & bar activation

Panel conversations and an evening activation kept the “Why Investing in Dodoma” agenda front of mind for attendees and the public.



Exhibitors' cocktail

A cocktail evening at Dodoma Hotel brought 20 exhibitors together with the Terranova team for relaxed business conversation.



Evening bar activation and the exhibitors' cocktail at Dodoma Hotel.

MEDIA COVERAGE

Nationwide visibility across print, TV, radio & online

Compiled for the week ending 15 April 2018, the expo attracted broad media attention, amplifying the theme and the stakeholders who made the event vibrant. Total earned PR value:

CHANNEL	PR VALUE (TSH)
Newspaper (print)	1,598,671
Electronic (TV & Radio)	4,000,000
Digital / Online	380,000
Total PR value	5,978,671

Television (avg. 60 sec / station)

TBC	ITV	Star TV
Clouds TV	Azam TV	Channel Ten
TV E		

Radio (avg. 60 sec / station)

Capital	TBC FM	EFM
Radio One	Clouds FM	

Newspaper coverage

The Citizen · 13 Apr	Daily News · 14 Apr	Mtanzania · 13 Apr	Mwananchi
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Selected digital coverage

- habari360.co.tz — “Maonyesho ya Bunge Property Expo yatikisa mjini Dodoma”
- malunde.com — “Maonyesho ya Bunge Property Expo”
- updatertanzania.blogspot.com — event feature



FEEDBACK

What people took away

Residents of Dodoma were impressed — Terranova was the only professional real-estate company to have staged the “Bunge” exhibition in town.

Some attendees asked why real estate is seen as expensive and reserved for the wealthy, when it is an industry for everyone — a valuable prompt for how we communicate and widen access.

A clear lesson: strengthen on-the-ground information and signage so every visitor knows what is happening, where and when.

GALLERY

Moments from the grounds





THANK YOU

We can have you on board on the next one.

Our sincere appreciation to the United Republic of Tanzania Parliament and to all our collaborating partners across the real-estate sector, in both their corporate and individual capacities, for their invaluable partnership and insight throughout the three-day exhibition.

The Bunge Property Expo proved that when lawmakers and industry meet in one place, real estate becomes a national conversation — and Dodoma, a destination for investment.

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