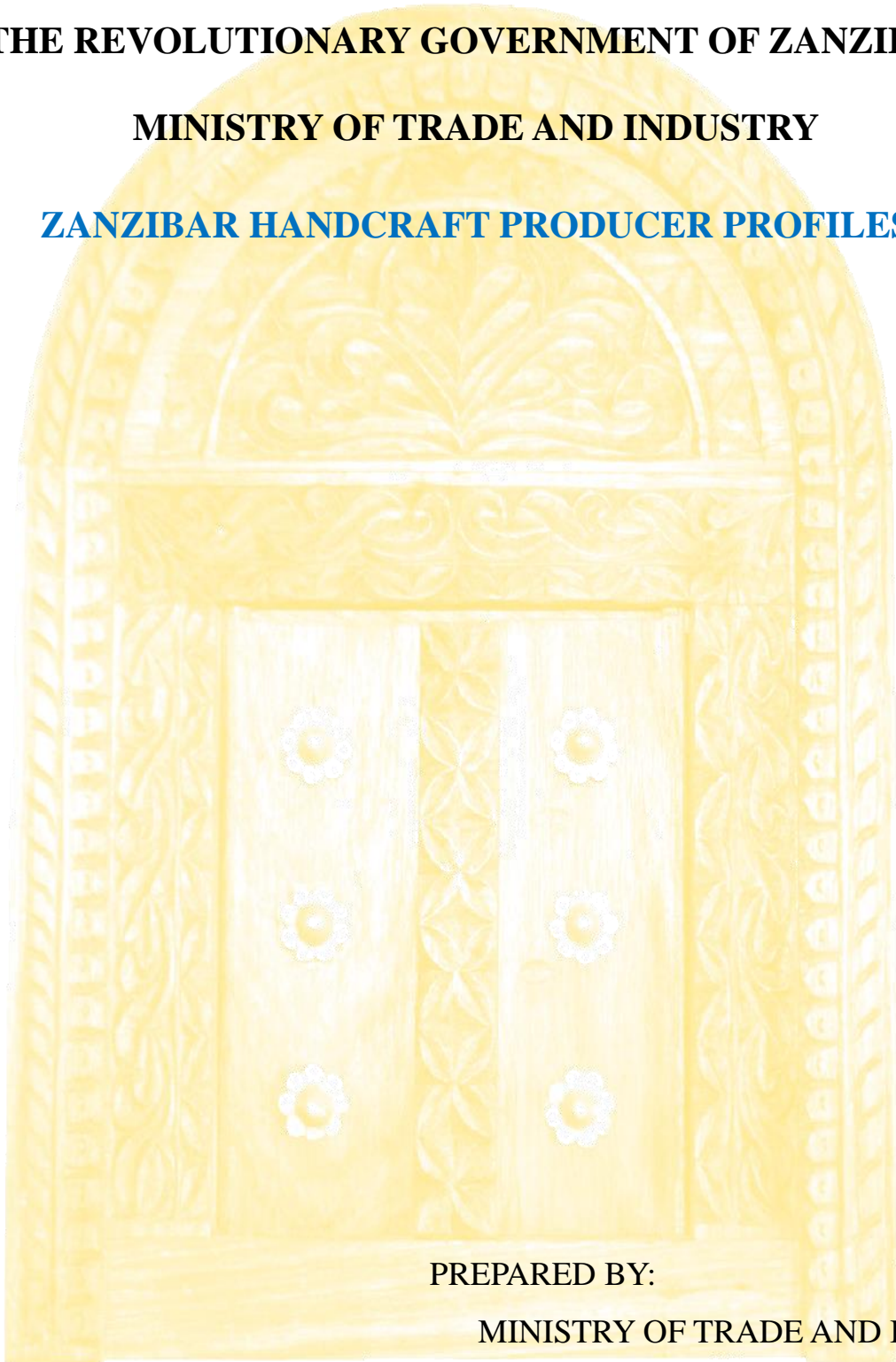




THE REVOLUTIONARY GOVERNMENT OF ZANZIBAR

MINISTRY OF TRADE AND INDUSTRY

ZANZIBAR HANDCRAFT PRODUCER PROFILES



PREPARED BY:

MINISTRY OF TRADE AND INDUSTRY

JULY, 2019.

TABLE OF CONTENTS

| | |
|--|---|
| 1. Zanzibar handcrafts producers' profile..... | 3 |
| 1.1 Introduction: | 3 |
| 2. Production and market profiles | 4 |
| 3. Zanzibar handcraft producer profile | 8 |

1. ZANZIBAR HANDCRAFTS PRODUCERS' PROFILE

1.1 INTRODUCTION:

Handcrafts are virtually a work of art that is was earlier considered more as a hobby or something to do in the evenings. Popular products include basketry usually done by using “ukindu” (such as baskets, sleeping mats, hand fans,) cultural wear; wood curving; paintings and other products of creative work. Recently the industry is quite strong in Zanzibar and is regarded as incoming earning sectors and source of



employment for many people especially woman and youth and has built on the incoming tourism market to flourish. The challenge is to take these products to buyers who have no plan to visit Zanzibar.

The profile of entrepreneurs of handcraft and home décor in Zanzibar is broken into categories in terms of heterogeneity of the sector, its size and diverse nature of issues. The production is usually undertaken in small quantities rather than mass production. The production capacity of the handcraft MSME is diverse in term of production assortment quantities as well as outlets markets and marketing strategies. The types of products produced, production capacity and marketing performance is going to be shown in the producer's profiles in this book.

2. PRODUCTION AND MARKET PROFILES

Survey conducted revealed that about 5,000 people are engaged directly in handcraft production in Zanzibar both Unguja and Pemba from which 90 % are engaged in basketry and only 10 % are engaged in other area such as wood curving, cultural art work and painting. Those engaged in basketry 99% are women and 50% are youth. These producers usually organised themselves in small groups of 10 to 50 peoples.

Despite handcraft entrepreneurs being organized in small groups, production levels remain very small It is apparent that interventions to scale-up volumes are needed to support meaningful entry into large markets such as AGOA. Existing producers need support for compliance with quality standards and build synergies for the competitiveness necessary to support entry into the US market.

Most of handcraft producers in Zanzibar depends on the local market which is very limited compared to the production. Tourist market is another target market for handcraft, most of producers reach this market through intermediaries and only few have the opportunities to sell directly to tourism. Producers such as Moto handcraft is operating his own shop at the tourism shopping centre in stone town and those engaged in wood curving, water colour and hina painting are based in stone town, therefore it is easier for them to have direct access to the market.

The handcraft producer in Zanzibar both Unguja and Pemba are exporting their products in foreign markets. The major export market especially for basketry and tradition art is in EAC region especially when attending trade fair. Oman also is a market for basketry but there is no regular exportation, the exportation is done adhocly through visitors who are taking small amount with them as gifts. The producers who are doing well in foreign market are those involved in creative work of paintings and the like their main market are Japan, US and Germany. Also their products are bought by incoming tourism who later re-sale in their countries. Zanzibar exports under AGOA have remained minimal although it is known that

the nation has a large variety of handcrafts that are often exported through re-exports from its competitors. Direct exports from Zanzibar stands to bring in more income to handcraft producers the majority of whom are women and the youth. The main challenges that face the handcraft and home décor sector includes the infringement of intellectual property rights by imitators done through agents and copycats, the lack of a marketing platform that provides accurate information and links to the market and last but not least the growing scarcity of raw materials, due the most popular plant species used in wood carvings being declared endangered species and the trend of harvesting species used in basketry without any development initiatives to ensure sustainability.

Thus there is a need for Zanzibar to take initiatives that can utilise its strength of being very rich in terms of traditional resources and works of art, and create potential that can attract exports to the USA and globally. The critical challenges in this area is the need for creating a platform that would aggregate works of art for export while building trust and confidence in its members or beneficiaries.

Those initiatives should aim:

- To increase production by current exporters so as to raise the volume and value of handcrafts and home décor exports under AGOA;
- To stimulate production among new potential producers and exporters as part of measures to raise capacity to meet minimum delivery volumes and schedules. This will also increase the number of handcraft producers (other than the existing/potential) so as to enhance quality increase handcraft products' diversity and design; and
- To stimulate R & D into alternative plant species for use as raw material for wood curving and development of material for basketry to ensure sustainability of the industry; and imparting skills on cultural and traditional handcraft making to the younger generation to avoid the loss of unique traditional knowledge.

A number of initiatives have been made to scale up Zanzibar production of handcrafts by various Organizations. Example of such initiatives was that initiatives by TAMWA under the sponsorship of Milele foundation whereby groups of handcrafters especially women and youth in both islands has been organised and given training on better productions practices and designing of handcraft especially baskets, wallets and hand fans. Achievements in this area mean that there is at present a larger number of players with the potential capacity to produce more products for export to the demanding US market. However, these volumes do not guarantee that existing groups will be able to meet compliance with volumes by most US importers. Additional efforts to merge and consolidate existing groups are necessary.

However, the main concern for most producers and traders is awareness of the market demand in terms of quality standard, design and other market requirement in the US market such as the type of chemicals that are used in fashionable design to avoid use of banned inputs. Traceability is also important to enable establishment of sources of non-compliance in the event that this should become an issue.

In addressing these problems and challenges of US market entry, there is a need for further initiatives to be established, such initiatives should include the establishment of several groups based on the cluster development initiative (CDI) as a tool for addressing challenges related to market entry. Intensive Market research should be performed in order to get proper knowledge of the market requirement ranging from design to quality assurance and product aggregation in line with delivery schedules and minimum order sizes.

Other initiative is to have an Inclusive Access to information on markets and developments in the sector. Zanzibar producers had no information at all about the opportunity of access to AGOA market.

This observation correspond to similar challenges regarding availability of information on marketing linkage opportunities and training on design or other

market compliance requirements, trade fairs or meetings between buyers and sellers. To-date most of these opportunities are limited to a small group of entrepreneurs who have been in the market for a long period and has not reached potential new comers, some of whom are emerging substantial players in the industry.

Mitigation instruments against barriers to entry include linkages with exporting companies or the establishment of a common exporting company by the public or the private sector. Tanzania needs to adopt some of these instruments to support entry into the AGOA market as tools for handholding start-up firms in the export sector.

3. ZANZIBAR HANDCRAFT PRODUCER PROFILE

This profiles has been developed based on data and information obtained from the intensive field work conducted in June 2019 in Zanzibar aimed at the identification of handcraft producers present in Zanzibar. The focus of the fieldwork was on Producers' background, production capacity and method, ownership, marketing strategies, target markets and business practice salient to each group. About forty two groups of producers has been identified, each group comprises between ten to fifty individuals. Only two producers have been found to operate as individuals. The following are the producers' profiles with their characteristics and business practices and performance.

ALLAH KAREEM

Bumbwini Misufini - Zanzibar

Contact Person: Thuwaiba Kh. Ali

Mobile: +255 776 813 865

Products: Baskets, Made of stones

Production Capacity/Month: 40pcs

Market: Local.



BARAZA LA VIJANA

Dunga, Zanzibar

Contact Person: Cathreen P. Mgori

Tel: +255 777 139 504/ 0773482032

Products: Baskets and wallets. Made of stone

Production Capacity/Month: 18 Pcs

Market: Local



CHARM CARVINGS

Malindi - Zanzibar

Contact Person: Akhtar M. Tajir

Tel: +255 652 129 666/+255 713 189 698

E-mail: chubbyharries7@gmail.com

Products: Wood carving

Production Capacity/Month: 100pcs

Market: Local, US, France, and Germany.



CHAZAMALI GROUP



Kikungwi - Zanzibar

Contact Person: Mwamvua Hassan

Tel: +255 772 358 883/0773044262

Products: Baskets, foodcovers & mats & Traditional handmade hats, made of ukindu, embroidery, cloth

Production Capacity/Month: 25pcs

Market: Local, Burundi, Kenya.

HAPA KAZI TU

Mpapa - Zanzibar

Contact Person: Riziki Kh. Mohammed

Tel: +255 776 169 067

Products: Baskets, food covers & Hand fans. Made of stones, binding & sponges

Production Capacity/Month: 10pcs

Market: Local



HATURUDI NYUMA

Kendwa, Pemba - Zanzibar

Contact Person: Mrashi H. Faki

Tel: +255 776 380 440

Products: Baskets and food cover. Made of ukindu and colours

Production Capacity/Month: 10 Pcs

Market: Local, Kenya Burundi and Uganda.



HUASA

Kihinani - Zanzibar

Contact Person: Mariam A. Hemed

Tel: +255 773 308 890

E-mail: huasazan@yahoo.com

Products: Baskets and Treys Made of ukindu and stones

Production Capacity/Month: 30 pcs

Market: Local



IMANI YETU

Nganani, Makunduchi - Zanzibar

Contact Person: Fatma S. Mohammed

Tel: +255 777 451 186

Products: Vitenge baskets, made of kitenge cloth and stones

Production Capacity/Month: 20 pcs

Market: Local



JAMBO NIA

Chwaka - Zanzibar

Contact Person: Salama M. Abdallah

Tel: +255 777 514 554

Products: Baskets, wallets & Tradition hand embroidery hat

Production Capacity/Month: 50 Pcs

Market: Local, Burundi



JAMBO NIA

Mzuri, Makunduchi- Zanzibar

Contact Person: Fatma M. Haji

Tel: +255 773 666 209/+255 779 910 215

Products: Baskets, doormats, food coves & wallets. Made of ukindu, ropes of coconut husk and stones

Production Capacity/Month: 10 Pcs

Market: Local



JAMBO NIA

Wawi Mtemani, Pemba - Zanzibar

Contact Person: Mayufe A. Rashid

Tel: +255 773 125 458/0778316199

Products: Baskets and wallets

Production Capacity/Month: 26 pcs

Market: Local, Tanzania Mainland.



JIENDELEZE KWA MAISHA BORA

Njuguni, Pemba - Zanzibar

Contact Person: Mchanga S. Nahoda

Tel: +255 774 251 618

Products: Baskets, foodcover, doormats. Made of Ukindu and coconut husk rope

Production Capacity/Month: 25, 30, 30pcs resp.

Market: Local



JUHUDI ZETU FAMILY ART GROUP

Kihinani - Zanzibar

Contact Person: Mizungu H. Mussa

Tel: +255 779 224 345

Products: Baskets, wallets and sandals.

Made of Ukindu, stones and leather

Production Capacity/Month: 5 pcs

Market: Local and several foreign markets.



KIHOGONI 15

Kendwa, Pemba - Zanzibar

Contact Person: Hadia Ali Salim

Tel: +255 777 478 958

Products: Baskets & Foodcover made of ukindu, stones and leather

Production Capacity/Month: 15 pcs

Market: Local, Tanzania Mainland, Oman and UK.



KV HANDCRAFT

Mahonda - Zanzibar

Contact Person: Ali Kh. Vuai

Tel: +255 713 441 223

Products: Zanzibar Doors, chaste & other traditional furniture.

Made of wood and animal skin.

Production Capacity/Month: 100pcs.

Market: Local



MAENDELEO YA WANAWAKE NI BORA

Kinyasini Kidimni - Zanzibar

Contact Person: Mosi Juma Makame

Tel: +255 777 775 079

Products: Basket, foodcovers & Hand fans. Made of Ukinu

Production Capacity/Month: 50pcs.

Market: Local



MAMA WA KAZI

Cheju - Zanzibar

Contact Person: Hidaya Ali Rajab

Tel: +255 773 652 272

Products: Basket, & Hand fans. Made of Ukinu

Production Capacity/Month: 120pcs.

Market: Local, Oman

MAMA WA KAZI

Kajengwa, Makunduchi - Zanzibar

Contact Person: Sinajambo M. Khamis

Tel: +255 773 271 840

Products: Baskets. Made of Ukinu

Production Capacity/Month: 20pcs

Market: Local



MAZFAR

Mpapa, Mogorofani - Zanzibar

Contact Person: Mariam Kh. Issa

Tel: +255 773 491 534

Products: Tradition embroidery hats, Made of cloth

Production Capacity/Month: 50pcs

Market: Local, Tanzania Mainland & Uganda



MOTO HANDCRAFT

Hurumzi - Zanzibar

Contact Person: Said Ali Nassor

Tel: +255 773 031 178

Website: www.motozanzibar-wordpress.com

E-mail: motozanzibar@yahoo.com

Products: Handlooms, baskets. hats

Production Capacity/Month: 100 pcs

Market: Local, Tourist, Germany, US and Sweden.



NAAMAN

Malindi - Zanzibar

Contact Person: Ali Kh. Naaman

Tel: +255 773 620 604

Products: Banana leaf painting

Production Capacity/Month: NA

Market: Japan, Denmark, Dubai, Kenya and Oman



NIA SAFI WOMEN GROUP

Kikwajuni - Zanzibar

Contact Person: Magreth A. Mendrad

Tel: +255 713 224 830

Products: Baskets, wallets, made with ukili and tenges

Production Capacity/Month: 200 pcs

Market: Local, Europe, Rwanda



NGUVU YETU NI MOJA

Kiuyu Minungwini, Pemba - Zanzibar

Contact Person: Maulid S. Hamad

Tel: +255 777 221 687/0777180268

Products: Baskets and hand fans, food covers, Hats. Made of ukindu, stones and cloth

Production Capacity/Month: 45 pcs

Market: Local, Burundi, Kenya



PAJE COMMUNITY CENTER

Paje - Zanzibar

Contact Person: Nchono J. Mpini

Tel: +255 773 890 062

Products: Mats, baskets, & doormats. Made of ukindu and coconut husk

Production Capacity/Month: 25 pcs

Market: Local



SIPEKEYANGU

Kizimbani, Pemba

P.O.Box: 73, Zanzibar

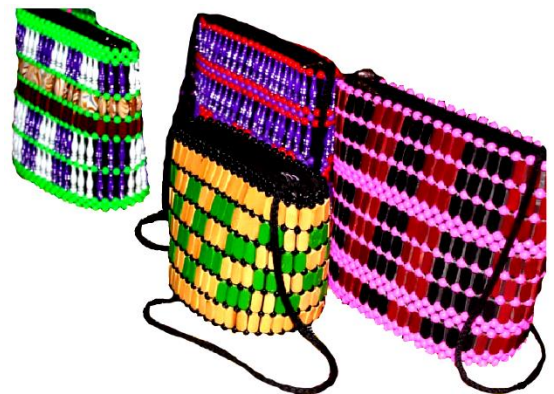
Contact Person: Amina S. Juma

Tel: +255 777 007 900/0679457834

Products: Baskets, door mats and wallets
Made of ukindu and stones

Production Capacity/Month: 160pcs

Market: Local.



TUJIKWAMUE NA UMASIKINI

Kidimni Vijijini - Zanzibar

Contact Person: Riziki M. Abdalah

Tel: +255 777 203 868/0774299699

Products: Baskets and tradition embroidery hats. Made of ukindu, cloth

Production Capacity/Month: 34 pcs

Market: Local and Uganda



TUMEJIPANGA

Mauwani, Pemba - Zanzibar

Contact Person: Thania M. Hamadi

Tel: +255 777 841 465

Products: Baskets and food cover, made of ukinu

Production Capacity/Month: 30 pcs

Market: Local and Tanzania Mainland.



TUNAWEZA

Mbuzini, Pemba - Zanzibar

Contact Person: Shufaa M. Juma

Tel: +255 773 706 410/ 0772202624

Products: Baskets and necklace made of stones

Production Capacity/Month: 30 pcs

Market: Local and Tanzania Mainland



TUPATE SOTE

Mavungwa, Pemba - Zanzibar

Contact Person: Meiye H. Juma

Tel: +255 778 828 511/0779134045

Products: Baskets made of ukinu and stones

Production Capacity/Month: 20 Pcs

Market: Local, Tanzania Mainland



TUPENDANE

Sizini Mitungujani, Pemba - Zanzibar

Contact Person: Mpeta S. Hamad

Tel: +255 773 663 518/0773846003

Products: Baskets, stools, doormats

Made of ukinu, ropes from coconut husk, wood

Production Capacity/Month: 45pcs

Market: Local and Tanzania Mainland.



TUTUMIE WAKATI

Makombeni Sokoni, Pemba - Zanzibar

Contact Person: Amina M. Hussein

Tel: +255 772 639 821

Products: Baskets, food cover & mats. Made of ukindu

Production Capacity/Month: 20, 40 & 5 pcs resp.

Market: Local



UDUGU NI HAZINA

Jombwe, Pemba - Zanzibar

Contact Person: Samia A. Hussein

Tel: +255 774 390 032

Products: Baskets and foodcover. Made of ukindu

Production Capacity/Month: 10 pcs

Market: Local



UKINDU FAMILY

Donge, Mnyimbi - Zanzibar

Contact Person: Fatma S. Seleiman

Tel: +255 773 952 534

Products: Baskets, mats, foodcover. Made of ukindu

Production Capacity/Month: 30pcs

Market: Local



UMOJA

Tumbe, Pemba - Zanzibar

Contact Person: Time K. Juma

Tel: +255 773 125 458/0778316199

Products: Baskets and wallets

Production Capacity/Month: 10 pcs

Market: Local, Tanzania Mainland.



UMOJA NI NGUVU

Mchangani - Zanzibar

Contact Person: Rehema A. Mkanga

Tel: +255 777 207 757

Products: Baskets, foodcovers & vipepeo. Made of ukindu, colour, vitenge

Production Capacity/Month: 6pcs

Market: Local, Uganda.



WANAWAKE NA MAENDELEO



Kinyasini, Kidimni - Zanzibar

Contact Person: Mwanahawa M. Salim

Tel: +255 777 207 757

Products: Baskets, foodcovers & hand fan.
Made of ukindu and Rope

Production Capacity/Month: 50pcs

Market: Local

WEMA POPOTE

Bamba Sokoni - Zanzibar

Contact Person: Ilyasa M. Simba

Tel: +255 776 296 522

Products: Baskets made of ukindu

Production Capacity/Month: 20pcs

Market: Local, Uganda



YARABI TUPE

Furaha, Pemba - Zanzibar

Contact Person: Asha M. Alawi

Tel: +255 779 405 901/0777852660

Products: Baskets made of ukindu and stones

Production Capacity/Month: 10pcs

Market: Local, duty free in airport, Oman and Kenya.



YARABBI TUPE SALAMA

Kiuyu Minungwini, Pemba - Zanzibar

Contact Person: Mariam R. Suleiman

Tel: +255 778 931 895/0779548954

Products: Baskets and wallets. Made of ukindu and stones

Production Capacity/Month: 50pcs

Market: Local.



ZAN ARTS

Hurumzi - Zanzibar

Contact Person: Hamza M. Ussi

Tel: +255 784 833 891

E-mail: mkwanda2000@gmail.com

Products: Painting

Production Capacity/Month: 24pcs

Market: US, Singapore and South Africa



ZANZIBAR ASSOCIATION OF BLINDS (ZANAB)

Mkunazini - Zanzibar

Contact Person: Khamis K. Haji

Tel: +255 777 497 290

Products: Doormats, baskets and coconut husk rope

Production Capacity/Month: 150 pcs

Market: Local, Tanzania Mainland and Uganda.



ZANZIBAR YOUTH ART ASSOCIATION (ZAYAA)

Hurumzi - Zanzibar

Contact Person: Hamza M. Ussi

Tel: +255 777 427 798

E-mail: hurumzihinnaartgallery@gmail.com

Products: Paintings, greeting cards and post and name cards

Production Capacity/Month: 1000 pcs

Market: Local, US, France, and Germany

