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SUGGESTED NAME: Tanzania Investment and
Export Promotion Authority
(TIEPA)

PROPOSED LOGO:



PROPOSED SLOGAN: *“Investment in Action, Exports in Motion.”*

MEANING OF THE NAME, LOGO, AND SLOGAN

NAME: Tanzania Investment and Export Promotion
Authority (TIEPA)

MEANING:

1. **Tanzania:** Signifies the geographical location and national focus of the authority, indicating that its operations are centered on Tanzania's economy and interests.
2. **Investment:** Indicates one of the primary objectives of the authority, which is to attract and facilitate investment in Tanzania. This involves promoting investment opportunities, providing support to investors, and creating an enabling environment for investment activities.

3. **Export:** Denotes another significant aspect of the authority's role, highlighting efforts to promote and support Tanzanian products and services in international markets. This includes enhancing export competitiveness, facilitating trade agreements, and expanding market access for Tanzanian goods.
4. **Promotion:** Emphasizes the proactive role of the authority in promoting both investment and export activities. It suggests that TIEPA engages in promotional campaigns, advocacy, and outreach initiatives to attract investments and boost exports for the benefit of Tanzania's economy.
5. **Authority:** Indicates the official status and governing role of the organization. It implies that TIEPA has the legal mandate, expertise, and resources to regulate, coordinate, and oversee investment and export promotion efforts in Tanzania.

In summary, "Tanzania Investment and Export Promotion Authority (TIEPA)" conveys that the organization is an official body tasked with promoting and facilitating investment and export activities in Tanzania, with a focus on driving economic growth, enhancing competitiveness, and fostering international trade relationships.

SLOGAN: “Investment in Action, Exports in Motion”

MEANING:

The slogan "Investment in Action, Exports in Motion" succinctly captures TIEPA's proactive stance towards economic development in Tanzania. It emphasizes the organization's commitment to actively promoting investment opportunities and facilitating export growth. "Investment in Action" signifies TIEPA's proactive efforts in attracting investments, while "Exports in Motion" highlights its dedication to expanding export activities.

Together, the slogan reflects TIEPA's mission to drive economic growth through dynamic initiatives in both investment and export promotion, positioning Tanzania for prosperity in the global market.

LOGO MEANING:

1. Icon of Globe coloured with Tanzania colours:

- The globe represents global outreach, indicating that TIEPA is involved in international investment and export promotion. Colouring the globe with Tanzania's national colours (typically green, black, blue, and gold) emphasizes the organization's focus on promoting Tanzania's interests and global engagement.

2. Two arrows pointing in a round direction:

- The two arrows pointing in a round direction symbolizes the continuous flow and cyclical nature of investment and export activities. It suggests a dynamic and ongoing process of investment attraction, export promotion, and economic growth, indicating that TIEPA is actively engaged in facilitating these processes.

3. Two icons on the right and left side of the logo with Investment uptrend graphs:

- These icons with investment uptrend graphs represent growth and progress in investment activities. The upward trend lines indicate positive development, symbolizing increasing investments in Tanzania. Placing them on both sides of the logo creates a sense of balance and symmetry, reinforcing the idea of steady growth and stability.

4. The logo is of round shape:

- The round shape of the logo symbolizes unity, wholeness, and inclusivity. It suggests a holistic approach to investment and export promotion, indicating that TIEPA's efforts encompass all aspects of these processes. Additionally, the circular design can evoke a sense of continuity and interconnectedness, reinforcing the idea of ongoing development and collaboration.

5. The colours of the Logo are mainly Green, Black, Blue, and Gold:

- Green often symbolizes growth, prosperity, and natural resources, reflecting Tanzania's rich biodiversity and economic potential.
- Black represents power, elegance, and authority, conveying the seriousness and professionalism of TIEPA's work.
- Blue is commonly associated with trust, stability, professionalism and reliability, suggesting TIEPA's commitment to maintaining a secure and conducive environment for investment and export activities.
- Gold signifies wealth, success, and prestige, indicating the desired outcomes of TIEPA's efforts in promoting prosperity and excellence in Tanzania's economy.

Overall, the logo effectively communicates TIEPA's mission, values, and objectives, incorporating meaningful symbols and colors to represent its commitment to driving investment and export promotion in Tanzania.