**Event Report for the Nordic Business Seminar**

|  |
| --- |
| **Prepared by**: Diana Mutta-Events Management Officer.    **Date**: 14/06/2022  **Event**: Nordic Business Seminar themed***: Strengthening Participation in Global Value Chains: Opportunities and Challenges for Nordic Affiliated Firms in Tanzania.*** |
| **Key deliverables:** |
| 1. **SUMMARY**   The Nordic Business Seminar is part of the annual Nordic Week celebrations and aims to promote brand values, bring together the Nordic business community with senior policy makers and representatives of regulatory agencies to discuss mutually beneficials aspects of investment climate and business environment. Main tasks entailed: ushering guests to the venue, supervising and coordinating live streaming services for online audience, procuring the PA system, sharing the final program with staff, managing guest registration, organizing the venue (sitting arrangement, cleanness and refreshments served) supervise caterers, manage budget for journalists, amongst other tasks. |
| 1. **EVENT ATTENDANCE**   The guest of honor was Hon. Prof. Godius Kahyarara, Permanent Secretary, Ministry of Industry, Trade & Investment. The event was also honored by the presence of Nordic Ambassadors: Ambassador Anders Sjöberg (Sweden), Mette Nørgaard Dissing-Spandet (Denmark), Ambassador Riitta Swan (Finland) and Ambassador Elisabeth Jacobsen (Norway). Also in attendance were Nordic business representatives, partners, other embassy officials, journalists, and REPOA colleagues. In total there were 56 participants**.** |
| 1. **EVENT EVALUTION FORMS**   We handed out 25 forms to participants and below are their opinions.   1. **Moderator/panelist/content**: **32%** strongly agreed that;  * The objectives of the event were clearly defined * Participation and interaction were encouraged * The content was organized and easy to follow * The event experience would be useful in the work * Panelists were knowledgeable about the topics * Moderator was well prepared * Time allotted for the seminar was enough  1. **Venue: 52**% agreed that**;**  * The venue was easily accessible and clean * The venue was spacious and well ventilated * Food was good   The rest were neutral   1. **Logistics: 16%** disagreed that the event started and ended on time   **100%** agreed that details of the event were well communicated in advance  **100%** agreed that the event organizer offered help whenever needed  **50%** agreed that covid 19 protocols were observed and the event was well attended  **Other comments from participants**: Event was well organized/planned, more time was needed for QnAs, the A.C in the room was very cold.  **Output**: Overall, Nordic businesses like all companies in Tanzania, have the potential to benefit from more intense trade and investment linkages.  This business seminar provoked and promoted dialogue on leveraging participation in Global Value Chains and how Nordic firms in Tanzania can further diversify and increase competitiveness in intra-regional and international trade, as well as spearheading a sustainable business model. |