



**H.E. MWANAIDI S. MAAJAR, TANZANIA'S AMBASSADOR TO THE US, ANNOUNCES
SECOND ANNUAL VIP BUSINESS/LEISURE SAFARI TO "DISCOVER TANZANIA"
June 22– July 3, 2012**

(January 17, 2012, Washington, DC)— Following the success of last year's inaugural Discover Tanzania VIP Safari, H.E. Mwanaidi S. Maajar, Ambassador of the United Republic of Tanzania to the United States of America, will again lead a small group of business executives on the second annual VIP business and leisure safari to **Discover Tanzania**, scheduled for June 22- July 3, 2012.

Through this personal journey with Amb. Maajar, participants will be able to enjoy Tanzania's natural and cultural attractions as well as explore Tanzania's business and investment opportunities. The VIP Safari will also feature two exclusive dinners, one in Dar es Salaam with guest of honor, H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania; and the second in Zanzibar with guest of honor, H.E. Dr. Ali Mohamed Shein, President of Zanzibar.

According to the World Bank's *Tanzania: Country Briefs*, "Tanzania is becoming one of the best performers in Sub Saharan Africa...in recent years growth in gross domestic product (GDP) averaged between 5 and 7 percent." The potential for profitable foreign investment in the country is huge in such a diverse range of industries as tourism, energy, agriculture, infrastructure, transportation, and mining.

H.E. Maajar stated that "Tanzania is rich in natural resources and natural wonders, including world-renowned tourist attractions (Serengeti National Park, Mt. Kilimanjaro, Ngorongoro Crater, and the spice islands of Zanzibar); prime geographical location (six landlocked countries depend on Tanzanian ports); abundant arable land; a skilled labor force; warm, friendly people; and assurance of safety." On December 9, 2011, Tanzania celebrated its 50th anniversary as a peaceful and stable democracy.

Ken Flechler, Vice President, Pike Electric Corp, based in Mt. Airy, North Carolina, joined the first VIP Safari in 2011, together with Pike CEO, J. Eric Pike, his wife Belinda Pike and their two sons, Will and Ben. Pike Electric's operation in Tanzania represents the Company's first international venture. Flechler said, "Beyond the natural beauty throughout the countryside, the excitement of the safari and the diversity of culture, this VIP Safari led by Ambassador Maajar, afforded Pike the chance to strengthen existing relationships here in Tanzania as well as the opportunity to develop new friendships that will have a broader impact for the country and our operations around the world. This is an exciting time to be part of Tanzania's development, growth and expansion, Pike looks forward to becoming an integral part of the country's future and a key partner for helping develop a strong partnership with the United States."

Summary of the VIP 2012 Discover Tanzania Safari:

- The trip begins in Arusha, a place which has traditionally been a springboard to Tanzania's renowned national parks, with a brief city tour and meets with the city's influential business community.
- A dinner with guest of honor, H.E Jakaya Mrisho Kikwete, President of the United Republic of Tanzania.
- A dinner in Zanzibar with guest of honor, H.E Dr. Ali Mohamed Shein, President of Zanzibar.
- Visit Lake Manyara, a concentrated park whose main attraction is the legendary tree-climbing lions.
- Experiencing the world-acclaimed Ngorongoro Crater, the "Eighth Wonder of the World," home to over 30,000 animals that are supported within its ecologically rich environments.
- Flying to the Selous Game Reserve in Southern Tanzania, to explore the rugged wilderness and its inhabitants.
- Participating in VIP activities on the opening day of "Saba Saba," Tanzania's premier international trade fair, including an opportunity to network with the Tanzanian business community.
- Optional extensions to the spice islands of Zanzibar.

The number of people on the safari is limited in order to provide each participant with an individualized experience. For more information, including itinerary and cost, please contact info@asantesafaris.com or call (914) 636 6017.

About Tanzania

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land protected by the Government, the largest percentage of any country in the world. It boasts of 15 National Parks and 31 game reserves, 50 Game Controlled Areas, one Conservation Area and two Marine Parks. It is home to the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, home to the "Great Animal Migration" that was named the New 7th Wonder of the World by USA Today and ABC TV's Good Morning America; the world acclaimed Ngorongoro Crater, often referred to as the "Eden of Africa" and the "8th Wonder of the World"; Olduvai Gorge, the cradle of mankind; the Selous, the world's largest game reserve; Ruaha, now the second largest National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people, with a rich history and diverse blend of cultures, are warm and friendly. On December 9, 2011, Tanzania, an oasis of peace and stability with a democratically elected and stable government, celebrated its 50th Anniversary of Independence.

For more information on Tanzania, visit www.tanzaniatourism.go.tz; Embassy of United Republic of Tanzania in Washington, DC, visit <http://www.tanzaniaembassy-us.org>; Tanzania Investment Centre, visit www.tic.co.tz.

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