



November 2022 | Issue 2



Africa Trade Barometer

Tanzania Country Report





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Foreword

This **Africa Trade Barometer** report is one of the most comprehensive research reports on the state of trade on the African continent as experienced on the ground by real African businesses. It offers a comparative view of the enablers and challenges to facilitating trade across 10 key African markets.

Trade – in the context of this report – can be understood as the process of production and transfer of goods and services that's enabled by solutions that effectively connect the supply chain domestically and internationally to create economic value.

The **Africa Trade Barometer** is aimed at providing a source of reliable data and insights on African markets and economies for businesses and entrepreneurs as well as businesspeople, students, Governments, NGOs and investors considering the continent.

Qualitative and quantitative intelligence was gathered from 2 554 firms during August and September 2022 for the second issue, representing small, big and corporate businesses across all 10 economies. This intelligence is further enriched by third-party sources including the World Bank, International Trade Center, and the central banks of our initial 10 focus markets. The **Africa Trade Barometer** is aimed at being an important tool that enables businesses to identify, unlock opportunity and drive growth across the continent.

– **Bill Blackie, Chief Executive**
Standard Bank's Business and Commercial Clients division.





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Research Objectives & Methodology

Exploring how the Africa Trade Barometer is constructed.



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Objectives

Africa is our home. We drive her growth.

The objective of the **Standard Bank Africa Trade Barometer** is to provide dynamic and insightful understanding of trade in Africa.

This ambitious project was conceived with the intent of creating Africa’s leading trade index to address the information vacuum in terms of the absence of reliable African trade data and to support and enable the growth of intra-Africa trade.

This updated data enables us to take the pulse of African trade in near real-time to measure improvements or declines in business confidence, track operational challenges and identify shifts in overall tradeability on our rankings per country.

Developing a thorough understanding of the landscape we operate in is vital for the future and prosperity of African businesses.

By helping firms become trade-ready, it will also enable them to take full advantage of the African Continental Free Trade Area (AfCFTA) in years to come, which if successfully implemented is expected to create a single African market of over a billion consumers with a total GDP of over US\$3 trillion – making Africa the largest free trade area in the world.





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Building the Africa Trade Barometer

Methodology

Secondary research

Quantitative data

- Data was collected principally from the World Bank, although underlying data sources ranged from the IMF and International Trade Center to Country Central Banks.
- Key condition: Data reliability and frequency ensured.
- In-depth discussions were conducted with key stakeholders in each country (e.g., Central Bank, Department of Trade, etc.) to verify and provide context to the data.
- For Issue 2, trade tariffs from the World Bank were included in the quantitative data. Trade tariffs were not all available at time of print for Issue 1 and therefore not included.

Primary research

Firm survey

- 191 firms interviewed.
- The sample was stratified by:
 - Standard Bank segments, i.e., small business, big business and corporates
 - Region
 - Industry
- Fieldwork conducted between August and September 2022.
- For Issue 2, additional trade tariff questions were included in the Firm Survey.
- The report shows percentages except where base sizes are below 20, then absolute scores are shown.

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2 554

FIRMS

10

ECONOMIES

191

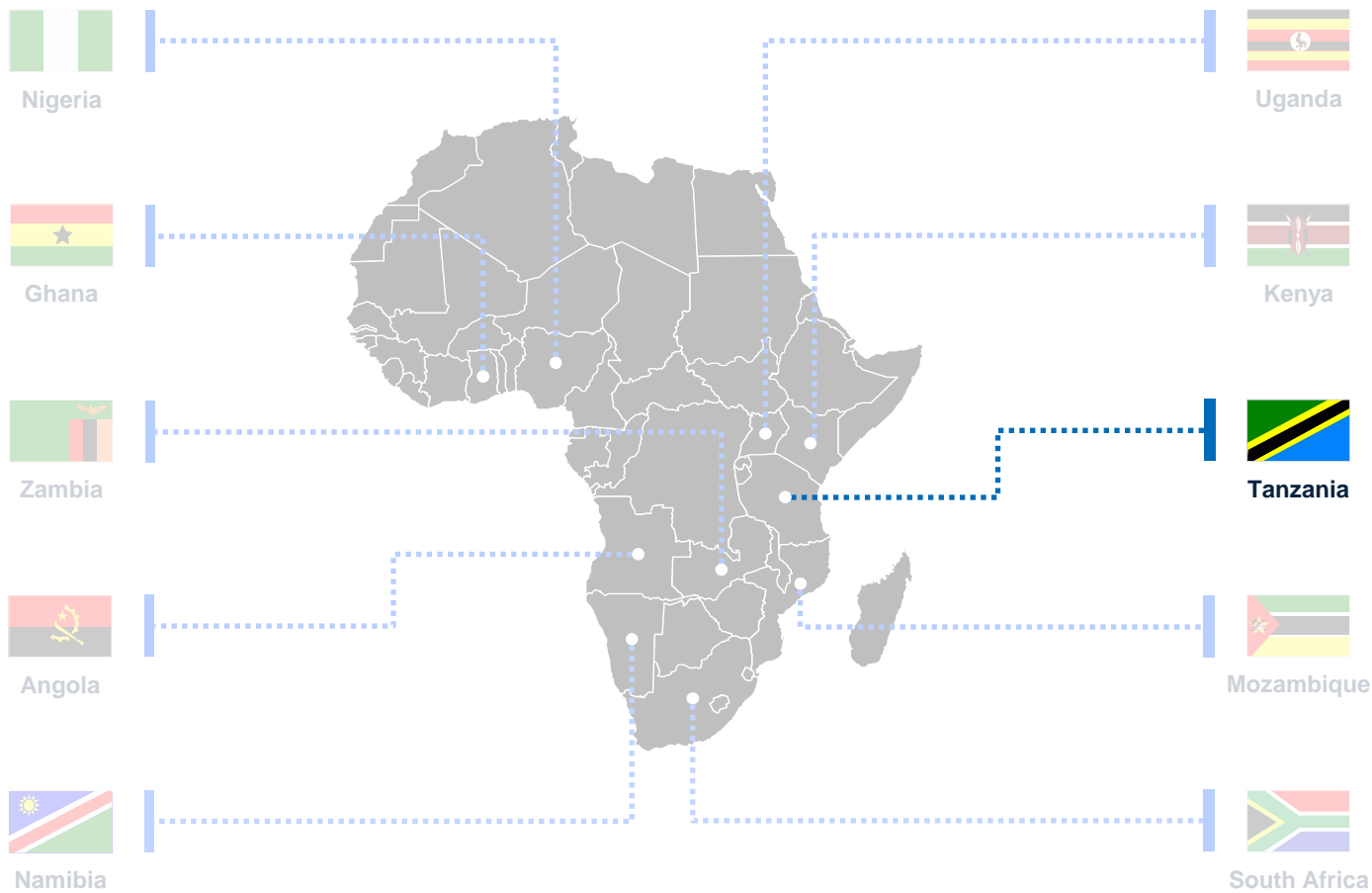
TANZANIAN FIRMS



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Building the Africa Trade Barometer

Countries and variable focus – 10 country coverage



Variable coverage focused on **7 broad thematic categories** of data that impact on trade, namely:

- 1** Macro economic stability
- 2** Governance and economy
- 3** Infrastructure
- 4** Trade openness
- 5** Foreign trade
- 6** Trader financial behaviour
- 7** Access to finance



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Commentary on Rankings

The value of access to quantitative and qualitative inputs.

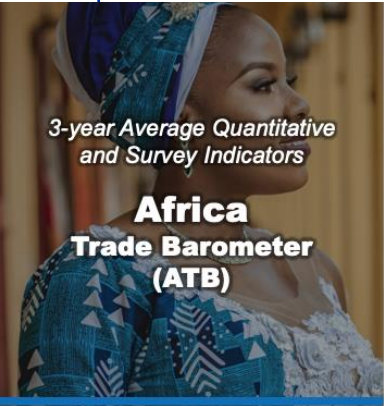
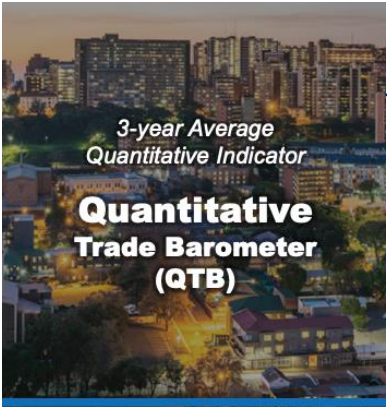
When we set out to construct the inaugural **African Trade Barometer**, it was essential that we ensure the findings would be relevant and reflective of real-life trading conditions as experienced by African businesses on the ground.

This is the reason we have initiated a substantial effort to conduct in-person surveys with firms of all sizes (over 2550 in total), across the 10 economies. It is this qualitative research that informs the **Survey Trade Barometer (STB) Ranking**.

Aggregating this qualitative **STB** data with the **Quantitative Trade Barometer (QTB) Ranking** data (obtained from third-party sources including the World Bank, the International Trade Centre and local Central Banks), we're able to arrive at the **African Trade Barometer (ATB) Tradeability Index** that ranks all 10 countries from first to last.

Tanzania occupies the 5th position in the ranking of countries on the **ATB** – no change since 6 months ago. The country has lost one ranking spot (from 5th to 6th) on the **QTB**, but has gained a position and is now ranked first on the **STB** rankings. The ranking of Tanzania in 1st position on **STB** is driven by Tanzanian firms having seen a significant improvement in perception towards export growth prospects, infrastructure developments and Government support on trade. Tanzania's shilling has remained stable and internal economic indicators are looking positive, supported by the global economic recovery.

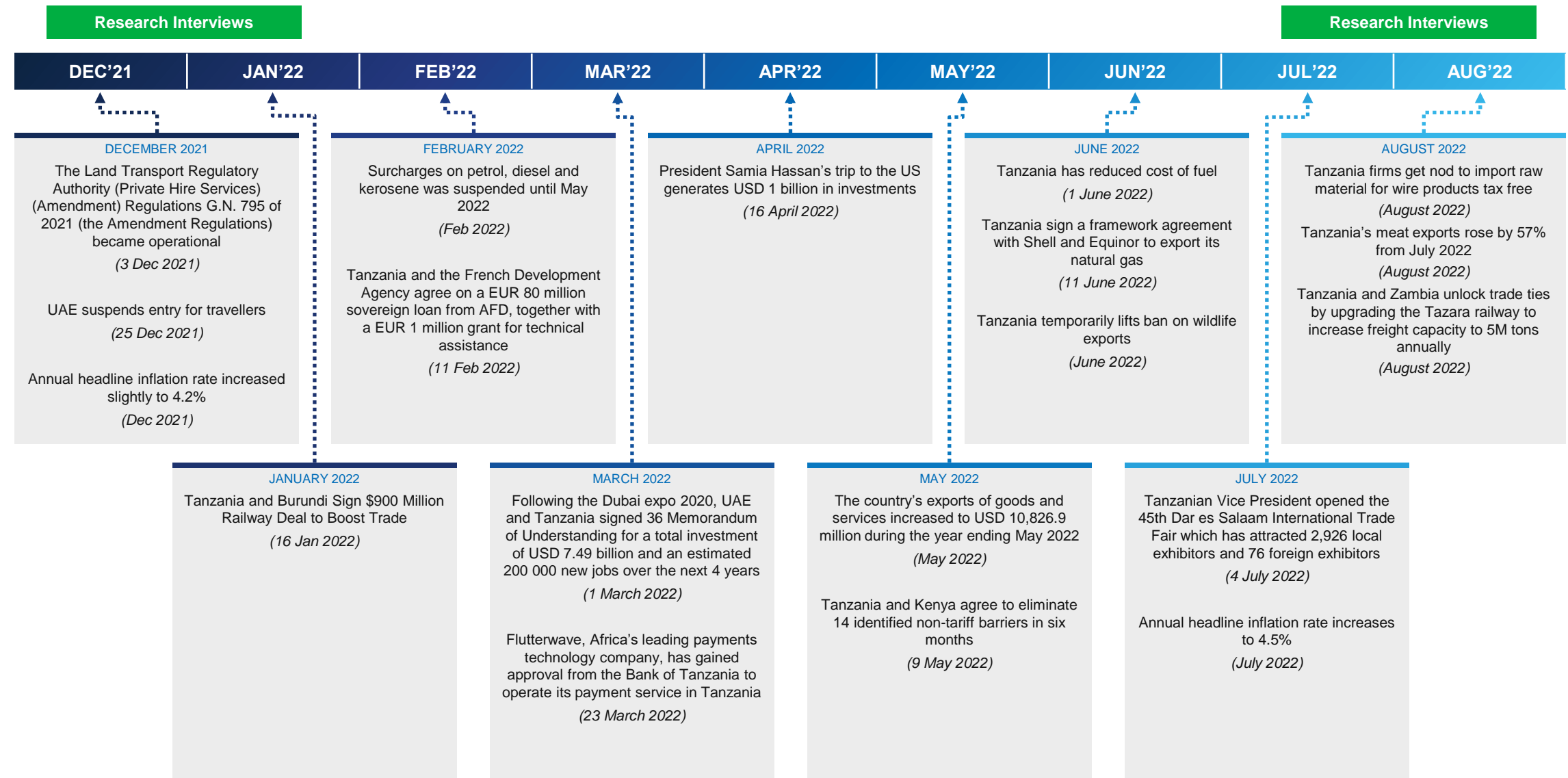
The divergence in these rankings and the intervals at which they're published (bi-annually) speaks directly to the value the Barometer provides in reflecting macro data as well as changing patterns that indicate flux.





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Timeline of events between the time of data collection





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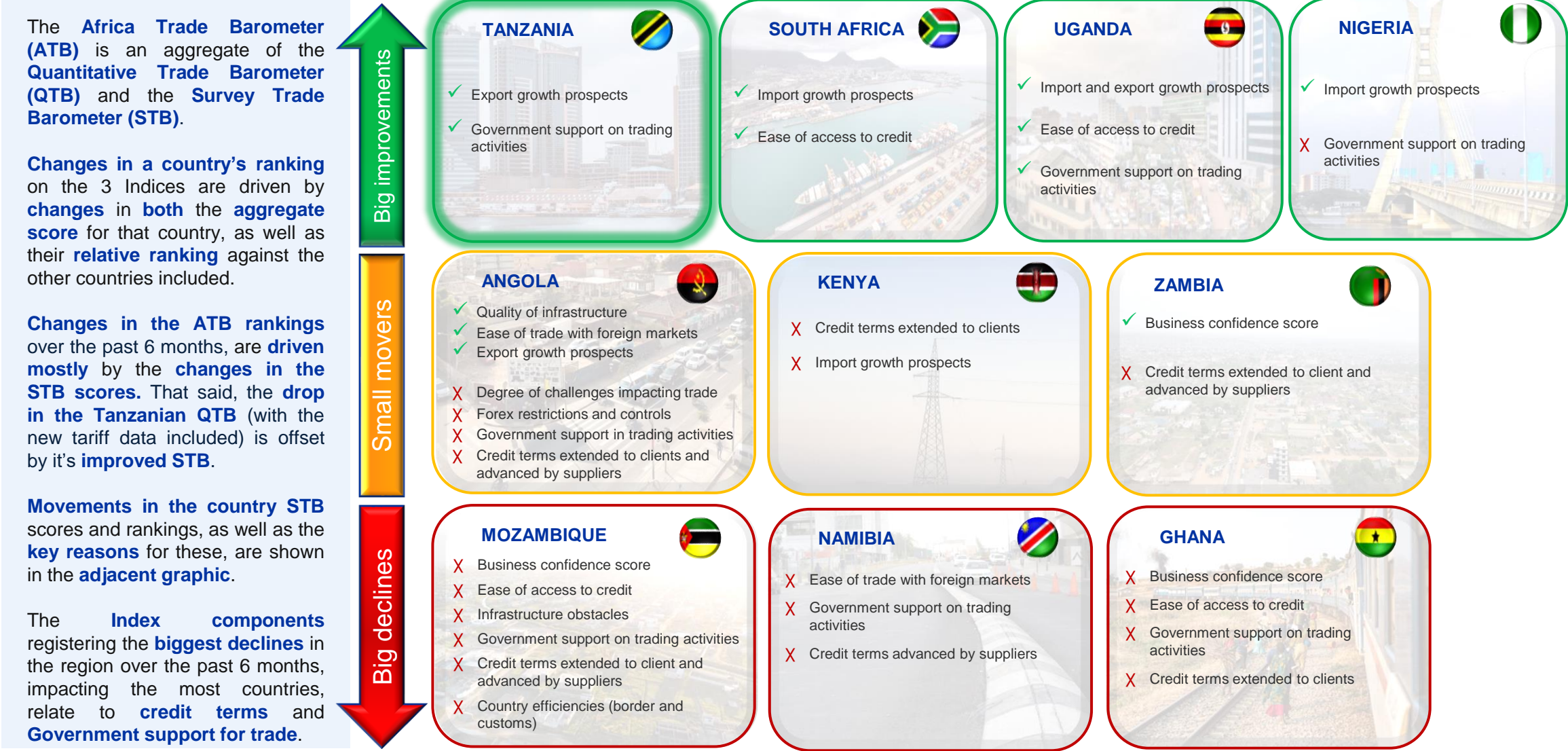
Summary of Key Trends

A look at big movers, small movers and big declines.



Summary of Key Trends from Survey Trade Barometer

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Trade Analysis Highlights

Selected research highlights to better understand Tradability factors across seven core themes.



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Trade Analysis Highlights: Tanzania

Tanzania has materially moved up in the Survey Trade Barometer and ranks number one amongst the 10 countries covered. Significantly more businesses in Tanzania (up from 53% to 63%) feel that Government is supportive of cross-border trading activities. The rating is positive for small and big businesses as well as corporates. Against the backdrop of a stable economy, Tanzanian firms feel optimistic around tradability perceptions in the market and is rated first, among the 10 countries measured in terms of business confidence.

The optimistic views of Tanzanian firms is fuelled by various initiatives that are taking place to drive trade. These include the international roadshows by President Samia Hassan aimed at entering into trade agreements and securing investments.

Ease of trading with the rest of Africa and with the rest of the world has become easier for firms in Tanzania.

The infrastructure challenges are being addressed as there is a significantly better rating on infrastructure aspects with a less severe impact felt.

Only 42% of firms offer credit terms to clients – fewer than before, however more Tanzanian firms make use of credit agreements with suppliers that they purchase from (29% to 45%).

Tanzanian firms wish for financial institutions to provide insurance of goods and have a better understanding of their business. The need for flexible loan terms is part of the top 3 asks from financial institutions.

Tanzania has seen a number of positive factors influencing Trade perceptions, such as improved regional integration, pragmatic levers being pulled by the newish President, improved trade relations with Kenya, more certainty around the pipeline with Uganda and the inflow and outflow from SADC (benefit from an investor’s point of view).

Key Trends	Change from before (%)	Ranking out of 10 countries
Macro Economic Stability	Business Confidence 76 73	1
Governance and Economy	Government Support on Trade 53 63 ↑	1 ↑ (+4)
Infrastructure	Quality of Infrastructure 49 53	3
	Infrastructure Obstacles 53 60	3 ↑ (+3)
Trade Openness	Trade Challenges / Barriers 59 60	1
Foreign Trade	Ease of Trade 42 43	4
Traders' Financial Behaviour	Credit Terms Extended to Clients 44 42	4 ↑ (+4)
	Credit Terms Advance from Suppliers 39 45	4 ↑ (+6)
Access to Finance	Access to Credit 43 42	7



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1. Macro Economic Stability

The after-effects of COVID continued to impact big business.

Over the past 6 months, Africa has felt the effects of global impacts such as the US FED's interest rate hikes, the war in Ukraine and COVID-related port shutdowns in China. Domestically, growth is projected, driven not only by the positive financial markers and reopening of trade corridors, but also other factors, such as tourism.

Shifts in Business Confidence

Over the past 6 months, the slight downward trend in business confidence is driven mainly by big business (down from 77% to 69%) and corporate (down from 84% to 77%).

The positive future outlook for business confidence is driven by firms who believe that the economy is stable and there is a high demand from customers.

Industries are recovering from the effects of the pandemic and most believe that turnover will increase, there are a number of positive business revenue drivers that have been identified – topping the list is increased sales and marketing activity.

Impact of COVID-19:

Reduced productivity

Reduced demand for goods and services

Increased costs due to protocols

Changed operating model

Cancellation of contracts

Challenges around work-from-home

Opened new revenue streams

Reduced taxation

COVID-19 trade legislation directly affecting my industry

Changed working capital management

Enhanced digitisation

Increased demand for goods and services

Reduced work force

Impacted supply of raw material

Uncertainty around lockdown levels and requirements

Changed locations/premises

“ COVID has affected employment in every sector especially the tourism sector which hasn't recovered yet, but some sectors have started to recover, for example transportation companies because they get business and hence provide employment. Mineral companies and manufacturing companies for example, have increased in number hence increased employment. ”

(Key decision maker C
Government & Institutions / Public Sector)

90%

9 out of 10 Tanzanian firms expect their turnover to increase in 2023.

69%

Business confidence among big business has declined by 8 points down from 77%.



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2. Governance and Economy

More firms in Tanzania feel their Government support them in cross-border trade.

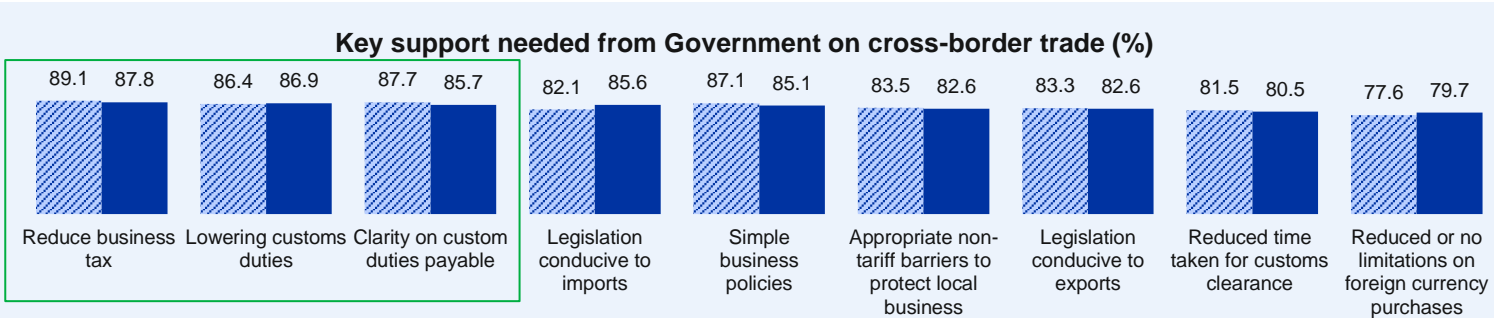
This improvement in the perception of Tanzania’s support for trade is a clear reflection of the change of administration, and the efforts of the country’s new President Samia Hassan to engage world leaders and build international relations through trade agreements and secured investments.

Traders’ perceptions of Government support

Significantly more businesses in Tanzania (up from 53% to 63%) feel that Government is supportive of cross-border trading activities. The rating is positive for small and big businesses as well as corporates.

Additional Government support needed on cross-border trade

The top asks of Government is reduction of business tax, lowering of customs duties and then clarity on custom duties payable. Providing this financial relief to businesses may not be viable as it will impact the revenue generation for the Government. The Government can focus on easier and more cost-effective wins to improve trade within Tanzania and abroad.



One measure that is expected to ease up this congestion, is the African Continental Free Trade Area (AfCFTA) which seeks to not only lift tariffs but also reduce friction at borders for the movement of people and goods.

The Government is trying to create an economic portal and you can see the President has visited various countries and receiving visitors from different countries, development partners, World Bank and so forth. This opening is trying to make Tanzania attractive to investment again.

SURVEY RESPONDENT
(Key decision maker C, Government)

86%

85,6% of businesses would like to see legislation conducive to imports.

80%

79,7% of businesses would like to see a reduction or no limitations on the purchasing of foreign currency.



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3. Infrastructure

The quality of infrastructure and its impact on operations has improved.

Infrastructure as an inhibitor to trade

Perceptions of transport-related infrastructure have improved in Tanzania (up from 49% to 53%). Infrastructure obstacles create major impediments to productivity and trade. There is a positive trend concerning the perceptions of infrastructure as an obstacle to trade.

Though significant improvements have been made, the biggest challenge still lies with power supply outages and customs and trade regulations. Continued efforts by the Government to overcome these challenges should maintain the positive trajectory.

The Tanzanian Government has invested in infrastructure projects to further aid economic growth such as the construction of Standard Gauge Railway (SGR) which is replacing the old, inefficient meter-gauge railway system. There are 6 phases to the project, where phase 1 and 2 are completed. Furthermore, the Malagarasi Hydropower project is in progress which involves the construction of a 44.8MW hydropower plant in Western Tanzania that will provide reliable renewable energy in the Kigoma Region.

32%

Although the quality of power supply/outages continues to be lowly rated, its rating has improved significantly.

“From my view I see improvements in infrastructure, the Government doesn’t have money to establish the infrastructure to a good standard, it doesn’t have enough money. So even for the ones that are built, we really have to congratulate them, they fought until they got to build them, but the problem is there is not enough money.”
SURVEY RESPONDENT
(Key decision maker B, Government)





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4. Trade Openness

Tanzanian businesses are most optimistic in the view of export growth prospects.

Sentiment on import and export growth prospects

Tanzanian firms have become more optimistic about future prospects for importing and exporting.

For exporting, there is an increased focus on the service sector (driven by the growth in tourism) following the negative impact of Covid.

The optimistic views of Tanzanian firms is fuelled by various initiatives that are taking place to drive trade. These include the various international roadshows by President Samia Hassan aimed at attracting foreign direct investment, as well as the opportunity created for 1 000 Tanzanian youth to sell soybeans to China following agreements signed.

Trade Openess	Sub-parameter Factor	Score (%)
Imports	Trader perception on import growth prospects	<div><div></div></div> 74.70 / 75.26
Imports	Trader perception on import tariff regulations <small>*New question added</small>	<div><div></div></div> N/A* / 52.68
Exports	Trader perception on export growth prospects	<div><div></div></div> 70.00 / 81.25 ↑
Exports	Trader perception on export tariff regulations <small>*New question added</small>	<div><div></div></div> N/A* / 54.98
Border & customs	Trader rating on country efficiencies	<div><div></div></div> 40.94 / 45.03
Trade challenges / barriers	Trader perceptions on the degree of challenges impacting trade	<div><div></div></div> 59.16 / 60.21
Forex	Forex restrictions and controls	<div><div></div></div> 58.70 / 60.40

81%

Significantly more Tanzanian firms have become optimistic around export growth prospects.



For now in Tanzania there are efforts being made. There are centers called border posts and there are markets built at the borders to make business easier. There are also one stop shops at the borders where you get to meet TRA, TBS and migration personnel.

SURVEY RESPONDENT
(Key decision maker C, Government)





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5. Foreign Trade (1/2)

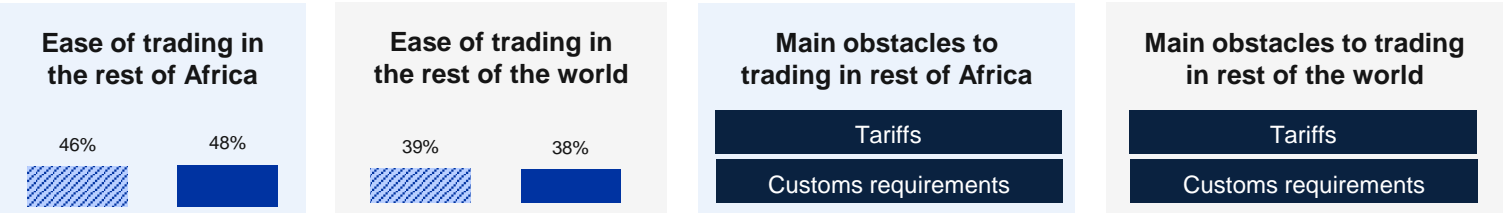
There is good awareness of AfCFTA amongst corporates in Tanzania.

Regional African trade and global trade

Ease of trading with the rest of Africa and in the rest of the world has remained much the same from the previous measure. It will be interesting to note the impact of recent regional trade agreements on trade.

Improved trade relations between Tanzania and Kenya highlighted by the signing of 7 treaties are spurring business between the two countries as reflected in the data points. It is also expected that initiatives such as the Pan-African Payment and Settlement System (PAPSS) which will enable countries to pay in local currency without the need for US dollar liquidity, is expected to further boost regional trade initially in West Africa where it is currently being piloted and thereafter in the rest of Africa.

Concurrently, better trade relations between Tanzania and other East African countries, including the re-opening of the pipeline to Uganda (instigated numerous projects), and the DRC joining the East African Community in March 2022, have had positive impact on trade perceptions. Trade bans that were in place, were removed when they signed the trade agreements to spur trade amongst the countries. At present, the biggest growth of exports to Kenya and Uganda is rice followed by maize.

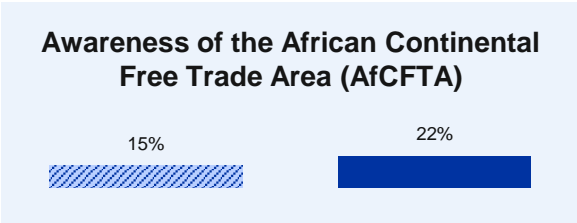


“Most export and trade policies in Africa were made to regulate businesses rather than encouraging business. So, most regulations restrict exportation of products. For example, if you want to export rice to Uganda you should have a permit to transport rice, the same for maize. Such regulations discourage export business, but instead there should be regulations that encourage export business.”

SURVEY RESPONDENT
(Key decision maker A, Government & Institutions / Public Sector)

Awareness of the African Continental Free Trade Area (AfCFTA)

Awareness of the African Continental Free Trade Area has increased a little and it is well known among corporates (53% to 58%).



19%

19% of firms' hope is pinned on the increase in sales/demand, with the spin off on free trade among African countries and improved marketing.



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5. Foreign Trade (2/2)

Buying directly from traders and wholesalers located in China has increased.

Shifting trends in sourcing goods from China

Despite significant supply chain logistic challenges experienced in China during this period, we still saw an increase in purchases from China mostly driven by the infrastructure sector, as well as very specific products sourced from China such as transportation equipment, machinery, steel, vehicles, motor bikes, etc.. Notably, Tanzania is amongst the very few countries in the research where imports directly from China increased during this period.

For African traders wanting to avoid supply chain interruptions and unpredictability, procuring goods and/or services outside of China remains a legitimate risk mitigant. Continued imports directly from China during this period are the result of Government bilateral agreements that enabled sustained trade.

Imports from China

- Leading import sources
- Largest single Import volume
- High share/low frequency
- Most likely country from where imports will increase.

Exports to China

- High share/Low frequency
- Has lower export share compared to other African countries, especially SADC
- Highly unlikely to be considered as an export destination.



There should be information exchange about demands of every country. For example, there can be certain demand in Rwanda but businessmen from Tanzania are not aware of such a demand. So, as a result, neither Rwanda nor Tanzania is aware, and Rwanda might purchase products from China.

SURVEY RESPONDENT
(Key decision maker C, Government)





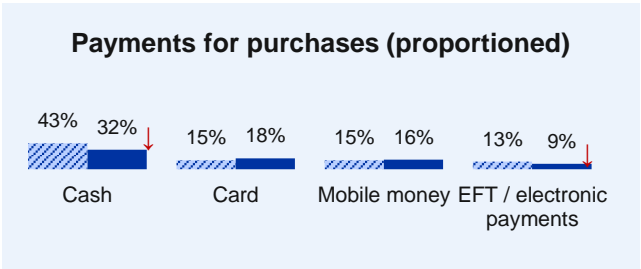
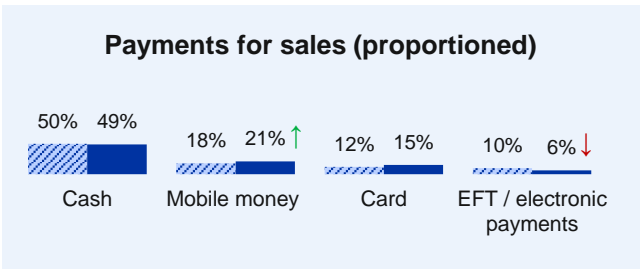
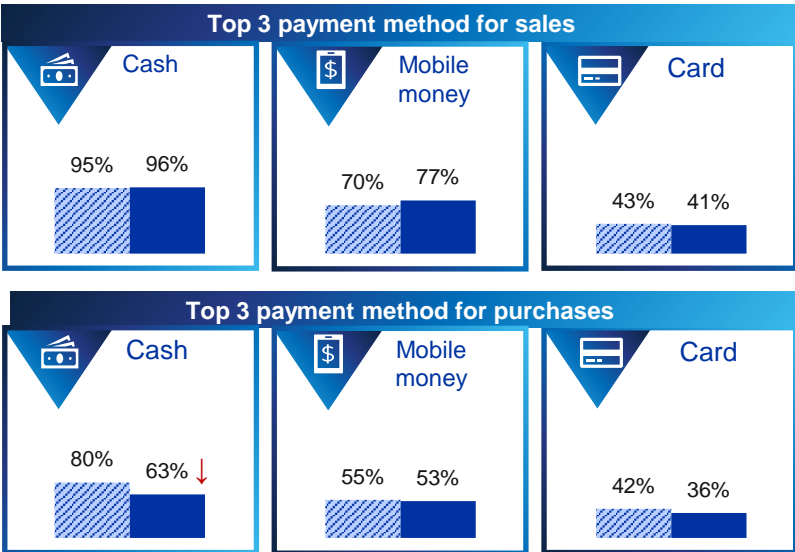
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6. Traders' Financial Behaviour

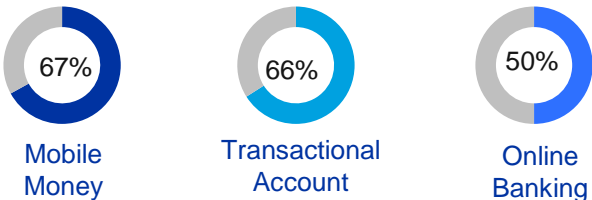
In terms of the financial behaviour of traders, when it comes to methods of payment for sales, there is a shift from EFT/ electronic payments to mobile money.

Payment Methods

Very little change in payment methods used since before, but there are indications that mobile money has become more popular and EFT/electronic payments are falling out of favour, for payment received from sales. This is in contrast to other countries in the region, where cash has become more popular (as payments for sales and purchases) and mobile money has not really grown this much.



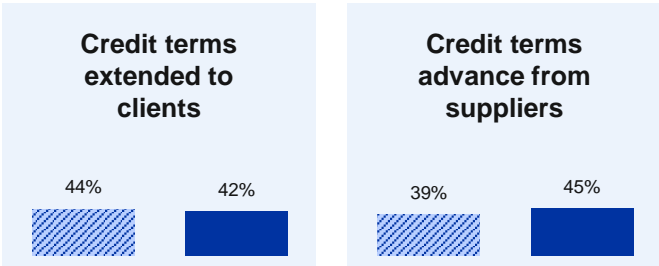
Top 3 financial services used



B2B Credit

Only 42% of firms offer credit terms to clients, fewer than before.

On the converse, more firms receive credit terms advance from suppliers, up from 39% to 45%.



42%

More than a third of firms offer credit terms to clients.

Tanzanian firms use a variety of financial services. Mobile money, Transactional accounts (up from 59% to 66%) and online banking are most used.



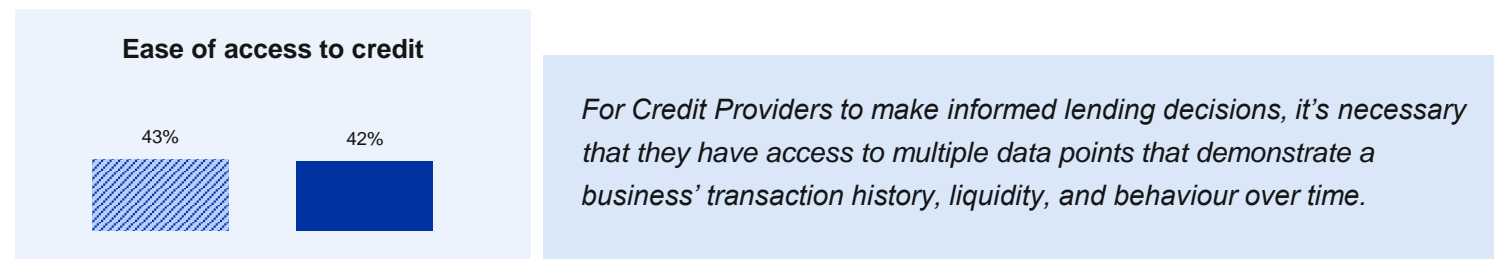
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7. Access to Finance

Credit remains a key area of concern amongst firms.

Access to Credit

Generally speaking, a major benefit of credit lies in the ability to smooth out cash flow peaks and valleys. This is particularly important in cross-border trade, where there is often an extended lag in the time it takes to manufacture, transport and sell goods before sales revenue can be generated. This makes credit a vital tool for unlocking working capital. Accessing credit is still a challenge to firms in Tanzania and marginally fewer regard this as easy (marginally down from 43% to 42%).



Financial Institutions Trade Support

The majority of traders indicate the insurance of goods as their most pressing financial need when it comes to trade. Evidently, education around the types of insurance that exist and benefits of each is still required. Furthermore, it is assumed that the insurance industry around trade still requires additional maturity.

Trade education and training ...it is important for businessmen to be trained and informed about requirements, markets and other information.

SURVEY RESPONDENT
(Key decision maker C, Government)

Firms' most pressing needs from financial institutions:

88%

Insurance of goods

87%

Understand my business better

87%

Flexible loan terms



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Tradeability Index Rankings

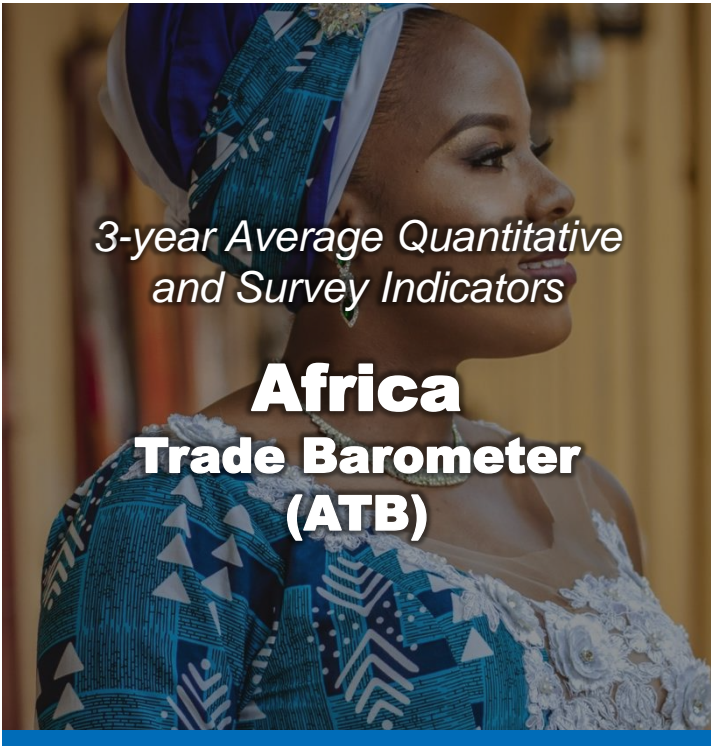
The merging of quantitative and qualitative data to build Africa's first Tradeability Index country rankings.



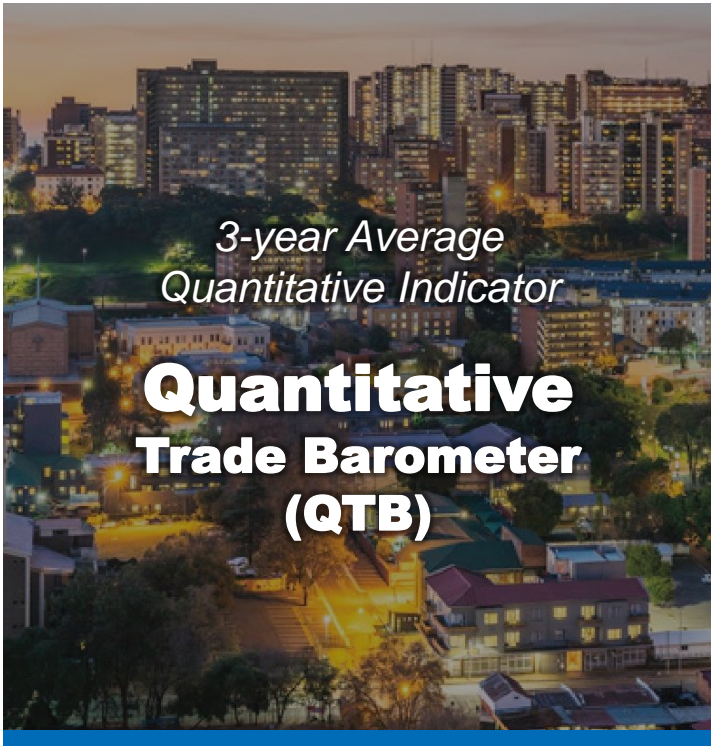
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Tradeability Index Rankings

There are a series of three ranking measures including:



The Standard Bank Africa Trade Barometer (ATB) scores and ranking by country are aggregated from scores collected from both existing third-party data sources and primary research firm surveys.



The Standard Bank 3-Year Quantitative Trade Barometer (QTB) scores and ranking by country are the averages of all the selected indicators collected only from existing secondary data sources/reported facts.



The Standard Bank Firm Survey Trade Barometer (STB) scores and ranking by country are the averages of all the data collected only from the primary research surveys conducted with 2 554 businesses.

In presenting the three Tradability Index ranking outcomes, all values are shown so that a higher value is 'better' for trade, with the best to least ranking economies being ranked 1, 2, 3, etc., and how this has changed over time.



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Summary of Tradeability Index Rankings

ATB, QTB and STB ranking, by country

1 = High tradability score

Rank

10 = Low tradability score

Africa Trade Barometer	1	2	3	4	5	6	7	8	9	10
ATB	SOUTH AFRICA	GHANA	NAMIBIA	UGANDA	TANZANIA	MOZAMBIQUE	KENYA	NIGERIA	ZAMBIA	ANGOLA
Previous Rank	1	2	7 ↑	6 ↑	5	3 ↓	4 ↓	8	9	10
Shift from Dec'21/Jan'22	(0)	(0)	(+4)	(+2)	(0)	(-3)	(-3)	(0)	(0)	(0)

Quantitative Trade Barometer	1	2	3	4	5	6	7	8	9	10
QTB	SOUTH AFRICA	GHANA	MOZAMBIQUE	NAMIBIA	KENYA	TANZANIA	NIGERIA	UGANDA	ZAMBIA	ANGOLA
Previous Rank	1	2	7	8 ↑	4	5 ↓	6 ↓	7 ↓	9	10
Shift from Dec'21/Jan'22	(0)	(0)	(0)	(+4)	(-1)	(-1)	(-1)	(-1)	(0)	(0)

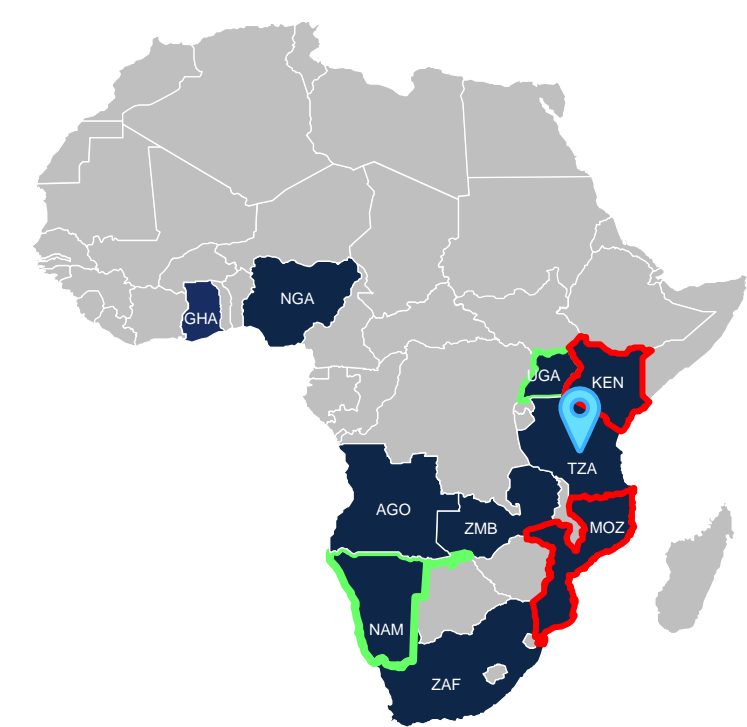
Survey Trade Barometer	1	2	3	4	5	6	7	8	9	10
STB	TANZANIA	SOUTH AFRICA	UGANDA	NAMIBIA	ZAMBIA	ANGOLA	KENYA	NIGERIA	MOZAMBIQUE	GHANA
Previous Rank	4 ↑	5 ↑	8 ↑	2 ↓	3 ↓	6	7	10 ↑	1 ↓	9 ↓
Shift from Dec'21/Jan'22	(+3)	(+3)	(+5)	(-2)	(-2)	(0)	(0)	(+2)	(-8)	(-1)



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Africa Trade Barometer (ATB) Ranking

The Standard Bank Africa Trade Barometer (ATB) scores and ranking by country are aggregated from scores collected from both existing third-party data sources and primary research firm surveys.



Countries are ranked against each other i.e., relative scores to each other. This is pegged on a scale of 0-100. When indexed between this range, South Africa has the highest Tradability Index while Angola has the lowest. This does not imply that one cannot trade in Angola or that South Africa is perfect, it only implies that at a common starting point of 0 and maximum point of 100, this is how the two markets fared.

Country		Africa Trade Barometer (ATB) score (%)	ATB rank	
			Dec'21/Jan'22	Aug/Sep'22*
AGO	Angola	0.00 0.00	10	10 —
GHA	Ghana	82.18 74.28	2	2 —
KEN	Kenya	63.31 55.81	4	7 ↓
MOZ	Mozambique	71.05 57.51	3	6 ↓
NAM	Namibia	53.05 60.23	7	3 ↑
NGA	Nigeria	52.71 48.41	8	8 —
ZAF	South Africa	100.00 100.00	1	1 —
TZA	Tanzania	55.68 58.90	5	5 —
UGA	Uganda	54.77 58.94	6	4 ↑
ZMB	Zambia	48.29 43.21	9	9 —

*Aug/Sep'22 score includes QTB and STB tariff data, not included in Dec'21/Jan'22 score
The scores denote the performance of each country relative to the full country list on the specified measures



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QTB & STB Tradeability Index Rankings

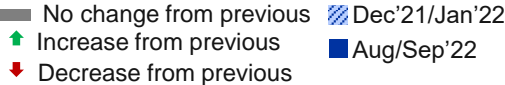
The Standard Bank 3-Year Quantitative Trade Barometer (QTB) scores and ranking by country are the averages of all the selected indicators collected only from existing secondary data sources/reported facts.

Country	3-Year Quantitative Trade Barometer (QTB) score (%)	QTB rank	
		Dec'21/Jan'22	Aug/Sep'22*
Angola	0.00 0.00	10	10
Ghana	86.65 86.18	2	2
Kenya	64.74 63.93	4	5
Mozambique	64.60 67.39	3	3
Namibia	46.75 64.67	8	4
Nigeria	57.00 56.06	6	7
South Africa	100.00 100.00	1	1
Tanzania	57.07 59.21	5	6
Uganda	51.69 51.75	7	8
Zambia	44.32 47.13	9	9

The Standard Bank Firm Survey Trade Barometer (STB) scores and ranking by country are the averages of all the data collected only from the primary research surveys conducted with 2 554 businesses.

Country	Survey Trade Barometer (STB) score (%)	STB rank	
		Dec'21/Jan'22	Aug/Sep'22**
Angola	31.46 22.55	6	6
Ghana	2.46 0.00	9	10
Kenya	29.82 10.31	7	7
Mozambique	100.00 1.24	1	9
Namibia	95.99 34.06	2	4
Nigeria	0.00 8.44	10	8
South Africa	45.51 83.98	5	2
Tanzania	67.12 100.00	4	1
Uganda	26.61 57.00	8	3
Zambia	74.30 26.60	3	5

*Aug/Sep'22 QTB score updated with tariff data, not included in Dec'21/Jan'22 score
**Aug/Sep'22 STB score includes tariff data, not included in Dec'21/Jan'22 score
The scores denote the performance of each country relative to the full country list on the specified measures





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Business Profiles





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Business Profile Summary

Landscape

- 68% of firms fall into the small business segment, 16% in big business, and 16% in corporate.
- Geographical coverage extend to Dar es Salaam, Mwanza, Arusha, Moshi, Mbeya. Two in three business decision-makers interviewed were men.
- There are more small and big businesses in the stabilising phase (6–25 years in business). Most corporate businesses are in the stabilising phase, but there are fewer than before.

Sectors

– Consumer Goods	34%
– Diversified Industrials	21%
– Power & Infrastructure	18%
– Services	12%
– Mining & Metals	5%
– Government & Institutions / Public Sector	4%
– Financial Institution	2%
– Telecommunications	1%
– Real Estate	0%

Structure

Small Business

- Small business owners or co-owners (most businesses in this segment are sole proprietors) mostly make financial decisions on their own.
- Small business have, on average, 10 employees, a decrease from before, where there were only, on average 20 employees.

Big Business and Corporate

- In big business and corporate, decision-making is shared with others, as respondents are likely to be Chief Accountants in big business and General Managers in corporate. Big business are more likely to be sole proprietors, while corporate are more likely to be in limited partnerships.
- Big business have on average 56 employees and corporate 629.
- Subsidiaries or members of holding companies are most likely to be found among corporate.
- Decision making at group level.

68%
SMALL BUSINESS

16%
BIG BUSINESS

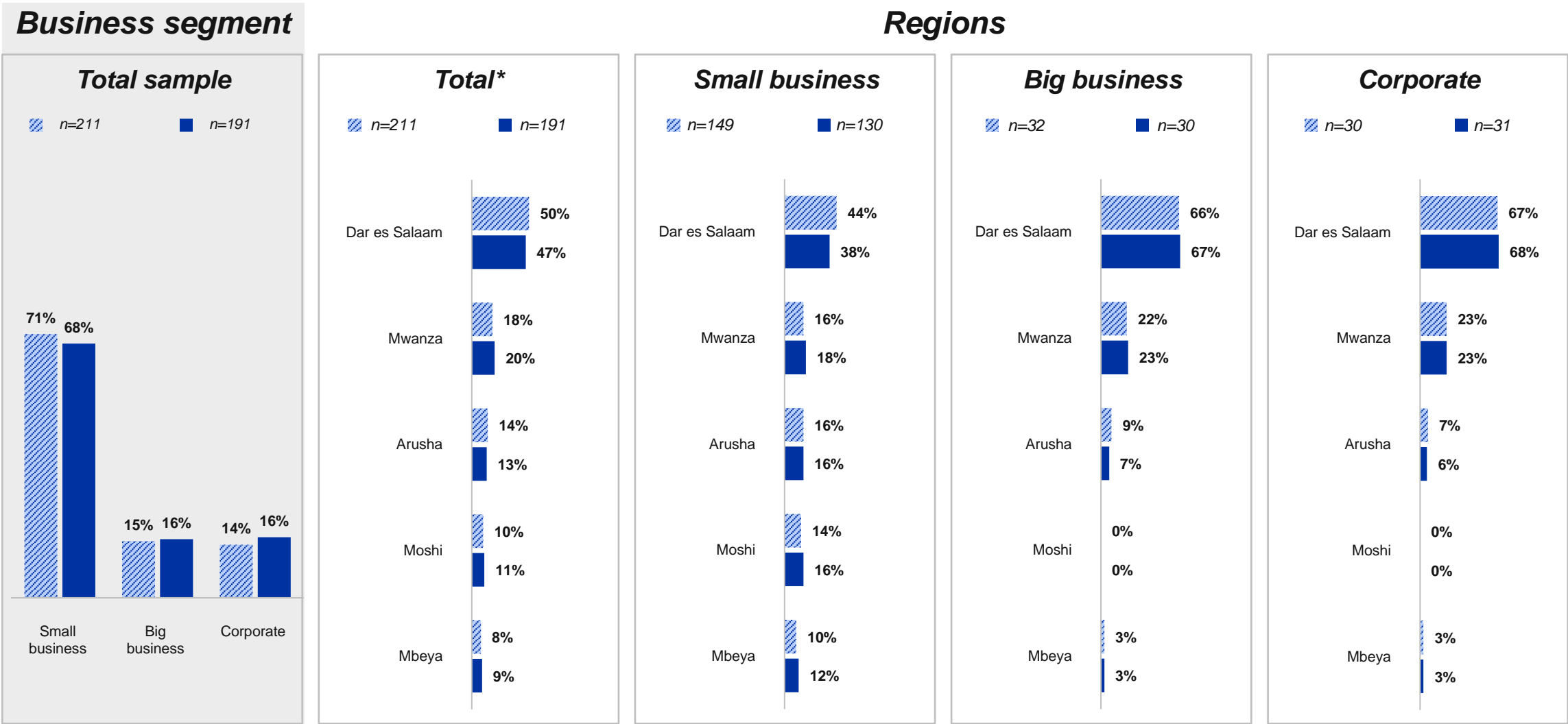
16%
CORPORATE



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Coverage of firms

A total of 191 firms were interviewed. Majority of firms sampled are classified as small businesses (68%), located in Dar es Salaam (38%).



↑↓ Significantly higher/lower from previous



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Survey Trade Barometer Score Dashboard



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Survey Trade Barometer (STB) Score Dashboard

Tanzania

Parameter	Sub-parameter	Sub-parameter Factor	Score (%)
Trade openness	Imports	Trader perception on import growth prospects	<div><div></div></div> 74.70 <div><div></div></div> 75.26
	Exports	Trader perception on export growth prospects	<div><div></div></div> 70.00 <div><div></div></div> 81.25 ↑
	Border & customs	Trader rating on country efficiencies	<div><div></div></div> 40.94 <div><div></div></div> 45.03
	Trade challenges/barriers	Trader perceptions on the degree of challenges impacting trade	<div><div></div></div> 59.16 <div><div></div></div> 60.21
	Forex	Forex restrictions and controls	<div><div></div></div> 58.70 <div><div></div></div> 60.40
Macro economic stability	Business confidence	Trader business confidence score as a function of economic performance	<div><div></div></div> 75.83 <div><div></div></div> 73.28
Finance access	Access to credit	Trader perceptions on ease of access to credit	<div><div></div></div> 43.22 <div><div></div></div> 41.93
Infrastructure	Quality of transport related infrastructure	Trader evaluation of the country quality of trade and transport related infrastructure	<div><div></div></div> 49.11 <div><div></div></div> 53.34
	Infrastructure obstacles	Trader evaluation of infrastructure obstacles impacting business	<div><div></div></div> 52.74 <div><div></div></div> 59.87
Foreign trade	Ease of trade	Trader perception on ease of trade with foreign markets	<div><div></div></div> 42.32 <div><div></div></div> 42.87
Governance and political economy	Perceptions on governance	Trader score on Government support on trade	<div><div></div></div> 53.12 <div><div></div></div> 63.03 ↑
Trader financial behaviour	Credit terms extended to clients	Trader evaluation and score on credit terms they extend to clients	<div><div></div></div> 44.08 <div><div></div></div> 41.88
	Credit terms advance from suppliers	Trader evaluation and score on credit terms advanced by clients	<div><div></div></div> 38.86 <div><div></div></div> 44.50



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Africa Trade Barometer

Thank you

For any questions or information requirements on this report
please contact tradebarometer@standardsbg.com.

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