



Feasibility Study for Special Economic Zone for garment and textile manufacturers in Kibaha

The purpose of this survey was to understand what factors are most important to textile companies' investment decisions, and how the Tanzanian garment and textile industry may adapt to meet investors' requirements.

Client:
Ministry of Industry & Trade, Textile Development Unit (TDU)



Partner:
KOIOS Associates



Services:

- Creation of database of investors
- Review and adjustment of questionnaire
- Design of electronic data collection tool
- Data collection and processing

This demand assessment survey was specifically aimed at different types of investors in the garment and textile industry: those companies who are currently invested in Tanzania; those who have expressed interest in investing in Tanzania but have not yet committed; those who have expressed interest but decided not to invest; as well as a selection of other companies worldwide.

DPC created a database of industry contacts with information from the Ministry of Industry & Trade, Textile Development Unit, then carried out 22 face-to-face and telephone interviews, as well as created an online questionnaire to learn about what matters most for investors in the textile and garment industries in Tanzania and beyond. It aimed to determine Tanzania's unique selling proposition in comparison to other locations, and to understand investors' specific requirements in terms of infrastructure, land, labour supply, logistics, and incentives, for example.

The findings may prompt the Tanzanian garment and textile industry to adjust its offerings. They will also assist policymakers in the type of improvements that may be needed to ensure the successful development of Special Economic Zones.