

## **CREATIVE INDUSTRIES, SPORTS AND INNOVATION**

### **Size of the Market**

- The music and film industries generate incomes for thousands of artists, producers, and related service providers.
- Sports infrastructure (stadiums, academies, gyms) is expanding.
- The sector is undergoing a rapid, strategic transformation, transitioning from a largely informal sector to a key driver of economic growth under the Tanzania Development Vision 2050.

### **Other Key Facts**

- i. The creative economy in Tanzania including film, music, arts, design, and fashion contributes significantly to cultural expression, employment, and export potential.
- ii. Artists and producers generate revenue through streaming, events, branding partnerships, and international tours.
- iii. Creative entrepreneurs often link their products to tourism, luxury goods and export markets.
- iv. Football (soccer) is the dominant sport with vibrant local leagues and strong fan engagement.
- v. Innovation hubs and tech startups are clustering around ICT services, mobile solutions, digital platforms and data analytics.

### **Existing Conditions**

- The Government of Tanzania supports for creative industries, cultural economy promotion, sports development and technology innovation.
- Sports federations, arts councils and creative unions play roles in organizing, promoting and protecting the interests of creatives and athletes.

### **Specific Opportunities**

- i. Film & Motion Picture (Establishment of Film production studios, post-production and digital effects facilities, Distribution and streaming platforms, international co-productions, and Film festivals and markets)
- ii. Music & Entertainment (Establishment of music production studios, Record labels and publishing services, Concert and event management platforms, Music tech platforms).
- iii. Arts, Fashion & Cultural Products (Design and fashion brands, Arts galleries and cultural centres, Export-oriented creative products, and Digital platforms for creative marketplaces)
- iv. Sports Economy (Sports infrastructure development such as stadiums and training centres; Sports academies and youth development programs;

Merchandising and licensed products; Sports media and event broadcasting; and Fitness and wellness centres)

- v. Innovation & Technology (Incubators, accelerators, and co-working spaces; Tech startup funding and venture capital; Digital platforms; Research & development partnerships; and AI, data analytics and digital security services)

## **TISEZA Incentives for Creative Industries, Sports and Innovation**

To accelerate investment in Tanzania's creative economy, sports ecosystem, and innovation-driven enterprises, the Government of Tanzania through the Tanzania Investment and Special Economic Zones Authority (TISEZA) offers tailored investment facilitation and incentive packages that directly support businesses operating in film, music, digital media, sports infrastructure, fashion, creative technology, and innovation services. Through TISEZA, investors in this sector can benefit from both fiscal and non-fiscal incentives designed to reduce start-up costs, improve competitiveness, and enhance long-term sustainability.

### **Sector-Specific Incentives for Creative Industries, Sports and Innovation**

#### **1. Film, Media and Motion Picture Investments**

Investors establishing film studios, post-production centres, animation hubs, digital effects facilities, and streaming platforms may benefit from:

- Duty and tax relief on imported production equipment, cameras, lighting systems, editing technology, sound engineering equipment, and broadcasting tools.
- Access to land and investment facilitation for the development of film villages, studios, cinemas, and creative production parks.
- Fast-track licensing and regulatory support for media, entertainment, and digital content investments.
- Support for international co-productions, export-oriented creative services, and regional content distribution.

#### **2. Music and Entertainment Industry**

Investments in music production, live entertainment, and digital platforms can benefit through:

- Incentives for establishing music recording studios, entertainment venues, event centres, and digital music platforms.
- Reduced investment barriers for importing specialized audio, stage, and event production equipment.

- Facilitation for creative enterprises engaging in international performances, licensing, branding partnerships, and digital monetization.
- Support for development of entertainment infrastructure that promotes tourism and youth employment.

### **3. Arts, Fashion and Cultural Products**

Creative entrepreneurs and investors in fashion, design, and cultural enterprises may access:

- Investment support for creative parks, fashion production centres, galleries, exhibition spaces, and cultural hubs.
- Incentives for export-oriented creative products, including fashion, crafts, cultural goods, and branded Tanzanian designs.
- Facilitation for businesses linking creative products with tourism, hospitality, and international markets.
- Support for digital marketplaces that connect local creators to regional and global consumers.

### **4. Sports Economy and Recreation**

For sports-related investments, TISEZA supports projects involving:

- Development of stadiums, sports academies, training centres, gyms, and wellness facilities.
- Tax and import facilitation for sports equipment, fitness technology, broadcasting systems, and training infrastructure.
- Investment facilitation for sports tourism, event hosting, merchandising, and professional sports development.
- Public-private partnership opportunities in sports infrastructure and youth talent development programmes.

### **5. Innovation, Digital Technology and Startups**

Technology-focused enterprises, innovation hubs, and startup ecosystems may benefit from:

- Facilitation for establishing incubators, accelerators, research centres, co-working spaces, and digital innovation hubs.
- Incentives for investments in artificial intelligence (AI), cybersecurity, data analytics, fintech, mobile applications, and digital services.
- Support for startup financing ecosystems and partnerships between research institutions and private investors.

- Fast-track approvals for ICT-enabled investments and export-oriented digital businesses.

### **Strategic Value for Investors**

For investors in creative industries, sports, and innovation, TISEZA incentives help lower operational and capital costs while creating an enabling environment for scalable growth. This makes Tanzania increasingly attractive for investments in Bongo Flava, film production, sports development, digital entertainment, innovation hubs, gaming, streaming services, and technology-driven creative enterprises, all aligned with the aspirations of Tanzania Development Vision 2050.