WOMEN AND TECHNOLOGY TANZANIA

PROPOSAL KONGAMANO NA SOKO LA WANAWAKE NA DIJITALI 2026

(Women & Digital Marketplace Conference 2026)

EVENT DETAILS

Event Name: Kongamano na Soko la Wanawake na Dijitali 2026 (Women & Digital Marketplace Conference 2026)
Theme: Transforming Women's Enterprises through Digital Innovation
Date: Saturday, February 07th, 2026
Venue: [To be confirmed in Ubungo Municipality]
Time: 8:00 am – 1:00 pm
Number of Guests: 300

EVENT HOSTS

Host to be confirm.

TARGET AUDIENCE

Women entrepreneurs (SMEs, cooperatives, and self-employed)
Online business owners & social media entrepreneurs
Registered women groups under Ubungo Municipal Council
Digital innovators and creators
Youth- and women-led enterprises

ABOUT THE ORGANIZERS

LP Digital (under The Launchpad Tanzania through its Tech Women TZ Program) is dedicated to advancing women's empowerment through digital inclusion, skills development, and access to opportunities.Building on the achievements of Kongamano na Soko la Wanawake na Dijitali 2023 and 2024, which attracted over 450 women entrepreneurs combined, the 2026 edition will be hosted in partnership with Ubungo Municipal Council.This partnership strengthens the program's outreach and ensures alignment with local government priorities for women's economic empowerment, innovation, and inclusion in the digital economy.

CONTEXTUAL BACKGROUND

The digital economy in Tanzania is rapidly expanding, transforming traditional sectors such as trade, finance, and communication. However, women entrepreneurs remain disproportionately excluded due to:

- Limited access to digital literacy and skills
- Lack of affordable tools and platforms
- Minimal exposure to markets and networks

Kongamano na Soko la Wanawake na Dijitali 2026 seeks to close this gap by bringing together stakeholders government, private sector, civil society, and women entrepreneurs, to create an ecosystem where women thrive in the digital age.

With Ubungo Municipal Council as a key partner, the event will reach deeper into communities, mobilizing women-led businesses already registered with the council and connecting them to markets, digital solutions, and growth opportunities.

MISSION & VISION

Mission: Empower Tanzanian women entrepreneurs to lead in the digital economy and contribute to inclusive, sustainable growth.
Vision: Build a national platform where women entrepreneurs can learn, connect, and grow through digital innovation and marketplace exposure.

PARTNERSHIP WITH UBUNGO MUNICIPALITY

Ubungo Municipal Council will contribute by:

- Mobilizing women's groups and SMEs within its jurisdiction- Providing government recognition and legitimacy to the event.
- Offering resource linkages and referrals to municipal programs and opportunities
- Co-hosting the event to ensure sustainability and scalability

This collaboration ensures the event not only empowers individual entrepreneurs but also strengthens local government-led women's economic empowerment initiatives.

EVENT STRATEGY & MARKETING

The 2026 marketing approach will combine digital campaigns, community mobilization, and influencer engagement.

1. **Advertising & Promotion** – Social media campaigns, community outreach through Ubungo Municipal channels, flyers, posters, and local radio.
2. **Testimonials & Storytelling** – Success stories from past events and video interviews to inspire.
3. **Influencer Engagement** – LP Digital's network of female entrepreneurs serving as ambassadors.

OBJECTIVES

1. **Showcase Innovation & Raise Awareness** – Highlight the role of women in digital enterprises and connect them with potential customers, mentors, and stakeholders.
2. **Equip with Skills & Expose Opportunities** – Deliver practical digital literacy, e-commerce, and digital finance skills; introduce participants to opportunities in Tanzania's growing digital economy.
3. **Create Community & Collaboration** – Build networks among women entrepreneurs and strengthen partnerships with solution providers, government, and private sector actors.

EVENT OVERVIEW

The event will combine conference style learning with a marketplace and exhibition, creating a vibrant space for women to connect, share, and showcase their products. Key features include:

- Lightning Talks by innovators, government leaders, and women entrepreneurs
- Training Workshops on e-commerce, digital marketing, cyber safety, and fintech tools
- Exhibition Area for women-owned businesses to showcase products and services
- Networking Sessions for collaboration and mentorship
- Social Media Engagement to amplify reach and create digital visibility for participants

VALUE FOR SPONSORS & PARTNERS

1. Boosting Brand Presence – On-site branding, media coverage, and online visibility.
2. Engagement & Networking – Access to 300+ women entrepreneurs, innovators, and leaders.
3. Reputation Building – Positioning as champions of digital inclusion and women's empowerment.
4. Corporate Social Responsibility – Supporting women's economic development and digital equity.
5. Content Creation – Opportunities for testimonials, videos, and brand promotion.
6. Customer Acquisition & Retention – Direct exposure to new consumer bases.

EXECUTION PHASES

- Planning (August – October 2025): Finalize agenda, confirm venue, secure sponsors, align with Ubungo Municipal.
- Marketing & Outreach (September 2025– January 2026): Launch promotional campaigns, engage partners, mobilize participants.
- Event Day (February 7th, 2026): Deliver conference, workshops, exhibitions, and networking sessions.
- Post-Event (February to March 2026): Collect feedback, publish highlights, share sponsor reports, and establish pathways for ongoing collaboration.

EXPECTED OUTCOMES

- Enhanced visibility and growth of women-owned enterprises in Ubungo.
- Improved adoption of digital tools by women entrepreneurs.
- Strengthened collaborations between women, government, and private sector actors.
- A sustainable platform for women's economic empowerment and digital innovation.

IN-KIND SUPPORT OPPORTUNITIES

We also welcome in-kind contributions that directly support the event:

- **Venue Support** – Providing a hall, tents, or exhibition space
- **Media & Promotion** – Coverage through TV, radio, or print media
- **Logistics** – Transport, branding materials, sound systems, photography, and videography
- **Food & Beverages** – Catering for participants and guests
- **Digital Tools & Products** – Laptops, internet bundles, software, or mobile devices for training
- **Gifts & Giveaways** – Branded merchandise for participants (bags, t-shirts, stationery, etc.)