

## New Regional Manager for Kilimanjaro and Arusha

By Frederick Mumbuli<sup>1</sup>



*Freddy Mumbuli at the First Mile workshop in Arusha*

My name is Frederick Mumbuli and I am the regional manager for Arusha (Hai, Siha and Babati) and Kilimanjaro (Same, Mwangi and Moshi). I am a businessman; my company, Microfinance and Business Development, is located in Arusha. We give training to entrepreneurs; coaching them on business skills. I am interested in the work of the Agribusiness Development Company because I feel that there is future need for a network to improve the marketing in the area. In the regions that I am working we have a plan to start bringing people, especially the businessmen and women, into the network. We have already sent letters and invitations to businessmen and women to enrol themselves into the network.

To get the network up and running I am starting with the Information Board Managers. I have already received some requests and I am going to the villages to visit them. Some people have shown their interest in setting up as Market Access Companies (MACs) or working as Trade Agents. I have gone around the markets in Arusha and Kilimanjaro and already have the names of people who are interested to become Market Enumerators. I hope that within three months that I can get a network in place. We have a process, first recruitment and then we must train these

people who have been recruited. We need to make sure that people have the instruments like mobile phones and laptops for the trials. This will need time, we can't rush. I expect the MACs to be in the district areas. Here in Arusha town I have two people who are traders in the main market. In Babati there are already people who have been working on market access during the project. We have other people in Same who need to be strengthened. More recruitment is needed in the Mwangi district.

This is a business, so when we are looking for people for the network it is not a government person who sits in a desk that is needed; it is someone who is ready to do business. Whoever comes into this network will need skills on entrepreneurship because he has to take this as his own business later on. The government agencies are not business-oriented they can assist us on mobilisation but I look to the entrepreneurs when I think of sustainability. We need to look to the entrepreneurs who will set up businesses which they will own.

There are some few problems in the market chain, they are critical and if they are not tackled the system will not work very well. One thing is capital, capital is needed to buy things and have access to things like mobile phones, laptops and the internet. The next thing is the brokers; these are the people who hinder the development of the market access from the farmer to the big buyers. Brokers are the people who make a big profit because they go and buy crops at a very low price and resell them at a very high price. We need to train these people in the chain to do fair business so that the farmers can benefit from whatever they are producing. The big buyer needs to appreciate that the business is done fairly and that whatever they pay goes back to the farmer

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