



BUSINESS REGISTRATIONS AND LICENSING AGENCY

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# BRELA POSTS

record **Sh 20.4 billion**  
dividend to government  
amid steady growth

## COMPANIES REMINDED TO FILE ANNUAL RETURNS

**T**he Business Registration and Licensing Agency (BRELA) has reminded all companies operating in Mainland Tanzania to file their annual returns and audited accounts in time, or risk facing consequences including being struck off the companies register.

In a public notice, BRELA said that all locally incorporated companies are required by law to submit annual returns to the Registrar of Companies every year.

This must be done by their anniversaries or their last returns date as stated under Section 128 of the Companies Act ,Chapter 212 of the Laws of Tanzania.

Where companies are still active but delay filing their Annual Returns for more than 28 days past the due date, they will be obliged to pay late fee for non-compliance. All afore mentioned companies are therefore urged to promptly submit their Returns to avoid unnecessary disruptions.

The Notice further explained that these documents are useful because they are important in maintaining accurate records of company ownership, and directors

information that is made publicly accessible and supports transparency in the business environment.

“Submitting annual returns and accounts is not only a legal obligation, but also helps build public trust and allows businesses to operate smoothly,” the Notice emphasized.

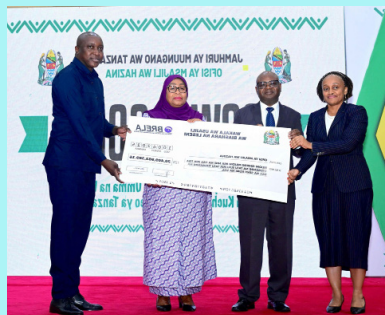
The Notice further warned that companies that fail to submit these documents may be assumed to have ceased operations and consequently be removed from the companies register as per Section 400 of the Law.

In cases where companies are still active but delay filing their returns for more than 28 days past the due date, they may face consequences for non-compliance. BRELA is therefore urging all company directors and secretaries—both of local and businesses that are not registered in Tanzania to act promptly and submit their required documents to avoid unnecessary disruptions.

Submissions can be made through the BRELA Online Registration System (ORS) or in person at BRELA offices.

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# EDITORIAL

**Godfrey Nyaisa**

*Chief Executive Officer*

Dear Readers, Welcome to the 12th Edition of the BRELA Quarterly Newsletter. As we approach the end of the 2024/2025 financial year, BRELA continues to demonstrate steady and meaningful progress in fulfilling its mandate of supporting business formalization, enhancing compliance, and contributing to Tanzania's broader economic transformation.

Up until April, 2025 BRELA had successfully registered 13,794 Companies, 23,644 Business Names, 37 Patents, and 2,601 Trade and Service Marks, issued 17,595 Business Licences under category "A" and 298 Industrial Licences, across diverse sectors.

These achievements represent more than just numbers, they reflect growing trust and confidence among entrepreneurs, investors, and innovators who are actively contributing to Tanzania's dynamic

business ecosystem.

Central to this success is our ongoing digital transformation, built upon a customer-centric approach. Today, all BRELA services are fully accessible online, providing convenience and efficiency to businesses of all sizes.

Our institutional strength lies in a deeply rooted culture of accountability, professionalism, hard work, and responsiveness.

These values continue to guide every member of the BRELA team, ensuring that we consistently meet the expectations of our customers, partners, and stakeholders.

Beyond our regulatory mandate, BRELA remains committed to reaching out to vulnerable and needy communities through its Corporate Social Responsibility activities.

We have continued to support vulnerable

groups, including orphans, persons with disabilities, and other disadvantaged members of society.

Looking ahead, BRELA remains focused on aligning with emerging policy frameworks and national development priorities. Our vision remains clear to be a centre of excellence in the region for business registrations and licensing services. We thank all our customers, partners, and stakeholders for their continued trust and cooperation.

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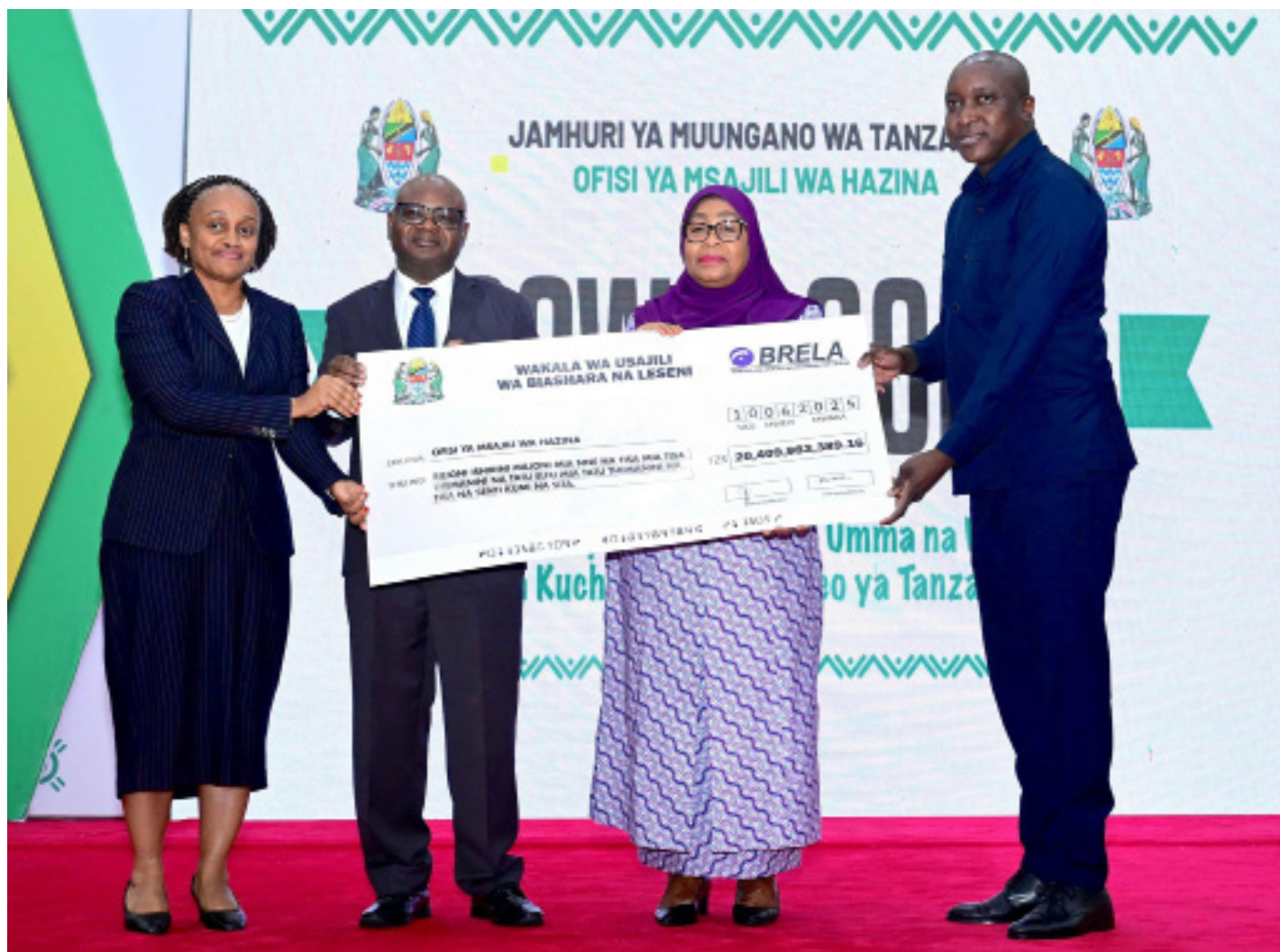
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# BRELA POSTS RECORD SH20.4 BILLION DIVIDEND TO GOVERNMENT AMID STEADY GROWTH

By Theresa Chilambo



The Business Registrations and Licensing Agency (BRELA) has reached a new milestone in its financial contributions to the government, remitting a dividend of Sh20.4 billion for the 2024/2025 financial year.

The amount marks an increase of Sh1.5 billion from the Sh18.9 billion it delivered last year, reflecting the Agency's continued growth and operational efficiency.

The dividend was handed over to President Dr. Samia Suluhu

Hassan during a national ceremony on June 10, 2025 at the State House in Dar es Salaam, where public institutions, state-owned enterprises, and selected private companies presented their annual financial contributions to the government.

BRELA's Chief Executive Officer, Mr. Godfrey Nyaisa, attributed the growth to deliberate reforms that have strengthened revenue collection, improved service delivery, and expanded digital systems. "This growth reflects

not only our operational efficiency but also our commitment to continually modernize our systems and services," said Mr. Nyaisa.

The positive performance, according to him, is a result of strategic reforms that have strengthened revenue collection and expanded accessibility to business registration across the country.

For the past five consecutive years, BRELA has maintained consistent growth in its dividend payments. During

the period, the Agency has averaged Sh16.8 billion annually in dividends, with this year's figure being the highest so far, reflecting a maturing institution that continues to deliver value to the government.

Behind this growth is BRELA's ability to widen its scope of services and attract more businesses into formal registration.

As of April 2025, BRELA had registered 13,794 Companies, 23,644 Business Names, 37 Patents, and 2,601 Trade and Service Marks, issued 17,595 Business Licences under category "A" and 298 Industrial licences.

"These numbers show that more Tanzanians are formalizing their businesses. This is good for the country because formal businesses pay taxes, create jobs, and help grow the economy," Mr. Nyaisa explained.

President Samia commended BRELA and other performing institutions for their contributions, noting that such dividends help strengthen government finances and support development plans. She emphasized that strong institutions play a critical role in building a sustainable domestic revenue base and reducing dependence on external borrowing.

BRELA's consistent performance has not gone unnoticed. The Agency has received several awards in recent years for its excellence in dividend remittance, further positioning it as one of the best-performing government institutions in revenue contribution.

The ceremony was attended by several high-ranking officials, including BRELA Ministerial Advisory Board Chairperson Prof. Neema Mori, as well as senior government leaders who applauded BRELA's role in supporting Tanzania's economic growth agenda.

## FOUR YEARS OF PRESIDENT SAMIA: A LEGACY OF BUSINESS FORMALIZATION

By Nehemia Mihayo



**D**oes the name Vigdís Finnbogadóttir ring a bell? She was the first female president in the world, assuming office in 1980 in Iceland. She was once quoted as saying, "If the world can be saved,

it will be saved by a woman." Decades later, Tanzania found itself at a historical crossroads when, on March 19, 2021, Dr. Samia Suluhu Hassan was sworn in as the nation's first female president.

The transition was met with mixed emotions due to the circumstances surrounding the transfer of power following the passing of Dr. John Pombe Magufuli. In her first speech as president, Dr. Samia reassured the nation by saying: "The person standing here is the President of the United Republic of Tanzania, whose gender happens to be female." These words set the tone for a transformative era.

On March 19, 2025, Dr. Samia Suluhu Hassan marks 1,461 days in power, with countless milestones achieved, benefiting every citizen in one way or another. The following are the remarkable



achievements of BRELA under her administration over the past four years.

### **A Boom in Business Formalization**

One of the most significant achievements of her leadership has been the formalization of businesses. Under her administration, over 231,302 businesses have been officially registered, contributing to national revenue, job creation, and infrastructure development. The steady

growth in formalized businesses underscores her government's commitment to economic progress. In 2021, 46,360 businesses were registered. The number continued to grow in subsequent years, with 55,294 businesses registered in 2022, 63,179 in 2023, and 66,469 in 2024. This initiative has particularly empowered small and medium enterprises (SMEs), fostering financial inclusion and economic stability. Strengthening Public Finances In 2024 alone, the Business

Registrations and Licensing Agency (BRELA) contributed a record Sh 18.97 billion in dividends to the government. This financial contribution has reinforced the administration's efforts to fund public services and national development projects, reflecting a strategic focus on self-sustainability and improved government revenue streams. Digital Transformation and System Integration A leader with a modern vision, President Samia has



championed the digital transformation of government operations. In August 2023, she directed that all government ICT systems be interconnected to enhance efficiency and transparency. By December 2024, BRELA had successfully integrated its systems with taxation, identification, and payment platforms, reducing bureaucratic delays and cutting operational costs for businesses.

### Diplomacy and Global Engagement

President Samia has positioned Tanzania as a key player on the global stage. In just four years, she has embarked on over 59 international visits, strengthening diplomatic ties across Africa, Europe, Asia, and North America. Her commitment to fostering international relations has attracted foreign investments and opened doors for trade. Notably, following her visits to France and Belgium in 2022, she boldly declared, "Tanzania will be like Europe in six years."

### Making Services More Accessible

Under her leadership, the digitization of business registration and licensing services has taken center stage. Entrepreneurs can now formalize businesses, submit applications, and modify documents entirely online, eliminating the need for physical visits to government offices and reducing costs for business owners. Beyond digital services, BRELA has trained 490 business officers across 26 regions and 185 municipal councils, ensuring that entrepreneurs receive support at the grassroots level. Additionally, a door-to-door campaign was launched to educate and assist business owners directly in their communities.

### Legal Reforms for Business Growth

Recognizing the need for a modern legal framework to create a business-friendly environment, her administration has initiated

comprehensive legal reforms in business and intellectual property laws. Key revisions include the Intellectual Property Laws, the Company and Business Name Registration Act, the Business Licensing Act, and the National Industrial Licensing and Registration Act. These reforms have been instrumental in aligning local policies with global best practices.

### The Journey Continues

After four years in office, President Samia Suluhu Hassan has left an indelible mark on Tanzania. From economic empowerment and digital transformation to legal reforms and global diplomacy, her leadership has laid a strong foundation for the nation's future. For those yet to formalize their businesses, BRELA provides an easy pathway to registration. Visit [www.brela.go.tz](http://www.brela.go.tz) or call +255 222 212 800 for more information.

# JAFO: TANZANIA'S INDUSTRIAL FUTURE DEPENDS ON LEGALLY PROTECTING CREATIVITY

By BRELA Staff



Tanzania's dream of becoming an industrialized nation hinges on its ability to protect creativity and intellectual property, the Minister for Industry and Trade, Dr. Selemani Jafo, has said.

Speaking during the national celebrations of World Intellectual Property Day on May 21, 2025, Dr. Jafo urged Tanzanians, especially artists, innovators, and creators, to register their intellectual property to safeguard their rights and secure rightful earnings.

"This is not optional. Intellectual property registration is a key economic tool, especially for a country like ours that is aiming for a knowledge-based industrial economy," he said. Without proper protection, he warned, Tanzania risks losing valuable

income, job opportunities, and homegrown innovation.

He cited well-known local artists such as Nandy, Juma Jux, Diamond Platnumz, Harmonize, Alikiba, and Hamisa Mobetto as examples of individuals who have successfully built profitable brands through the protection of their creative works.

Dr. Jafo commended government agencies like the Business Registrations and Licensing Agency (BRELA) and the Copyright Society of Tanzania (COSOTA) for their ongoing support to artists and creators. However, he called for intensified efforts to track and collect revenue from global digital platforms such as YouTube, Boomplay, and Spotify.

"Our artists are loved across the world, but many don't receive fair compensation. This isn't just a legal matter, it's a question of fairness and ethics," he stressed.

He further called for better coordination among institutions like BRELA, COSOTA, the National Arts Council (BASATA), and the Tanzania Communications Regulatory Authority (TCRA), noting that the government is in the process of reviewing relevant laws and signing international agreements to strengthen protection for creators.

During the event, Dr. Jafo celebrated the launch of the country's first-ever National Intellectual Property Awards (NIPA), organized by BRELA, which aim to recognize outstanding innovation and creativity that contributes to national development.

Dr. Jafo also extended his appreciation to international partners such as the World Intellectual Property Organization (WIPO) and the African Regional Intellectual Property Organization (ARIPO) for their continued support.

The celebrations brought together innovators from a range of sectors, including fashion, visual arts, music and entertainment, software development, and renewable energy.

# NYAISA UNVEILS KEY STEPS TO ELEVATE NATIONAL AND GLOBAL CREATIVITY

By Theresa Chilambo



**L**ocal innovators have been urged to register their creative works, ensure quality, and build strong brand identities as a way of unlocking greater benefits and competing in both national and international markets.

The call was made by the Chief Executive Officer of the Business Registrations and Licensing Agency (BRELA), Mr. Godfrey Nyaisa, during the 2025 World Intellectual Property Day celebrations held in Dar es Salaam.

“Many innovators in the country do not register their work, and as a result, they lose legal rights over their own creations,” Mr. Nyaisa said, highlighting a common issue among media personalities.

“For example, radio and television presenters often develop unique programmes

that attract a wide audience, but they fail to register those programmes as their intellectual property,” he explained.

He explained that when such presenters switch media houses, they often leave behind the programmes they created, something that could have been avoided through proper registration.

“If those programmes were registered, the creators could move with them to a new station and continue benefiting financially,” he added.

Mr. Nyaisa emphasized that intellectual property registration should not be seen as optional. Instead, it is a crucial step in protecting one’s rights and standing out in a competitive market.

“Quality matters. When you create something, make sure it can compete both locally

and globally. This not only increases the value of your innovation but also improves your sustainability as a creative,” he said.

He also urged creators to invest in personal branding.

“Promote yourself and your brand. When your name is mentioned, it should be easily recognized and associated with quality and creativity,” Mr. Nyaisa said.

To strengthen future creative talent, he recommended introducing intellectual property education in schools. According to him, early awareness can empower young people to protect and value their work from a young age.

“If we teach intellectual property rights in schools and recognize young innovators through awards, we can raise a generation of creators who are not only skilled but also equipped to protect and market their work,” he said.

Mr. Nyaisa’s remarks serve as a timely reminder to the creative community to take ownership of their intellectual property, strive for excellence, and build identities that are respected and protected at home and abroad.

# WORLD INTELLECTUAL PROPERTY DAY 2025: IP AND MUSIC — FEEL THE BEAT OF CREATIVITY

By Stanislaus Kigosi



Every year on April 26, the world marks World Intellectual Property (IP) Day, a global celebration introduced in 2000 by the World Intellectual Property Organization (WIPO) to recognize and promote the role of IP in driving innovation and addressing societal challenges.

The day also aims to raise awareness of the value of registering, protecting, and respecting IP rights. In

Tanzania, where the date coincides with Union Day, the IP Day commemorations are held on alternative dates without altering WIPO's annual theme or its intended message.

For 2025, the global theme is "IP and Music: Feel the Beat of Innovation." This year's focus highlights music not just as entertainment but as a creative industry at the heart of innovation, culture, and economic development.

Music, in its many forms, speaks a universal language. Whether traditional or modern, instrumental or vocal, in a familiar tongue or a foreign dialect, music has the power to entertain, comfort, teach, and preserve memory across generations.

Its rhythms and melodies often distinguish communities and eras, serving as a bridge between the past and the present.

Human creativity is the

engine of progress. Through invention and innovation, societies grow and evolve. Music, one of the purest forms of creative expression, is no exception. It plays a pivotal role in education, moral transmission, cultural preservation, and, increasingly, in economic empowerment. Music transcends generations, adapting and morphing with time, each era stamping its unique character into melodies and harmonies.

In recognizing this dynamic role, WIPO has chosen to spotlight the music sector in this year's IP Day celebrations. The intent is to honor the contribution of music creators and innovators whose work fuels social and economic development worldwide.

The theme underscores the value of music as intellectual property and emphasizes the need to protect it through copyright and related rights.

Originally, music served to console and uplift the human spirit. Over time, as society advanced technologically and economically, music evolved from a freely accessible form of recreation into a commercial product. Today, it stands as a vital industry, capable of transforming lives, generating revenue, and contributing to national GDPs. Despite these opportunities, the music industry faces critical challenges, particularly in the digital age.

Music is among the most

easily pirated forms of intellectual property. Unlike inventions requiring extensive resources to replicate, songs can be stolen and redistributed effortlessly through digital platforms. This theft undermines the hard work of musicians and deprives them of rightful earnings.

Technology has made it easier than ever to illegally duplicate, distribute, and monetize music without permission. Pirates exploit Information and Communication Technology (ICT) tools to bypass legal channels, flooding the market with unauthorized content. This deprives creators of fair compensation and discourages investment in musical innovation.

While laws exist to protect musicians and their work, enforcement remains a challenge. Many creators lack awareness or access to legal support, and the public often fails to appreciate the significance of respecting IP rights.

Education and societal commitment to uphold these rights are therefore essential. Protecting music as intellectual property ensures that artists benefit from their creativity and continue to produce enriching content.

The evolution of music distribution from vinyl records and cassettes to CDs, flash drives, and now digital streaming has also reshaped the IP landscape. Musicians no longer deal directly with

consumers; instead, they rely on digital platforms, many of which are operated by entities that benefit more than the artists themselves. This technological shift has outpaced the development of IP laws, leaving gaps that allow infringement to flourish.

Moreover, many artists are not sufficiently equipped with knowledge about their rights or the implications of distributing their work online. As a result, platform owners often gain disproportionately, while creators struggle to earn a living from their work. The digital environment has opened up new revenue streams, but it has also introduced new risks that demand updated legal frameworks and enhanced public awareness.

Ultimately, the 2025 theme invites us all to celebrate music as a force that unites people and cultures. But more importantly, it calls for collective responsibility in safeguarding the intellectual property that underpins it. In an era of rapid technological change, the protection of copyright and related rights must remain steadfast.

As we join the global community in marking World IP Day 2025, let us champion the rights of music creators. Let us commit to nurturing a music industry where innovation thrives, creators are rewarded, and society reaps the benefits of a vibrant, protected, and inclusive musical ecosystem.

# BRELA, URSB PARTNER TO BOOST DIGITAL SERVICES IN EAST AFRICA

By Lugano Mwakyombe



In a historic move aimed at strengthening modern services for citizens and businesses in East Africa, the Business Registrations and Licensing Agency (BRELA) held a working session with the Uganda Registration Services Bureau (URSB) to lay the groundwork for closer cooperation in enhancing digital services.

The meeting took place at BRELA's offices in Dar es Salaam, bringing together senior officials from both institutions, discussing on exchanging experiences, knowledge, and best practices as part of joint efforts to improve efficiency and ease access to online services.

Speaking during the session, BRELA's Chief Executive Officer, Mr. Godfrey Nyaisa, stated that BRELA continues to invest in modern digital systems that streamline services for the public.

He emphasized the importance of regional collaboration to enhance the value of services provided by both institutions through the use of advanced technology.

"It is crucial for our institutions to collaborate in key areas such as company registration, intellectual property ownership, and ICT systems. This partnership will enable easier access to services and improve productivity for both parties," said Mr. Nyaisa.

On her part, the Registrar General of URSB, Ms. Mercy Kainobwisho, commended BRELA for the significant progress made in digital service delivery.

She expressed URSB's readiness to closely collaborate with BRELA in various operational areas to improve services for

the people of Uganda and Tanzania.

"BRELA has set a good example in digital transformation. Through this collaboration, we hope to learn more, exchange experiences, and enhance our services to the public," said Ms. Mercy.

She highlighted areas such as business registration, intellectual property innovation, and ICT utilization as key opportunities for collaboration and increasing efficiency within the East African region.

This new partnership between BRELA and URSB is expected to serve as a catalyst for a digital revolution in service delivery and foster the growth of businesses and innovation in the region, using technology as the foundation for sustainable development.

# BRELA TO SUSPEND SERVICES TO BO NON-COMPLIANT FIRMS

By Theresa Chilambo



**T**he Business Registrations and Licensing Agency (BRELA) has announced that it will no longer provide services to companies that fail to submit information about their Ultimate Beneficial Owners (BOs), in a move

aimed at enhancing corporate transparency.

BRELA said in a public notice that the suspension takes immediate effect and applies to all Tanzanian-registered companies that have not yet

submitted BO details through the agency's online system.

"No company will be able to carry out any transactions with the Registrar of Companies unless it has submitted BO information," the agency said. Among the suspended services are the filing of annual returns, changes to company particulars, company status reports (custom search), registration of charges, document inspection (perusal), restoration of system access for those who lost login credentials, and certification of official documents.

The submission of BO information is a legal requirement under Section 459A of the Companies Act (Cap. 212), and the Beneficial Ownership Regulations, 2023, as published under Government Notice No. 714 on September 22, 2023.



BO information must be submitted electronically via the **BRELA portal: (<https://bo.brela.go.tz>)** BRELA has urged all non-compliant companies to act promptly to avoid service disruptions and ensure compliance with the law.

# INNOVATORS, ARTISTS AND INSTITUTIONS RECOGNIZED AT 2025 IP DAY

By BRELA Staff

**T**he government, through the Ministry of Industry and Trade, has recognized outstanding contributions by innovators, artists, institutions and individuals for their role in promoting, protecting and developing intellectual property (IP) in Tanzania.

The awards were presented in Dar es Salaam on May 21, 2025 during a special event to mark World Intellectual Property Day (IP Day), an annual celebration observed globally to highlight the importance

of IP rights in fostering innovation and creativity. Winners were honored across several categories, including Patents, Trademarks, Copyrights, and public education on IP.

In the patents category, the Nelson Mandela African Institution of Science and Technology (NM-AIST) emerged as the leading institution for filing the highest number of patent applications.

It was followed by the University of Dar es Salaam (UDSM) and the University of Dodoma (UDOM).

Dr. Never Daudi Zekeya was awarded for being the individual with the highest number of patent filings over the past three years.

In the Trademark category, Cure Afya Pharmaceuticals Limited received top honors after registering 319 trademarks over a five-year period.



A local agent who registered the highest number of trademarks on behalf of clients, both locally and internationally, was also recognized.

When it came to copyright achievements, popular musician Jay Melody (real name Sharifu Said Msawanga) was recognized as the top artist for registering the most musical works in Mainland Tanzania.

Fellow artist Saraphina (Sarah Michael Kitinga) was honored for her efforts in promoting

copyright awareness among female artists. The Tanzania House of Talents (THT) also received an award for its ongoing support in nurturing emerging artists.

Zanzibar-based entities were also recognized. Sub-Sahara Trading Partnership received an award for registering the highest number of trademarks and service marks in the Isles, while Professor Mohamed Ilyas was honored for his longstanding contribution to Zanzibar's music industry.

Special awards were also presented.

Young innovator Pascal Thomas Kija was awarded for developing the "Safe Belt for PPH", a device aimed at reducing post-partum hemorrhage in women.

Dr. Zekeya received an additional award for his innovation in agricultural pesticide development.

The 2025 IP Day celebrations underscored the country's commitment to strengthening the IP ecosystem as a means to support inclusive growth, innovation, and cultural preservation.



# BRELA AND COSOTA REMIND ARTISTS THE VALUE OF CREATIVITY AT TASUBA

By Lugano Mwakyombe



**T**he Business Registrations and Licensing Agency (BRELA) and the Copyright Society of Tanzania (COSOTA) held a special training session on May 14, 2025, for artists from the Bagamoyo Institute of Arts and Culture (TASUBA) to highlight the importance of protecting their creative works.

During the session, emerging artists at TASUBA were reminded of the critical need to register their creative and artistic works, including music, painting, theater, film, and writing. BRELA and COSOTA emphasized that creativity is the legal property of the artist, and if not registered, others may benefit from it

without the creator's consent. "Don't wait to become famous before you register your work. Copyright begins at the moment of creation—you need to protect it early," stressed Mr. Hashimu Rukwere from COSOTA.

On his part, Mr. Abdurikalim Nzori gave an in-depth explanation of BRELA's role and how creative work can be protected, enabling artists to establish legitimate and legally protected art-based businesses.

Emphasizing the importance of Intellectual Property, Mr. Nzori stated, "Intellectual Property is a legitimate form of ownership like any other

— the difference is that it's intangible, yet highly valuable. Don't leave it unregistered, as it can be stolen and used by others without benefiting you."

Perpetual Katondo, TASUBA's Manager of Academic Support Services, affirmed that the institution continues to prove itself not only as a center for nurturing talent but also as a pillar of knowledge and protection for artists' works. She noted that this training has opened many eyes to the importance of safeguarding their work before it is stolen or misused.

Today's training served as a crucial reminder to TASUBA students that creativity holds great value and must be protected, appreciated, and developed. In today's world, where art is a major source of employment and identity, it is vital for every artist to understand their rights and the steps needed to protect their work.

This year's World Intellectual Property Day theme, "Intellectual Property and Music – Feel the Beat of Innovation," reminds artists that not every beat is just entertainment — it is a valuable piece of Intellectual Property that can become a source of income and lasting legacy

# FRESH JOY AND OPPORTUNITY TO ORPHANS

By Joyce Mgaya



For 100 orphans and vulnerable children from the Tulee Yatima Tanzania (TUYATA) centre located in Magomeni, Dar es Salaam, this year's Ramadan was not just about breaking fast; it was about opening new horizons. Thanks to the Business Registrations and Licensing Agency (BRELA), the children experienced a trip they will never forget, traveling on the Standard Gauge Railway (SGR) for the first time to visit Dodoma and explore key national projects.

"This is my first time on a train," one child said excitedly, while others marveled at the massive Government City Complex, known as Magufuli City. Inspired by what they saw, many children shared dreams of studying hard to one day contribute to Tanzania's development.

The journey was part of BRELA's wider Corporate Social Responsibility program during Ramadan.

Before the trip, BRELA organized a special Iftar at

the TUYATA center, bringing together the children, their guardians, government officials, religious leaders, and community members to share in the spirit of the Holy month Ramadan.

Speaking during the Iftar, BRELA's Chief Executive Officer, Mr. Godfrey Nyaisa, emphasized the Agency's ongoing commitment to supporting vulnerable communities.

"This is more than a donation; it's about creating opportunities, building confidence, and

showing these children that their future matters,” said Mr. Nyaisa. “We are determined to make this an annual tradition. A budget has already been set aside to ensure continuity of such engagements.”

The event was attended by several dignitaries, including Kinondoni District Commissioner Hon. Saad Mtambule, the Chairperson of the BRELA Ministerial Advisory Board Prof. Neema Mori, BAKWATA District Secretary

Alhaj Nuhu Jabir Mruma, Sheikh Mohamed Ahmed Mahenga, and Ndugumbi Ward Executive Officer Pamela Kalungano.

Alongside the Iftar and educational trip, BRELA also donated vital supplies to the TUYATA center worth Sh 4 million including; 500 kilograms of rice, 100 kilograms of sugar, 100 kilograms each of maize flour and beans, 20 litres of cooking oil, 20 kilograms of meat, 10 mattresses, sanitary towels and soap.

Mr. Nyaisa urged Tanzanians to carry forward the values of love, peace, and unity beyond Ramadan. He also reaffirmed BRELA’s broader mission to promote ethical business practices while remaining connected to the needs of society.

For the children, the message was even simpler: ***“someone cared, and dreams were possible”.***



# ENTREPRENEURS REMINDED OF THE IMPORTANCE OF TRADEMARKS AND SERVICE MARKS

By Lugano Mwakyombe



The Business Registrations and Licensing Agency (BRELA) conducted a special training session for entrepreneurs on May 13, 2025, at the SIDO offices in Dar es Salaam.

The training aimed to educate entrepreneurs on the importance of registering Trade and Service marks as a way of protecting their products and services in a competitive market.

Presenting the topic, Mr. Athumani Makuka, an officer from BRELA, urged entrepreneurs to recognize that registering a Trademark

is a legal form of protection that enhances the value of a business by increasing customer trust and brand identity in the marketplace.

He explained that a Trademark is part of Intellectual Property that every entrepreneur should safeguard for both present and future benefits. The training participants showed great engagement by asking questions and sharing their personal experiences about the challenges of running a business without registering a brand. Many admitted they were previously unaware of the importance of Intellectual Property rights

but left the session equipped with knowledge and key steps to take in registering their Trademarks through BRELA.

This training is part of key activities leading up to the celebration of World Intellectual Property Day, which will be held on May 21, 2025.

BRELA continues to offer training to entrepreneurs and businesspeople by providing education on the importance of protecting their intellectual assets in order to continue accessing various opportunities in the market.

# BRELA DEREGISTERS 11 COMPANIES OVER BREACH OF LAW

By Theresa Chilambo

The Business Registrations and Licensing Agency (BRELA) has deregistered 11 companies affiliated with Leo Beneath London (LBL), which were registered in various regions since February 27, 2025.

BRELA took this step following public complaints that some individuals were defrauded of their money, while some of the company's leaders have been detained by law enforcement authorities for operating without approval from the Bank of Tanzania (BoT).

According to BRELA, the registration of these companies indicated similar purposes of producing various programs and advertisements, but their actual operations were different from what was declared.

BRELA's Chief Executive Officer, Godfrey Nyaisa, said he deregistered the 11 companies under the powers granted by Section 400A of the Companies Act, Cap. 212.

He explained that the companies were deregistered for violating Section 400A(1) (e) of the mentioned Act by conducting commercial activities outside the objectives listed in their constitutions and contrary to the operational guidelines during registration.



"This section requires the registrar to notify a company of any violation and the intended action to be taken," Nyaisa said today during a press conference.

He noted that before implementing the law, if a company fails to provide an explanation or submits an unsatisfactory one, the registrar may remove it from the company register.

"Under Section 400A(1)(e), the registrar notified the concerned companies of the intended

deregistration through notices issued between January 2 and January 26, 2025. Since the companies did not submit any explanation as required under Section 400A(2), the registrar has officially deregistered them from the company register," he said.

The deregistered LBL companies are Mtwara Media Company Limited (No. 181289972), LBL Morogoro Media Company Limited (No. 179770873), LBL Geita

Advertising Media Limited (No. 180439242), and LBL Mbeya Media Limited (No. 179978326).

Others include LBL Future Vision Advertising Agency Company Limited (No. 181302259), LBL Mbezi Advertising Media Company Limited (No. 180582835), LBL Ubungo Media Limited (No. 181513438), and LBL Dar es Salaam Kigamboni Advertising Company Limited (No. 180046992).

BRELA stated that the companies were registered by different individuals, with slight variations in the names to enable their registration.

The agency said the companies were registered between November last year and February this year in different locations.

"I would like to remind the public that there is

no law or institution in Tanzania authorized to issue permits or licenses for pyramid schemes, as such businesses are illegal," said Nyaisa.

"The registrar is continuing to monitor other companies conducting commercial activities outside their constitutions or in violation of laws and procedures and will continue to take appropriate action, including deregistration," he added.

He urged citizens to report such cases to relevant authorities, including government institutions and the Police Force, to ensure appropriate measures are taken against companies or individuals involved in such illegal business practices.

## HEAR THE RHYTHM OF INTELLECTUAL PROPERTY: CREATIVES MUST RISE, AND THE NATION MUST BE INSPIRED

By BRELA Staff

In today's knowledge-driven world, creativity is not a luxury, it is capital. As Tanzania stretches the boundaries of innovation, in music, broadcasting, visual arts, literature, fashion, and technology, one truth remains paramount: creative works must be protected through formal intellectual property (IP) systems.

Yet, many artists and innovators still overlook the essential step of registering their works. This not only robs them of legal rights to benefit from their talent, but also denies them the international recognition they deserve as rightful owners of what they have created through intellect and effort.

IP is an economic weapon, not a mere option  
As we marked this year's World Intellectual

Property Day, we underscored a vital message: intellectual property is no longer optional, it is an economic necessity.

When we speak of music, we are not just referring to entertainment; we are talking about a thriving industry with the potential to create thousands of jobs, generate local and foreign revenue, and contribute significantly to the national GDP.

Without registration, an artist's work remains vulnerable, open to imitation, commercial exploitation, and misuse without their consent. Through formal registration with institutions such as BRELA and COSOTA, creators secure legal protection, unlock avenues for legitimate earnings, and gain the confidence to innovate freely.

The good news is that IP registration is now available online. It is simpler, faster, and more affordable than ever before. Real names. Real brands. Real impact.

Tanzania is home to artists who have successfully turned their names into formidable brands, Nandy, Jux, Harmonize, Alikiba, Diamond, Mobetto. These individuals took action.

They understood that a name could become

a product and that product, once protected, could generate wealth. Today, they reap the rewards not only of fame but also of structured revenue from merchandise, brand endorsements, and digital platforms such as YouTube, Spotify, and Boom play.

But what about those who created iconic radio shows, only to leave the titles behind at their former stations because they never registered them? Or the songwriters whose music is still played today, yet whose families have never earned a single shilling in royalties? These are cautionary tales that must push us toward greater awareness and action.

Instilling IP awareness begins at school We must embrace a cultural shift and it begins in the classroom. Our children should learn about intellectual property from an early age as part of preparing them for meaningful participation in the knowledge economy.

This education must extend beyond musicians to include tech developers, authors, visual artists, designers, and even agricultural innovators.

A policy framework for the future To guide this transformation, Tanzania has launched its National Intellectual Property Policy.

This landmark document offers a roadmap for fostering creativity, encouraging registration, enhancing protection, and promoting the commercial use of IP assets.

But a policy alone is not enough. Every creator must recognize their individual responsibility, legal, economic, and social, to register and protect their creative output.

**Celebrating innovation: The national IP awards**  
For the first time, BRELA has introduced the National Intellectual Property Awards. These are not just accolades; they are instruments of encouragement, designed to inspire a new era of intentional, strategic innovation.

Let us move beyond accidental creativity and begin to innovate with clear purpose and commercial foresight.

If you did not receive an award this year, take it not as defeat, but as motivation. Keep creating. But this time, create with a business mindset. Think about value. Think about protection. Think about the market.

**Call to action:** institutions and creatives must work together Government agencies such as BRELA, COSOTA, BASATA, TCRA, and the Ministry of Industry and Trade must work together closely.

In cooperation with international bodies like WIPO and ARIPO, we must strengthen the legal and institutional frameworks that support IP protection in the digital age. Artists must be voices of peace As Tanzania prepares for the general elections, artists must embrace their role as peace ambassadors. There can be no creativity without peace. Music cannot thrive in conflict. Let us use our art to unify, not divide. Let us raise voices that inspire harmony. The time is now Every artist, every innovator, every creator of knowledge, and every stakeholder in the creative industry must now listen to the rhythm of intellectual property. Let us not wait until our works are misused or stolen. The time to act is now.

Register your works. Build your brand. Protect your creations. Turn your talent into capital. By doing so, we protect not only our individual futures, but also the creative and economic destiny of our nation.

## CALL FOR JOURNALISTS: ARIPO IP JOURNALIST AWARDS

**ARIPO IP JOURNALISTS**

*Awards*

**ARE BACK**

- Are you a journalist showing excellence in shaping core values and attitudes, and highlight emerging issues related to Intellectual Property rights in Africa?
- Show us **your work** and stand a chance to **WIN!**

**Submission Dates:** between 1 June to 30 August 2025.





# POEM

*By Angela Kimaro*

BRELA, a pillar of development,  
manages business with care,  
company registration, trademarks and names,  
performs its work with great efficiency.

For entrepreneurs and small businesses,  
it is a savior on the journey to success.  
ensuring laws and rights are respected,  
entrepreneurs gain the freedom to work.

With every registered business name,  
It is the foundation of growing success,  
With every trademark, rights are protected,  
And as companies grow, BRELA supports.

In the legal framework of business,  
BRELA is a beacon that illuminates the way,  
protects the rights of entrepreneurs,  
makes it easier for businesses to be recognized.

Entrepreneurs receive legal protection,  
registration of intellectual property rights and trademarks,  
BRELA is a far-sighted eye, opening the doors of success for all,  
In the country's economy, it builds strength,  
for businesses to strengthen and grow,  
the rights of entrepreneurs are firmly protected,

BRELA is a model of sustainable development,  
entrepreneurs make sure your businesses are registered  
BRELA provides justice and security,  
making your business strong and stable.

BRELA, an institution with a large context,  
is a home for the success of entrepreneurs  
with its support, businesses expand,  
the national economy grows and prospers.

The image shows a tall, modern building with a light green facade and a prominent blue vertical stripe on the left side. The building has many windows and a glass-enclosed staircase on the left. The sky is blue with some clouds. The text "BRELA HOUSE" is written in large, blue, 3D letters along the top edge of the building's facade.

BRELA HOUSE

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