



## The Ease of Doing Business in Tanzania and Zanzibar : The digital and Blue Economy

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People are spending more money online now, which has caused businesses to place more of a focus on digital platforms and revenue sources. People are now increasingly familiar with digital goods and services because of the rise of the digital economy, which has prompted businesses to look for new competitive advantages in the digital sphere. However, the definition of digital business has expanded beyond only online retail; according to studies, “digital firms develop competitive edges based on specific combinations of digital and physical resources.” They take action in a way that gives them a competitive advantage that others cannot.

We are proud to present THE EASE OF DOING BUSINESS IN TANZANIA AND ZANZIBAR 2023: “THE DIGITAL and BLUE ECONOMY”.The aim is to promote a better understanding of the establishment, and the role of the digital economy in Tanzania, particularly how digital technologies impact Tanzanian and Zanzibar economies and transform both business practices and societies. This project further aims to provide information and updates on requirements, procedures, compliance, and top protection awarded by the law of Tanzania to businessmen and highlight business opportunities present in Tanzania as far as the digital economy is concerned.

The project contains information from Tanzania Mainland and Zanzibar separately for ease of understanding. The digital economy is one collective term for all economic transactions that occur on the internet. It is also known as the Web Economy or the Internet Economy. With the advent of technology and the process of globalization, digital and traditional economies are merging into one. This publication by ABC Attorneys allows you to understand and consider opportunities that may be present in the Digital and Blue economy.

We would like to express our gratitude to all the contributors and editors, who have dedicated their time and effort toward the successful completion of this newsletter.

We hope you enjoy reading this publication and we look forward to receiving your feedback.

Enjoy!



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