

December 6, 2007

Dr. Mrs. Asha-Rose Migiro  
Deputy Secretary General  
United Nations  
United Nations Headquarters  
New York, NY.

Dear Dr. Migiro, Jambo Sana!

It was such a pleasure for Mira and me to see you again at the Bahati School for Girls evening. As we promised, we have enclosed some exciting promotional materials to keep you up to date on our Tanzania's promotional efforts in the US.

First, we have enclosed the CNN commercial that is running on and off through March. Now, the next cycle on CNN will be end of February/beginning of March 2008. However, it will be aired on CNN Airport (all major US markets) during the heavy XMAS travel season.

Second, it is also our pleasure to update you on the recent 2nd World Tourism Marketing Summit in Beijing, which as you know, Tanzania took a lead role with H.E. President Kikwete serving as Hon. Global Chair. The fantastic outcome was the formal announcement of the MOU signed for the first World Tourism University in Africa to be in Tanzania, following the meetings with H.E. President Kikwete in New York City.

The overall plan of this University will be aimed at graduate level, master degree and doctoral degree students who will be trained and educated both within the University and "on the job" internships in rotating Capitols of the world. We will also aim to work closely with the University of Dar es Salaam. We will keep you apprised of developments.

Third, we are especially thrilled to share with you the first ever Tanzania Travel Agent Specialist Program (distributed to over 43,000 individual travel agents and also available online at [www.tauniv.com](http://www.tauniv.com)) which was just launched last week along with the special cover story on Tanzania in Travel Agent magazine (readership of 220,000) promoting Tanzania and the training course. This has been a dream of ours for many years and we are thrilled that the Hon. Prof. Maghembe and the tourism team helped make it a reality in September, 2007.

Warmest regards from Team Tanzania and best wishes to you and your family for a happy holiday season. With your continued support, we are looking forward to America becoming the number one tourist market for Tanzania very soon!

Sincerely

Mira Berman, President  
Karen Hoffman, Sr. VP