

Tanzania with its rapid economic growth, rising middleclass, and expanding access to mobile technology is a desirable new market for high technology companies.

**GESEC project** wants to tap to this opportunity as a project consortium of **University of Turku** (UTU) and three Finnish geospatial companies: **Arbonaut**, **Dimenteq** and **Vionice** and their business, academic, NGO and government partners in Tanzania.

The project aims to study the existing business ecosystem in Tanzania and what knowledge creation and innovation development is required from the Finnish companies to enter the radically different and dynamic market.

**UTU will study and proactively stimulate the business ecosystem growth** via various events such as:

- Data hackathons
- Business innovation events
- Workshops, trainings and conferences
- Business to Business meetings
- Participatory mapping campaigns

**Our activities will catalyze Tanzanian geospatial business ecosystem** by modifying their existing solutions or creating new location-based software solutions to meet the growing needs of the Tanzanian market and fast-tracking the local software development.

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