

AGRICOM at the helm of Tanzania's farming revolution:

Experience the future at Nane Nane Expo 2025



By A Special Correspondent

In just over a decade, AGRICOM Africa Ltd has evolved from a modest farming service provider into a driving force behind Tanzania's agricultural modernization.

Established in 2009, the company has grown to capture an estimated 40% of the national farm machinery market - a remarkable achievement that underscores not only its strategic vision but also its firm dedication to supporting farmers across the country. Yet, AGRICOM's significance extends well beyond market dominance. At its core, the company is on a mission to redefine agriculture in Tanzania - transitioning it from low-yield, subsistence practices to a modern, commercially viable and technology-powered sector.

Engineering agricultural productivity

This purpose-driven approach is embedded in every aspect of AGRICOM's operations, from providing cutting-edge machinery and smart financing solutions to farmer training and grassroots capacity building.

The result is a company not merely selling tools, but

engineering a nationwide shift toward agricultural resilience, productivity, and prosperity.

"We're not just selling machines," says Elias Leasa, AGRICOM's Operations Manager. "We're here to change how farming is done - making it more efficient, profitable, and future-ready."

This vision will take centre stage at the 2025 Nane Nane International Agricultural Exhibition in Dodoma, where AGRICOM will unveil an expanded portfolio of smart agricultural solutions.

A future-ready presence at Nane Nane 2025

Speaking during a recent exclusive interview with Business Insider, Mr Leasa said the AGRICOM's pavilion at this year's Nane Nane Expo in Dodoma will be more than a display - it will offer a real-world glimpse into the future of Tanzanian farming.

According to him, visitors will experience innovations in mechanisation, irrigation, precision farming, and digital support tools - many tailored specifically to local needs.

"This year, we'll showcase smart, climate-resilient machinery and digital systems built for Tanzanian farmers," Mr Leasa told Business Insider.

AGRICOM has participated in every Nane Nane since its inception, using the platform to connect directly with farmers. "These exhibitions allow us to listen, learn and co-create practical solutions with the people on the ground," he added.

Experience the future at Nane Nane Expo 2025

Scaling up mechanisation and financing

Building on its 2024 milestone - delivering 1,200 machines worth TSh84 billion - AGRICOM is expanding its reach through enhanced lease-to-own and hire-purchase models.

These financing options are unlocking access to technology for smallholder farmers in underserved areas.

Strategic partnerships with institutions like PASS Trust and ten local banks, including Tanzania Women's Bank, are enabling thousands of farmers - especially women - to afford tractors and power tillers on flexible terms. In 2025, over 1,200 tractors and 500 power tillers will be distributed through these schemes.

"Our goal is to ensure that farmers, particularly women, are not left behind," Mr Leasa explained. "Access to affordable financing is transforming productivity - and it's good for business too." In 2024, financing accounted for 60% of AGRICOM's TSh84 billion turnover.

From humble beginnings to national impact

AGRICOM was founded by Tanzanian entrepreneur Angelina Ngulula, who saw a need for accessible and affordable farm equipment. At the time, farmers relied heavily on expensive imports that were difficult to repair locally, causing long delays during planting seasons.

Determined to bridge that gap, Ms. Ngulula sought international suppliers willing to produce machinery tailored for Tanzania - affordable, durable and serviceable by local technicians. That vision laid the foundation for AGRICOM's growth and the supportive farming company we know today.

Unlike companies that simply import and sell, AGRICOM begins its innovation cycle with farmers. "We listen, then innovate," Mr. Leasa noted. This approach has led to:



AGRICOM's Operations Manager, Elias Leasa



President Samia Suluhu Hassan briefed on the operations of Agricom Africa Ltd. by its founder, Ms. Angelina Ngulula (2nd right), during the 2024 Nane Nane Agriculture Exhibition in Dodoma.

- Pioneering of potato and onion harvesting equipment in the country
- Introduction of region-specific maize and sunflower machinery
- Debuting of locally serviceable tractors, and
- Launching of youth-focused training programmes

AGRICOM is also a partner in the government's Build a Better Tomorrow (BBT) initiative, training youth to operate and maintain farming equipment.

Over 300 youth trained in tractor maintenance

The company has a network of over 300 young technicians that supports farmers with rapid maintenance services across Tanzania. By decentralising after-sales support, AGRICOM has reduced service turnaround times from up to 48 hours to as little as three hours.

"Rather than flying in technicians from Dar es Salaam, we empower locals in every region, Mr. Leasa explains. This approach not only enhances service but creates sustainable employment for youth in agriculture. AGRICOM has also built a nationwide network of over 50 independent dealers who distribute its equipment at

fixed prices, ensuring price transparency. These dealers earn commissions, creating entrepreneurial opportunities without inflating costs.

In addition, over 100 spare-parts vendors supply genuine AGRICOM components, ensuring reliable after-sales service and reducing downtime.

AGRICOM also walks the talk: the company cultivates demonstration plots - such as two-hectare maize fields - using its own technology to prove effectiveness under real farming conditions.

"Agenda 10/30" and preparing for Dira 2050

Through hands-on demonstration, community training, and youth empowerment, AGRICOM is a key player in achieving Tanzania's Agenda 10/30 - a vision to build a profitable, technology-driven agricultural sector by 2030.

Its capacity-building programmes reach thousands of farmers annually, covering topics such as mechanisation, land use, and agribusiness management.

Looking further ahead, AGRICOM is aligning with Tanzania's Dira 2050, which aims to elevate national development through inclusive, innovation-driven growth.

CONTINUES PAGE 25>



<<FROM PAGE 24

Despite agriculture contributing 26% to GDP and employing the majority of the population, Mr Leasa says that the sector still struggles with financing and policy constraints.

"We urge the government to review tax policies on essential machinery and provide predictable, investment-friendly frameworks," says Mr Leasa. "Farmers need the freedom to access markets - locally and internationally - without restrictive barriers."

With the right policy framework and strategic investment, AGRICOM believes Tanzania has the potential not only to feed Africa but also to contribute significantly to global food security by leveraging its vast arable land, favourable climate, and growing agricultural innovation.

What to expect at Nane Nane 2025

AGRICOM's pavilion will be a highlight of the 2025 exhibition. Key attractions include:

- AGRICOM Customer App Launch - A mobile platform for ordering certified inputs and spare parts.
- Live Call Centre Demonstrations - Visitors will see how AGRICOM supports farmers in real time.
- Youth Engagement Programmes - They will also learn about training and career development for the next generation of agri-leaders.
- Smart Financing Booths - These will offer the opportunity to explore accessible loan and lease options tailored to smallholder needs.



A partner in progress

Mr. Leasa said that through strategic alliances and financial empowerment AGRICOM continues to prove that transforming agriculture takes more than tools - it requires people, systems and partnerships.

The company's integrated model of technology, financing, training, and grassroots support offers a blueprint for long-term agricultural success, he added, noting:

"We're not just selling tractors...We're investing in ideas and people that will power Tanzania's farming future."

Join the movement

Whether you're a smallholder farmer, ambitious agripreneur, curious student, or forward-thinking policymaker, the 2025 Nane Nane Agricultural Expo in Dodoma is your gateway to the future of farming.

Don't miss the chance to engage directly with AGRICOM Africa Ltd and experience how innovation, inclusion, and on-the-ground impact are converging to transform Tanzania's agricultural landscape.

Visit the AGRICOM pavilion - connect with cutting-edge technology, practical solutions, and a movement that's redefining agriculture from the ground up.

Be part of the transformation. Be part of the revolution.