



Customer Advisory

Date: 19th September 2025

Dear Valued Customers

**Subject: MANDATORY TRADEMARK RECORDATION FOR GOODS
IMPORTED TO MAINLAND TANZANIA**

Starting December 1, 2025, all businesses importing branded goods into Mainland Tanzania must comply with a new trademark recordation system mandated by the Fair Competition Commission (FCC).

Customs will require proof that trademarks on imported goods have been officially recorded with the Chief Inspector of Merchandise Marks before allowing clearance.

Noncompliance may lead to delay in customs clearance at Tanzania.

For any enquiries, contact FCC on telephone: +2552221115802 or email: trademark.recordation@fcc.go.tz or visit www.fcc.go.tz.

Attached circular from the Government Authorities for reference.

Thank you for your support and partnership with ESL.



PUBLIC NOTICE

COMMENCEMENT OF TRADEMARK RIGHTS RECORDATION

The Fair Competition Commission (FCC) was established under the Fair Competition Act, 2003 (FCA) to promote and protect effective market competition and protect consumers from misleading and deceptive conduct in the market. FCC also enforces the Merchandise Marks Act, 1963 (as amended), which provides the legal basis for combating the trade of counterfeit goods in Mainland Tanzania.

Pursuant to Section 11A of the Merchandise Marks Act, 1963 (as amended) and the Merchandise Marks (Recordation) Regulations, 2025, the FCC hereby notifies the Public of the commencement of implementation of Trademark Rights Recordation effective from 1st December 2025. Trademarks relating to goods to be imported into Mainland Tanzania, irrespective of their place of registration, shall be required to be recorded with the Chief Inspector of Merchandise Marks.

All recorded Trademarks shall be accorded proactive protection against counterfeit imports in accordance with the provisions of the Merchandise Marks Act, 1963 (as amended).

No Trademark Representative shall be eligible to perform any functions with FCC from 1st December 2025 unless they are admitted and registered by respective owners of Trademarks they represent.

For any enquiries, contact FCC on telephone: +2552221115802 or email: trademark.recordation@fcc.go.tz or visit www.fcc.go.tz.

**CHIEF INSPECTOR OF MERCHANDISE MARKS
FAIR COMPETITION COMMISSION (FCC)**