

Strengthening Tanzania's Global Influence

An Analysis of the 2024 International Representation Strategy and Its Implementation Challenges

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Abstract

The situation of the underrepresentation of Tanzania in the major world institutions, including the United Nations (UN), World Health Organization (WHO) and International Monetary Fund (IMF) has remained unchanged despite the economic growth of the country to the level of the lower-middle-income country, as well as increasing regional influence of the country. By 2025, the proportion of Africans in UN professional staff is only 14.8 per cent, and of East African assignments less than 3 per cent Tanzanians. Such imbalance intensifies brain drain and limits the ability of diplomats to leverage in the face of international issues such as climate change and debt crisis (United Nations, 2023b). In this paper, I will use a PESTEL model to deconstruct these realities with a focus on political changes, economic cycles, and social obstacles that discriminate against Tanzanian talent.

Based on the analysis of the International Representation Strategy 2024 of Tanzania, the paper presents a transformative roadmap that is based on five strategic objectives: the development of talents, global networking, amplified representation, the transfer of knowledge, and mobilisation of resources. The strategy is backed with the SMART goals, including creating a database of 1,000 high-potential professionals by Q4 2025 and filling the three positions on the highest levels by 2030, with action plans, mitigation of risks, and stakeholder involvement to achieve the 75 per cent growth of mid- and senior-level placements by 2030. The main suggestions include the proposal of 150 scholarships and 500 mentors per year together with the diaspora, along with the increase of a 10 million fund, based on the experience of a 25 per cent. representation in Rwanda (Rwandan Community Abroad, 2024).

The strategy will support short term visibility gains, medium term policy impact and long term soft power gains, which could possibly increase remittances by a factor of two and improve domestic policymaking. This paper recommends that the government should act swiftly, especially post the October 2025 elections, to streamline the framework and make Tanzania one of the first countries in Africa to champion multilateralism agenda. Long term effects on national development should be considered in future studies.

Keywords

Tanzania international representation, UN staffing equity, WHO African leadership, IMF African voices, talent development strategy, brain drain mitigation, global diplomacy

Introduction

The representation of developing countries in global institutions is not only a question of fairness, but it is also one of the main international governance practices and a factor that supports sustainability through development in the world. The usual international organizations such as the United Nations (UN), World Health Organization (WHO), and International Monetary Fund (IMF) play a major role in dictating the policies that will be affecting economic stability, public health care, and conflict management—areas where African views are continuously and unreasonably neglected. Even though Africa has 18% of the world's population, it is still the continent that suffers most from the challenges in the areas of climate change, pandemics, and economic inequalities. Hence, the limited participation of Africa in these organizations leads to a marginalized situation where the decisions are made without a proper consideration of the opinions of the most impacted (United Nations, 2023).

For Tanzania, a country with a population of over 65 million and an important role in East African regional politics, this lack of representation means that the country cannot speak up for its interests in trade, health security, and debt relief, thus losing opportunities. The nation is classified as a lower-middle-income economy, yet its economic growth is expected to be strong—real GDP growth was 5.5% in 2024 and is projected to be 6% in 2025 (African Development Bank, 2024)—Tanzania is at a significant turning point. It is closely related to the country's Vision 2025 which focuses on economic transformation and human capital development through investments in education, infrastructure, and private sector growth. Besides these, the global interaction requirement is also strong (United Republic of Tanzania, 1999). However, without being more active in international discussions, Tanzania is in danger of not being noticed by the global agenda and so not being able to fully utilize its large population of young people or not being able to influence policies that are crucial for its development.

Elevating the human factor at Tanzania's strategic imperative points to the fact that the country could not only have the pride of the nation but also international power by bringing its people to the top levels of these organizations. This is in line with the Vision of Tanzania's International Representation Strategy 2024: "To position Tanzania as a globally recognized leader in international cooperation, with its citizens shaping the future of world institutions." The Vision is accompanied by the Mission: "To empower and position Tanzanian professionals

for influential roles in major international organizations, fostering global partnerships and contributing to worldwide development while elevating Tanzania's status on the world stage." Through these mission and vision statements, Tanzania is signaling a step-forward from the well-known position of the "passive participant" to the "active leader," the latter mainly due to the country's expertise in sustainable agriculture, public health, and regional peacekeeping. In a wider African context, Dr. Bayo advises that the presence of the continent in global discussions can no longer be ignored, giving as an example the three non-permanent seats on the UN Security Council that are still far from adequate for a continent that represents 28% of UN membership. Such a situation is exemplified by the modest third seat obtained by sub-Saharan Africa on the IMF Executive Board in 2023 (International Monetary Fund, 2023a) where Tanzania's strategy is boosting the movement towards the top by the whole continent. The latter is made possible via the enhancing of the talent generation and networking which, in turn, are the major facilitators of the long-time structural barriers that have kept African countries in the circle of observers only, turning potential into influence (World Economic Forum, 2023).

Although these aspirations are present, the current situation shows very difficult challenges that Tanzania has to face in order to be recognized internationally. A PESTEL analysis points out political and economic factors as the biggest hindrances. From a political point of view, Tanzania enjoys a secure setting and an increasing regional influence in East Africa, which is further supported by political ties with the world's major countries. Nevertheless, the possible changes in the international power balance—like the countries of Europe or America winning Asia over—are likely to result in Africa's being represented less than before. To illustrate, Tanzania is a country with a strong United Nations mission under the leadership of its Permanent Representative, Hussein A. Kattanga, since 2023 (United Nations, 2023a). Nevertheless, the overall number of Tanzanians employed at UN headquarters is still very low in proportion to the country's population. Less than 15% of professional staff at the UN come from Africa, although the continent is home to a third of the world's population (United Nations, 2023b). Tanzania's economic status change, from low to middle income, has been a source of hope, but global economic fluctuations—made worse by the pandemic and inflation—put a strain on the budget for international programs. Tanzania is one of the countries whose nationals abroad send money back home, which could be a source to fund international programs. However, the low number of high-ranking placements results in the country missing out on potential inflows; presently, only a few Tanzanians are at the IMF in

mid-level positions, and there are no senior ones mentioned in the latest reports (International Monetary Fund, 2023b). These mentioned factors make it even more difficult for Tanzania to meet the recruitment standards of global organizations, where advanced qualifications and being multilingual are the minimum requirements, which are often not met due to the domestic educational gaps (World Bank, 2024).

The social and technological aspects are layering these realities even more, thus magnifying the issues of networking deficiencies and lack of visibility. Tanzania is a country with a rapidly growing educated workforce, with more than 60% of the population being under the age of 25, who are very much open to the idea of working globally, however, the cultural attitudes towards international careers are rather mixed and the professionals are often seen as the ones who take the knowledge away from the country instead of returning it (Kessi and Juma, 2019). Social media has started to influence the changes of view, but the lack of organized platforms restricts the visibility; for instance, the attendance of the Tanzanian representatives at the global gatherings is not comparable to that of regional neighbors such as Kenya or Ethiopia (Tankwanchi et al., 2017). On the technological side, the rise of internet use is a step towards remote applications and virtual networking, however, the infrastructural challenges—such as the internet not being accessible to all evenly—along with the lack of competence in using the new tools like AI-powered analytics are the factors that negate the competitiveness. In the case of WHO, Tanzania, which is represented by non-Tanzanian leaders such as Dr. Alex Gasasira since 2025 (World Health Organization, 2025), the global staffing is indicative of the wider African underrepresentation, with no more than 10% of WHO's professional staff coming from Africa, despite the continent being disproportionately affected by health emergencies such as Ebola and COVID-19 (World Health Organization, 2023). The environmental and legal factors are also making the situation more complicated: Tanzania's advancements in climate change policies give it a chance to become a center for certain areas of expertise, but the non-compliance of labor laws and intellectual property regimes globally makes the collaborations less than ideal. All these factors together create a situation where Tanzanian professionals have to fight for visibility amidst the already formed networks that are mainly composed of candidates from rich countries (Dovey et al., 2024).

To overcome these obstacles, the Tanzania International Representation Strategy 2024 offers a thorough plan, which has now reached its second year of execution in 2025. This program specifies five main goals which are: Talent Development and Capacity Building, Enhanced

Global Networking and Visibility, Increased Representation in International Organizations, Knowledge Transfer and Domestic Impact, and Sustainable Resource Mobilization. The strategy is backed up by SMART objectives—such as creating a database of 1,000 high-potential professionals by Q4 2025 and obtaining three high-level leadership positions by 2030—and it uses detailed action plans, including mentorship programs and scholarship partnerships with leading universities. Furthermore, it incorporates risk mitigation, stakeholder engagement through government, diaspora and private sector, and a strong Monitoring and Evaluation (M&E) Framework to make sure the strategy is flexible. The strategy, by dealing with the central challenges directly, not only raises the level of single careers but also strengthens the soft power of Tanzania which might lead to a situation where the number of nationals in international positions is doubled in the next ten years (United Republic of Tanzania, 2024).

In this paper, we critique the present international representation of Tanzania and suggest practical measures that are based on the 2024 framework, also analyzing the measures in the context of changing global dynamics. More specifically, the paper has three goals: (1) to analyze the existing difficulties using a PESTEL framework and using scientific data on underrepresentation; (2) to suggest personalized solutions that are reinforcing the strategic objectives, focusing on talent creation and diplomatic advocacy; and (3) to scrutinize the feasibility of execution, including possible risks and larger effects on national growth. Viewing from this perspective, the argument is that well-planned, long-term human capital investment will not only correct the imbalances in representation but also bring Tanzania—and Africa as well—up to the status of a key player in the making of the global order.

Literature Review

Global Trends in Representation: Africa's Under-Representation in International Organizations

The lack of African human resources in considerable global institutions, in particular the United Nations (UN), World Health Organization (WHO), and International Monetary Fund (IMF), has been one of the key areas of concern in scholarly literature related to global governance and fairness in multilateralism. This situation can be traced back to historical colonialism, economic inequalities, and structural biases that are built into the recruitment process favoring candidates from wealthy countries (Lee and Smith, 2020). The little Africa has to do with the

decisions in these institutions has not only harmed their legitimacy but also led to the emergence of policy imbalances wherein the continent's voices are unheard in issues like debt relief, climate financing, and pandemic preparedness (Cornelissen, 2016).

The disparity is backed by empirical data. The African nationals report of UN Secretariat Composition 2023 indicates that the African nationals made up only 14.8% of professional and higher-level UN staff, while the continent represented 17% of global membership and more than 18% of the world's population (United Nations, 2023b). The number has only gone up a bit from 13.2% in 2015, but it is still very far from parity, with sub-Saharan Africa being the most underrepresented at less than 10% in senior roles (United Nations, 2023b). In the case of IMF, the situation is more alarming: in 2023, African representation in the Executive Board went up to a third seat for sub-Saharan Africa but the staffing data shows that only 8-10% of the professional economists and analysts are from Africa, whereas more than 40% are from Europe and North America (International Monetary Fund, 2023b). The WHO is also among those organizations with similar situation: African staff made up about 11% of the WHO's global workforce in 2023, a figure that contradicts the organization's heavy reliance on African expertise during the crises in the region, such as the mpox outbreak and ongoing HIV/AIDS management (World Health Organization, 2023).

Scholarly analyses attribute these trends to a confluence of factors. Geopolitically, the post-colonial international order has entrenched a "Northern dominance" in staffing, where informal networks and linguistic preferences (e.g., English and French over Swahili or Amharic) create barriers for African candidates (Pahre, 2018). Economically, the high opportunity costs of international placements—coupled with domestic brain drain—discourage investment in capacity building (Docquier and Rapoport, 2012). Socially, gender and ethnic biases exacerbate exclusion; for instance, women from Africa hold less than 5% of senior positions in the IMF, highlighting intersecting inequalities (International Monetary Fund, 2023a). Recent studies, including those from the African Union's Agenda 2063 framework, call for "reparative representation" to align staffing with membership equity, arguing that under-representation erodes trust in multilateralism and hampers Agenda 2030's Sustainable Development Goals (African Union, 2021).

As of 2025, these trends are still present in the midst of global disruptions. The COVID-19 crisis revealed the weaknesses of the system, with the very African health experts who were the first to report and later tell the WHO not having a say in the organization's decision-making

despite the continent suffering from 25% of worldwide excess mortality (World Health Organization, 2023). IMF loans during the 2022-2024 debt crisis were also biased toward quick-disbursing loans to non-African countries, non-the-less the African voices in fiscal and monetary policy were quieted even more (Reinhart and Trebesch, 2023). These figures indicate a situation of systematic marginalization, with Africa's inputs—like the role of COVAX in global vaccine distribution being touted—hence the demand for radical reforms amplified.

Tanzania-Specific Studies: Historical Roles and Contemporary Challenges

Examining Tanzania's case, the body of literature shows a line of occasionally but effectively written contributions to international organizations, usually linked to the country's post-independence foreign policy of non-alignment and Pan-African solidarity (Msekela, 2019). The historical debates put forward the name of Dr. Faustine Ndugulile, whose election as WHO Regional Director for Africa in August 2024 illustrates the capability of Tanzania to wield high-level influence (World Health Organization, 2024a; The Citizen, 2024). Ndugulile, who was previously the Minister of Health in Tanzania and has worked in several global health initiatives, is an expert in immunization and maternal health, and thus he is the one to push the African concerns in WHO's post-pandemic agenda (African Regional Office, WHO, 2024). This position is a continuation of the earlier Tanzanian stars, such as Salim Ahmed Salim, who was UN Secretary-General's Special Representative and OAU Secretary-General, thus granting African voices during the apartheid era (Legum, 1999).

Nevertheless, the studies that are specifically conducted in Tanzania assert that such achievements are exceptions in the context of overwhelming under-representation. According to the Tanzania Institute for Policy Analysis, a study conducted in 2022 indicated that only around 2-3% of the UN's professional staff from East Africa are Tanzanian nationals, and the same low levels can be seen in the IMF (approximately 5-7 nationals in mid-level positions in 2023) and WHO (less than 10 in the global headquarters) (Tanzania Institute for Policy Analysis, 2022). The numbers are based on the official diplomatic records of the countries and represent the issues of limited access to high-quality training and networking which are further worsened by the fact that Tanzania is directing its resources to domestic priorities under Vision 2025 (United Republic of Tanzania, 1999). Academic authors like Kessi and Juma (2019), point out the "brain drain paradox" where well-educated Tanzanians go to work in international positions but seldom return with knowledge that can be transferred, and this situation results in an estimated annual net loss of \$150 million in terms of expertise not utilized.

Current studies are also tying Tanzania's image to regional developments. Tankwanchi et al. (2017) describe the involvement of Tanzanian health staff in WHO field offices in the fight against Ebola, while at the same time, they are not promoted due to being recruited through non-competitive means. At economic forums, the IMF consultations point out Tanzania's growth (5.5% GDP in 2024, projected 6% in 2025) but also criticize the lack of Tanzanian economists participating in the decision-making process of structural adjustment programs (International Monetary Fund, 2025a). These investigations depict Tanzania as a "globalist" by reluctance, with the characteristically pacific, the country being the main contributor of UNAMID, thus, the noncompetitive nature of the recruitment of the staff covering the area (Williams, 2016). By the year 2025, the leadership of Dr. Ndugulile has been a plus and the main source of even better things to come, but the IMF article IV report data still points to the scenario of understaffing in which Tanzanian contributions are confined to country-specific consultations rather than decision-making at the board level (International Monetary Fund, 2025b).

Comparative Strategies and Literature Gaps: Lessons from Rwanda and Ethiopia

Through comparative literature, the research provides important clues concerning "what needs to be done", mainly via the techniques used by regional counterparts such as Rwanda and Ethiopia, who have followed considerate measures to improve representation. The Rwandan policy, which forms part of the National Strategy for Transformation (NST2, 2024-2029), points out the involvement of the diaspora and gender-inclusive talent pipelines aimed at increasing the overall placements globally (Ministry of Finance and Economic Planning, Rwanda, 2024). As an illustration, since 2020, Rwanda's "Homecoming Initiative" has successfully returned more than 500 professionals, a good number of whom are using their international connections for UN and WHO positions, thus leading to a 25% growth in Rwandan personnel in multilateral organizations by the year 2023 (Rwandan Community Abroad, 2024). This illustrates a great difference between Tanzania's sporadic efforts and Rwanda's systematic approach. Moreover, the efficiency of formalized mentorship and scholarship programs is demonstrated here, which just like Tanzania's proposed SMART objectives will be associated with stronger private-sector integration (UNDP Rwanda, 2019).

The Ethiopian government has identified as their main strategy the connection with cutting-edge and BRICS+ membership. By this, they are, so far, projecting a 15% increase in Ethiopian representation in both the IMF and UN since 2022 (Federal Democratic Republic of

Ethiopia, 2020; Diplomatist, 2025). Ethiopia's focus on a multilingual education system and partnerships with the likes of China has opened the door for it to play a role in the negotiations on climate finance, and thus, the country becomes a model for Tanzania's ambition of equitable resource mobilization (Chatham House, 2023). The two examples are not only about climate financing; Rwanda's emphasis on equity quotas and Ethiopia's geopolitical leveraging are the two cases that have yielded soft power gains (World Economic Forum, 2023).

Nevertheless, the research literature hasn't been able to keep up with the developing world situations. The number of instances in which the custom, local and actionable strategies that the Tanzanian context might need has been very low, with the majority being centered on high-level advocacy rather than activation toolkits (Lee and Smith, 2020; Pahre, 2018). The scope of empirical investigations into knowledge transfer-process is very limited, for instance, domestic policy influenced by returned professionals, which is a vital omission considering the double-edged nature of the brain drain—as it deters talents and at the same time entails their partial stay (Docquier and Rapoport, 2012). Furthermore, post-2020 studies have only touched lightly on the part played by digital networking in breaking into the visibility barrier, especially in the context of AI-mediated recruitment transitions (Dovey et al., 2024). This paper fills the gaps by making the Tanzanian 2024 Strategy operational and linking the trends in the global context to the local evidence-based policy recommendations.

To conclude, the literature diagnosis Africa's underrepresentation but at the same time provides ways to overcome the problem by focusing on capacity building. This review citing Rwanda and Ethiopia emphasizes the necessity for Tanzania to increase its activities and change the past stories into a power of influence in the future.

Current Situation Analysis

Political and Economic Factors

Tanzania's political scenario lays a firm groundwork for the world to engage with the country, though at the same time it has the characteristics of a country that is fragile when it comes to external factors, which makes its participation in international institutions limited. According to the PESTEL analysis in the 2024 International Representation Strategy, Tanzania can present a stable political picture in the long run as well, owing to its increasing influence in East Africa through the EAC and AU. The trustworthiness of the relationship with key global players - the US, China, and the EU, has improved, thus giving the country direct access to

the UN General Assembly and other such platforms. At the same time, certain global trends like the US-China runaway rivalries and the EU's search for new partnerships in the renewable energy sector are taking the continent's representation off the radar. Tanzania's UN delegation, represented by Ambassador Hussein A. Kattanga who was appointed to this position in 2023, has been very vocal about bringing the African perspective to the table concerning issues of peacekeeping and climate finance and yet, the overall presence of Tanzanians at the UN headquarters remains minimal. The latest demographic data from the UN Secretariat reveals that out of all professional positions, only 14.8% are occupied by Africans in 2023, while East Africans, including Tanzanians, make up less than 3% of that group (United Nations, 2023b). This inadequate representation continues even in 2025 when the role of Tanzania in UN missions, for example, in the Demo Republic of Congo, can be described as operational rather than consisting of anymore leadership-oriented activities.

Tanzania's economic growth has been resilient over the years, and its increase to lower-middle-income status in 2020 was one of the major accomplishments of the liberated economy. However, the resource allocation for talent development has been undermined by the global fluctuations. The economy's growth is expected to be 5.5% in 2024 and 6.0% in 2025. The growth is going to be rooted in agriculture, mining, and tourism according to the International Monetary Fund and African Development Bank reports (2025a; 2024). Even if the country is on the right path in accordance with the Vision 2025's industrialization and human capital investment goals, nevertheless, the global commodity shocks have affected the budgets of the governments. These shocks were mainly the Russia-Ukraine conflict and faults in the Red Sea. On the one hand, the \$582 million that Tanzanian expatriates sent home in 2023, provides a source for reinvestment. On the other hand, the IMF that has just a limited number of high-level positions for Tanzanians curtails the flow of such remittances (World Bank, 2024). In 2025, it was estimated that only 5 to 7 Tanzanians were holding mid-level positions at the IMF while there was no representation on the executive board despite the fact that sub-Saharan Africa got a third seat in 2023 (International Monetary Fund, 2023b; Tanzania Institute for Policy Analysis, 2022). Economic limitations add to the already existing competitive barriers in international recruitment where advanced qualifications are often set back by the lack of domestic funding for scholarships and training.

Social and Technological Factors

The social interaction patterns in Tanzania exhibit both benefits and challenges for the international representation, where the young generation is the driving force of dreams yet simultaneously, the old brain drain and lack of visibility are the main issues. The population of the country is more than 70.6 million in 2025, with more than 60% below the age of 25—a demographic dividend that is hungry for global jobs but is also limited by the mixed cultural views on emigration (United Nations Population Fund, 2025). Social media networks like X (formerly Twitter) and LinkedIn have increased the awareness of international opportunities, but the organized networking continues to be underdeveloped; the participation of Tanzania in the global conferences is lesser than the regional counterparts, with only 20% of the professionals going to the events such as the UN General Assembly side sessions in 2024 (Tankwanchi et al., 2017). The situation is made worse by the brain drain, which is signified by Tanzania's Human Flight and Brain Drain Index of 6.3 in 2024—a small reduction from 6.4 in 2023 but still showing a lot of skilled workers leaving the country (The Global Economy, 2025). In the medical sector, for instance, the migration of young doctors to the West has resulted in a deeper shortage of doctors, with an annual outflow of over 1,000 medical staff since 2020 costing the economy approximately \$150 million due to the loss of expertise (Kessi and Juma, 2019; PubMed Central, 2025).

With regards to technology, the digitalization initiative in Tanzania has the potential to offer remote participation avenues but at the same time, the lack of infrastructure is still a barrier to the participation of some people. The Internet access was up to half of the population in 2024, thus facilitating the virtual applications for health organizations like the WHO, but the challenges of irregular access—30% of rural regions—and unskilled workers in data analytics hinder the country's competitiveness (World Bank, 2024). The post-COVID period has brought about remote working; however, Tanzanian professionals usually do not have the skill set in AI that is necessary for IMF economic modeling jobs. In the case of WHO, it is a significant step for Dr. Faustine Ndugulile to get elected in 2024 as the African Regional Director—he is the first Tanzanian to hold such a position—yet the situation is that the staff is globally limited with fewer than 10 Tanzanians employed at the headquarters in 2025, even though the organization counts on the African professionals for the mpox response amongst other initiatives (World Health Organization, 2024a; The Citizen, 2024). The division between the socially and technologically created and the visible one where the Tanzanian skilled people

have to fight against the well-connected ones from the rich countries for their place in the global talent pool is the consequence of these frictions.

Legal and Environmental Factors

In Tanzania, legal structures that support international mobility are changing and improving, however, the differences between the local and global standards are making it hard for the country to fully participate internationally. Tanzanian regulations—such as visa restrictions and compliance requirements for expatriates—are creating difficulties for returnees even though international labor laws, including some by the International Labour Organization (ILO), are benefitting the hiring process in the case of multilateral bodies (International Labour Organization, 2024). The new intellectual property laws of 2023, which were created in accordance with TRIPS agreements, make cooperation easier but also pose a threat to the sharing of knowledge with the IMF. Tanzania has very good compliance with UN and WHO ethical standards, but delays in recognizing applicants' credentials create a deterrent effect; for example, public health qualifications from Tanzania often need localization which is expensive to do overseas (Tanzania Institute for Policy Analysis, 2022).

Tanzania's progressive stand on environmental issues has given it a place among the top nations for such opportunities, however, the unaligned policies have reduced it to being just a potential resource. The country is suffering the most from climate change—droughts for instance will reduce agricultural output by 20 percent in 2024—this is why priorities like funding for adaptation under the Paris Agreement see (African Development Bank, 2024) as their driving force. The country's expertise in biodiversity conservation such as through the Serengeti ecosystem could support the WHO environmental health roles, however the staffing data reveals a very small Tanzanian participation; merely 5% of the African WHO personnel deal with the overlaps of climate and health issues (World Health Organization, 2023). Legal issues of collaboration, like the signing of bilateral treaties with the IMF about green bonds, are full of hopes but are still hindered by the lack of enforcement.

PESTEL Factor	Key Challenges	Examples from Tanzania Context	Potential Impacts on Representation
Political	Shifts in global power dynamics; limited high-level appointments	UN staffing: <3% East African professionals; Ambassador Kattanga's role isolated	Reduced influence in policy-making (e.g., UN Security Council advocacy)

Economic	Global fluctuations; resource constraints	GDP growth 6% projected 2025, but IMF mid-level Tanzanians: 5-7; remittances underutilized	Forgone inflows; inability to fund talent programs
Social	Brain drain; cultural attitudes to emigration	Brain drain index 6.3 (2024); >1,000 doctors emigrating annually	Loss of expertise; low conference participation (20% lag)
Technological	Infrastructure gaps; skills deficits in digital tools	Internet penetration 50%; AI proficiency low	Barriers to remote applications; visibility deficits in virtual networks
Environmental	Climate policy alignment; vulnerability to shocks	Droughts impacting 20% agriculture; niche expertise underleveraged	Missed opportunities in WHO climate-health roles (5% African focus)
Legal	Labor law misalignments; IP compliance	Credential validation delays; TRIPS updates incomplete	Hurdles in partnerships; ethical compliance burdens

Conclusion: Implications for Tanzania

The PESTEL factors interacting with each other finally result in a decrease of diplomatic influence for Tanzania, which is mainly due to the country being underrepresented in the UN, WHO, and IMF—where low staffing percentages and brain drain are the indicators of this situation—thus it has no voice in the global agendas. On the economic side, this is reflected as unrecovered remittances and a lack of knowledge in policies, for instance, IMF loans that do not take Tanzanian-specific debt vulnerabilities into account. It also leads to increasing disillusionment among the youth, hence, the weakening of national pride even though there are the likes of Ndugulile's WHO role. No action means that Tanzania is likely to go on the way of underdevelopment with the loss of East Africa and even more soft power due to the current situation. Dealing with these matters through targeted strategies is of utmost importance to the generation of demographic dividend and the alignment with Vision 2025's global ambitions.

Proposed Strategy and Recommendations (What Should Be Done)

The prior examination of the state of affairs in Tanzania has highlighted the necessity of employing a methodical and comprehensive scheme that would consist of different parts and at the same time to increase the representation of the country in the international organizations. The International Representation Strategy for Tanzania in 2024, which is in the second year of execution in 2025, provides a strong framework to fill these vacuums. The strategy is not only directing the hopes of the country to certain actions but also converting them into the paths of actions by the using of the SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals and thorough action plans. This part of the paper sets out these goals and at the same time points out the implementation steps that will lead to an increase in the presence of Tanzanians in the UN, WHO, and IMF. This is done by the use of the main elements of the strategy, which provide the grounding for a set of recommendations that are not only tailored but also include increased funding allocations, deeper diaspora partnerships, and broader scholarship opportunities. The interventions proposed here aspire not only to promote career advancement at a personal level but also to strengthen the diplomatic influence of Tanzania. This is in congruence with the Vision 2025 that highlights human capital and global integration as key issues (United Republic of Tanzania, 1999). A successful example from a regional neighbor is Rwanda's recruitment of talent among the diaspora, which led to a 25% increase in Rwandan UN staff from 2020 to 2023 (Rwandan Community Abroad, 2024). Evidence, thus, is the high commutateness of such measures.

Strategic Goals 1-2: Talent Development and Capacity Building, and Enhanced Global Networking and Visibility

The foundation of the strategy rests on **Strategic Goal 1: Talent Development and Capacity Building**, which seeks to cultivate a pool of highly skilled Tanzanian professionals ready for leadership roles in international organizations. This goal directly counters the skills gaps identified in the PESTEL analysis, such as linguistic deficiencies and educational mismatches, by prioritizing targeted upskilling. Four SMART objectives guide this effort:

1. **Establish a comprehensive talent database of 1,000 high-potential Tanzanian professionals by Q4 2025.** Implementation begins with designing a database structure in Q3 2024, followed by platform development and a nationwide campaign in Q1 2025. Initial screening and categorization by skills (e.g., global health,

development economics) will occur in Q2-Q4 2025, involving IT specialists, HR professionals, and a \$500,000 budget for software and marketing. This database will serve as a centralized repository, enabling targeted nominations for UN and WHO vacancies.

2. **Implement a mentorship program pairing 200 promising candidates with experienced international professionals by Q2 2026.** Actions include developing guidelines in Q3 2025, recruiting mentors from diaspora networks in Q4 2025, and launching a pilot with 50 pairs in Q1 2026. A matching algorithm, supported by an online platform, will ensure compatibility based on expertise and career stage. Resources encompass program coordinators, stipends (\$2,000 per mentor annually), and communication tools, with KPIs tracking pair establishment (target: 200) and mentee satisfaction (80%+).
3. **Increase the number of Tanzanians with advanced degrees in international relations, global health, and development economics by 30% by 2028.** A baseline study in Q3 2024 will inform partnerships with universities like the London School of Economics and Johns Hopkins, secured by Q2 2025. A scholarship program, launching in Q3 2025, will fund 100 recipients annually, with awareness campaigns via social media. Monitoring from 2026-2028 includes graduation rates (90% target), directly addressing the 2025 human capital challenges highlighted in IMF reports, where nearly half of Tanzanians are under 18 and require enhanced qualifications for global roles (International Monetary Fund, 2025b).
4. **Achieve a 50% increase in Tanzanian professionals fluent in at least two UN official languages (English and French/Arabic) by 2029.** Starting with assessments in Q1 2026, an online platform tailored for career-focused learning will roll out in Q2-Q3 2026, partnered with institutes like Alliance Française. Incentives, such as certification bonuses, will drive enrollment (target: 500 professionals), with progress tracked via annual exams.

To operationalize these, a specific recommendation is to **offer expanded scholarships**, building on existing programs like the Fulbright Tanzania Scholarship and the 2025 Nyerere Memorial Fund, which awarded 10 fully funded slots for master's degrees (U.S. Embassy in Tanzania, 2025; Nyerere Memorial Scholarship Fund, 2025). The strategy proposes allocating

20% of Goal 1's budget (\$2 million annually) to 150 new scholarships, prioritizing women and rural candidates to foster inclusivity.

Complementing talent building is **Strategic Goal 2: Enhanced Global Networking and Visibility**, which establishes strong networks within key organizations and elevates Tanzania's profile. This goal tackles visibility deficits, where Tanzanian conference participation lags at 20% below regional averages (Tankwanchi et al., 2017). SMART objectives include:

1. **Increase Tanzanian participation in international conferences and workshops by 40% by the end of 2026.** Actions involve subsidizing 300 attendees annually from Q1 2025, partnering with event organizers like the UN Economic Commission for Africa for targeted invitations.
2. **Establish formal partnerships with at least 10 major international organizations for internships and secondments by 2027.** Negotiations start in Q4 2025, focusing on WHO and IMF for 50 placements yearly, with liaison officers facilitating agreements.
3. **Achieve a 100% increase in publications by Tanzanian professionals in renowned international journals by 2028.** Support includes writing workshops from Q2 2026 and open-access funding (\$100,000/year), aiming for 200 submissions.
4. **Launch a "Tanzania Global Leaders" brand and achieve recognition in at least 5 major international media outlets by 2027.** A digital campaign launches in Q1 2026, highlighting figures like Dr. Faustine Ndugulile, WHO Regional Director since 2024 (World Health Organization, 2024a).

A key recommendation here is to **partner with the diaspora**, emulating the African Union's Diaspora Division initiatives, which have engaged over 1 million professionals for knowledge-sharing since 2012 (African Union, 2025). Tanzania could formalize ties via an annual Diaspora Summit, channeling 500 mentors and \$1 million in seed funding for joint ventures, as seen in Ghana's successful model that boosted AU representation by 15% (African Diaspora Network, 2022).

Strategic Goals 3-5: Increased Representation in International Organizations, Knowledge Transfer and Domestic Impact, and Sustainable Resource Mobilization

Strategic Goal 3: Increased Representation in International Organizations directly targets a 75% rise in Tanzanians in mid- and senior-level positions by 2030, addressing the current low figures—e.g., fewer than 10 Tanzanians in WHO global roles and 5-7 in the IMF as of 2025 (Tanzania Institute for Policy Analysis, 2022; International Monetary Fund, 2025a). SMART objectives are:

1. **Increase mid-level positions by 50% by 2028**, via database-driven nominations and application support (75% success rate target).
2. **Secure at least 3 high-level leadership positions (e.g., Director-level like Ndugulile's) by 2030**, through diplomatic advocacy and pre-placement training starting Q1 2026.
3. **Achieve a 75% success rate in supported applications by 2029**, with mock interviews and visa assistance.
4. **Establish Tanzania as one of the top 5 African countries for sourcing international talent by 2030**, benchmarked against Rwanda's 25% gains (Rwandan Community Abroad, 2024).

Implementation involves a dedicated nominations unit within the Ministry of Foreign Affairs, collaborating with UN and IMF HR departments for diversity quotas.

Strategic Goal 4: Knowledge Transfer and Domestic Impact leverages placements for domestic gains, countering brain drain's \$150 million annual cost (Kessi and Juma, 2019). Objectives include:

1. **Establish a formal knowledge-sharing mechanism by Q2 2026**, via quarterly webinars and a repatriation portal.
2. **Implement at least 10 policy improvements based on international best practices by 2028**, e.g., adapting IMF fiscal models for Tanzania's 2025 budget.
3. **Increase returning expatriates in leadership roles by 25% by 2029**, through incentives like priority postings.

4. **Host an annual International Development Conference starting 2027**, attracting 30+ countries for 500 delegates.

This goal ensures bidirectional flow, with returnees applying WHO protocols to Tanzania's health system, enhancing life expectancy gains noted in 2025 WHO data (World Health Organization, 2025).

Strategic Goal 5: Sustainable Resource Mobilization secures funding to sustain efforts, recommending an **increase in funding** to \$10 million by 2027 via a dedicated fund. Objectives:

1. **Raise \$10 million by 2027**, through government allocations (20% annual increase from 2025) and donor partnerships.
2. **Secure 5 international donor partnerships by 2026**, e.g., with USAID and the Aga Khan Foundation, which funded 50 Tanzanian scholarships in 2024 (Aga Khan Foundation, 2025).
3. **Implement a cost-sharing model covering 30% of costs by 2028**, involving private sector contributions.
4. **Achieve 20% year-on-year budget growth from 2025-2030**, tied to GDP projections of 6% (International Monetary Fund, 2025a).

These goals interlink: Talent from Goal 1 feeds into representations under Goal 3, while resources from Goal 5 enable all.

Timeframe	Expected Results	Key Metrics	Alignment with Goals
Short-term (1-2 years, 2025-2026)	Database of 1,000 professionals; 20% conference participation increase; Mentorship for 200; Online job platform launch	Registrations: 1,000; Attendance: +40%; Pairs: 200	Goals 1-2: Builds talent and visibility
Medium-term (3-5 years, 2027-2029)	30% mid-level position increase; 5 new partnerships; 50% publication rise; 10 policy improvements; \$10M fund raised	Positions: +50%; Partnerships: 5; Publications: +100%; Policies: 10	Goals 3-5: Enhances representation and impact

Long-term (6-10 years, 2030+)	5 high-level appointments; Top 3 African talent source; 100% overall staff increase; Annual conference with 30+ countries	Appointments: 5; Ranking: Top 3; Staff: +100%; Delegates: 500+	All Goals: Sustains influence and development
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Implementation Timeline and KPIs

Effective rollout requires a phased timeline, monitored via the strategy's M&E Framework. The table below outlines a Gantt-style overview, with quarters (Q) from 2025 onward, focusing on milestones.

Phase/Year	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1-Q4 2026	Q1-Q4 2027	Q1-Q4 2028	Q1-Q4 2029	Q1-Q4 2030
Goal 1: Talent	Baseline study; Campaign launch	Screening; Scholarships select	Database design; Partnerships	Database complete (1,000)	Mentorship pilot; Language platform	Scale mentorship (200); 100 scholarships	Degree increase monitoring	Fluency +50%	Full evaluation
Goal 2: Networking	Conference subsidies	Partnership negotiations	Workshops; Brand launch	Media recognition (5 outlets)	+40% participation	10 partnerships	+100% publications	Visibility assessment	Annual summit
Goal 3: Representation	Nominations unit	Application support	Mid-level +50% tracking	Success rate monitoring	High-level advocacy	3 appointments secured	Top 5 ranking	75% success rate	+75% overall
Goal 4: Knowledge Transfer	Mechanism design	Webinars pilot	Policy adaptations (5)	Conference planning	Repatriation incentives	10 improvements	+25% returns	Conference (30 countries)	Impact audit
Goal 5: Resource	Fund establishment	Donor outreach (5)	Cost-sharing model	\$10M raised	Budget +20%	Private contributions (30%)	Sustainability review	Annual growth check	Long-term endowment

KPIs (Overall)	Registrations: 500; Budget: \$5M	Satisfaction: 70%; Partnerships: 3	Publications: +50%; Positions: +20%	Attendance: +20%; Returnees: +10%	Success rate: 50%; Policies : 5	Media hits: 10; Fund: \$10M	Degrees : +30%; Conferences: 500	Fluency: +50%; Ranking: Top 5	Appointments: 5; Staff: +100%
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KPIs will be tracked monthly via digital dashboards, with quarterly reports adjusting for risks like economic downturns. Adaptive management, including annual stakeholder reviews, ensures alignment.

To sum up, Tanzania is placed excellently by this strategy to break the representational barriers and perhaps even get the number of its nationals in international roles to 2030. The initiative guarantees economic benefits, for instance, the enhancement of remittances (\$700 million anticipated by 2027) and policy innovations (World Bank, 2024) through the carefully integrated approach of prioritizing scholarships, diaspora partnerships, and funding increases—all aligned with the goals. If the adoption is done quickly by the policymakers it will make Tanzania an African leader in global governance..

Challenges, Risks, and Mitigation

The application of Tanzania’s International Representation Strategy 2024 which is subject to changing global and domestic dynamics is, therefore, a complicated matter. As the strategy moves into its second year in 2025, the political uncertainties surrounding the October 2025 general elections and the continuous brain drain are among the risks that threaten the country’s move to gain more representation in the UN, WHO, and IMF. Based on the strategy's Risk Management Plan, which identifies nine risk areas—Political, Economic, Social, Technological, Legal, Operational, Financial, Reputational, and Cultural—this part looks into the major risks, suggests ways to reduce their effects, and informs the reader about the significant contribution of the Monitoring and Evaluation (M&E) Framework. These factors create a survival mechanism that goes hand in hand with the strategy’s focus on the adaptability of and cooperation with stakeholders to protect the investments made in the development of talent and the diplomatic influence (United Republic of Tanzania, 2024).

Key Risks

The Risk Management Plan of the strategy recognizes high-impact risks with different probabilities, guided by the PESTEL analysis and current events. The most politically significant threat is the shifting of government priorities, which is particularly acute due to the 2025 elections that are likely to prolong CCM's (Chama Cha Mapinduzi) rule under President Samia Suluhu Hassan, where opposition is already facing disqualifications and restrictions in their activities (Chatham House, 2025; Africa Center, 2025). This scenario has a medium probability (60%) with high impact on the continuity of funding, which can lead to delays in partnerships like the IMF's, that is, the under 1% representation of Tanzania in executive roles at the International Monetary Fund (International Monetary Fund, 2025a). On the economic front, there are global risks which are mainly resource related—inflationary pressures from commodity shocks are worsening the situation besides good 5.4% GDP growth in Q1 2025 and a 6% projection for the year, external debt (40% of GDP) susceptibility is a factor that most affects budget cuts in the area of scholarships and mentorships (International Monetary Fund, 2025b; African Development Bank 2024).

Social risks focus on the drain of talents, a constant issue that Tanzania's Human Flight and Brain Drain Index indicates to be at 6.3 in 2024 (a slight decline from 6.4 in 2023), not the less, it mirrors the fact that each year over 1,000 young doctors leave the country for the West in search of better prospects (The Global Economy, 2025; PubMed Central, 2025). This very risky situation (80%) may not only deplete the pool of talents but also drag down the whole process of knowledge transfer, thus impeding the issuance of \$150 million a year from the loss of the experts and the weakening of local institutions (Kessi and Juma, 2019). Among the technological risks are the rapid skill obsolescence and the digital infrastructure that is not uniformly distributed (50% internet penetration), which is preventing UN applications from making full use of the remote networking (World Bank, 2024). Legal risks are linked to the changes in international labor laws such as ILO updates on the rights of migrants which may create complexities around secondments to WHO. Talent mismatching is one of the operational risks, while the financial shortfalls anticipated even if the \$10 million fund target is set are further aggravated by election-related expenditures. The company's image might suffer from the negativity of the media portraying the electoral process as irregular, thus, risking the loss of donor partnerships (Human Rights Watch, 2025), and the cultural risks are

associated with the inability of the staff to adapt to new environments, which results in their early returns from international posts.

These risks interconnect: Political instability could amplify economic pressures, while brain drain erodes social capital, collectively hindering the strategy's goal of doubling Tanzanian staff in global organizations by 2030.

Risk Category	Key Risks	Probability/Impact	Examples in Tanzania Context (2025)
Political	Government priority shifts; Geopolitical realignments	Medium/High	2025 elections: Opposition crackdowns may redirect budgets (Chatham House, 2025)
Economic	Global downturns; Resource allocation cuts	High/Medium	Debt at 40% GDP; Inflation risks despite 6% growth projection (IMF, 2025b)
Social	Brain drain; Cultural attitudes to emigration	High/High	1,000+ doctors emigrating yearly; HFBDI 6.3 (PubMed Central, 2025; The Global Economy, 2025)
Technological	Skill gaps in digital tools; Infrastructure deficits	Medium/Medium	50% internet access limits virtual UN applications (World Bank, 2024)
Legal	Labor law changes; Compliance burdens	Low/Medium	ILO migrant rights updates affecting WHO secondments (ILO, 2024)
Operational	Ineffective talent matching; Placement failures	Medium/High	Mismatches in IMF economist roles (Tanzania Institute for Policy Analysis, 2022)
Financial	Insufficient funding; Donor withdrawal	High/Medium	Election spending may delay \$10M fund (United Republic of Tanzania, 2024)
Reputational	Negative international media; Scandal fallout	Medium/High	Civic space threats impacting UN partnerships (Human Rights Watch, 2025)
Cultural	Cross-cultural adjustment issues; Early returns	Low/High	Diaspora reintegration challenges post-placement (Kessi and Juma, 2019)

Mitigation Strategies

A strategy that is risk counteracting proposes at the same time diversification, one preparing, and having proactive support systems in place. Politically, cross-party endorsements and multi-year commitments—secured through parliamentary briefings—lessen the impact of changes in priorities drawing from Rwanda's bipartisan policies towards the diaspora that strengthened the UN presence during political transitions (Rwandan Community Abroad, 2024). Economically, scalable programs set the lowest-cost and highest-impact actions like virtual mentorships as their priority and they are accompanied by contingency reserves (10% of the \$10 million fund) in order to smooth out fluctuations. For social risks like brain drain, "return service" agreements require 2-3 years of domestic contributions after placement along with repatriation incentives such as housing subsidies that reflect Ethiopia's model and have reduced the net loss by 20% in 2022 since the implementation (Federal Democratic Republic of Ethiopia, 2020).

Technology mitigations consist of collaborations with tech companies like Google's Africa initiatives for skilled workers in AI, and preserving core skills even in fast-changing environments (Google Africa, 2025). Legal risks are managed with regular placement strategies and compliance audits every quarter, while operational risks make use of feedback loops and training before deployment. A phased rollout and self-sustaining elements such as alumni dues, financially, is the way to resilience. Reputation protection is done through careful candidate selection and pre-defined communication lines for quick response, while culture problems are solved through extensive training sessions with technology included (i.e. VR) for WHO scenarios, at least for the crisis part of training. The strategy has at its core a management that is constantly adapting to the changes, involving a monthly review by the senior team to decide on the calibration according to the new threats like a diplomatic fallout after the elections. Stakeholder engagement is equally important, and it is an inclusive approach of the plan: the quarterly forums with the government, the diaspora (aiming at 500 mentors), and international partners such as AU will guarantee buy-in, while civil society advisory boards will be enhancing transparency. The Crisis Communication Protocol is the one supporting this as it requires a specific team (CEO, PR Manager, Legal Advisor) for the first 2 hours' responses through multi-channel messaging, with stakeholders being the first in line during reputational crises such as controversies regarding elections (United Republic of Tanzania, 2024). If these strategies are put in place, overall risk exposure could be cut down

by 40%, hence creating a resilient road towards a 30% increase in mid-level representation by 2028.

Role of the M&E Framework

The strategy's M&E Framework is a key element to risk management and is made up of monitoring, evaluation, and feedback loops, and adaptive management that facilitate data-driven adjustments. The monthly tracking of Key Performance Indicators (KPIs) through digital dashboards—monitoring metrics such as application success rates (target: 75%) and returnee retention (25% increase)—early signals deviations, e.g., a spike in brain drain following elections. The heads of departments will submit quarterly progress reports, which will include budget audits, and this will help to ensure that financial risks are contained, while bi-annual stakeholder surveys (e.g., diaspora satisfaction at 80%) will help to inform engagement refinements.

Among the evaluations are a mid-term review in 2027 by external experts judging political impacts, annual performance audits, and a 2030 impact analysis that will quantify the gains in diplomatic influence, for instance, policies impacted by Tanzanian IMF staff. The feedback channels—permanent beneficiary portals and quarterly partner consultations—allow for the collection of qualitative insights, such as barriers to cultural adjustment, that could lead to real-time adjustments. The adaptive core of this framework, through the monthly management meetings, integrates risk mitigations, thus, ensuring that the strategy is in line with the electoral uncertainties and economic projections of 2025.

To put it in a nutshell, by incorporating these elements, the strategy not only minimizes risks but also takes advantage of the situation, thus, strengthening Tanzania's position on the world map, at the same time, reducing its domestic vulnerability.

Conclusion

This research paper has explored the issue of the consistently low numbers of Tanzanian professionals in major international organizations like the United Nations (UN), World Health Organization (WHO), and International Monetary Fund (IMF). It is pointed out that even though the UN Secretariat had only 14.8% African staff in 2023 and WHO had less than 10 Tanzanian professionals working on the global level by 2025 (United Nations, 2023b; World Health Organization, 2024a), there still exist structural barriers that keep Tanzanian professionals from moving up the ladder in the international arena. One of the main objectives

is to take the pathway of Tanzania's International Representation Strategy 2024, which outlines methods for improving the situation and emphasizes the following five strategic goals: Talent Development and Capacity Building, Enhanced Global Networking and Visibility, Increased Representation in International Organizations, Knowledge Transfer and Domestic Impact, and Sustainable Resource Mobilization. By making use of SMART objectives—like creating a database of 1,000 high-potential professionals by Q4 2025 and getting three high-level leadership positions by 2030—the strategy will not only enhance but also develop Tanzania's national advancement through global engagement.

The central recommendations involve notably broadening the scholarship opportunity to 150 every year, aiming particularly at the minority groups to close up the educational discrepancy; establishing the partnership with the diaspora through the yearly summits to get 500 mentors, getting the idea from the 25% representation gains in Rwanda (Rwandan Community Abroad, 2024); and pulling the funding up to \$10 million by 2027 through the combination of government allocations and donor partnerships, thus, securing the scalability even with the economic forecast of 6.0% GDP growth in 2025 (International Monetary Fund, 2025a). The risk management and stakeholder engagement accompany these measures and the present situation of marginalization, which is characterized by brain drain that costs \$150 million a year and an absence of mid-level IMF roles (Kessi and Juma, 2019; Tanzania Institute for Policy Analysis, 2022), will be turned into a narrative of empowerment. The increase in participation at conferences by 20% in 2026 will be a short-term outcome and will result in more visibility; the 30% more mid-level positions by 2028 will be a medium-term gain and will result in more policy influence; and the Tanzania ranking among the three top talent sources in Africa by 2030 will be a long-term impact and will lead to soft power, thus, resulting in remittances beyond \$700 million and repatriated expertise for Vision 2025 priorities (World Bank, 2024).

Tanzania is at the brink of important elections scheduled for October 29, 2025, with the ruling party Chama Cha Mapinduzi (CCM) expected to stay in power amid the calls for democratic reforms (Chatham House, 2025). This is a significant moment for action. The newly elected government together with the diaspora, private sector, and international partners must make the strategy a priority by designating year-on-year budget increments of 20% and holding a National Representation Summit within six months to energize commitments. The urgency of the situation will not only correct the gaps in representation but also help Tanzania to be

identified as the leader of African multilateralism which calls to mind the recent UN General Debate's demand for equitable IMF governance (United Nations, 2025).

Longitudinal effects, such as econometric analyses of knowledge transfer on domestic GDP contributions, and comparative studies with Ethiopia's geopolitical strategies to fine-tune adaptive models are some of the future research directions. If Tanzania invests in this framework now, it will be the architect of a more inclusive global order, transforming potential into lasting legacy.

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#TanzaniaGlobalInfluence, #InternationalRepresentation, #UNStaffingEquity, #WHOLeadership
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