

The Fumba Times

FROM ZANZIBAR TO THE WORLD – THINK GLOBAL, ACT LOCAL

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BUSINESS BEAUTY SECRET SEAWEED

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READING BEST BOOKS ON ZANZIBAR

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IMPOSSIBLE? KILIMANJARO BY E-BIKE

PAGE 08 | MY LIFE



The Chill FACTOR

A man-made lagoon, climate-conscious apartment buildings, natural interiors, lots of space, and mingling with islanders – discovering Zanzibar on your own terms

Climate lessons: covered private terraces ideal for outdoor living

Interior charm: casual, beachy elegance shapes the fully furnished and serviced apartments

Cool and private: a man-made lagoon for residents only

PHOTOS: RENDERERS CPS

MORE SOUL FOR THE ISLAND

First fully-serviced holiday apartments close to town and the airport

By Andrea Tapper

It sounds like the perfect mixture between urbanity and nature: right on the west coast, only 25 minutes away from the airport and Zanzibar City, a very special ensemble of 220 terraced private holiday homes is in the making – The Soul Fumba.

Of late, residents of Fumba Town, Zanzibar's biggest real estate venture for holiday and residential units, take a different route for their evening strolls, out of the gated entrance and behind the shopping mall Pavilion. Cows from villages nearby can be seen grazing on the lawn here, but what catches the residents' attention more, is an amazingly rapid building development unfolding in front of their eyes. In a matter of two months, the first two of a total of eight design apartment buildings were erected, sometimes a whole floor virtually overnight. Fast construction is known to be one of the many

benefits of building with wood (see sidebar below). The Soul Fumba, as the new holiday complex is called, is built in hybrid construction almost entirely of timber – not your ordinary wooden planks, but engineered timber, such as cross-laminated timber (CLT), as wood engineer Thomas Just explains.

Compared to classic construction using concrete, the wood version is lightweight, highly insulated and much more ecological – in times of climate change an important factor. The structure is prefabricated by the Volkshouse construction company, situated also in Fumba, and it was fascinating to see whole walls being lifted by crane into the right position on site recently.

Perfect for slow travellers

“The Soul apartments are perfect for a niche market within Zanzibar's booming tourism”, says Tobias Dietzold, one of the directors of developer CPS, “for travellers who prefer individuality and privacy over hotel accommodation, travellers who enjoy self-catering and maybe want to stay a bit longer.” Planned to include professional rental management, the apartments are “also ideal for investors looking to rent out regularly”, he added:

“There aren't many properties in Zanzibar catering exactly to that group of buyers.”

The Soul Fumba consists of “fully furnished one to three-bedroom apartments, duplexes and penthouses, all featuring interiors with lots of rattan, and modern beige and white tones”, project manager Ali Katunda described the new project. The apartments are fully equipped up to the last teaspoon; the whole project is actually a clone of a sold-out residential leisure resort of the same name in Paje. Both projects have been developed by

CPS, Zanzibar's biggest real estate firm, with a German background.

First phase sold out

Being the second residential resort of the same design and size, beginner's faults have been eliminated and “attractions added”, says Thomas Just, the director of Volkshouse: penthouses on all top floors; all private terraces were covered to shield them against rain and sun, the lagoon was extended to 80 metres in length, and the timber extra-treated for water and soundproofing. Of 220 new apartments under construction

the first batch has sold out already, CPS manager Katunda explained, a second batch went on sale recently starting at US\$139,900.

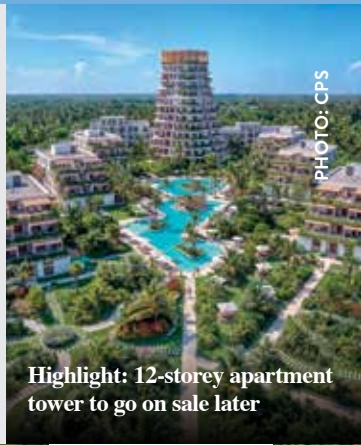
But what probably stands out most, is the Soul apartments' interrelation with Fumba Town, the eco-town surrounding them – Zanzibar's model community in many aspects. Fumba Town is built strictly on green principles, with permaculture tropical gardens, waste recycling, soft street lighting, cobblestones instead of tarmac, and people of 72 nationalities have invested here. Live here. It's island life pure – at your door step.

HOW WOOD COOLS DOWN YOUR APARTMENT

Why is wood as construction material more climate-friendly than concrete? Here are answers:

- Conventional building is a climate killer responsible for 25-30% of CO2 emissions worldwide
- Wood is climate-friendly, every cubic metre binding half a ton of carbon
- Wood is a re-growing construction material
- And the very best: Timber houses stay cooler in hot climate and warmer in the cold because they insulate better
- First The Soul Fumba apartments are planned to be ready end of 2026, the lagoon by mid 2027, the entire resort by 2028
- Starting prices from US\$139,999-222,900 for 1-3 bedrooms, duplexes and penthouses

Information on sales and bookings:
website: cps.africa / sales@fumba.town, +255 623 989 900



Highlight: 12-storey apartment tower to go on sale later

MORTGAGES MADE EASY

By Chantal Ben

Wanting to buy a house, but lacking money? The Tanzania

Commercial Bank (TCB) is rolling out a mortgage scheme with a 10 per cent interest rate – in an African context, a real fair deal.



Super deal: Lilian Mtali of TCB and CPS CEO Sebastian Dietzold

The extraordinary bank service, demanded for years, is the result of a partnership between Zanzibar housing developer CPS and TCB. It works for everybody, diaspora members, foreigners and locals, although it was initially prepared especially for the needs of Zanzibari living in the diaspora abroad, trying to invest in property here. Many have criticised that they could not secure a local mortgage.

Mortgage is a loan provided by a bank enabling clients to purchase a home while repaying over an agreed period. It's a common way to buy property abroad; in Africa “moon mortgage rates” up to 30% have been asked, making it impossible to finance property. In Europe, house loans come with approximately 2-3% interest rates at the moment.

The new TCB scheme is payable back within 20 years. For a loan of US\$100,000 over a ten year period, monthly payments of US\$1,321 would occur, according to the present scheme.

In general, foreigners are eligible to finance properties located within designated special economic zones, such as Fumba Town. The bank loan can also be used for renovating and building. CPS CEO Sebastian Dietzold hailed the offer as a “most important milestone”.

Repayments can be made monthly or quarterly, with loan terms of up to 20 years, providing buyers with flexibility to plan their finances.

Information: Contact Elisante Marir, TCB Bank, Mortgage Finance
+255 715 353 873
ELISANTE.MARIR@tcbbank.co.tz

NEW BUSES: GREEN & COMFY



Hundred e-buses are planned for Zanzibar; the first have arrived

Impressive first electric buses have started rolling through Zanzibar on two routes. They are not only more comfortable but ecological.

Modern bus stations appeared first, then the large smart buses in white-green design followed, officially inaugurated at the end of July by none other than Zanzibar's president. For now, they serve two routes, from Stone Town to the airport, and from Stone Town to Chukwani-Mbuyu. Starting point is the new bus terminal in Malindi. Fares are TZS700 standard, and TZS350 for students. The bus fleet will be upscaled to 100 buses, the government has announced.

Daladalas – private minibuses – were suspended on the bus routes leading to some complaints by users that the e-buses were too slow and that digital ticketing didn't always work, local newspapers reported.

The e-buses are part of a major modernisation and infrastructure improvement drive in Zanzibar, visible all over the island.

WE LOVE OUR NEW OFFICE!



Outdoor office? No, just launching the new CPS Stone Town hub

A new chance for visitors and locals to check out property options in Zanzibar. The company CPS Africa, developer of Fumba Town and publisher of THE FUMBA TIMES, has opened a new town office right in Stone Town in a historic building at Kelele Square. Visitors can discover the company's existing and upcoming projects, and arrange project visits here. The green square next to Serena Hotel and Park Hyatt is a popular shopping and promenade area for tourists and residents alike. Shop for your holiday home in Zanzibar now!

CPS Africa Stone Town Office
37 Shangani Street, Stone Town,
open daily 10am-7pm

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CPS Africa FUMBA TOWN

IS ZANZIBAR (TOO) PRICEY?

THE FUMBA TIMES went shopping for you

By staff writer

A cheese three times as expensive as in Spain or Kenya, a shampoo double what it costs in Germany. What determines prices of consumer goods, food and drinks in Zanzibar? What role does import duty play, why isn't there more local production? We asked economic players, supermarket owners, farmers and consumers about challenges and expectations.

To start with, one of our writers, a dedicated shopper, admits that her initial fury about prices here has given way to a more differentiated view in the course of several weeks of excessive shopping, ah, research. It became obvious that there isn't that one toxic supermarket, or a generally greedy restaurant mafia at work (at least very rarely).

The more we looked into the topic, the more it became obvious that selling, buying, and even producing in Zanzibar (an island! in the Indian Ocean!) can be tedious, confusing, antagonising, all the way from milk production to house construction. With often-changing regulations, a lack of infrastructure from cooling chains to low-price regional flights, catering to the desires of consumers does indeed become rocket science. The more to be admired are local producers such as agriculturist Dr. Mwatima Juma enabling sustainable and consumer-friendly food (see sidebar on this page).

Let's start shopping!

1 Transparency please!

"When a product seems very expensive at our supermarket, it's mostly because we are already buying it rather expensive. Our margins in retail are quite low, not 100 per cent, not 50 per cent, not even 20 per cent", says Marcel Imhoff, co-owner of the new Everyday supermarket in Fumba. For example, a natural cosmetic line like Grounded from Kenya already comes at a high price range, and so do almost all local niche products. "But we are willing to give them a chance", Imhoff said.

2 The Middlemen

During a supermarket price tour anywhere in Zanzibar, one finds



PHOTOS (2): ISTOCK, K. CHEEKS

OUR SHOPPING LIST

For fresh food like meat and tomatoes, prices abroad are much higher. Zanzibar is significantly more expensive when it comes to imported goods such as cheese, sweets and washing powder. In total, shopping in Zanzibar remains more expensive due to these imports, even when cheaper fresh food is taken into account. All prices converted to US\$, rounded up/down for easier comparison. Average prices abroad collected from Germany, Spain, Netherlands. All information subject to change, August 2026.

ABROAD PRICE		LOCAL PRICE
\$1.75	Butter 200g	\$4.50
\$2.50	Shower gel Palmolive, 500ml	\$5
\$3	Gouda 200g	\$9
\$4	Feta in oil 300g	\$10
\$2	Peas 300g	\$2
\$1.75	Chocolate Cadbury/Milkia 100g	\$4
\$20	Fresh beef 800g	\$8
\$4	Tomatoes 200g	\$1
\$2.50	Cream Cheese Philadelphia 200g	\$10
\$7	Ariel 300g, 12 bars	\$13
TOTAL \$48.50		\$66.50

of TZS170,000 for electricity – per day, more than five million shillings per month, owners say. License fees for alcohol are high, too. Still, some prices, consumer experts criticise, are more "oriented towards what one can get away with, than towards costs." A glass of wine for \$10 or a cappuccino for \$4 (in coffee-producing Tanzania!) seem what they are: on the high side.

4 Meat, cheese and strawberries
Everything with a short expiry span – fresh products from meat to yoghurts, veggies to fruits – are "perishable" in retail terms, demanding fast transport and extra care while posing the risk of wasting before they reach customers. "We count in at least ten per cent loss during transport", supermarket owner Imhoff says. Air freight, according to importers in Zanzibar, costs three to four dollars per kilo, container freight for longer lasting products 80 cents per kilo. This affects dairy made in Kenya as well as homegrown strawberries from Iringa. A prime-quality fillet from South Africa, delivered frozen, costs double to triple as much as a kilo fillet, cut unrefrigerated from the bone, at Darajani market. Sure, one has to go all the way to Darajani, and has to trust the tougher, more chewy meat quality.

5 The Palmolive effect
The opposite of the Palmolive effect is the Coca-Cola code: no matter where in the world, original Coca-Cola tastes and looks the same. Not so a shower gel by Palmolive, or a skin lotion by Nivea. The consistency of both is completely different – mostly thinner, sometimes cheaper – when bottled in Dubai than in Hamburg. "But this is not in bad faith, watering down the product", explains shopkeeper Imhoff, who says he loves "exploring the world of products". The reason: The UAE market "prefers different characters and textures" than Europe. The best way out, economists say, would be local manufacturing. "African labour is not more expensive than Asian labour, much the opposite", says economist Moyor: "On wages alone, Africa should dominate the world's manufacturing slot." It's not happening because infrastructure, such as reliable power or transport, is still poor. For the same reason a holiday in Zanzibar is much more expensive than in Thailand.

6 What can consumers do?
Some simple rules can enhance grocery shopping in Zanzibar and Tanzania:

- Read the label to see where the product originates
 - Establish your favourite brands and stick to them
 - Buy local as much as possible
 - Order online directly from producers such as dairy farms, wine and meat suppliers
- When wandering along endless aisles of crisps in a local supermarket, console yourself with two facts: product variety is growing, and amidst that, prices do tend to go down. Meanwhile, more and more travellers have become obsessed exactly with the strange melange of foreign supermarkets; Condé Nast Traveller called grocery tourism a major travel trend in 2026: "Souvenirs are boring, supermarkets show the real daily life in a country." They surely do.

"BETTER FROM THE FARM"



It's already dark, and, as usual, Dr. Mwatima Juma and her sister are having a simple dinner on their farm terrace. Mashed breadfruit, fried fish. The Msonge family farm supplies fresh food to 335 households on the island.

Once Mwatima Juma starts talking, she can't stop: "People say produce local, but actually nowadays it means produce and pack local. Our chickens are wrapped in banana leaves, so it would be difficult to supply them to supermarkets. They want plastic foil, an expiry date and, at best, everything frozen. Customers have changed, too, asking for ready-to-eat products. So we started a whole range of semi-processed food, like chapati dough and falafel mix, that's very popular.

Our non-pasteurised milk is a no-go for supermarkets, too, but people buy it in two- to five-litre containers at TZS2,500 per litre and boil it themselves. Consumers love our fresh eggs, if we run out, they wait. But if someone says I want chicken breast instead of a whole chicken, I can't help them.

Zanzibar seriously lacks a processing industry, what I would call cottage industries – small-scale businesses that government should support, not just one luxury hotel after another.

Speaking of hotels: Zanzibar has 250 small-scale organic farmers who can't supply hotels because their quantities are too small. We are working on an organic hub to combine farmers' efforts. Another step would be semi-processed fresh veggies, washed and cut, in paper bags. **Seasonality remains a must for us!** You want to eat apples and strawberries all year round? Then switch to imports, but don't complain that they look like mummies! I don't blame supermarkets for high prices, they have a lot to calculate."

Msonge Family Farm, deliveries and Sunday brunches; contact 0745 536 630

Machuli Dairy Farm, 100% organic products, milk, yoghurt, cheese and more, deliveries in town; Fumba, Mbweni, Chukwani; contact 0777 948 155

THE MAGIC OF SEAWEED

How the miraculous ocean product became a stylish bestseller



PHOTOS (3): MWANI

A seaside scene serene like a painting: women harvesting seaweed from the Indian ocean

Mwani means seaweed in Swahili. And Mwani is the first company on the island to turn the traditional ocean harvest into a lucrative, modern cosmetic business.

Everybody's darling in Zanzibar is the blue economy. But few know what it is, or could be. At Mwani in Paje, a beauty business founded by Dutch national Klaartje Schade and her Tanzanian husband Andrew Anthony, everything is blue: the linen dresses of the mostly female seaweed farmers, the "Mwani Mamas", the artistic glass bottles of the finished skincare products. And, five minutes away, the Indian Ocean. Its shallow waters are the cultivation and harvesting ground of the green gold.

We have come to join a guided tour of the seaweed plantation and lab. It is an eye-opener. "We were profitable right from the start," says Schade, 38, mother of three and a former investment banker. The bungalow-style set-up is modest but combines traditional techniques with modern precision: a sterile production hall looks cleaner than an operating theatre; a makuti-roofed showroom invites customers to shop.

A global bestseller from Zanzibar

Mwani is one of the first global bestsellers hailing from Zanzibar. It has been featured in Vogue, Forbes and CNN and was named a "Top Innovator" by the World Economic Forum in Davos in 2024. It is used in luxury hotels across the region, and about a third of the production is exported. "The whole idea is," explains Schade, who was born in Mozambique, "to create a genuine natural product which goes far beyond fair trade, a local product able to compete in the world." She has turned the rough seaweed business into an aesthetic trend product - with sublime branding, photography, consistency and a clear scientific message.

"Let's go to the sea," says Pius Mwaissumu, general manager and our guide. With us is Pili, one of the Mwani farmers, in a striking blue uniform, carrying a self-made straw basket. We walk knee-deep into the water. There they are: rows and rows of wooden sticks, the very sticks tourists often wonder about. "Seaweed has no

roots," explains Mwaissumu. "We tie the sprouts to the sticks". Bracing ourselves against the wind, trying to find steady ground between coral holes, my joints start aching. Pili coral holes, my joints start aching. Pili coral holes, my joints start aching.

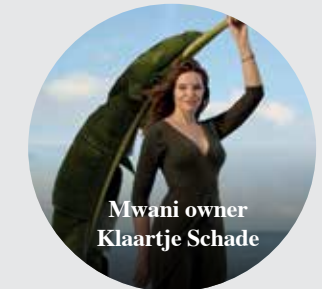
100% natural skin superfood
It takes many hands and many women and a production cycle of about three months to turn the ocean harvest into a 100% natural skincare product. Back at Mwani, Pili leads us into the production lab, where drying and cooling devices hum. After being macerated at sub-zero temperatures, triple-filtered and evaporated, a tiny amount of potent macroalgae extract remains from a big harvest – the patented star ingredient of Mwani's bestselling products. Tested

about two months. The plant feels like rubber and is rich in fibre, minerals, iodine and antioxidant compounds.

in a South African laboratory, the "skin superfood", as Mwani calls it, claims to "sculpt body shape, tighten facial contours, protect against free radicals and break down fatty acids". Seaweed has become a global green business, estimated at US\$17 billion a year, supplying food, animal feed, fertilisers, cosmetics and pharmaceuticals. The sheet around sushi, known as nori, is made from edible seaweed too.

Because it needs no farmland, fresh water or chemical fertiliser, it is also a low-impact crop. Zanzibar has traded seaweed for generations; commercial farming began in 1989. Zanzibar

GET YOUR DOSE OF SEAWEED!



Book a tour: 90-minute immersive visit at Mwani in Paje, including a fresh seaweed fruit tonic, US\$15.

All-in-one care: The bestselling "Face & Skin Superfood" lotion (photo below) can be used from head to toe. The "Facial Cleanser and Mask" with a honeylike texture becomes a mask when left on for ten minutes – making the two products the only skincare you need for the whole body. The price range is comparable to other luxury beauty brands, starting at US\$97 per 200ml bottle.

Information & online shop: mwanzanzibar.com



unrefined Baobab and Marula seed oils, shea butter and mangrove honey. Mwani employs ten seaweed artisans. "It matters what you do and how you do it," Schade insists.

Pili could not agree more. All women artisans here are trained in every part of the process, from planting and harvesting to making soaps and creams, to sending the products to wellness stores – sometimes as far as Beverly Hills.

A. Tapper

FUMBA TIMES | MAMBO – What's on

EVENT HIGHLIGHTS

We are back! The season has begun, and our team of passionate explorers has set out once again across the island. Bringing together the best recommendations, upcoming spots, and must-dos when in Zanzibar.

BEACH SURPRISE



NEW LOOK COMING TO FUMBA

Thai Kani is Fumba Town's laid-back beachside container restaurant built on the legacy of Kwetu Kweni Chilli. It quickly became a community favourite, now gearing up for a brand new look and awesome redefined beach dining. When? Come and find out for yourself!

Where: Thai Kani, Fumba Town Beach
Info: IG @thaikanizanzibar/, open every day from 5pm +255 704 121 414

BEST RESTAURANT



SWAHILI GOURMET

Fine dining set in ruins - that is Bomwa, located in a tiny hinterland village in Jambiani. Newly-wed Marion Rouéllard and Martin Gaucher from Mayotte fuse innovative French bistro cuisine & Swahili food: fish rilletes, maharagwe ravioli, red snapper carpaccio. Voilà - even the wine is superb!

Where: Bomwa! Bistrot Local, Jambiani Mwendawima
Info: IG @bomwa.zanzibar/, daily 5-11pm, Fri closed

CLUB OF THE MONTH



JOIN THE IN-CROWD @NIA

Nia Pool Club is Paje's newest go-to-escape, a lush, social poolside haven where good music, cool drinks, and great company come together just moments from the beach. Whether you're passing through or staying a while, Nia makes you want to linger a bit longer.

Where: Nia Pool Club, Paje, open daily 11am-11pm, Special Island Sound Pool Party every Saturday
Info: IG: @niapoolclub



HIGH-UP IN PAJE

Is it a club, a restaurant, a bar or a hotel? The Hi Skybar, four floors above Paje, is a bit of everything. Marleen Koning from Bielefeld discovered the local hotel during a holiday with her mum and took over. Great cocktails, chilled DJs, casual vibes - and up here the sunset is visible to the west.

Where: Hi Skybar, Paje (near Shange), double-storey open rooftop
Info: DJ Sundowner Tues + Sun, Fri Swahili Night

SPOTLIGHT ON...

ENTERTAINMENT

- Every Sat & Sun** **Weekend Brunch**
The 5th, Upendo House Stone Town | 11am-5pm
- Every Sun** **Nanga Pool Party**
Nanga Night Club Paje | 12pm-late
- 06.09** **Island Festival One Love**
All day music, food, market New Teddy's on the Beach, Jambiani | 12pm-9pm
- 26.09** **Full Moon Party Kendwa Rocks**
Monthly top event Kendwa | 6pm Venues tbc | Stone Town black2zanzibar.com

SPORT & WELLNESS

- Every Mon** **Pilates with Oscar**
Power Pilates, Uzima Space Stone Town | 10am Sunset Pilates, all-year Fumba Town | 5.45pm | TZS20,000 Inquire: 0717 690 525
- 26.09** **CEO Golf Tournament**
Zanzibar's biggest Golf Tournament Sea Cliff Golf | US\$120

OTHER

- 05.09** **Fumba Community Market**
Vendors, food, music + High Tide Hangout (2winds) Every 1st Sat of the month Fumba Town | 11am-5pm
- 07.09-11.09** **Waste into Purpose, Workshop**
Creative Hub, Fumba Town, Park 2 | 2 pm-5 pm
- Every Sun** **Farm-to-table Buffet**
Msonge Organic Farm | TZS50,000 | Shakani, Fumba Rd | 1-5pm | 0778 78760 | Booking require
- Must Try** **Jibbap**
Korean homemade kitchen Mbweni | Mon-Sat: 11am-3pm

ENTERTAINMENT

- Every Mon** **Asilia Night**
Traditional Taarab music DCMA Concert, Stone Town | US\$7
- Every Sat** **Mango Tree Market**
Park Hyatt Zanzibar | 6pm-10pm Stone Town
- Every Sun** **Sunday Brunch**
All day music, food, market Upendo Beach, Michamvi | +255 777 770 667
- 03.10** **Comedy Night**
Open Mic, Comedy Thai Kani | 8pm
- 24.10** **Full Moon Party Kendwa Rocks**
Monthly top event Kendwa | 6pm

SPORT & WELLNESS

- Every Thu** **Yoga with Salha**
Fumba Town | Pre-booking required | Pavilion Rooftop 5:30pm | TZS30,000
- 10.10** **HighTide Happy Hour**
Paddle boarding at Fumba Town Beach Fumba Town Beach 2:30pm-5:30pm
- 31.10** **Golf Challenge**
Sea Cliff Resort & Spa, Golf Course Mangwapani | US\$53

OTHER

- 03.10** **Fumba Community Market**
Biggest street market in Zanzibar Every 1st Sat of the month Fumba Town | 11am-5pm
- Every Tue** **Fumba Town Library**
Aunties Corner for Kids under 7 | 5.30-6.30pm | Free for members | Fumba Town
- Must Try** **Le Gourmet**
Fine Food shop & tapas bar Paje, Tue-Sun 10am-10pm

ENTERTAINMENT

- Every Wed** **Trivia Night**
Lighthouse rooftop bar Leparadis, Jambiani 12pm - 10:30pm
- Every Thu** **6 Degrees South | Karaoke Night**
Sing your night away Stone Town | From 9pm
- Every Sun** **Afro Kabisa Night**
Afro-fusion music DCMA Concert, Stone Town | US\$7
- 05.11 & 26.11** **Boho Social Sunset Dinner**
3-course dinner, music and a beautiful setting Upendo Beach, Michamvi
- 21.11** **Full Moon Party Kendwa Rocks**
Monthly top event Kendwa | 6pm

SPORT & WELLNESS

- Every Wed** **Strong & Conscious Flow Yoga**
"Paje By Night" Club Paje | 9am | US\$15
- 07.11** **Golf Challenge**
Sea Cliff Resort & Spa, Golf Course Mangwapani | US\$53

OTHER

- Every Wed & Sun** **Habari Chess Club**
Open to all levels Habari House | Stone Town 12-3pm & 5-8pm
- Must Try** **CCM Social Hall**
Swahili Nyama Choma Maisara Town | Mon-Sun
- Must Try** **Splash Paradise Kendwa**
Floating Water Park Kendwa Beach, 10am-6pm
- Must Try** **Offline Garden**
Small, quiet wine bar & bistro Jambiani | Mon-Thu & Sat-Sun 12pm - 10:30pm

NOT YET LISTED?
Mail us your events for the upcoming Dec-Feb 2026/7 edition by 1 Nov; events@fumbatimes.com

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Email: lepetitchef@tuliazanzibar.com

WELCOME NOTE

FROM BLUEPRINT TO COMMUNITY



Tobias Dietzold
Director of CPS and publisher
THE FUMBA TIMES

What makes a town a town? Not the number of roof-tops, not even the roads and stadiums rising around it - it's the life that happens in between. This August, we got a splendid reminder of that at the second edition of FuTopia (see our flashback on page 7). The festival opened with a colourful parade marching through the gates of Fumba, and over two days welcomed guests from the surrounding communities alongside visitors from all over, with DJs, international live performances and activities running throughout - and it looked, sounded and felt exactly like what we've been building toward. Not a development under construction, but a town already living.

On another note, from African vibes to genuine African products: the notion that Africa fares much better fabricating its own products rather than just as a source of raw material is echoed in several stories in this issue. Read how seaweed became a commercial success on page 3, and what a difference smart marketing for local tea can make on page 5.

GUEST COMMENT

WANTED: A SWAHILI MUSEUM



Ramadan Ali, 80, is a retired journalist in Cologne, Germany, where he worked for Radio Deutsche Welle for 40 years

"2000 years of rich history"

I remember it as if it were yesterday. The "FESTAC 77" in Lagos in Nigeria 1973. I was at the Surulere stadium covering the opening ceremony of the second All-Africa Games when I witnessed a magnificent dance of Nigerian women in colourful traditional costumes.

I am from Zanzibar but on this occasion, I really fell in love with African tribal art and culture. It opened my eyes to the wealth of the continent's heritage.

When it comes to Swahili art, culture and architecture, many of the artifacts of the East African coast still remain in private hands, at shrines and royal palaces like Pujini in Pemba, Dunga and Tumbatu in Zanzibar, Msafum in the Comoros.

The East African coast needs a Swahili Museum and there would be no better place for it than Zanzibar. The House of Wonder, the former Sultan's palace, being reconstructed at the moment, could host such a museum perfectly. East African governments in general and the Zanzibar government in particular should

commit themselves to restoring and maintaining our heritage. In 2019, I already approached the former Minister of Tourism and Heritage in Zanzibar, Hon. Mahmud Thabit Kombu, with the idea. He reacted positively but nothing came of it.

Why not form a partnership with Lamu in Kenya to open such a proposed Swahili museum together? Lamu and Zanzibar have a lot in common. Stone Town is like an exotic experience of entering another world, with 2,000 years of rich history as mysterious as the winding streets. Lamu, the smaller Swahili island on the Kenyan coast, is similar.

We were both influenced by Portuguese explorers, Turkish traders and Omani rulers who left their mark but also contributed significantly to the diversity evident today.

The museum would feature everything Swahili - art, culture, architecture, literature and films. Scholars and other academics from the coastal region and abroad would participate. The museum is overdue; costs should really not stop us.

NOW & THEN



On the seafront of Mizingani in Zanzibar one can see how time passes. Nowadays, tourists and locals like promenading along the picturesque stretch - the first thing you see when arriving in Zanzibar by ferry (colour photo). Before independence, the Stone Town seafront was the centrepiece of the Omani royal household who ruled Zanzibar for 200 years (panorama photo of 1926). And with it, came comfort. US educator and historian Torrence Royer, who provided the historic photos shown here, recounts: "The Mizingani seafront was the first area to be electrified in 1875" - not only in Zanzibar but in the entire Sub-Saharan Africa. By 1915, a railway was running from here up north to the village of Bububu, named after the sound of the steam locomotive (seen on the photo on its way back).

Unfortunately, what could have been kept as transport, even a great tourist attraction, was forgotten when

Zanzibar became part of Tanzania.

Monument protection often lacks money in Zanzibar; in Mizingani, too, not all old buildings have been brought back to life. But when they are, it usually pays off: the Mizingani hotel on the left (colour photo) is very popular with tourists; next to it, the Custom's House with green balconies, is also well restored. The house on the right, however, has deteriorated into a ruinous state despite its historic significance.

From 1860 to 1900, it was known as the Grand Hotel Central Afrique, the first European-style hotel ever in Zanzibar. Prominent guests included runaway princess Salme, the Sultan's daughter, who escaped in 1866 with a Hanseatic trader. With her three children (small photo) she sought refuge here 20 years later - as unwelcome as prince Harry and his family in Britain today. Rumours have it, the building may become a hotel again - if it survives.

WHY SUNSETS ARE GOOD FOR YOU

By staff writer

Sunsets are romantic. But did you know they are also healthy?

A typical holiday in Zanzibar, known for breathtaking sunsets, doesn't usually end without a vast collection of photos capturing that magic moment when the African night takes over. While everybody seems to love sunsets, scientists have now found out that they are also beneficial to our health. Here's what a dose of golden hour can do for memory, sleep and mood.

Awesome! There's a reason why that word has become fashionable. Awe is the feeling when we witness something immense, and the awe of sunsets particularly can turn into the realisation "that one's personal problems and life are insignificant in the grand scheme of things," says Michelle Shiota, a professor of social psychology at Arizona State University in the US and a long-time researcher of awe. Not only does your mental health improve, she says, but awe may even make you a kinder person, since feeling small amid something magnificent has been shown to inspire altruistic behaviour.

Too simple? Wait, there's more. While awe can be found in many aspects of life, from music to design, nature

apparently prompts it most. And when Canadian scientists presented 2,500 participants with images of different natural phenomena, it was again the sunsets that triggered positive emotions best.

As well as making us feel better, a captivating golden hour may also boost brain power like memory collection and influence our physical condition. People who often allow themselves to experience positive emotions like joy and awe consistently had the lowest levels of

cytokines, markers of inflammation in the body in scientific tests.

The sun also regulates our circadian rhythm, the natural sleep-wake cycle that repeats every 24 hours. Watching the sun go down improves sleep quality, the scientists claim: our brain produces melatonin to prepare the body for rest. In a similar manner, sunrises are a natural cortisol trigger, kicking off our internal clock.

Apparently no excuse needed any more for sundowners - but neither for an early rise!



Happy sunsets: new studies claim, they can even make you a better person

READER'S LETTERS

Thrilled in India

Thank you very much for interviewing us as residents of Fumba. We have shared it with our folks and friends back in India and they were thrilled.

Prof. Sanjeev Sabnis and Sheela

Making Zanzibar special

We're grateful for the thoughtful way you captured what we're creating at historic Habari House in Stone Town. We appreciate all that THE FUMBA TIMES does to showcase the people, places, and stories that make Zanzibar so special.

Gilland Mziy, Stone Town

Thanks Professor, we'd love to give people around the world an idea how it is to live in Zanzibar - Ed.

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THE WAITRESS IS THE STAR OF THE SHOW

Rituals founders open luxury retreat with a mission in Zanzibar



GREEN & SOCIAL

- Ma'a Salama retreat in Jambiani with 7 bungalows for couples and families
- Garden and pool landscaping with permaculture
- No glass windows, no air conditioning - just natural ventilation
- Free education for Zanzibari youth in the hospitality sector

By Andrea Tapper

From global retail to responsible tourism: the co-founders of renowned beauty brand Rituals have moved to Zanzibar to establish an unusual boutique resort in Jambiani - entirely devoted to giving young Zanzibari a professional education in hospitality.

The three young ladies giggle. New uniforms for the aspiring waitresses and receptionists have just arrived at Ma'a Salama, a brand-new boutique resort. THE FUMBA TIMES has been invited for a preview before the opening. Ma'a Salama means "stay in peace" in Arabic. "This perfectly reflects our mission", the owners Arjen and Eliane Schouten, both 58, explain: "to create a place where guests can totally relax while



Good team: Lisenka Beetstra, Arjen and Eliane Schouten (from left)

contributing to the future of young people on the island."

Every year, 35-50 trainees - female and male - will receive a free, hands-on education in all aspects of hotel operations, from cooking and service to reception and housekeeping here. "We will train them for our own hotel but also for other hotels on the island", says Arjen Schouten as we watch some of the first students - Anna and Khaitem, Ali and Rashid in the kitchen - prepare for lunch. Instead of upmarket tourists, the guests today are construction workers. Never mind, training is delicious and the waiting staff's performances choreographed. Anna, Khaitem, Ali and Rashid give their best. Female head chef Trivenia from Mwanza is pleased.

Learning in luxury

Training staff in hotels is not unusual, but here the entire enterprise is shaped around education. The resort houses a teaching centre in the back, the trainees first work as a "shadow staff" and the hotel is a not-for-profit organisation. The concept: all revenue created by paying guests - with bungalow prices starting from US\$225-850 per night - will go into the hospitality school, the owners tell me. They have been on the ground in Jambiani to oversee construction. The mini resort with seven individual bungalows, restaurant and pool in a spacious palm grove had a soft opening in August. "After being commercial we want to be social", Arjen Schouten summarises their approach.

The story leading to their tropical getaway-with-a-purpose is based on a global success. Arjen and Eliane Schouten are both alumni of the renowned Hotelschool Maastricht in Holland. Eliane has worked many years in international five-star hotels, Arjen co-founded Rituals Cosmetics, a multi-billion-dollar wellness brand selling affordable luxury soaps, lotions and candles worldwide in more than 600 shops in 27 countries. 25 years ago, he helped to roll out the distinct Rituals retail formula of sustainable products in glamorous shops - an instant hit with people from Tokyo to Johannesburg.



What's cooking? Chef Trivenia (centre) teaching students in the kitchen

Schouten are both alumni of the renowned Hotelschool Maastricht in Holland. Eliane has worked many years in international five-star hotels, Arjen co-founded Rituals Cosmetics, a multi-billion-dollar wellness brand selling affordable luxury soaps, lotions and candles worldwide in more than 600 shops in 27 countries. 25 years ago, he helped to roll out the distinct Rituals retail formula of sustainable products in glamorous shops - an instant hit with people from Tokyo to Johannesburg.

First boutique hotel not-for-profit

From Rituals to African roots

What brought the Schoutens, who have four children, to Zanzibar? "Our love for Tanzania, Serengeti and Zanzibar grew during many journeys", Eliane recounts. For years they have been supporting the Jambiani Tourism and Training Institute of Alastair and Pat Elias next door, which is now for sale. Their new venture aims to be not only socially driven, but sustainable:

Information and booking:
maasalama.com

ZANZIBAR UNDER THE MICROSCOPE

Dutch writer and safari guide unveils the island's hidden secrets



In love with Stone Town: book author Caroline Langevoord

She was attacked by an elephant, and has no fear walking the streets of Stone Town in the middle of the night. Is Caroline Langevoord braver than others? Hardly so. "It's safer here than in many other places" the long-time resident says, sharing her insights into daily island life in a new book "Zanzibar in 365 stories".

The question comes quickly. "Is there anything you don't like about Zanzibar?" During her recent, well-attended book launch in Stone Town, Caroline Langevoord paused for a minute. "Definitely", she replied after a short moment, "I don't like the lockdowns." The book delves deeper: What makes power cuts and frequent electricity shedding so disturbing in the tropics, is not sitting in the dark (people use their mobiles for light) but having to endure the heat without a fan!

These are simple realisations but few visitors to the island of haku-na matata (Swahili for "no problem") will be aware of them. The tiny phenomena of everyday life, paired with substantial knowledge about Africa are the backbone of Langevoord's storytelling. Her collection of micro-short stories, often less than a page, sheds light on just about everything from customs to recipes, from Freddie Mercury's birthday to the pole-pole-mentality - one topic and one day at a time. Gently, the writer

and photographer, who left an advertising career in Amsterdam to come to Africa, dissects the puzzle of a fascinating world. Sometimes the topics match the date like on New Year, often they are random. "It's not a diary, and it's not a calendar", the author says, adding that she is "quite proud of the format". It's a book one picks up, and gets back to another day. She researched the internet for days to find any travel book with a similar structure - there wasn't.

We meet at her rooftop apartment, a simple place full of plants and books, overlooking the Mkunazini part of Stone Town. In her almost 15 years of living here she had to confront severe illness. Today she says: "Zanzibar is my home, Holland is my place of birth." Even a life-threatening encounter with an elephant mum in Samburu National Park in Kenya, which attacked her with her tusks on the chin and arms, did not decrease her affection for wildlife: "It was just bad luck", she says. Langevoord became an official safari guide, the only Dutch woman in that position and published her first book "Bush life".

"Swahili is tough"

She wrote her new book in Dutch, then translated it into English. She never mastered Swahili, despite making close local friends here, the writer in her mid-fifties frankly admits. "As much as I tried, it

MIND MY BUSINESS LOCAL ENTREPRENEURS MAKING A DIFFERENCE



Better future: Tahira Nizari (centre) with women tea farmers

THE HOMEMADE TEA TRANSFORMATION

Doing good with every sip you take - that could be the motto of Kazi Yetu, a start-up tea and spice brand made in Tanzania and sold worldwide. The founders revealed their success formula for us.

The packaging makes all the difference. Beautiful boxes in wallpaper-design, filled with elegant-looking, pyramid-shaped tea bags - where do you find that in Africa? The answer is: right here in Tanzania and Zanzibar.

The brand is not Lipton (the British classic) nor Marriage Freres (French gourmet tea since 1854). It's aptly called Kazi Yetu - Swahili for "our work" - and based on the hard work and creative passion of Tahira Nizari, a 37-year old Tanzanian, her husband Hendrik Buerman, 46, and a team of more than 1,000 women suppliers and 30 factory employees. Just about everybody in the chain earns "20 per cent more with us than other tea producers", Nizari proudly explains.

Her wide range of high quality, tea blends and flavour powders in a dozen natural flavours is fully sourced, blended, and packed

Creative minds

Unlike coffee which is best sold in beans, Tanzanian tea was virtually waiting for creative minds to turn the bare leaves into a presentable, internationally competitive gourmet product. How on earth did they find the elaborate packaging in Africa? "When we started 11 years ago, we looked everywhere", Tahira Nazira recounts, "all over the continent, and from China to Japan. First, we imported, but finally we found a box supplier ever here."

Kazi Yetu products are meanwhile sold in over 280 outlets, including many hotels and supermarkets in East Africa, they are exported to Germany, Switzerland and the US.

Information and online shopping:
kazi-yetu.com



Gourmet tea made in Tanzania

BOOK TIPS 6 GOOD READS ABOUT ZANZIBAR

ZANZIBAR IN 365 STORIES
Fresh from the printer, Caroline Langevoord takes you on a year-long journey across the island (see feature on the left).

FROM ZANZIBAR WITH LOVE
A love story and guide to contemporary Africa, the memoir by THE FUMBA TIMES editor-in-chief Andrea Tapper, written in German, is a popular read.

SWAHILI KITCHEN
If you love good photography and cuisine, this book will open up Swahili culture. By Elie Loseleben and Javed Jafferji, the island's best photo documentarist.

SEA LEVEL
Intricate illustrations by design artist Sarah Marks capture the island's charm and heritage as seen today perfectly - a great coffee table book.

Best bookshops in Zanzibar: RECYCLE @International Airport departure; MEMORIES, Stone Town. "Zanzibar in 365 Stories" also available at Anani boutique and Chaka Glass (both Stone Town); most books also available online

MEMOIRS OF AN ARABIAN PRINCESS
Famous Sultan daughter Princess Salme, who ran away with a Hanseatic merchant in 1866, with an early reflection on multiculturalism.

BIBI KIDUDE
African music history would be incomplete without the portrait of the Zanzibar Taarab legend who was still dancing at 100 years. Outstanding

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CELEBRATING ISLAND LIFE

How FuTopia transformed Fumba Town, and shapes the future

FuTopia stands for future and utopia, 'an imagined perfect place' (Oxford dict.). In Fumba, it kept the crowd raving with two stages on the beach and DJ Lag on the turntables (above)

By Lorenz Herrmann

Many new faces, good spirits, Beyoncé's DJ producer - celebrating island life in Zanzibar is different from any other festival in the world.

What do you think of when you hear Edinburgh? Right, the famous Fringe festival. What bell rings when you think of Jamaica? Reggae, of course! Zanzibar's new culture festival FuTopia, still small and only in its second year, carries the seeds of an iconic happening—at least that's what the crowd felt when the event recently unfolded in Fumba.

For one long weekend in August, Fumba Town came alive with music, creativity, culture, and community, attracting around 3,700 visitors, among them many new faces, people we have never seen before in our eco city by the sea. It was our team of Busara Promotions, the organisation behind Zanzibar's famous Sauti za Busara music festival, that invented FuTopia and curated the experience together with members of the community and the support of Fumba Town developer CPS. During the day, Fumba Town's parks transformed into vibrant creative zones; at night, music was king.

Islands adapt faster

Who says serious discussions and drinks, DJs and traditional games don't mix together? The ideas zone, curated

by pop-up event Zanzalu, staged short talks about shaping Zanzibar and its regional neighbours. The island's tech Minister Mudrick R. Soraga elaborated on his efforts to turn Zanzibar into an innovation hub, setting out the drive to attract technology, talent, and investment. Michael Muthukrishna, a professor at New York University, introduced "What Zanzibar Could Be," demonstrating how islands can adapt to a fast-changing world quicker than larger states by leaning into technology adoption. Kurtis Lockhart of the Africa Urban Lab argued for harnessing Africa's rapid urbanisation as an engine for prosperity, noting that cities are where talent, ideas, and productivity concentrate.

What made all the (free) daytime experiences special was the sense of

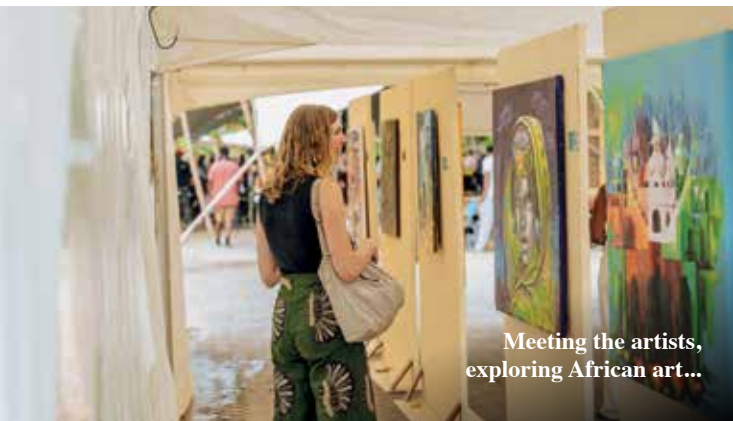
connection. Children played, friends gathered, you could opt for a wellness massage or rooftop yoga, make a fool of yourself in a botanical quiz with our permaculture wizards, try amazing street food, and local vendors had the opportunity to showcase their best during two days of street market. All these simple moments captured what FuTopia is all about: creating a space where people share experiences and feel part of something.

Dancing under the stars

As the sun went down, the energy shifted to the stages. DJ Lag from South Africa, who shot to fame as co-producer of a Beyoncé track, and dozens more musicians from Zanzibar, Tanzania, Burundi, South Africa, Mexico and Chile had audiences

dancing under the stars. Yet for me, FuTopia was never only about the music. It's the convergence of traditional life and modern achievements which makes the new festival special. E-cars were exhibited while fishing boats sailed in a ngalawa race. Youngsters in tribal costumes, acrobats on stilts and women's groups formed an opening parade - a mini Notting Hill Carnival in the midst of rural Africa. FuTopia allows local creatives, businesses and communities to be seen, heard and merge. It has the power to play a major role in tourism in the coming years.

Lorenz Herrmann, 35, is head of FuTopia and of Busara Promotions, organising Zanzibar's two biggest festivals.



NEW ATTRACTIONS IN FUMBA

Don't be just a beach bunny, discover what else Zanzibar has to offer. Fumba Town, the island's first eco city near Stone Town, is perfect for at least a day trip - get info on our website fumbatown. +Mural Walks + Rooftop Spa Seclude +SUP Sessions +Town Tours +Sundowner at Thai Kani Beach Club +Holiday apartment shopping Bring your kids, we have an egg-shaped Adobe playground!



EXCLUSIVE

WOW! AFCON STADIUM ALMOST READY

Few thought it possible: a 35,000+ seat arena is nearing completion in Fumba.

Started only last year - not even two years before the big African Cup of Nations (AFCON) tournament is to take place in Kenya, Uganda and Tanzania (and, yes, including Zanzibar) -, the large stadium for the event is under serious construction with the outer shape and stands already clearly visible on the Fumba peninsula. "We are not only on time, but we will complete construction by 31 December 2026", revealed Cumhur Baris Kocan, the head of construction, to THE FUMBA TIMES.

This is done to allow tests before the continent's biggest football event kicks off from 19 June-17 July, 2027. The stadium construction is a mammoth task undertaken by 400 expat and 2,500 local workers: "The war in the Gulf affected us, since all steel structure of the roof and finishing materials are coming from outside", said the African director of building company Orkun. He is a big soccer fan himself supporting his Turkish home team Trabzonspor. AFCON has existed for 70 years. It's not yet clear how many games will be played in Zanzibar.



Exciting: the Fumba stadium is growing with meticulous planning

HOLIDAYS

PAJE SQUARE - CHECK IT OUT!

How? Just visit the new coffee shop Freshii on site to get to know all about the upcoming holiday hot spot.

Paje Square, the next big living & shopping extravaganza to shape the look of the popular east coast destination Paje, has commenced construction. The best news: the project by Zanzibar's biggest developer CPS offers fully furnished apartments from US\$164,000. Coffeeshop Freshii has come on board with a ranch-style coffee bar, including a show room to check out apartments on offer. There's comfortable parking space right in front of Freshii. So have a cappuccino and find out, if you'd love owning a holiday home here!

RECORD: 107,801 TOURISTS IN JULY

Another record: For the first time in its tourism history, Zanzibar received more than 107,000 visitors in the month of July, according to government statistics, 54% more than in June. The European summer months count as the second high season here after the Christmas and New Year period.

ASK DR. JENNY DIETZOLD

READERS' QUESTIONS ANSWERED BY OUR OWN MEDICAL EXPERT

WALK WITH ME

Dr. Jenny Dietzold answers:

Anne Otieno, Mweni

Dear Dr. Jenny, we are a couple living in Fumba. Since we commute a lot every day, there's little time for fitness, so we try to go for regular walks. Recently we heard about a study in the US, that a five-minute walking break every hour is the best! How much walking would you recommend in general to stay fit? Thankful for some ideas and guidance.

Abigail and Jean-Claude Remy

work, using stairs instead of the elevator - the list is endless.

What all these health tips have in common is one principle: incorporate more movement in your daily life rather than setting aside additional time for a sport/ gym session when your schedule is already packed. You can choose what works best for you. Do you like wearables, to measure your success and get alerts when you are below your goal? Then wear a smart watch and count your steps daily. Can you schedule your work

day in one-hour time slots? Then at least walk to the staff kitchen to refill your cup, as an added benefit that also gives you enough fluids per day.

On weekends, go for sunset bike rides, friendly soccer games or a quick swim. I am not a fan of rigid rules - having a lazy weekend is also very ok. But when you do a little consistently, it will not seem like a chore anymore but become part of your routine. You will feel when to add some new stimulus. This way you build up a fitter lifestyle, one step at a time.



URBAN CARE: 24/7 AVAILABLE

The Urban Care Clinic is situated at the Pavilion in Fumba Town and provides medical service 24/7 - for outpatients and inpatients. Medical director is Dr. Jenny Dietzold from Germany. Together with several general practitioners, a dentist, physiotherapist and other specialists, she also offers home visits and remote consultations. Urban Care has a branch in Jambiani.

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Bicycling from the summit of Africa's highest mountain (5,895 metres) to the Indian Ocean (750km)

The eternal glaciers of Kilimanjaro are in danger because of climate change

A map of East Africa highlighting the location of Kilimanjaro and Zanzibar. Kilimanjaro is marked with a green dot in the northern part of the continent, and Zanzibar is shown as a large island to the southeast. A blue line indicates the Indian Ocean coastline. The names 'KILIMANJARO' and 'ZANZIBAR' are printed in bold black letters. Other labels include 'Rwanda' to the west and 'Mozambique' to the east.

Info and bookings: riu.com; stays for Zanzibar residents also possible

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