

## **ABSTRACT**

This study evaluated the contribution of ambassadors in attracting foreign direct investments in the Tanzania with special focus to Ministry of Foreign Affairs and the Ministry of Trade and Industry. Specifically, the study evaluated the initiatives that have been used by ambassadors to attract FDI, determined the capacity of an ambassador can affect the inflow and quality of FDI and examined the ambassadors cooperate with government agencies and industry stakeholders to promote foreign direct investment. Ambassador motivation theory and Herzberg theory of motivation were used in this study. The study used a descriptive research design, with 360 employees of the selected ministries. Respondents were chosen through simple random and purposive sampling. Data collection included self-administered questionnaires and interviews for primary data, supplemented by secondary data from scholarly articles. Descriptive analysis via SPSS version 26 was applied to quantitative data, and content analysis was used for qualitative data. The study found that ambassador initiatives play a pivotal role in positively impacting FDI attraction, emphasizing their effective organization of trade missions. The study found that ambassadorial skills on the quantity and quality of FDI, with well-established networks identified as crucial contributors, underscoring the importance of diplomatic connections. The study found that ambassadors' active collaboration with government agencies, highlighting a concerted approach to attract FDI, with crucial coordination with industry associations streamlining investment procedures and enhancing overall industry attractiveness. The study recommends a thorough evaluation of effective ambassadorial initiatives for attracting FDI in Tanzania's manufacturing industry by the government. Additionally, future research should explore the impact of technological innovations, such as virtual diplomacy and digital communication platforms, on the effectiveness of ambassadorial initiatives in FDI attraction.