

ZITF APRIL 24 - 28
2018
Business days April 24-26

GENERAL MANAGER'S POST-SHOW REPORT



ZIMBABWE INTERNATIONAL EXHIBITION CENTRE (ZIEC), BULAWAYO



1. Introduction

The 59th edition of the Zimbabwe International Trade Fair was the largest show in the recent past. All the halls were in use for the exhibition, as well as open sites and pavilions. One hall and a marquee were dedicated to conferences and workshops.

2. Facts and Figures

- 2.1 Date and Duration** :
- : 24-28 April
 - : 3 days open to business only
 - : 2 days open to the public
 - : Open 0900 to 1700 hours daily
- 2.2 Theme** :
- Sustainable Industrial Development – Inclusive. Competitive. Collaborative**
- 2.3 Official Opening** :
- 27 April by His Excellency the President of the Republic of Zimbabwe Cde. E. D. Mnangagwa

3. Performance Analysis

3.1 Exhibitors

The summary and comparisons are shown below:

Table 3.1 Exhibitor Statistics

	2018	%of Prior Edition	2017	%of Prior Edition	2016	%of Prior Edition	2015
Zimbabwe Direct	441	131.0	339	104.3	325	91.3	356
Zimbabwe/Indirect	241	81.7	295	133.5	221	113.9	194
Sub Total	685	108.0	634	116.1	546	99.3	550
Foreign Direct	23	143.8	16	55.2	29	90.6	32
Foreign/Indirect	45	102.3	44	58.7	75	72.8	103
Sub Total	68	113.3	60	57.7	104	77.0	135
Grand Total	753	108.5	694	106.8	650	94.9	685

The increase in exhibitor participation was encouraging. 75% of loyal exhibitors returned while first-time exhibitors accounted for 25%. 47% of exhibitors were from Harare down from 59% in 2017 and 29% were Bulawayo-based companies. Representation from other cities around the country increased from 11% to 19%.

Foreign participation increased by 13% recovering from the sharp decline in 2017.

3.2 Space Occupied

The summary and comparisons are shown below:

Table 3.2 Space Occupied Statistics

	2018	2017	2016	2015
Net Area Available for Sale	51,723	48,485	47,612	50,243
Area Occupied	47,576	43,770	44,992	45,583
% of Space Occupied	91,97	90.28	94.50	90.73

Due to overwhelming demand, additional space was made available for sale which was 92% sold. The few gaps that remained were from last-minute cancellations and no-shows. This space occupancy level was approximately 40% higher than that achieved in 2017.

4. Exhibitor Profile

4.1 Local Exhibitors

The ZITF is a multi-sectoral exhibition open to all players in our economy. The ZITF 2018 marketing strategy followed through on last year's focus areas, specifically:

- Machinery and expertise for infrastructure development (energy, road, rail, water and sanitation)
- Manufacturing ideas, processes and equipment for value addition
- Automation and supplies for agro-processing
- Knowledge and services relevant to education and tourism
- Equipment and innovation to advance ICT development

All sectors were represented in the exhibition and focus on the above sectors was apparent. participants were grouped according to the following sectors and/or product groups:

- **HALL 1: International and Zimbabwe:** *Agriculture, Automotive, Electrics, Light/Heavy Industry, Mining, Construction, Energy,; Health-related exhibits, SMEs, Zimbabwe Government, Home improvements, Furniture, Interior Décor.*
- **HALL 2: International and Zimbabwe:** *Rural District Councils and Government departments promoting value addition, entrepreneurship and health services*
- **HALL 3: International and Zimbabwe:** **A'SAMBENI** (*Business Tourism*), **SCHOLASTICA** (*Education, Training, Consultancy*)
- **HALL 4: International and Zimbabwe:** **PAKPRINT** (*packaging and printing*), *Plastics, Stationery, Business Services, Consumer Goods, Clothing/Textiles, Leather ware/Footwear, Cosmetics/Toiletries, Non-Manufacturing, IT/Hi-tech, Electronics; Insurance, Medical Aid, Pharmaceuticals, Chemicals; Zimbabwe Government*
- **HALL 5:** Zimbabwe (SMEs)
- **EXTERNAL SITES: International and Zimbabwe:** *Agriculture, Automotive, Light/Heavy Industry, Leisure, Mining, Energy.*

The service sector dominated the exhibition, with a very high component of government and quasi-government organisations. Participation by the manufacturing sector, on average, accounted for 18% of total exhibitors.

4.2 Foreign Exhibitors

18 nations participated, up from 14 in ZITF 2017, National stands came from Botswana, Cyprus, Ethiopia, France, Indonesia, Japan, Kenya, Malawi, Mozambique, Namibia, Nigeria, South Africa, UAE and Zambia. Namibia, Malawi, Germany, India, Cyprus, China and Botswana were represented by individual companies. The United Arab Emirates made its maiden appearance at ZITF with exhibits from producers of energy products and consumer goods.

The direct foreign exhibitors are as follows:

	Country	Exhibitors	Based in
1	BOTSWANA	Embassy of Botswana	Zimbabwe
2	BOTSWANA	Botswana Investment & Trade Centre	Botswana
3	BOTSWANA	University of Botswana, School of Graduate Studies	Botswana
4	CHINA	Romer Environmental Protection	China
5	CHINA	Tecking Tyres	China
6	CYPRUS	University of Nicosia	Cyprus
7	ETHIOPIA	Embassy of Ethiopia	Zimbabwe
8	FRANCE	Alliance Francaise	Zimbabwe
9	GERMANY	Fairpros International Trade Fair Marketing	Germany
10	INDIA	Paranthaman Exporters	India
11	INDONESIA	Embassy of Indonesia	Zimbabwe
12	IRAN	Culture Centre of the Embassy of Iran	Zimbabwe
13	JAPAN	Embassy of Japan	Zimbabwe
14	KENYA	Embassy of Kenya	Zimbabwe
15	MALAWI	Malawi Investment and Trade Centre	Malawi
16	MALAWI	Raiply Malawi Limited	Malawi
17	MOZAMBIQUE	Mozambique Ports and Railways	Zimbabwe
18	MOZAMBIQUE	Mozambique (CFM)	Mozambique
19	NAMIBIA	Air Namibia	Zimbabwe
20	NIGERIA	Embassy of Nigeria	Zimbabwe
21	SOUTH AFRICA	University of the Free State	South Africa
22	UAE	Enoc Marketing	Dubai
23	UAE	Prime Connect Exhibition Organisers	Dubai
24	UAE	Unisons Trading & Distribution LLC	Dubai
25	UAE	Vega Middle East LLC	UAE
26	ZAMBIA	Zambia Development Agency	Zambia

4.3 Product Mix

The exhibitor profile was quite varied with a range of products and services including; agricultural implements and equipment; automotive products building & construction; civic representation; clothing and textiles; education & training; energy products and equipment; food products manufacturing and processing; business tourism products and services; information communication & technology; medical/health related products; mining equipment; pharmaceuticals and chemicals.

The international exhibits cut through a number of sectors including, education, mining, aviation, transport, food, clothing and textiles, packaging materials, event management, and cultural exchange programs.

4.4 Visitors profile

The business-to-business trading period (first 3 days) saw a sharp increase (114%) from last year's 3,200 to 6,914 business visitors walking through the exhibition centre.

The calibre of this year's business visitor was also quite high as there was a significant number of senior level business executives and representation from the highest echelons of government.

Foreign visitors came from as far as Angola, Australia, Belgium, Botswana, British Indian Ocean Territory, Canada, China, Ethiopia, Iran, Italy, Kenya, Madagascar, Malawi, Namibia, South Africa, Sweden, Switzerland, United Arab Emirates, United Kingdom, Yemen and Zambia.

5. Concurrent Exhibitions

Scholastica, the education, careers and training exhibition that runs concurrently with the ZITF, was housed in Hall 3. A marquee was provided for workshops and forums.

Ultim8 Home, the home improvement expo, was in Hall 1, while A'sambeni Africa Business Tourism Expo and PakPrint were in Halls 3 and 4 respectively.

6. Concurrent Activities

The concurrent networking events that occurred during the show were also well attended. In particular, the ZITF International Business Conference, organised in conjunction with the National Economic Consultative Forum (NECF) held on Wednesday continued to break its own record with 800 delegates taking part in this year's forum.

The Guest of Honour was the Vice President of the Republic of Zimbabwe, Retired Gen Dr C. G. D. N. Chiwenga. In his address he noted that success of the reindustrialisation agenda requires that our industries are competitive both in the regional and international markets.

The Institute of Chartered Accountants of Zimbabwe (ICAZ) also hosted their Centennial Conference with focus being on the importance of the accounting profession in maintaining and strengthening the Zimbabwean financial system.

The last of the business days saw the hosting of the ZITF/CZI Original Equipment Manufacturers' Breakfast which attracted close to 150 delegates. As part of the conference outcomes, the original equipment manufacturers and financial institutions pledged to work with local manufacturing companies in their bid to retool and improve production.

Other meetings which took place during the show include the inaugural Zimbabwe Urban Infrastructure Investment Summit 2018, which brought together high-level multi-sectoral stakeholders in the infrastructure, investment and economic development spheres where the focus was on driving infrastructure investment in the country. The conference attracted close to 130 delegates.

A new addition to this year's programme was the Innovators' Forum which was incorporated in the education, careers and training exhibition, Scholastica programme. 12 innovators participated in the event which provided a platform to link the practitioners with researchers and innovators as well with financiers of innovations who have the power and influence to turn potential into reality. Renewable Solutions Enterprises scooped the first prize after presenting an impressive waste recycling project aimed at empowering companies to 'turn trash into cash.'

Delegates were honoured to host the First Lady of Zimbabwe, Mrs Auxillia Mnangagwa, as she met briefly with the Bulawayo Women in Business and committed to addressing the challenges that these women face in their business ventures. 700 delegates attended the meeting.

The 8th ZITF Charity Golf Challenge also took place on Thursday, at the Bulawayo Golf Club, with 123 players teeing off in support of a worthy cause. Mr. A Tawodzera and Mr. A Musadziruna were the tourney champions and received a trophy.

Scholastica 2018, the education, careers and training exhibition which runs concurrently with ZITF, saw an average of 600 students from 32 schools participating. This is the highest attendance recorded in recent years.

The 2nd High Schools Quiz competition, also under the Scholastica banner, had 22 schools participating with Gifford High school coming out on top in both the individual and schools competition.

As usual, entertainment was provided during the public days (27-28 April) including; the Coca-Cola Drum Majorettes competitions, Zimbabwe Defence Forces Displays, Zimbabwe Republic Police Display, Zimbabwe Prisons Band, as well as the Ingwebu Tug of War Championships.

7. Logistical Issues

ExpoDesigns, a division of the ZITF Company, provided a stand design service for the first time. This was well received with a number of ExpoDesigns stands being awarded Best Exhibit prizes in the show.

Accommodation was once again co-ordinated by strategic partner Eco Logical Safaris.

Air Zimbabwe introduced daily flights, twice a day, on the Harare-Bulawayo route during ZITF.

The ZITF Service Providers Association (ZSPA) had over 100 registered members. Access into the exhibition centre was restricted to registered contractors and exhibitors were advised to use approved service providers only.

8. Bulawayo Agricultural Show

The Bulawayo Agricultural Show is a concurrent event organised separately by the Bulawayo Agricultural Society and had its own distinct character and content.

A total of 193 head of cattle were judged in the Slaughter Stock section by judges Zeph Dhlamini and Dr Themba Dlodlo on Wednesday 25 April 2018 and the Champion Animal was won by Marcedale Farm – a steer weighing 660kg, which was auctioned at the sale for a sum of \$2,025. The Androliakos family also won the Champion Pen of Ten Bullocks, Champion Pen of Five Oxen and the Champion Pen of Three Oxen. The Champion Pair of Oxen was won by L Stanton.

40 head of pedigree cattle on show were exhibited by Matopos Research Station, Khami Prison and Esigodini Agricultural College, showcasing the Afrikander, Tuli and Nkone breeds .

8 groups of crops were entered in the competition and the Mathole Group from Bubi won. A total of 1445 individual and 37 commercial entries have been entered, 300 less than in 2017. This is attributable to the fact that the rains were late and the crops had too much moisture content.

The Sheep and Goats section saw a revival in 2018. A total of 25 sheep and 26 goats were on display, and were judged by Mrs M Wilde.

In the Poultry section, over 320 birds were entered, more than double the amount from 2018! The Champion Rooster was won by V Kwaramba with a Plymouth Rock and the Champion Hen was won by Matopos Research Station with a Bushveld.

As usual, an interesting display of iced cakes, needlework, art, etc., was exhibited in the Home Industries Hall.

The Committee put on a small Horse show, due to financial constraints, but it remains one the most popular events at the Show.

The Society's main arena was, once again, filled to the brim with sponsor companies, who showcased their farming implements, tractors, vehicles, seed, veterinary products, etc. An exciting addition to the arena was the Meteorological Department – well worth the visit!

The BAS was also privileged to have received visits from His Excellency, the President of Zimbabwe, E D Mnangagwa, Patron of the BAS, as well as the Vice President, Gen. (Rtd) Dr C Chiwenga, Hon. Dr M Bimha, Minister of Industry, Commerce and Enterprise Development, Hon. Chief Air Marshall (Rtd) P Shiri, Minister of Agriculture, Lands and Rural Resettlement, and the ZITF Company Board Chairman, Ms. R. B. Ncube. These VIP's all toured the Cattle, Produce and Home Industries sections.

In addition, the Society assisted with the launch of the Command Livestock initiative. The BAS housed the 200 heifers which were dispersed to worthy recipients from Matabeleland North and South and hosted His Excellency, the Vice-President of Zimbabwe, as he personally presented the heifers to their proud new owners.

9. Sponsors and partners

The following organisations and corporates contributed in cash or kind to make ZITF 2018 a success. ABC Firetech, Agricultural Marketing Authority, Bakers Inn, Chronicle, Coca Cola, Daily News, Elevate Trust, Eversharp, FC Platinum Holdings, First Mutual Life, Holiday Inn, Hwange Colliery Company, Indigo Group, Ingwebu Breweries, Lobels Biscuits, Lobels Bread, Marketers Association of Zimbabwe, Moonlight Funeral Assurance & Services, National Economic Consultative Forum, National Oil Infrastructure Company of Zimbabwe, National University of Science & Technology, Net*One, Nyaradzo Group, Old Mutual, PPC, PSMI, Skyz Metro FM, Tech Village, Telone, ZB Financial Holdings, Zimbabwe Broadcasting Corporation, ZimHack.

10. Conclusion

The 60th edition takes place next year from April 23-27 and we invite all interested exhibitors to register early for this international event, which already looks promising.