

ZITF APRIL 26-30
2022
Business days April 26-28

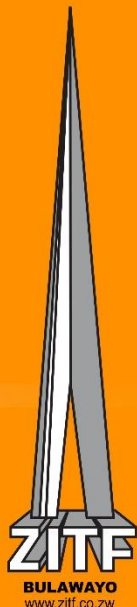
RETHINK,
REIMAGINE,
REINVENT

VALUE CHAINS FOR ECONOMIC
DEVELOPMENT



POST SHOW REPORT

ZIMBABWE INTERNATIONAL TRADE FAIR COMPANY





Introduction

The 62nd edition of the Zimbabwe International Trade Fair was well subscribed, characterised by high-level business networking and engagements. Having gone back to its traditional annual calendar placement, the show for five days, as per custom. All the halls were in use for the exhibition, as well as open sites and pavilions. An upsurge in demand for exhibition space resulted in the setting up of a marquee in one of the parking areas to provide supplementary covered exhibition space.

2. Facts and Figures

- 2.1 Date and Duration** :
- : 26-30 April
 - : 3 days open to business only
 - : 2 days open to the public
 - : Open 0900 to 1700 hours daily
- 2.2 Theme** :
- Rethink, Reimagine, Reinvent: Value Chains for Economic Development,”**
- 2.3 Official Opening** :
- 29 April by His Excellency the President of the Republic of Zimbabwe and Patron of ZITF, Dr E. D. Mnangagwa

3. Performance Analysis

3.1 Exhibitors

The summary and comparisons are shown below:

Table 1: Participation Statistics

EXHIBITOR TYPE	DIRECT EXHIBITORS		INDIRECT EXHIBITORS		TOTAL
	Old	New	Ind. Old	Ind. New	
Foreigners	12	4	2	6	24
Zimbabwean	354	50	95	59	558
TOTAL	366	54	97	65	582



Table 2: Summary and comparisons with prior editions

	2022	% Prior Edition	2021	% Prior Edition	2019	% of Prior Edition	2018	% of Prior Edition
Zimbabwe Direct	404	121	333	46.0	486	110.0	441	131.0
Zimbabwe/Indirect	154	128	120	39.1	287	119.0	241	81.7
Sub Total	558	123	453	70.6	773	113.0	685	108.0
Foreign Direct	16	178	9	88.8	17	74.0	23	143.8
Foreign/Indirect	8	267	3	7.6	26	58.0	45	102.3
Sub Total	24	200	12	2.6	43	73.0	68	113.3
Grand Total	582	125	465	75.5	816	108.4	753	108.5

The 25% growth in exhibitor participation (from previous edition) was encouraging. This year’s edition also saw 86% of loyal exhibitors returning while first-time exhibitors accounted for 14%.

Foreign participation increased by 108% recovering from the sharp decline (directly attributable to COVID 19 effects) in 2021. Notably, Britain exhibited for the first time after a two decades’ hiatus. This is likely to pique interest of other big global economies to participate in future editions of the trade showcase if the economic and political environment register further improvements.

In terms of local participation, 63% of exhibitors were from Harare up from 46% in 2021 while Bulawayo-based companies accounted for 23%. Representation from other cities around the country marginally shrunk from 15% to 14%.

3.2 Space Occupied

The summary and comparisons are shown below:

Table 3: Space Occupation Statistics

	2022	2021	2019	2018
Net Area Available for Sale	49, 499	49, 547	53, 750	51,723
Area Occupied	45, 786	42, 223	48, 773	47576
% of Space Occupied	92.50%	87.3%	90.27%	91,97



Following a more compact preceding edition, a similar sized amount of exhibition space was made available for sale at the start of the ZITF 2022 campaign. However, due to overwhelming market demand, additional space was availed; of which 92% was taken up. The few gaps that could be observed were largely 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 annual ZITF is a multi-sectoral exhibition open to all players in our economy. 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, Zimbabwe Government; Home improvements, Furniture, Interior Décor.*
- **HALL 2: International and Zimbabwe:** *SMEs, 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)
- **Connect Africa Marquee:** *Foreign exhibitors (and embassies); Education, Training, Consultancy, Health insurance, ICT, Energy, Leather products*
- **EXTERNAL SITES: International and Zimbabwe:** *Agriculture, Automotive, Light/Heavy Industry, Leisure, Mining, Energy.*

The service sector dominated the exhibition, with significant representation from government and quasi-government organisations. Participation by the manufacturing sector, on average, accounted for 38% of total exhibitors.

4.2 Foreign Exhibitors

Thirteen (13) nations participated, up from nine (9) in ZITF 2021. National stands came from Belarus, Botswana, Indonesia, Japan, Kenya, Nigeria, Malawi, Mozambique, Tanzania, United Kingdom and Zambia. South Africa and Switzerland were represented by individual companies.



The direct foreign exhibitors are as follows:

Table 4: List of Foreign Exhibitors

	Foreign Exhibitor	Country Represented
1	Exhibition Unitary Enterprise Belinterexpor of the Rablarusian Chamber of Commerce and Industry	Belarus
2	Botswana Investment & Trade Centre	Botswana
3	Foreign Commonwealth Development Office (British Embassy)	Britain
4	Embassy of the Republic of Indonesia	Indonesia
5	Embassy of Japan in Zimbabwe	Japan
6	Japan International Corporation Agency (JICA)	Japan
7	Kenya Embassy in Zimbabwe	Kenya
8	Malawi Investment and Trade Centre	Malawi
9	Investment and Export Promotion Agency	Mozambique
10	Embassy of Nigeria	Nigeria
11	Covex Trading CC t/a Curv Signage	South Africa
12	Musina Makhado Special Economic Zone SOC	South Africa
13	Cotecna Inspection SA	Switzerland
14	Embassy of Tanzania	Tanzania
15	Common Market for Eastern and Southern Africa - COMESA	Zambia
16	Electricidade De Mozambique	Mozambique

4.3 Product Mix

The exhibitor profile was quite varied with a wide 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 as well as pharmaceuticals and chemicals

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



4.4 Visitors profile

The business-to-business trading period (first 3 days) saw approximately 6,300 business visitors walking through the exhibition centre. While the majority were domestic visitors, we had a fair amount of international business visitors drawn from countries such as came from as far as Angola, Australia, Belgium, Botswana, USA, Canada, China, Ethiopia, Iran, Italy, Kenya, Nigeria, Malawi, Namibia, South Africa, Sweden, Switzerland, United Arab Emirates, United Kingdom, Pakistan, Turkey, Rwanda and Zambia.

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.

ZITF 2022 also saw the long-awaited return of the public who were eager to sample the new products and services which had been developed during the pandemic. The two public days (29-30 April) witnessed +/-60,000 people walk through the gates.

5. Concurrent Exhibitions

Scholastica, the education, careers and training exhibition that runs concurrently with the ZITF, was housed in Hall 3 while the concurrent presentations and workshops were hosted at the Bulawayo Academy of Music.

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

6. Concurrent Activities

ZITF 2022 also featured a number of concurrent, content-driven conferencing and networking events, which sought to encourage and increase multi-stakeholder dialogue on value chain development and broad-based economic development.

6.1 ZITF International Business Conference

The ZITF 2022 International Business Conference hosted in conjunction with the National Economic Consultative Forum was held on Wednesday. The event saw over 650 delegates taking part.

The Guest of Honour, the Vice President of the Republic of Zimbabwe, Honourable Gen (Rtd) Dr C.G.D.N. Chiwenga officiated at the conference. In his address, the Vice President of Zimbabwe, General Dr. C.G.N.C emphasised the need for the business community to complement the Government by engaging in ethical business practices. He highlighted that this was one of the ways of accelerating efforts to revive the economy for the benefit of all.

6.2 Connect Africa Symposium

The inaugural Connect Africa Symposium was successfully held on Thursday under the theme, "Reimagining the Future: A United Africa, A Prosperous Africa." In opening the event, Hon. Dr Frederick Shava highlighted the need for a vigorous re-engagement exercise to improve Zimbabwe's



trade relations. The guest of honour, the Vice President of the Republic of Zimbabwe emphasised the importance of solidarity amongst African citizens in achieving the shared vision of an economically thriving and prosperous continent.

The event was well-attended by high-level delegates, including Ministers, leaders of development bodies and executive directors of organisations from different sectors. Delegates came from Angola, Egypt, Ghana, Kenya, Nigeria and South Africa. Panelists included representatives from development bodies, the United Nations, the United Nations Economic Commission for Africa (UNECA) and the Common Market for Eastern and Southern Africa (COMESA). The Dangote Group's executive director represented the African industry giant while Afreximbank and the African Development Bank (AFDB) were equally represented by top officials from the financial institutions.

6.3 ZITF Diplomats Forum

Approximately 200 delegates representing 30 countries participated in the 2nd edition of the ZITF Diplomats Forum which also took place on Thursday. The event was hosted in partnership with the Ministry of Foreign Affairs and International Trade. During the Diplomats Forum, Ambassador Shava reiterated that the implementation of development strategies such as the National Development Strategy One (NDS1), relies on market access and foreign direct investment. He expressed gratitude towards Diplomats accredited to Zimbabwe, who have encouraged trade by ensuring that their home countries understand that their investments are safe in this country and they can continue sourcing Zimbabwean products.

6.4 ZITF Business Luncheon

Other meetings which took place during the show include the ZITF Business Luncheon hosted by the Zimbabwe National Chamber of Commerce (ZNCC) under the theme, **“Rethink, Reimagine, Reinvent Value Chains for Economic Growth.”** The Guest of Honour was Mr Amadeu L Nunes, Secratry of State of Trade for the Republic of Angola. Other high-level delegates included HE Mr Agostinho Tavares, HE Satoshi Tanaka and HE Mr Alexandra Ntrakwa who are the Ambassadors from Angola, Japan and Ghana respectively. The meeting culminated in the signing of various MOUs meant to increase cooperation and the efficiency of the Chambers' assistance to companies in their respective countries as they seek to develop bilateral economic initiatives. These include organising trade missions, B2B negotiations, Exhibitions and Fairs. MOUs were signed with the Chambers of Commerce of Angola and Nigeria.

6.5 ZITF Charity Golf Challenge

The 11th ZITF Charity Golf Challenge, sponsored by Old Mutual, also took place on Thursday, at the Bulawayo Golf Club, with 133 players teeing off in support a charitable cause. The field was diverse with high-level representation from business leadership, political leadership, civil society and the diplomatic corps. The play format was Individual Stableford and the winner was Mr. M. Mabvira, from Makeh Enterprises. The Guest of Honour was the Deputy Minister of Industry & Commerce, Honourable R.K. Modi.

6.6 Innovators Forum

The 4th edition of the Innovators Forum ran under the theme **“Innovation for Sustainable Value chains.”** The Guest of Honour was the Minister of Higher and Tertiary Education, Science and



Technology Development, Honourable Prof Dr Amon Murwira. He was accompanied by the Deputy Minister in his Ministry, Honourable Raymore Machingura, the Permanent Secretary F. Tagwira and the Chief Director for Research Development Innovation Dr Eng Ganda.

The 2-day event saw various innovators from different innovation hubs from all over the country which included Mutare, Harare, Chinhoyi, Gweru and Bulawayo come to network, interact and pitch their innovations. The winners for the pitch competition were Maxy Mobile POS as the 2nd runner up, Fungai Development as the 1st runner up and Nerd IQ as the winner. The Hackathon featured 2 tracks. In the Agriculture track, We Solve was the 1st runner up and Glass Team, the overall winner. The Telecommunications Track had ZAICC as the 1st runner up and the Pythons as the overall winner. **The overall winner for the Innovators Forum Competitions 2022 was Nerd IQ who presented an innovative application focused on solving supply chain linkage in businesses.** The winners were determined by how their ideas or innovations helps maintain and grow value chains in businesses.

6.7 Scholastica 2022

The education, careers and training expo ran concurrently with ZITF 2022. An estimated daily attendance of 300+ students was recorded. The students came from 19 different schools under Bulawayo Metropolitan and Matabeleland South provinces. In addition to the expo, Scholastica 2022 featured daily career guidance presentations in line with the theme, **“Economic Development through Innovation and Heritage: Promoting Skill-based Education (Education 5.0).**

The Honourable Minister Professor Dr. Amon Murwira graced the Scholastica 2022 Conference and gave an eye opening keynote address which highlighted the need for students to be confident in their talents and innovative in enhancing their skills. The event also ran the following competitions - the Scholastica Debate Competition and the Drama Competition. Mzilikazi High School and Nketa High School won both competitions respectively. His Worship Jewel Damunesa, Bulawayo City Junior Council Mayor, topped the Top 10 Best Speakers in the Debate Competition.

7. Logistical Issues

7.1 Stand Building

In addition to the standard shell scheme stands, Expo Designs, a stand building arm of the ZITF Company, built 15 customized stands during ZITF 2022 (compared to 12 stands in 2021). Two of these designer stands namely Access Forex and Datlabs won competition prizes.

7.2 Accommodation

Accommodation for exhibitors, visitors and stakeholders was coordinated by four strategic partners namely Eco Logical Safaris, Elgibor Travel and Tours, Galaxy Travel and Krishna Travel &Tours. **As a result, all our visitors were adequately accommodated in comfortable and secure facilities.**

7.3 Air Travel

Air Zimbabwe and Fast Jet introduced twice-daily flights, on the Harare-Bulawayo route during ZITF.



7.4 ZITF Service Providers Association

The ZITF Service Providers Association (ZSPA) had over 96 registered members. Access into the exhibition centre was restricted to registered contractors while 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.

8.1 Cattle

There were 10 slaughter stock this year due to multiple outbreaks of Foot and Mouth Disease (FMD) before the show. Consequently, the cattle shown did not meet the weight criteria. Therefore, sales were made by private decree including a donation made to the Society on behalf of the auctioneers, C C Sales. Pedigree cattle were showcased by two breeds only: the Brahman and Simmental. A total of 33 head were entered but only 18 were eventually judged. The FMD was once again cited as the cause for the low number.

The Senior Champion Bull and Cow were won by the Simmental, shown by Bianco Farm while the Junior Champion Bull and Heifer were won by the Red Brahmans of Camen Brahmans. The cattle were judged by John Crawford from Chinhoyi.

8.2 Crops

Table 5: BAS Displays

Entries	2022	2021
Cotton classes	12	8
Crop section	1571	786
Commercial	43	23
Groups	14	6

Groups were represented by Bubi, Gwanda, Hwange, Insiza, Matobo, Nkayi, Tsholotsho, Umguza and Umzingwane. The overall Group winner was Mathole group from Bubi. This was a phenomenal entry taking into consideration the sparse, and then late, rains. The increase in Group entries was attributed to the fact that the BAS included Value Addition into the classes. Dr D Myers of Zadzamura was the Guest of Honour at the Prize giving ceremony.

8.3 Sheep & Goats

While 7 sheep and 19 goats were entered, only 8 goats made it to the show due to FMD. The Champion Boer Goat and Ewe were won by Vodloza Farm, owned by Peter Mukombe. The judge was Joe Sikosana.



8.4 Poultry

A total of 212 birds were shown representing 100% increase from the 2021 show. The Champion Cockerel was won by P Tabengwa with a Brahma and the Champion Hen was won by Lupane State University with a Light Sussex. The judges were Dave Heathcote, Max Nyathi and Lucky Musarandega.

8.5 Home Industries

Judging was done in the junior art and craft entries with the winning Pre School being Greystone Montessori while the winning Junior school was Montessori Zimbabwe. Lorna Alston judged the Icing section, which was won overall by Mrs. E Zwalimwa. A special addition was the Mashobane Farms/Bulembe Farm collaboration, who provide farm training for women, especially in small stock, and in value addition.

8.6 Horses Section

This section ran a small show and put on a fine display, which included the horses from the ZRP.

8.7 Prizes

The Society's main arena was, once again, filled with sponsors show casing their farming implements, tractors, vehicles, seed and veterinary products. The Best Agricultural Stand was, once again, won by the Ministry of Lands, Agriculture, Water, Climate and Rural Settlement while the best First Time Exhibitor was won by ZICORBA with their lovely display of rabbits.

Special thanks go to Scandia Steel & Wire for their generous donation of ranching fencing for the cattle section.

8.8 VIP Tours

The Society was privileged to receive visits from His Excellency, the President of Zimbabwe, Hon. Dr. E.D. Mnangagwa, the Vice-President and Minister of Health & Child Care, General (Rtd) Dr. C. G. D. N. Chiwenga, and Vice-President and Second Secretary of the ruling ZANU PF party, Colonel (Rtd) K. C. D. Mohadi.

9. Sponsors and partners

The following organisations and corporates contributed in cash or kind to make ZITF 2022 a success:



PLATINUM



GOLD



SILVER



BRONZE



RUBY



10. Conclusion

The 63rd edition of the Zimbabwe International Trade Fair takes place next year from April 25-29, 2023 and we invite all interested exhibitors to register early for this international event, which already looks promising.