

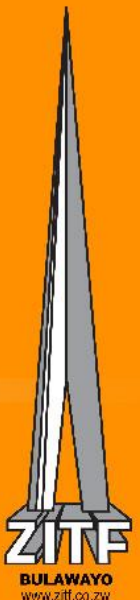
ZITF APRIL 25-29
2023
Business days April 25-27

**TRANSFORMATIVE INNOVATION,
GLOBAL COMPETITIVENESS**



POST SHOW REPORT

ZIMBABWE INTERNATIONAL TRADE FAIR COMPANY



ZITF 2023 POST SHOW REPORT

1. OVERVIEW

- The 63rd edition of the Zimbabwe International Trade Fair lived up to its billing as Zimbabwe’s gateway to inbound and outbound trade opportunities from around the world. The 2023 edition was characterised by high-level business networking, interactions and engagements, among both local and international participants.
- 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.
- Pre-pandemic, the ZITF had been on a steady growth trajectory with sustained year-on-year increases in both participation numbers and space occupancy. The success of this year’s show suggests that the exhibition is back on an even footing, and with a base of renewed stakeholder confidence, is poised for a turnaround, which surpasses pre-pandemic levels.

2. EXHIBITION PERFORMANCE

- In terms of space utilisation, this year’s show was well-subscribed with exhibitors occupying a **total of 46,253 square metres which represents 93.4% of the space made available for sale.**

	2023	2022	2021	2019	2018
Net Area Available for Sale	49,499	49,499	49,547	53,750	51,723
Area Occupied	46,253	45,786	42,223	48,773	47,576
% of Space Occupied	93.4%	92.50%	87.3%	90.27%	91.97

Fig 1 Comparative Occupancy Levels

- The majority of the **636 exhibitors (442 direct exhibitors and 194 indirect exhibitors)** who participated have expressed satisfaction with their participation, particularly with the quality and quantity of their interactions.

- Preliminary survey results show that 76% of participating exhibitors met their target audiences during the exhibition while approximately 70% met prospects for future sales. So impressed were exhibitors that almost 90% indicated that they would be recommending participation in ZITF 2024 to their peers.
- 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.

	2023	% Prior Edition	2022	% Prior Edition	2021	% Prior Edition	2019	%of Prior Edition
Zimbabwe Direct	419	103.7	404	121	333	46.0	486	110.0
Zimbabwe/Indirect	146	94.8	154	128	120	39.1	287	119.0
Sub Total	565	101.3	558	123	453	70.6	773	113.0
Foreign Direct	23	143.8	16	178	9	88.8	17	74.0
Foreign/Indirect	48	600	8	267	3	7.6	26	58.0
Sub Total	71	296	24	200	12	2.6	43	73.0
Grand Total	636	109	582	125	465	75.5	816	108.4

Fig 2 Exhibitor Numbers Analysis

- **A total of 71 foreign exhibitors** (incl both direct and indirect exhibitors) participated in this year's show representing 21 foreign countries. The participating countries include Angola, Belarus, Botswana, China, France, Italy, Germany, Japan, Kenya, Netherlands, Nigeria, Malawi, Mozambique, South Africa, Sweden, Switzerland, Tanzania, United Arab Emirates, United Kingdom, United States of America and Zambia.
- It is pleasing to note that international exhibitor participation went up, surpassing pre-Covid levels.

	2023	2022	2021	2019	2018
Countries Represented	21	13	8	14	18

Fig 3 International Exhibitor Representation

- In terms of local participation, 54% of exhibitors were from Harare, down from 63% in 2022, while Bulawayo-based companies accounted for 30%, up from 23% in the preceding year. Representation from other cities around the country marginally grew from 14% to 16%.
- **New exhibitors accounted for 34% of total exhibitors numbers.**

3. ATTENDANCE

- **Over the 5-day period, 74, 294 attendees** came through the gates to experience ZITF 2023.
- The business-to-business trading period (first 3 days) saw approximately **7,934 business visitors** in attendance.

	2023	2022	2021	2019	2018
Total Attendees	74,294	56,442		59,022	57,000
Business Visitors	7,934	6,267	4,379	7,767	6,914

Fig 4 Comparative Attendee Numbers

- While the majority were domestic visitors, the exhibition hosted had a fair amount of international business visitors drawn from the countries such as Australia, Bangladesh, Belgium, Botswana, Canada, China, Germany, Ghana, Kazakhstan, Kenya, Mozambique, Namibia, Nigeria, South Africa, Sudan, Tanzania, Turkey, United Arab Emirates, United Kingdom and Zambia
- The calibre of this year's business visitor was also quite high as we had a significant number of C-suite business executives and representation from the highest echelons of government.
- The public days were also full of hustle and bustle with over +/-65,000 (general public visitors and other attendees) walk through the gates to sample the various products, services and innovations on display.

4. CONCURRENT EVENTS

The 63rd edition of the Zimbabwe International Trade Fair featured six concurrent events tailored for local, regional, and international business people, policy makers, academia, youths, and golf enthusiasts:

4.1 ZITF 2023 International Business Conference (IBC)

- The 2023 edition of the ZITF IBC was held at the ZIEC on Wednesday 26 April under the main ZITF theme, **“Transformative Innovation, Global Competitiveness.”** The event was organised in conjunction with the National Economic Consultative Forum.
- **Over 700 delegates, representing 198 organisations, from 6 countries including Zimbabwe, took part in the premier business conference.** The international community was represented by delegates from Botswana, the European Union, Japan, Kenya, and the Netherlands.
- The Vice President of Zimbabwe and Minister of Health and Child Care, Hon. Dr. Gen (Rtd) C.G.D.N Chiwenga was the Guest of Honour. In his address, he challenged businesses to leverage on latest technologies to meet the ever-changing demands of the global economy and assured industry and commerce captains attending the conference of the Government’s commitment to ensuring that they have a conducive business-operating environment. The Minister of Industry and Commerce, Hon. Dr. Sekai Nzenza spoke on glocalisation and the possibility of industry players unlocking economic growth and opportunities through re-strategizing from being net importers of raw materials to exporters of high-value, high-quality goods. The Minister of Finance, Hon. Professor Mthuli Ncube, highlighted that inflation is anticipated to decline to 4.7% in advanced economies from 7.3% projected in 2022 and 8.6% in emerging market economies from 9.8%, and for Sub Sahara inflation is projected to decline to 10.5% in 2024 from 14.0 in 2022. Deputy Minister of Higher and Tertiary Education, Innovation, Science and Technology, Hon. Raymore Machingura highlighted the correlation between academia and industry, as well as the need to continue the Education 5.0 drive while emphasising innovative thinking among students.
- Speaking on Zimbabwe’s Global Competitiveness, Mr. Phillip Phiri of the National Competitiveness Commission said Zimbabwe is moving towards an innovation-driven economy, industry sophistication, and improving technology, while H.E. Jobst von Kirchmann, the European Union Ambassador to Zimbabwe, highlighted the benefits of an export-led economy and the need for stability and infrastructure to attract investors.
- The event featured a Business Leaders Roundtable comprising contributions from Zimtrade, ZIDA, CZI, ZINARA, Old Mutual, and Dairibord leaders who spoke on best practices for leveraging Zimbabwe’s competitive advantages for global market participation. The final panel discussion, which was moderated by Professor Victor Muzvidziwa, Vice Chancellor of the Midlands State University, featured a discussion on using transformative innovation to drive economic dominance on a local, regional, and global scale. The panel was made up of representatives from the African Development Bank (AfDB), the Confederation of Zimbabwe Industries (CZI) as well as the Scientific and Industrial Research and Development Centre (SIRDC).

- The event was sponsored by CIMAS, Liquid Intelligent Technologies PRAZ, PSMAS, Utande Internet Services, and ZINARA.

4.2 2023 Connect Africa Symposium (CAS)

- The second edition of the Connect Africa Symposium was held on Thursday 27 April 2023 under the theme, **“Unlocking Africa’s Potential: Innovation, Competitiveness and Sustainable Development.”** The Symposium explored ways in which Africa can leverage innovative strategies, PPPs, and technology to promote economic growth and intra-regional trade within the African Continent.
- **Over 240 delegates attended the continentally focused event.** There was foreign representation from Angola, Belarus, Botswana, the European Union, Ghana, Germany, Indonesia, the Islamic Republic of Pakistan, Italy, Kenya, Mozambique, the Netherlands, Turkey, and Zambia.
- **Just over 70 organisations** representing the public, private, and development sectors participated in the symposium. Beitbridge-Bulawayo Railway (BBR), the Confederation of Zimbabwe Industries, the Zimbabwe National Chamber of Commerce, the Kenya National Chamber of Commerce and Industry, as well as the Botswana Investment and Trade Centre, represented the regional private sector during the symposium proceedings. The Ministry of Industry and Commerce, Ministry of Agriculture, Ministry of Foreign Affairs and International Trade as well as the Zimbabwe Investment and Development Agency represented the public sector. The African Development Bank and the United Nations Development Programme represented the development sectors.
- The symposium was headlined by the Vice President, Hon. Dr. Gen (Rtd) C.G.D.N Chiwenga, while the Secretary General of the African Continental Free Trade Area Secretariat, H.E. Wamkele Mene gave a keynote address. Hon. Dr. Chiwenga emphasised the need to prioritise long-term planning and collaboration among leaders from the public and private sectors, educational and research institutions, and entrepreneurship ecosystems for the improvement of the African economy. H.E Wamkele Mene spoke on **Examining the Impact of AfCFTA on African Trade and Competitiveness**, where he highlighted that although the agreement is an ambitious one, it is key in unlocking the continent’s potential and in driving African economic growth and lifting millions of her population out of poverty.
- Speakers highlighted the urgent need for the prioritisation of private sector-led economic growth, the importance of the AfCFTA Agreement as a strategy for promoting Africa’s economic growth, the potential of Public-Private Partnerships in driving economic growth, and strategies for promoting innovation and competitiveness in Africa.

- During the Question and Answer sessions, some international delegates shared their experiences (many of which were similar with Zimbabwe's) while others emphasised the need for consistent policies throughout the continent that emphasise collaboration, innovation, and a self-sustaining economy.
- The event was hosted in collaboration with the Ministry of Foreign Affairs and International Trade.

4.3 ZITF 2023 Diplomats Forum

- ZITF 2023 Diplomats forum was held on 27 April 2023 in partnership with the Ministry of Foreign Affairs, and ran under the theme **“Crafting a Global Landscape of Resilience and Innovation: Strategies for International Competitiveness.”**
- **The event was well-attended by 264 registered delegates, representing 36 countries from Africa and the world over.**
- H.E Wamkele Mene of the AfCFTA Secretariat spoke on the impact of international trade agreements on economic growth and development.
- Hon. David Musabayana, Deputy Minister of Foreign Affairs and International Trade spoke on how collaboration and innovation can be achieved through re-affirmation, re-engagement, and engagement, which are the key elements of Zimbabwe's current foreign policy.
- The Acting Dean of the Diplomatic Corps, Ambassador of Mozambique to Zimbabwe, H.E. Francisco Elias Paulo Cigarro; ZIDA Chief Executive Officer, Mr. Tafadzwa Chinamo, and ZTA Chief Executive Officer, Ms. Winnie Muchanyuka gave brief remarks about the theme and emphasised that Zimbabwe has vast investment opportunities which the world ought to take advantage of.

4.4 ZITF 2023 Innovators Forum

- Running under the theme, **“Industry 4.0: Unlocking the Potential of Transformative Innovation for Global Competitiveness,”** the ZITF 2023 Innovators Forum was held on 25 and 26 April to encourage innovators to explore new digital technologies and innovative business models that can help drive productivity gains and efficiency improvements, which are key factors in global competitiveness.
- The event attracted participation from tertiary institutions, innovation hubs, and high schools across Zimbabwe including the Arrupe Jesuit University, Chinhoyi University of Technology, Great Zimbabwe University, Lupane State University, Manicaland State University of Applied Sciences, Midlands State University, National University of Science and Technology, University of Zimbabwe, Milton High School and Pace College.

- **Over 90 participants attended Day 1 of the forum, which featured a Pitch Competition sponsored by Old Mutual.** Innovations came from four thematic tracks: the informal sector, agriculture, energy, and ICT. There were several innovative ideas presented, including biodegradable disposable diapers made from banana leaves, a virtual reality science laboratory, and lantern bulbs made from recycled plastic with inbuilt solar power. 19 teams participated in the competition, with ZARTECH, Agris, and Livestock Up winning the first, second, and third prizes respectively.
- **The ZB Financial Holdings Hackathon Challenge took place on Day 2, with 80 participants in attendance while 13 teams competed.** The Building Blocks team won first prize, with My ID Now and Money Matters taking up the second and third prizes.
- For the first time since its inception, the innovators' forum had foreign participation from Uganda
- The two-day also featured a panel discussion on managing the innovation value chain, with representatives from Umoja Lands, the National University of Science and Technology, the African Regional Intellectual Property Organisation (ARIPO), and ZB Financial Holdings making up the panel. There were also presentations from Old Mutual On-the-Money, Innovation for Africa, Lupane State University, and the Ministry of Higher and Tertiary Education, Innovation, Science and Technology Development which was represented by the Deputy Minister and Permanent Secretary.
- Other organisations which partnered with the ZITF 2023 Innovators Forum include A+ Detergents, Educate, Old Mutual, ZB Bank, and ZimSwitch.

4.5 Scholastica 2023 Presentations and Workshops

- Running parallel to the Scholastica expo (Hall3) were the week-long Scholastica Presentations and Workshops which took place at the Zimbabwe Academy of Music from 25 to 29 April 2023. The theme for the expo was **“Transforming the Mindset: Educating for Global Competitiveness,”** focusing on developing a global mindset, harnessing the power of technology, navigating the intersection of business and technology, leading in the digital age, and building a culture of innovation.
- **A total of 1,943 students from 14 Universities, 4 Colleges and Polytechnics, 47 high schools, and 1 primary school, representing 7 school districts, took part in education, career and training focused event.**
- Day 1 ran under a sub-theme of *Crafting Dreams* while Day 2 was a dedicated *STEM day*. Cake Fairy, Elevate Trust, Learning Factory, Outspoken Consultants, Telco, Women Inspired, and the Zimbabwe National Geospatial and Space Agency (ZINGSA) are some of the organisations, which made presentations over the course of the two days.

- The STEM Quiz was held on Wednesday, and won by Founders High School. It was an open debate, with high school and tertiary students taking part. The National University of Science and Technology (NUST) Team A was the overall debate winner, while the Bindura University of Science Education (BUSE), University of Zimbabwe, and NUST Team B took up the first, second, and third runner-up positions. The overall best speaker was Chelesani Ndlovu from NUST. The rest of the top 10 best speakers list comprised Mduduzi Ncube (NUST), Ivan Mahonde (NUST), Banele Ntuta (University of Zimbabwe), Methembe Ndlovu (NUST), Dean Femayi (Christian Brothers College), Lethukuthula Ngwenya (Gifford High school), Tadiwa Dhaka (Gwanda State University), Raymond Moyo (BUSE) and Ashley Nyathi (Gwanda State University).
- The highlight of the 5-day event, the Scholastica Indaba, featured several presentations related to the theme, including Deputy Minister Raymore Machingura and Professor F. Tagwira from the Ministry of Higher and Tertiary Education, Innovation, and Technology Development. The Vice Chancellors of Gwanda State University, Midlands State University, and National University of Science and Technology presented on artificial intelligence, exploring entrepreneurship and enhancing value addition in the agricultural value chain respectively. Over 590 participants attended the day-long Indaba.
- Friday was dedicated to *Pathways to Careers*, featuring presentations from Bulawayo Polytechnic, Gwanda State University, Lupane State University, Midlands State University, NUST, Phakama Trust as well as Westgate Industrial Training College. The last day of the expo was a chance for the students to tour the stands.
- The expo was made possible by the event sponsors, Holiday Inn, Lobels Biscuits as well as On-the-Money and Innov8 powered by Old Mutual. Akello also pledged 3months of free registration on their online learning platform to students who attended Scholastica 2023.

4.6 ZITF 2023 Charity Golf Challenge

- The Charity Golf Challenge was held on 27 April at the Bulawayo Golf Club in a bid to continue the conversations on transformative innovations as well as to facilitate business interaction in a relaxed environment while simultaneously giving back to the community.
- **A total of 138 participants representing 51 organisations took part in the Charity Golf Challenge** which ran from morning until late afternoon.
- The overall winner was Mr. R. Muhlwa, representing the Knight Frank team, who walked away with the ZITF Charity Golf Challenge floating trophy. The event format was an individual stableford.

- **Old Mutual retained the platinum sponsor title for the eight year in a row.** African Distillers, Delta Beverages, Fawcett Security, Minerva Risk Advisors, Nyaradzo Group, and Tsebo Zimbabwe were some of the other corporates who supported the tourney.
- A cocktail was held to mark the end of an exciting day, with remarks from the platinum sponsor as well as the Deputy Minister of Industry and Commerce, Hon. Raj Modi who was the Guest of Honour.

5. BULAWAYO AGRICULTURAL SHOW

- The 2023 Bulawayo Agricultural Show proved that Zimbabwe is indeed open for business! Numbers were well up in most sections and it was a full and busy event.
- **Cattle: 85 head of slaughter stock** were entered at this year's show – an increase of 77 on the last show. However, as most of the entrants were first time exhibitors, only a few head qualified for the competition. The Champion Ox was won by Frank Pledge Ltd, with an animal that weighed 415kg and reached USD1200 on the auction – a worthy winner!
- **Pedigree cattle were showcased by four breeds: the Brahman, Nkone, Simmental and Tuli. A total of 58 head were entered, up from 18 in 2022.** The Senior Champion Bull was won by Little Beatrice Brahmans with a magnificent grey Brahman and the Champion Cow, Junior Heifer and Junior Bull were all won by the Simmental, shown by Bianco Farm. The cattle were judged by John Crawford from Chinhoyi.
- **Crops (2022 entries shown in brackets): Cotton classes: 17 (12) entries; crop section: 2401 (1571) entries; 75 (43) commercial; and 18 (14) groups made up this section for 2023.** Farmers were represented by Binga, Bubi, Bulawayo, Bulilima, Gwanda, Hwange, Insiza, Lupane, Mangwe, Matobo, Nkayi, Tsholotsho, Umguza and Umzingwane. The overall Group winner was, once again, Mathole group from Bubi. This Section had an outstanding entry, taking into consideration the very patchy rains. Mr. I. Craig of Agriseeds was the Guest of Honour at the Prize giving ceremony and presented an informative speech.
- **Sheep & Goats: 139 (7) sheep and 28 (19) goats were entered, plus 10 sheep in the newly-introduced carcass competition.** The Champion Boer Goat and Ewe were won by Vodloza Farm, owned by Peter Mukombe. The Champion Dorper Ram and Ewe was won by Wholesale Beef, owned by Dale Saudan – and he won the Champion and Reserve Carcasses too. The judges were Joe Sikosana, Chris Grant and Gay Wilde. Special thanks must be given to BSI Steel for donating fencing for the judging arena.

- **Poultry: a total of 160 (212) birds were shown**, the decrease due an exhibitor having fowl pox just before the show. The Champion Cockerel and Hen were won by P Tabengwa with her Bantam couple. The judges were Dave Heathcote, Robert Gono and Lucky Musarandega.
- **Home Industries:** Judging was done in the junior art and craft entries with the winning Pre School being Greystone Montessori and the winning Junior school was Whitestone Primary. As part of our Corporate Social Responsibility, we have introduced a section for the Retirement Homes to enter their hand craft, and this was won by Coronation Cottages, followed by Queen Mary Home. We are hoping to expand this section for 2024 and get more sponsors on board to support our pensioners. A special addition was the Mashobane Farms/Bulembe Farm collaboration, which provides farm training for women, especially in small stock, and in value addition.
- **Horses:** this section ran a small show and put on a training course.
- The Society's main arena was, once again, filled with sponsor companies, show casing their farming implements, tractors, vehicles, seed, veterinary products, etc. The Best Agricultural Stand was, once again, won by the Ministry of Lands, Agriculture, Water, Climate and Rural Settlement, followed by ZFC. The BAS are proud to announce that they had their first international stand on the arena and awarded a prize to them for their outstanding contribution – Dynapharm from Zambia. The First time exhibitor competition was won by CFI Holdings.
- The Society was privileged to receive visits from His Excellency, the President of Zimbabwe, Dr. E.D. Mnangagwa, and his Guest of Honour, His Majesty King Mswati III of the Kingdom of Eswatini, the Honourable Vice-President of Zimbabwe Dr Gen (rtd) C.G.D.N. Chiwenga, and the Minister of Industry and Commerce, Hon. Dr S Nzenza.
- BAS continues to work hard to fulfill its mandate, which is to promote or stimulate interest in agriculture, industry, and commerce in any of their branches and departments. It continues to support and endorse Government programmes and future endeavours.

6. OUTSIDE ACTIVITIES

- ZITF week brought with it myriad benefits to the host city, Bulawayo, including an increased global profile as a MICE destination (meetings, incentive travel, conference and exhibitions), growth in local employment, immediate and short-term economic benefits to the business ecosystem as well as prospects for increased long-term investment.
- A number of organisations, associations and companies took advantage of the world converging in Bulawayo for the annual multi-sectoral trade showcase to host specialised sideline events.
- Some of the notable ones include:
 - Tuesday - **Financing Zimbabwe Smart Cities and Rural Connect Conference; CZI Exhibitors Cocktail; Mayor's Evening Reception**

- Wednesday – **World Intellectual Property Day Commemorations**; the **Zimbabwe-Diaspora Investment Conference**; **Ministry of Industry & Commerce’s Welcome Reception**,
- Thursday – **MSMEs Workshop** by Ministry of Women Affairs, Community, Small and Medium Enterprises Development; **ZITF Media Indaba** by the Ministry of Information, Publicity and Broadcasting Services; **Mayors’ Civic Luncheon** for Urban Authorities
- Friday - **ZNCC Business Luncheon**
- Saturday: **UCAZ Centenary March & Launch**
- Several diplomatic missions based in Zimbabwe (e.g., British Embassy, EU delegation to Zimbabwe, US embassy) also held engagements with stakeholders such as the media, fellow exhibitors, representatives of the creative arts and alumni of their exchange programmes.
- Bulawayo’s leisure and nightlife spots also came alive during this period, recording brisk business and hosting a number of live performances by local artistes.

7. SPONSORS & PARTNERS

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