



ZITE  **APRIL 22 - 26**
2025
Business days April 22-24

FACT SHEET



Zimbabwe's Premier Multi-Sectoral Trade Showcase

ZITF – “WHERE THE WORLD MEETS ZIMBABWE”

The Zimbabwe International Trade Fair (ZITF) is an annual five-day exhibition held in April in the country's second largest city, Bulawayo. Organised by the quasi-governmental ZITF Company, it showcases industry trends, ideas, and innovative products and services. The event is instrumental in driving industrial and commercial growth, attracting investment, and fostering a favourable business environment for Zimbabwe. The ZITF Company aims to promote business development, networking, and sustainable growth within the country's trade and industry sectors through the ZITF.

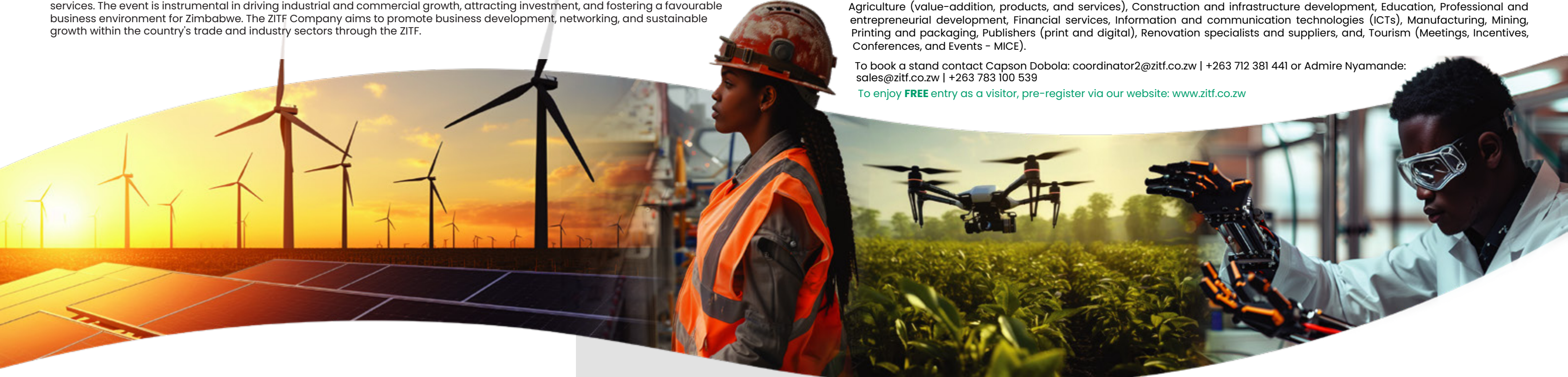
WHO CAN TAKE PART?

The multi-sectoral exhibition focuses on various sectors including:

Agriculture (value-addition, products, and services), Construction and infrastructure development, Education, Professional and entrepreneurial development, Financial services, Information and communication technologies (ICTs), Manufacturing, Mining, Printing and packaging, Publishers (print and digital), Renovation specialists and suppliers, and, Tourism (Meetings, Incentives, Conferences, and Events – MICE).

To book a stand contact Capson Dobola: coordinator2@zitf.co.zw | +263 712 381 441 or Admire Nyamande: sales@zitf.co.zw | +263 783 100 539

To enjoy **FREE** entry as a visitor, pre-register via our website: www.zitf.co.zw



WHY TAKE PART?

C - Competitive analysis: Gain comprehensive insights into the local and international competitive landscape, and make informed business strategy adjustments based on market trends.

R - Risk management: Carry out in-depth market research and identify potential risks, allowing for proactive risk mitigation strategies.

E - External meetings: Meet with potential partners and clients, fostering collaboration and exploring mutually beneficial opportunities.

A - Advancements and innovations: Create valuable business connections and learn more about industry trends and innovations necessary for successful global market entry and growth.

T - Trade platforms: Access a diverse range of platforms for brand visibility and recognition by multi-sectoral exhibitors and business visitors in one location.

E - Establish partnerships: Take advantage of networking opportunities to build strategic and sustainable trade, investment, and marketing partnerships, fostering long-lasting relationships for business growth and success.

INTERNATIONAL PARTICIPATION

Over the past 2 years, ZITF has had representation from the following countries:



CONCURRENT EVENTS



Discover the power of entrepreneurship, industrialisation and trade at Zimbabwe's largest commercial assembly, the ZITF International Business Conference, where influential government figures, business leaders, and key stakeholders come together to leverage opportunities and set the tone for economic growth. To register for participation, email: ibc@zitf.co.zw



Join the ZITF Innovators Forum, a dynamic event that unites young entrepreneurs and innovation enthusiasts to showcase local innovations, foster business networking, and share knowledge, with a focus on revitalizing industries and driving economic transformation. Featuring a Pitch Competition and Hackathon, the event serves as a valuable platform for harnessing entrepreneurial talent. To register for participation, email: innovatorsforum@zitf.co.zw



Join African political leaders, economic players, and investors at the Connect Africa Symposium to address socio-economic challenges and drive industrialisation, trade, and entrepreneurship. This platform unites diverse stakeholders to share experiences and solutions, contributing to overall continental development. To register, email: connectafrica@zitf.co.zw



The ZITF Diplomats Forum, organised in collaboration with the Ministry of Foreign Affairs & International Trade, convenes the diplomatic corps, government, and business leaders to explore trade and investment prospects in Zimbabwe, fostering stronger relations between the nation and its global allies. Through multi-stakeholder dialogues, this platform facilitates economic and commercial exchanges, nurturing strategic partnerships for mutual growth and success. For more information on how to participate, email: pr1@zitf.co.zw

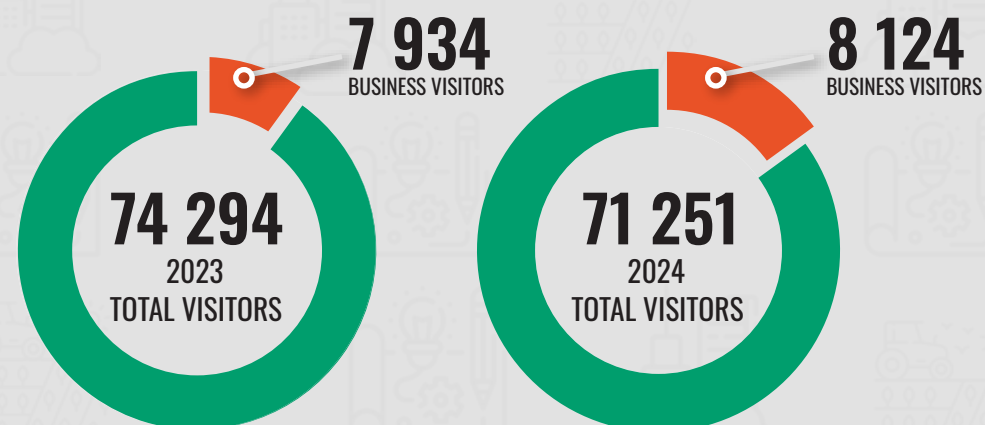


Be part of the prestigious official opening ceremony, where winners of the exhibition competitions are honoured and awarded for their outstanding exhibits across various categories throughout the week-long event. This exclusive ceremony, graced by high-profile dignitaries, including Zimbabwe's Head of State and esteemed guests from visiting countries, showcases the ZITF show as a vital platform for fostering trade, investment, and tourism. For an invitation, email: gmsecretary@zitf.co.zw



Experience the perfect blend of business and leisure at the golf tournament, where networking opportunities abound away from the bustling exhibition halls. Enjoy a refreshing game of golf while forging valuable connections, all while supporting a worthy charitable cause. To register for participation, email: golf@zitf.co.zw

VISITOR STATISTICS





About the Venue

The Zimbabwe International Exhibition Centre is a modern, purpose-built facility that boasts six fully equipped and serviced exhibition halls, hundreds of individual pavilions and open-air sites as well as an Olympic sized sports arena. The exhibition centre is adaptable to a variety of uses depending on the size and purpose of your event. To enquire or book a venue: email us on salesbyo@zitf.co.zw

About the Organisers

The Zimbabwe International Trade Fair Company (ZITF Company) is the leading international exhibition organiser in the country. Our exhibitions and events are the first place where industry trends, ideas and innovative products are unveiled. We bring together a diverse audience to promote trade and investment in the country. As part of our portfolio, we also offer stand building, venue and business consultancy services.

The Zimbabwe International Trade Fair is recognised by the following bodies and organisations:

Ministry of Industry & Commerce, Ministry of Foreign Affairs & International Trade, Ministry of Finance & Economic Development, Confederation of Zimbabwe Industries (CZI), Zimtrade, Zimbabwe National Chamber of Commerce (ZNCC), Zimbabwe Investment & Development Agency (ZIDA), Zimbabwe Tourism Authority (ZTA), Zimbabwe Council of Tourism, Bulawayo Agricultural Society and the City of Bulawayo



Zimbabwe International Exhibition Centre
P.O.Box Famona, Bulawayo, Zimbabwe
Tel: +263 29 2884911 - 6

VOIP: +263-86-77000450
Email: zitfmktg@zitf.co.zw | zitf@zitf.co.zw | sales@zitf.co.zw
Website: www.zitf.co.zw

ZIMBABWE INTERNATIONAL TRADE FAIR COMPANY

