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7 February 2024

PUBLIC NOTICE

**64TH EDITION OF THE ZIMBABWE INTERNATIONAL TRADE FAIR (ZITF):
23 - 27 APRIL 2024, BULAWAYO, ZIMBABWE**

The Consulate wishes to invite the Business Community in South Africa to attend the Zimbabwe International Trade Fair (ZITF) to be held from 23 - 27 April, 2024 in Bulawayo, Zimbabwe.

ZITF 2024 will run under the theme "*Entrepreneurship: The Catalyst for Industrialisation and Trade.*" The event will give an opportunity for Exhibitors to get new ideas and business opportunities; network with industry peers and make new contacts; and to identify new products.

For more information about the event refer to the ZITF 2024 brochure which is available on the website: www.zimbabweconsulate.co.za

For further interaction with the Consulate on all issues of mutual interest, please use the following official channels:-

- Facebook page: Zimbabweconsulate Boeing Road Bedfordview
- Twitter: Zimbabweconsulatejhb
- WhatsApp: +27828249435
- Email: admin@zimbabweconsulate.co.za
- Website: www.zimbabweconsulate.co.za

E. Phiri
Consul General



ZITE APRIL 23 - 27
2024
Business days April 23-25

ENTREPRENEURSHIP:

The Catalyst for Industrialisation & Trade



ZIMBABWE INTERNATIONAL EXHIBITION CENTRE



ACCELERATING ENTREPRENEURIAL PURSUITS

ZITF 2024: THE OPPORTUNITIES PLATFORM

The entrepreneur always searches for change, responds to it and exploits it as an opportunity - Peter Drucker

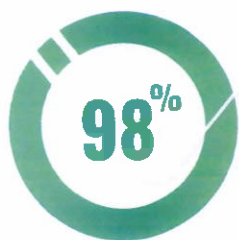
The 64th edition of the Zimbabwe International Trade Fair (ZITF) will proffer a kaleidoscope of opportunities for the driving force behind innovation, job creation, and sustainable development – “the entrepreneur”. Rooted in the recognition of the vital role that entrepreneurship plays in driving economic growth, fostering innovation, and propelling industrialisation and trade, ZITF 2024 will run under the theme, “Entrepreneurship: The Catalyst for Industrialisation and Trade.” Whether it is through the creation of new business ventures or the pursuit of corporate entrepreneurship within established organisations, these visionaries who dare to dream big, and act on it, have the power to ignite industrialisation and propel economies forward across all 7 continents.

The premier exhibition will showcase various industries and sectors that exemplify the entrepreneurial spirit. From manufacturing and technology to agriculture and value-added services, ZITF 2024 will provide a platform for local and international delegates and exhibitors to connect, collaborate, and explore new business opportunities.

Take the first step towards unleashing your entrepreneurial spirit by participating in ZITF 2024. Register now and secure your place in this extraordinary journey of discovery, collaboration, and success!

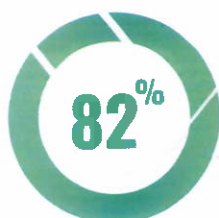
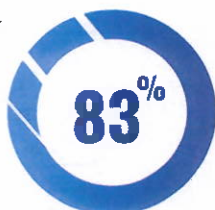


2023 EXHIBITOR STATS



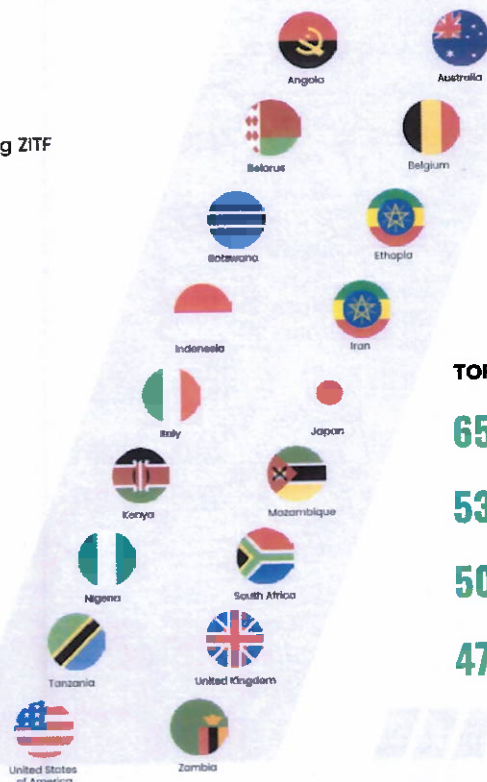
Likely to exhibit during ZITF 2024.

Likely to recommend other companies to exhibit during ZITF 2024

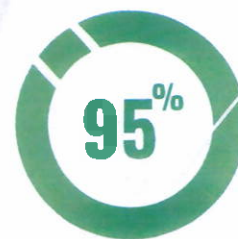


Expressed satisfaction with their participation in 2023

Countries that participated in ZITF 2023



2023 VISITOR STATS



Felt that their fields of interest were well represented at the show.

TOP REASONS FOR VISITING

- 65% attended to look for new ideas & business opportunities
- 53% attended to network with industry peers & make new contacts
- 50% attended as part of their vendor/supplier management strategy
- 47% attended to identify new products



ZIMBABWE... A COUNTRY ON THE MOVE

ABOUT THE HOST COUNTRY

Zimbabwe is a culturally diverse Southern African country known for its dramatic landscape, diverse wildlife, vast mineral resources and warm people. With a skilled labour force that forms part of the 15 million+ population, and easy access to regional trade routes, it is a prime hub for economic players from across the globe. The country is a member of many international organisations, including the African Development Bank (ADB), African Union, Common Market for Eastern and Southern Africa (COMESA), International Monetary Fund (IMF); Southern African Development Community (SADC); and the United Nations (UN) as well as a party to a number of trade agreements. The country has diversified economy which offers ample opportunities for backward and forward linkages across different sectors that include tourism, mining, agriculture, education, transport and infrastructure development, manufacturing, information, communication and technology among others. **But don't just take our word for it, come through and experience Zimbabwe for yourself!**



HOW TO VISIT

To enjoy FREE entry during business days:



Pre-register online via our website www.zitfevents.com



Produce a completed Business Invitation Ticket which is available from the Marketing and PR Department at the ZITF Offices or from a participating exhibitor.

Opening Times: 9am – 5pm

Contact: marketing@zitf.co.zw



WHY TAKE PART?

- C**ompetitor analysis: Gain comprehensive insights into the local and international competitive landscape, and make informed business strategy adjustments based on market trends.
- R**isk management: Enhance risk management through trade to mitigate disruptions and market risks, thus maximising business success.
- E**xternal meetings: Arrange informal meetings with potential partners and clients, fostering collaboration and exploring mutually beneficial opportunities.
- A**dvancements and innovations: Create valuable business connections and learn more about industry advancements and innovations necessary for successful global market entry and growth.
- T**rade platforms: Access a diverse range of platforms for brand visibility and recognition by multi-sectoral exhibitors and business visitors in one location.
- E**stablish 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.

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).

Early Bird Special

Take advantage of our early bird booking discounts. Discount is offered on full payment of the stand.



TAPPING INTO THE INNOVATION ECONOMY...ACROSS MULTIPLE INDUSTRIES

Immerse yourself in a vibrant trade showcase, uniting local and international participants to optimise and seize inbound and outbound trade opportunities. Explore a realm of diverse sectors and boundless potential through our conveniently co-located, industry-specific exhibitions where entrepreneurship takes center stage as the driving force behind industrialisation and trade.



23 - 27 April 2024

Scholastica is Zimbabwe's leading education, careers, and training expo that supports the sector to become an industry solutions provider. This year's expo brings together institutions, career consultants, industry experts, continuous development professionals and students to adopt innovativeness, critical and creative thinking, and an entrepreneurial mindset. To register for participation, email: scholastica@ziff.co.zw



A'sambeni provides a focused platform for the display of and sharing ideas on the latest trends, products and solutions for each industry segment, including: destinations, hotels & lodges, travel & mobility, activities & attractions, meeting venues, incentive travel, conference and events consultancy, business travel, and leisure & culture travel.



Ultim8 Home is the go-to exhibition for anyone passionate about and/or providing that "new look" to interior design, renovation or construction projects. The expo showcases an array of fixtures and finishings for comfortable indoor living as well as modern construction methods and materials.



Pakprint is the premier printing and packaging expo that connects printing and packaging specifiers and buyers with the suppliers, new materials and formats and the expert knowledge to create the future of their brand's printing and packaging needs. Pakprint 2024 will focus on promoting efficiency, waste reduction, recycling and eco-friendly production.

The Bulawayo Agricultural Show

The Bulawayo Agricultural Show takes place annually concurrent to the ZITF. This year's edition will provide an interactive platform for sharing knowledge and ideas on advancing innovation in agricultural development. The show will feature displays by commercial & non-commercial farmers showcasing livestock, crop produce, fruits and vegetables as well as cutting edge innovations, products and services such as agri-tech solutions. It also incorporates home industries displays and school projects for juniors.

To participate contact: byoagricsoc@netconnect.co.zw

GROW YOUR NETWORK, GROW YOUR NETWORTH

Explore the diverse range of concurrent events at ZITF 2024 as you engage with industry experts, gain valuable insights, and unlock the keys to success in the ever-evolving landscape of entrepreneurship.



ZITF International Business Conference 24 April 2024

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



ZITF Innovators Forum 23 - 24 April 2024

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



ZITF Charity Golf Challenge 25 April 2024

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



ZITF Diplomats Forum 25 April 2024

The ZITF Diplomats Forum, in collaboration with the Ministry of Foreign Affairs & International Trade, convenes influential delegates 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: market@zitf.co.zw



Connect Africa Symposium 25 April 2024

Collaborate with African political leaders, economic players, and investors at the Connect Africa Symposium in addressing socio-economic challenges and fostering investment, education, governance, and security, to drive industrialisation, trade, and entrepreneurship for a prosperous African continent. This platform brings together diverse stakeholders to share experiences, research, and solutions, contributing to overall economic development and paving the way for a thriving Africa. To register for participation, email: connectafrica@zitf.co.zw



Official Opening Ceremony 26 April 2024

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

Expodesigns has the knowledge, experience and drive to ensure that your brand stands out and your exhibition stand delivers the results you envisage.

Full service

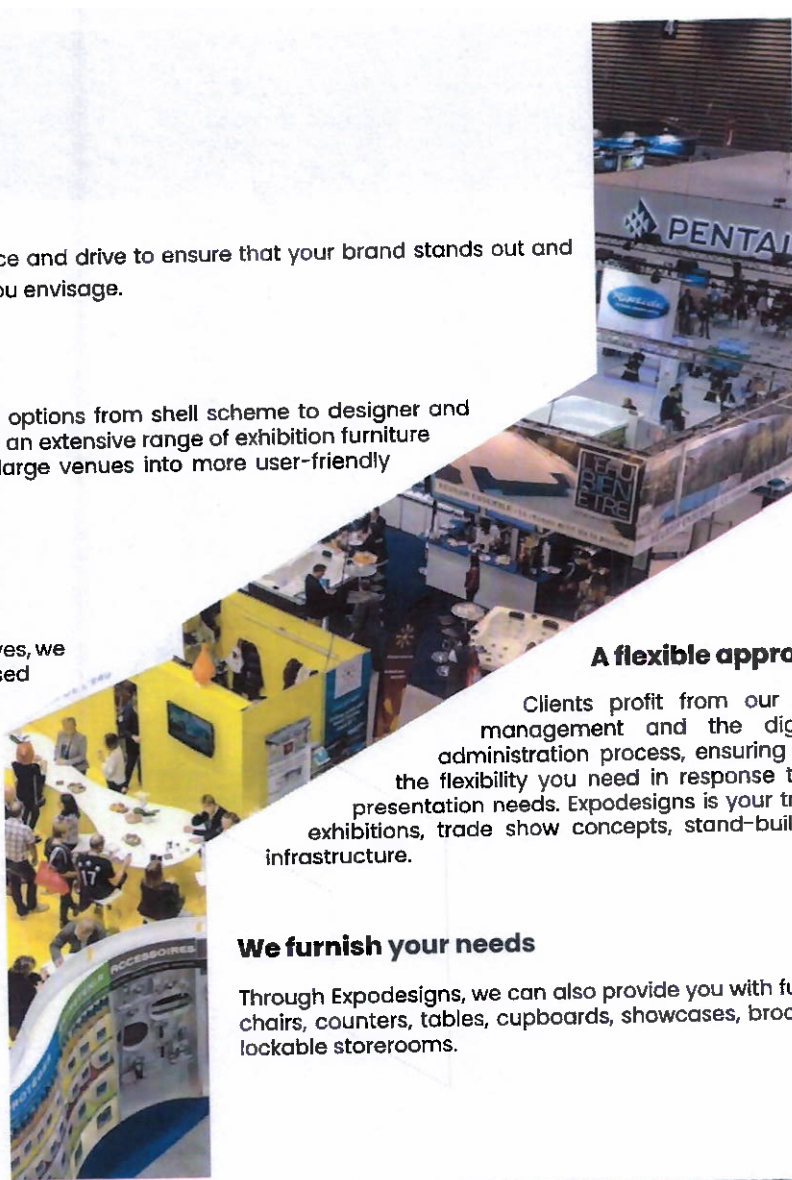
We offer a complete range of affordable options from shell scheme to designer and custom-built stands of all sizes, as well as an extensive range of exhibition furniture and infrastructure for transformation of large venues into more user-friendly spaces.

From conception to execution

By listening & understanding your objectives, we will gladly conceptualise a customised solution. As your single point of contact, Expodesigns covers the entire supply chain - from receipt of your requirements right up to the delivery of your exhibition stand

We go above and beyond

The Expodesigns team will travel to any city in the country and beyond Zimbabwe's borders to provide our exhibition infrastructure services where they are needed.



A flexible approach

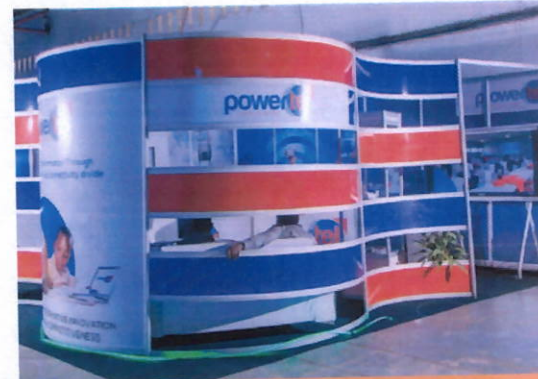
Clients profit from our versatile project management and the digitally organised administration process, ensuring that you receive the flexibility you need in response to your exhibition presentation needs. Expodesigns is your trusted partner for exhibitions, trade show concepts, stand-building and events infrastructure.

We furnish your needs

Through Expodesigns, we can also provide you with furniture, including: chairs, counters, tables, cupboards, showcases, brochure holders and lockable storerooms.



**Let Us Help
You Put on
a Show**



OPPORTUNITIES ABOUND!!!

With various customer touchpoints available, we provide the perfect platform to position your brand for guaranteed success. Don't miss out on this chance to partner with us and make a lasting impact on your target audience. Contact us today to get started!

Advertising your products & services through our:

- Website and social media pages
- Exhibition hall signage
- Conference and Golf Tournament functions
- Outdoor media
- Catalogue & Bulletin Publications

Contact marketing@zitf.co.zw to book your advertising space.

Sponsor the following during concurrent events to enjoy brand visibility benefits:

- Corporate wear
- Delegate bags and goodies
- Lanyards
- Tickets & Badges
- Wi-Fi and Connectivity
- Refreshments for exhibitor lounges

Contact pr@zitf.co.zw for more information.

Partner with us by providing:

- Print, electronic & online media
- Excursions & city tours
- Entertainment
- Shuttle & Transport Services
- Accommodation

Contact marketing@zitf.co.zw for more information

Other Services

Exhibitor Lounges

5 out of the 6 halls have exhibitor lounges which provide a quiet area to get away from the hustle and bustle of the expo. Teas and coffees are provided in a clean and comfortable environment. Sponsorship opportunities are available; you can sponsor refreshments, Wi-Fi and have your branding displayed in strategic positions in the room.

For more information contact us on: marketing@zitf.co.zw

Networking Zones

These are dotted around the exhibition halls, providing the perfect place for you to rest between stand visits as well as providing a place for you to engage in meaningful business exchange.

Venue hire

If you would like to host a cocktail, conference, product launch, workshop or any other corporate function on the sidelines of ZITF 2024, please do not hesitate to contact us on: salesbyo@zitf.co.zw

Trade Revolution Starts Here!

Discover Bulawayo: The City of Kings and Queens

Geographical and Economic Hub: Bulawayo holds a central position in three provinces: Matebeleland North, Matebeleland South, and the Bulawayo Metropolitan Province. It serves as Zimbabwe's principal industrial hub.

Strategic Location: Situated at the heart of the SADC region, Bulawayo is home to one of the largest railway companies, NRZ. Its extensive rail network connects Botswana, South Africa, and Zambia, facilitating seamless trade and transportation.

Mining Opportunities: Surrounded by mining activities, Bulawayo boasts the extraction of various minerals, including significant quantities of gold. Investors have ample opportunities for mineral beneficiation in the city.

Architectural Marvels and Cultural Diversity: Bulawayo is known for its enchanting architecture, rich heritage, and vibrant cultural diversity. Explore the city's stunning landmarks and immerse yourself in its captivating cultural experiences.

Abundant Tourist Attractions: After a productive day at the exhibition, Bulawayo offers numerous tourist attractions and activities. Indulge in the city's charm and discover the many delightful experiences it has to offer.



ZITF 2024 EXPO DIARY

TUE 23 APRIL	ZITF Innovators Forum ZITF Hosted Buyer Programme Scholastica	Business Day
WED 24 APRIL	ZITF International Business Conference ZITF Innovators Forum Scholastica	Business Day
THU 25 APRIL	ZITF Charity Golf Challenge Scholastica Connect Africa Symposium Diplomats Forum	Business Day
FRI 26 APRIL	ZNCC Business Luncheon Scholastica Official Opening Ceremony	Public Day
SAT 27 APRIL	Public Entertainment Programme Scholastica	Public Day

ZITF 2024 is organised and hosted by;

The Zimbabwe International Trade Fair Company

Zimbabwe International Exhibition Centre
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 Fax: (+263-29) 2884 921
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 Email: zitfmktg@zitf.co.zw
 Website: www.zitf.co.zw



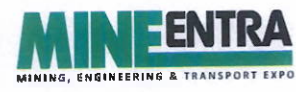
2024 EXHIBITION CALENDAR

Did you know?

Exhibitions are the only marketing medium that brings qualified buyers and suppliers together for face-to-face interaction.



Zimbabwe International Trade Fair
Multi-sectoral International Exhibition
23 - 27 April 2024



Mining, Engineering and Transport Exhibition
17 - 19 July 2024



Green Business Expo
25 - 27 September 2024



Africa Infrastructure & Built Environment Confex
9 - 11 October 2024

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 and Investment Promotion, Ministry of Information, Publicity & Broadcasting Services, 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, City of Bulawayo

