

**SPEECH BY THE HONOURABLE MINISTER OF INDUSTRY AND
COMMERCE DR SEKAI NZENZA AT THE SUPERBRAND AWARDS
CEREMONY ON 27TH OF NOVEMBER 2020: RAINBOW TOWERS
HOTEL, HARARE.**

**Minister of Information, Publicity and Broadcasting Services and MAZ
Patron Hon. Senator Monica Mutsvangwa;**

**Minister of Lands, Agriculture, Water and Rural Resettlement Hon. Dr
Anxious Masuka;**

Marketers Association of Zimbabwe President Professor Z Muranda;

**Marketers Association of Zimbabwe outgoing President, Mr Denny
Marandure;**

M.A.Z. Executive Secretary Mr. Gillian Rusike;

M.A.Z. Past Presidents, Ms Ruth Ncube and Mr Godfrey Dube;

M.A.Z. Board Members here present;

Distinguished Guests;

Ladies and Gentlemen,

It is an honour to be part of this gathering, where the Marketers Association of Zimbabwe (MAZ) is to reward and celebrate the excellence of brands countrywide. It is indeed a privilege to be invited to be Guest of Honour, at the Superbrand Awards, which makes me feel so humbled.

This occasion is also a representation of the developments that the Association has made to uplift the marketing profession and promote the value of brands in the country. I applaud your efforts in this work even as industry still continues to face a myriad of challenges in terms of production capacities and competitiveness. The major factors impacting business include, access to finance, competition from imports and low demand for domestic products.

Ladies and Gentlemen,

Allow me to acknowledge and highlight the efforts by Government to revive industry, that include addressing issues of competitiveness, consumer protection, resource mobilization, fiscal incentives, management of imports and strategies to curb sub-standard imports, investment approvals, easing the doing of business environment, and regional integration.

Government, through my Ministry, is implementing the Zimbabwe National Industrial Development Policy (ZNIDP) (2019-2023) to ensure sustainable development of industrial and commercial enterprises as well as creation of new ones. Government has also recently launched the Consumer Protection Act [*Chapter 14:44*], whose main thrust is to protect the consumer of goods and services by ensuring a fair, efficient, sustainable and transparent market place for consumers and business. It is critical to note that this Act captures most consumer concerns and has provision for redress when a violation of consumer rights occurs and it also speaks to liability for damages caused by goods and services. I want to

encourage industry and commerce to strive to have quality products on the market for the benefit of the empowered consumer.

Distinguished Guests,

The year 2020 has also not been an easy one for industry and commerce as the global pandemic - COVID-19, caused nations to go into lockdowns in trying to contain the spread of the coronavirus. This resulted in most companies implementing E-Commerce and the digital transformation has changed the way we do business especially in the commercial sector. Opportunities have also been opened for more innovations coming from industry as sources of raw materials closed so were the logistics to import inputs. We have witnessed more local branded products being produced and marketed. There has been more value addition on our agricultural products, which is in tandem with Government policy on industrialisation. I am therefore happy that tonight, some of the superbrands that will be recognised, have come about through the implementation of such policies.

Distinguished Guests

The value of marketing cannot be overemphasised and it has also evolved. However, marketing must adapt to the global change and you marketers and brand custodians must move with the changes. Customers are now more demanding and empowered. Just one disgruntled customer may cause the brand serious harm. In this regard, our marketing and business strategies need to ensure that we meet customer expectations. Remember an empowered customer require quality in the goods and service and as marketers we need to be sure of what we are promising.

The marketing profession therefore serves as Industry and Commerce's finger on the pulse to ensure that service delivery is in tandem with clientele need and global trends. Government this year acceded to the AFTCA and with it comes

competitiveness. I would like to encourage the Association in its endeavours to strategise towards global penetration of Zimbabwean Industry and Enterprise by deploying the tools Marketing 5.0 has to offer

I implore all business executives here present to ensure that our e-commerce platforms and websites are accessible, up to date to allow consumers make an informed decision. Accessible and vibrant e-commerce platforms will open us up to the global markets and earn us foreign currency in the process. We must also be able to export our products via transactions done on our e-commerce platforms. So I challenge each one of you here to reflect and work on improving your e-commerce platforms.

I want to applaud the Marketers Association of Zimbabwean for working tirelessly over the years to ensure that the marketing profession is recognised and improves. It has also led in digital transformation through its trainings such as Digital Marketing and Big Data Analytics, among others.

Ladies and Gentlemen,

We want to have people in Europe or Asia ordering for example Mazowe or Cerevita, just to mention a few, through our platforms and not smuggled out. It is critical to note that successful implementation of e-commerce in the country has been mainly affected by broadband costs and logistics. I therefore, appeal to players in these industries to come together to ensure access and affordable broadbands.

Distinguished Guests,

In conclusion, let me assure you that my Ministry will remain committed to work and walk with you and other critical stakeholders on this journey of promoting market access, with a view to sustaining and ensuring local industrial growth.

With these few remarks, I would like to congratulate all those who will be accorded the Superbrand status this evening and encourage them to make the most of such recognition. It should not only end in receiving a trophy but also should actually accentuate brand excellence. Let this event motivate others to work harder towards achieving their goals and, indeed, even exceeding their potential in their own quest for excellence.

Have a good and fruitful night.

Ndatenda!

Siyabonga!

I Thank You!