



## MEDIA STATEMENT

### ZITF 2024 COMES TO A CLOSE

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#### OVERVIEW

- The 64<sup>th</sup> edition of the Zimbabwe International Trade Fair ran from 23-27 April, 2024 under the theme, **“INNOVATION: The Catalyst to Industrialisation & Trade.”** The theme highlighted that innovation, industrialisation and trade are complementary forces that open pathways to economic growth and progress. It sought to spotlight Zimbabwe as a nation boasting a vibrant and growing innovation scene, largely driven by Government initiatives as espoused in the guiding Vision 2030, which emphasizes promoting innovation, entrepreneurship, equitable development, and prosperity for all.
- From an organiser perspective, we were pleased to note that the majority of ZITF 2024 exhibits captured these important elements. We are also satisfied with the bigger size, higher quality and outlook of the show, all of which suggest a shared national quest for global standards and best practice.

#### EXHIBITION PERFORMANCE

- The exhibition lived up to its billing as a multi-sectoral and international tradeshowcase with the key sectors of the Zimbabwean economy, i.e., Manufacturing, Agriculture, Mining, Tourism, Services, and Infrastructure, all well represented.
- The exhibitor profile was quite varied with a 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; pharmaceuticals and chemicals.



- The exhibition uptake was impressive, with a **35% increase** in the number of exhibitors, totalling 766 (compared to 565 in 2023). The 766 exhibitors were comprised of **471 direct exhibitors** and **295 indirect exhibitors** (*individual exhibitors who exhibit under the banner of a country pavilion, holding company or partner organisation*).
- **208** of the total exhibitors were new exhibitors, with **98%** of these being foreign exhibitors. The exhibition showcased a wide range of companies and organizations that focused on different aspects of innovation and growth. Some of the key areas covered were disruptive innovation and its impact on various industries, utilizing digitalization for sustainable growth, promoting grassroots innovation and tech start-ups, implementing green technologies and eco-friendly business practices, driving creative initiatives that foster social responsibility and inclusive development, and exploring opportunities and synergies with international trading partners.
- Space uptake was also up this year with **47,822sqm occupied** (compared to 46, 253sqm in 2023), representing a 3.4% increase. Due to an overwhelming demand for space, supplementary exhibition space was made available in areas previous designated for other uses e.g. parking.
- A total of **26 countries** were represented by **154 exhibitors** in the ZITF 2024 exhibition and these were **Belarus, Botswana, Brazil, China, European Union, Indonesia, Japan, Malawi, Namibia, Nigeria, Mozambique, South Africa, South Korea, UAE, France, Germany, Italy, Romania, Sweden, Netherlands, UK, USA, Kenya, Kingdom of eSwatini, Switzerland, and Zambia**.
- There were 6 more countries in the 2024 edition than the ones who participated last year, and these are: **Brazil, Kingdom of Eswatini, Indonesia, South Korea, Namibia, and Romania**.
- Special recognition to the following international exhibitors:
  - People's Republic of China as the country pavilion with the largest number of indirect exhibitors this year (33),
  - the European Union delegation who had the largest exhibition space by an international exhibitor (324sqm), and

- the Kingdom of Eswatini who took up a stand this year having identified possible business and trade opportunities last year when their Head of State officiated at the show.

## **VISITOR PARTICIPATION**

- Business visitors are the lifeblood of any trade exhibition. This year 8,124 business visitors were registered (compared to **7,934 business visitors** in 2023). Of these, 2,962 pre-registered online while 5,162 registered onsite at the gate.
- While the majority were domestic visitors, the exhibition hosted a fair amount of international business visitors drawn from countries such as Australia, Bangladesh, Belgium, Botswana, Canada, China, Germany, Ghana, Kenya, Mozambique, Namibia, Nigeria, South Africa, Sudan, Tanzania, Turkey, United Arab Emirates, United Kingdom and Zambia, among others (full list to be released after data capturing and reconciliation).
- 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.

## **CONCURRENT EVENTS**

ZITF 2024 hosted several events that brought together industry leaders, experts, and stakeholders to explore key topics and drive innovation at various levels:

- **ZITF Welcome Cocktail – 23 April**

This year, the ZITF Company partnered with the British Embassy in Zimbabwe to host the ZITF 2024 Welcome Cocktail. This initiative aimed to deliver a welcoming and engaging networking experience that promotes business and diplomatic relations while setting a positive tone for the week's activities. Over 200 high-level delegates were in attendance.

- **ZITF 2024 Innovators Forum - 23-24 April**

The forum witnessed an unprecedented number of participants this year, with a remarkable turnout of **130 attendees on Day 1** and **143 on Day 2**. The event brought together representatives from various universities and innovation hubs, private companies development organisations and diplomatic missions. The event enjoyed great support from institutional partners including ZB Bank (Platinum Sponsor), UNDP (Gold Sponsor), among others. The highlight of the forum was the captivating presentation by Honourable Prof. Dr. Amon Murwira, who emphasized the pivotal role of innovation in accelerating industrialization and trade. Dr. Ayodele Odusola, the United Nations Development Programme (UNDP) Resident Representative, delivered a thought-provoking speech on policy and institutional support for youth-led innovation. The event also witnessed the presence of esteemed guests, including the Minister of Tourism, Tourism and Hospitality Industry, and the Permanent Secretary of Higher and Tertiary Education, Science and Technology Development.

The forum showcased a range of groundbreaking innovations, with notable highlights including a cure for bilharzia, an alternative to cement, and a snake venom-related innovation. The Pitch Competitions crowned **Synmax Schitosomal**, Hurudzai, and Harambe as the winners, in that order. For the Hackathon Challenge, **Virtual Queuing** emerged as the Champion while Linotech Pamuzinda, and Secure Hold were the second and third runners-up.

- **ZITF International Business Conference – 24 April**

The ZITF International Business Conference, held on April 24, welcomed an impressive gathering of **1,080 delegates**, including representatives from various countries such as South Africa, the Netherlands, Sweden, Botswana, China, Tanzania, Malawi, India, the European Union, and Britain. The conference witnessed the active participation of esteemed organisations, including business associations like CZI and ZNCC, entrepreneurial support organisations such as Zimtrade, ACT in Africa, and ZIDA, as well as parastatals, local authorities, tertiary institutions, government ministries, regulatory authorities, and media. The private sector was well represented, with key players from sectors such as banking, manufacturing, pharmaceutical, insurance, construction, telecommunications, food and beverage industry, and private security.

The conference featured a captivating keynote address by V.P Gen (rtd) Dr C.G.D.N. Chiwenga, who emphasized the importance of innovation for local businesses to compete globally. He also highlighted the country's abundant mineral deposits and encouraged businesses to embrace the new currency (ZIG) for transactions.

- **Connect Africa Symposium - 25 April**

The Connect Africa Symposium, a focused, targeted and highly anticipated event at ZITF, witnessed **256 delegates** from a wide range of countries participating. These included: **Angola, Australia, Brazil, China, Ivory Coast, Zimbabwe, Zambia, Namibia, South Africa, Mozambique, Botswana, Netherlands, Indonesia, European Union, Germany, Switzerland, Japan, China, Kenya, Malaysia, Nigeria, Tanzania, and The Kingdom of Eswatini.**

The symposium featured the presence of numerous, governments and ministries, trade and export promotion agencies, international development institutions, security organs, private enterprise, academic institutions.

The symposium featured notable speakers, including the Guest of Honour, Honourable Vice President K.C.D Mohadi, Hon. N. M. Ndlovu (MoIC), Hon. Ambassador F. Shava (MOFAIT), Hon. J Ncube (Ministry of State- Bulawayo Metropolitan Province), Ambassador R. N. Chikava (MOFAIT), Dr. Ayodele Odusola (UNDP), Mr. Patrick Sikana (CARE Zimbabwe), Ms E. Zimunya (MAZ) representing Mr A. Majuru (ZimTrade).

- **ZITF Diplomats' Forum – 25 April**

The Diplomats' Forum, hosted in partnership with the Ministry of Foreign Affairs and International Trade (MOFAIT) under the theme, **“Fostering Economic Partnerships through Innovation,”** witnessed a significant gathering of over **300 delegates representing 46 countries, 21 international organisations, and 14 companies and parastatals in Zimbabwe.**

The event commenced with warm welcome remarks from the Chairman of the ZITF Company, setting the stage for an engaging evening. Hon. Judith Ncube, the Minister of State in Bulawayo, delivered opening remarks, emphasizing the presence of Hon. F. Shava, the

Minister of Foreign Affairs and International Trade, who outlined their vision for the development of a mall in Bulawayo. The forum also featured insightful remarks from Ambassador James Musoni of Rwanda who is the Current Dean of the Diplomatic Corps.

The Diplomats' Forum witnessed an impressive turnout of over 90% of the members of the Diplomatic Corps. Notable organisations in attendance included the African Development Bank, American Chamber of Commerce, Food and Agriculture Organisation, CIMMTY, Horticulture Development Council, UNDP, and Care International Zimbabwe. Additionally, various companies such as CZI, ZIDA, NCC, ZNCC, and ZimTrade were represented, highlighting the diverse range of sectors and industries involved in the forum.

- **ZITF Charity Golf Challenge – 25 April**

The ZITF Charity Golf Challenge was oversubscribed attracting a total of **157 players** from various backgrounds. The tournament exceeded expectations, as it was initially planned for 138 players. The winner of the challenge, Mr. Aubrey Chikonye, with an impressive score of 51 points off a handicap of 38, showcased exceptional skill and talent.

The event saw participation from esteemed organizations such as Old Mutual, POSB, Minerva, Zimnat, Nyaradzo, Lobels, Stanbic, ZPC, Ministry of Defence, PPC, Telco, ZETDC, Zera, Telone, Econet, Ecocash, Petrotrade, Boltgas, US Embassy, EU Embassy, British Embassy, Malaysia Embassy, NBS, Tsebo, CGI, AFC, ZNA, First Mutual, Askeland, and Unki Mine. The Guest of Honour for the event was Dr Mike Bimha, the former Minister of Industry & Commerce.

- **Scholastica Expo – 23 – 27 April**

The Scholastica Expo witnessed a growing number of participants throughout the week. The expo saw the participation of by **2,403 students** from 45 high schools, 5 tertiary institutions, 3 vocational and training schools as well as 1 primary school. *(120 students and educationalists during the public speaking preliminary competition on Monday, 442 on Tuesday, 511 on Wednesday, 620 on Thursday, 510 on Friday and over 200 on Saturday).*

The Scholastica Indaba witnessed the presence of representatives from the Ministry of Higher and Tertiary Education, Science and Technology Development, Ministry of Skills Audit, Tertiary Education Program, University of Zimbabwe, National University of Science and Technology, Midlands State University, and Chinhoyi University of Technology. In his address, Hon. Prof. Dr Amon Murwira emphasized the positive impact of the Scholastica Expo on heritage education and praised the learners' mindset of becoming problem solvers and employment creators. Hon. Professor Mavima from the Ministry of Skills Audit highlighted the importance of gaining practical skills to address workforce gaps. The ministry also announced plans to invest in training and education programs.

The event featured a captivating public speaking competition, with preliminaries on Monday, semi-finals on Tuesday, and finals on Thursday. **Gifford High School emerged as the Scholastica 2024 Public Speaking Champion.** Additionally, a quiz competition sponsored by Population Solutions for Health took place, with **Pumula High School being named the Scholastica 2024 Quiz Champion.**

## **OUTSIDE EVENTS**

One of the remarkable features of the annual ZITF show is its convening power. This year, this was demonstrated by numerous complementary events that were held on the sidelines of the exhibition and served as an extension of the multiple conversations derived from the overall theme. These included:

- **Digital Economy Conference – 23 April**

Spearheaded by the Ministry of Information Communication Technology, Postal and Courier Services, attracted over 260 delegates. The conference featured the active participation of different ICT sector players, including Econet, TelOne, NetOne, AfriCom, ZimPost, Telecel, BakerTilly, and POTRAZ. The Guest of Honour, Hon. Tatenda Mavetera, delivered an inspiring address.

- **Human-Wildlife Conflict Relief Fund Indaba – 25 April**

Hosted by the Ministry of Environment, Climate and Wildlife in conjunction with ZimParks, the Indaba witnessed the presence of delegates representing financial service providers, conservation partners, rural district councils, government agencies, and members of the diplomatic corps. The event featured esteemed guests, including the Guest of Honour, Hon. Vice President Dr. C.D.G.N Chiwenga, Hon. Dr. Sithembiso G.G. Nyoni as the Keynote Speaker, and Hon. Alfred Mutua (Secretary of Tourism and Wildlife for Kenya) as the Guest Speaker.

- **Technical Workshop on the Development of the LEDS/NDC Investment Framework – 25 April**

The event was organised by the United Nations Development Programme (UNDP) and brought together over 150 delegates. The workshop provided a platform for stakeholders to discuss the Zimbabwe NDC and LT-LEDS Investment Plan. The discussions focused on Long-Term Low Emissions Development Strategy and National, as well as a private sector roundtable.

- **Media Indaba - 25 April**

Hosted at the National Art Gallery in Bulawayo the Indaba ran under the theme, "**Information Democratisation, Increased Innovation and Industrialisation.**" The Vice President Hon. K.C.D. Mohadi was the Guest of Honour and keynote speaker.

## **CUSTOMER SENTIMENT & FEEDBACK**

- In the main, customer sentiment has been positive with various stakeholders being impressed with the size of the show, quality of exhibits, connections made and international participation.
- Over the next week our teams will be working on reconciliations and compiling customer sentiment received via our various feedback mechanisms. This data will feed into our 2024 planning to ensure that we deliver yet another successful and impressive trade show.



## APPRECIATION TO PARTNERS AND SPONSORS

As we bring this momentous event to a close, I would like to take a moment to express our heartfelt appreciation to our esteemed partners and sponsors. Their unwavering support and commitment have played a pivotal role in making this event a resounding success.

- **Platinum Sponsors:** Cimas, Econet Wireless, Delta Corporation Limited, Old Mutual, and ZB Holdings.
- **Diamond Sponsor:** Mviyo Technologies
- **Gold Sponsors:** Population Solutions for Health and UNDP
- **Silver Sponsors:** Petrotrade and Utande Internet Services
- **Bronze Sponsors:** Ingwebu Breweries, Lobels Sweets & Biscuits, Minerva, Mr. Sinkwa, Plan International, Schweppes Zimbabwe, Tanganda Tea Company, Teecherz Home and Office, Terres Des Hommes, US Embassy, and Zimnat.
- **Ruby Sponsors:** African Distillers, Tsebo, National Building Society (NBS), and Phiri Event Solutions (PES).

Last but not least, we would like to acknowledge and appreciate our valued partners:

**Government of Zimbabwe:** (Ministry of Industry & Commerce (*parent ministry*), Ministry of Foreign Affairs & International Trade and the Ministry of Information, Publicity & Broadcasting Services )

**Media Partners:** Alpha Media Holdings, Skyz Metro FM, ZBC Holdings, Zi FM Stereo, and Zimbabwe Papers Limited.

**Concurrent Event Organising Partners:** British Embassy Harare, National Economic Consultative Forum, Zimbabwe Defence Forces, Zimbabwe Republic Police.

**Research Partners:** Topline Research Solutions

Their collaboration and support have been crucial in making this event a resounding success. We look forward to seeing you in the 2025 edition of ZITF.