



**FEBRUARY**  
**2023**



## TOP STORIES

- ▶ ZimTrade provides technical assistance to Matabeleland Handicrafts Cluster
- ▶ ZimTrade pursues Ghana market
- ▶ Unlocking economic opportunities for women: Re-visiting launch of NEXT She-Exporter program
- ▶ Product Focus: Pepino Melon "The Wonder Fruit of Vumba"





## ZIMTRADE PURSUES GHANA MARKET

by Archford Mabuka

**ZIMTRADE** is organizing an Outward Seller Mission to Ghana, designed to strengthen linkages between Zimbabwean companies and buyers in the west-African country.

Scheduled for **27-29 March**, Zimbabwean businesses who will take part in the Mission will meet potential partners in Ghana, including leading buyers who will take local products across the country and to neighboring west-Africa countries.

The Mission complements ongoing economic diplomacy efforts by the Government through the Ministry of Foreign Affairs and International Trade where the focus is on unlocking economic benefits from Zimbabwe's stellar relations with countries on the African continent and beyond.

The focus on Ghana is also in line with the National Export Strategy, which seeks to grow Zimbabwe's exports to non-traditional markets.

The scheduled Mission follows a market survey conducted by ZimTrade last year, where vast opportunities for Zimbabwean businesses were identified in sectors such as processed foods, agriculture inputs and implements, and leather and leather products.

Ghana has established itself as a prime destination for tourism, manufacturing and agro-processing, and together with Nigeria, these markets constitute some of the leading economies in the Economic Community of West African States (ECOWAS).

Ghana is a net importer of fast-moving consumer goods, consisting largely of processed food items.

The country imports food items worth over US\$2,6 billion annually, according to Trade Map.

Currently, the market share in the retail sector in Ghana is 70 percent multinationals, and 30 percent local brands, as revealed by most retail businesses in Ghana.

At a glance, ZimTrade's survey of the market showed that most of the products on the shelves are imported mainly from Europe, United Kingdom, United States, and Dubai.

Some of the African supplying markets

include South Africa.

Considering Zimbabwe's proximity to the market, there is room to increase the penetration of local products in the market, if companies come up with competitive logistics routes that will land products cheaper.

There are opportunities for Zimbabwean companies to supply products such as biscuits, sweets, cordials and cereals, dairy products through distributors or to establish warehouse facilities.

Further to this, the building and construction sector in Ghana is a growing industry and contributes substantially to gross domestic product (GDP) and employment within the Ghanaian economy.

This growth has been buoyed by the discovery of oil in commercial proportions in 2007, which has led to significant development for the sector.

Generally, opportunities in the constructions sector are concentrated in the creation, repair, maintenance, alteration, and demolition of buildings, highways, streets, bridges, roads, sewers, railways, and communication systems. Relevant construction subsectors with potential in Ghana include housing and urban development (residential buildings; municipal and commercial buildings), infrastructure (water and sanitation; energy), and transport infrastructure (roads; airports; ports and harbours).

In Ghana, agriculture is the largest source of employment, with growth in the sector being responsible for much of the country's poverty reduction.

In 2021, the country imported about US\$1.9 billion in agricultural and related products.

Most of the farming takes place in the Eastern region as well as Northern region where staple crops such as maize, sorghum, millet and rice are grown.

Agriculture inputs and implements such as seeds, chemicals, small equipment are some of the gaps that Zimbabwean companies can target.

There is also room to supply services in the agriculture sector.

Further export opportunities for Zimbabwean companies are in the leather and leather products sector.

There are no tanneries or large industries in the leather sector with most of the businesses in the hands of artisanal players.

Most of the industries making shoes and leather accessories are based in Kumasi. The industry import most of their leather, mainly from Italy and to a smaller extent from neighbouring Burkina Faso.

Leather soles and other accessories are also imported from Italy as well as from China.

In light of these opportunities, the major consideration for Zimbabwean companies aspiring to do business with Ghanaian entities is the mode and cost of logistics for transporting goods to the destination.

This has a substantial bearing on the cost of the final price of the product in the market to determine its competitiveness.

The distance between the two countries provides limited options for land transportation of goods, hence sea and air freight remain as the more feasible options.

In terms of logistics, Ghana is host to Sea Ports which are critical to trade, apart from international trade, these ports also deal with the transshipment cargo to and from nations in the north such as Burkina Faso.

The ports have seen much development such as the Golden Jubilee terminal is a newly opened facility at the port of Tema.

The Port of Tema is the largest port in Ghana, receiving an average of over 1,511 vessel calls per year.

Over 85 percent of Ghana's trade is done through the ports (Tema and Takoradi) with shipping routes and vessel calls to and from all continents through both direct and transshipment services.

Given the distance between the two countries, it is critical that Zimbabwean exporters explore the most effective route to reach the Ghanaian market.

Being a land linked country, goods from Zimbabwe to Ghana would still need to travel by road to the available seaports in neighbouring countries, either the port of Beira in Mozambique or Durban in South Africa.

On average, the cost of shipping dry goods from Zimbabwe to Tema through Beira port is US\$5,000.00 for a 40-foot container though this figure had increased about US\$7,500.00 due to covid

There is also the option of goods going via the port of Walvis Bay in Namibia where there is a dry port facility that Zimbabwe established in that country.

The Walvis Bay Fry Port facility provides a safe, faster, cheaper route for Zimbabwean exporters of finished products to Ghana.

Through this facility, Zimbabwean companies are also able to easily access markets in Central, West, and North Africa.



by Tatenda Machirori

## AMBIENTE FAIR: THE AFTERMATH

**T**his year, ZimTrade facilitated the participation of local companies for the first time at the Ambiente Fair held in Frankfurt Germany, from 3-7 February 2023.

This event is held annually and invites prospective buyers from around the world.

This year had 4,460 exhibitors from 92 countries and trade visitors were recorded as 136,081 from 167 countries.

The platform is one of the biggest opportunities to meet prospective buyers, showcase products and services and to network.

From the Zimbabwe Pavilion, some of Zimbabwe's finest products were showcased, including stone and wood sculptures, basketry works, batik clothing and fabrics, and sustainable lights made from recycled material.

The exhibiting representatives were drawn from clusters in different provinces around the country and from the art and crafts sector.

The participation of clusters at international trade fairs is one of ZimTrade's activities designed to promote exports from provinces as

well as entice small producers into joining organized groupings.

From the top quality and unique products from Zimbabwe, prospective distributors from different parts of Europe and Asia were keen to establish supply agreements with participating companies.

The top visiting countries to the Fair were from Italy, China, United Kingdom, Netherlands, USA and Spain.

This also supports the need for Zimbabwean products to create a bigger footprint in these markets.

From the first attendance at this show, there were many take aways for producers who took part in the event.

The Zimbabwe Pavilion was housed in the hall for Global Sourcing therefore products procured in this section need to be able to be supplied in large quantities.

In this hall were products ranging from gifts, accessories, stationery, clothing, textiles, art, crafts, among other things.

Visitors to this hall were mainly retailers and distributors.

All products in the Zimbabwe Pavilion were popular, however, the basketry products had the most interest.

Zimbabwean producers were advised

on the need to consistently supply quality products, as well as conform to some certification requirements that apply to some markets.

Buyers also noted the need to come up with product pricing that matches with the product quality, as well as ensure better lead times.

In terms of certification, buyers were keen on knowing which standards are being observed while producing products.

European countries recognize the Fairtrade certification to a larger extent.

This certification stipulates the use of fair practices while producing and includes fair labour practices such as equipping producers (employees) with adequate tools and clothing.

In summary, Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for workers in developing countries.

Some retailers were also keen on the idea of products being labeled prior to supply.

This is another step into improving product competitiveness before supply and this guarantees better prices.

# ZIMBABWE

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## FRUIT LOGISTICA: HEALTHY PRODUCE AND SUSTAINABLE PRODUCTION WERE THE BUZZWORDS

by Sheron Chingonzo

**H**ORTICULTURAL exports from Zimbabwe are tipped to grow in this year, owing to growing interest among producers to venture into export business, as well as the rising interest from buyers to source from local producers.

Zimbabwe used to have the most sought after produce on the African continent in years gone by and that same interest was seen and revived at this year's Fruit Logistica Expo, the largest fresh fruits and vegetables fair in the world.

At this year's fair, held from 8-10 February in Berlin Germany, ZimTrade facilitated the participation of 10 companies who showcased a variety of horticultural produce.

This was Zimbabwe's third showcase at the fair, which this year saw over 2,600 exhibitors from 92 countries while there were 63 000 trade visitors – showing the level of interest and influence this fair garners.

Fruit Logistica is one of the most recognised trade fairs that is the gathering place for decision makers, where seven out of 10 trade visitors are deciders or co-deciders in their

respective companies.

Thus, featuring at this event meant local producers stood a greater chance of clinching deals during the 3-day exhibition which proved true as was evidenced by the deals sealed and still under negotiation.

The fair saw US\$5,74 million worth of orders being realised and another US\$15 million under negotiation.

Of particular interest to the potential buyers were oranges, lemons, blueberries, peas and passion fruit, among many other types of produce.

Buyers coming through to the Zimbabwe pavillion, indicated how they appreciated the unique taste of our produce and were buying the origin more than the farm where it was produced.

They have become accustomed to the unique taste of blueberries, among many other types of produce and have acquired a sense of trust regarding produce from Zimbabwe.

Zimbabwe's supply windows within the region have also proved to be favourable with the season for most of our produce coming earlier than competitors from Kenya and South Africa.

The Fruit Logistica 2023 Trend Report indicated that the most important business trends at the Expo and in the international market are now moving towards sustainable production practices.

A snap survey done during the fair showed that a lot more consumers want to know that the fruit and vegetables they buy have been produced ethically, are good for the planet as well as good for their health.

The report also states that the United Nation's Sustainable Development Goals and its Inter-governmental Panel on Climate Change (IPCC), have brought to the fore, the need for sustainable and ethical production that are also in line with curbing the effects of climate change.

In response, fruit and vegetable growers, suppliers and retailers have set ambitious environmental targets, and investment in sustainability has become a greater priority.

Energy use, packaging, and transport all require improvement in terms of their efficiency and impact.

Resources, people, communities and biodiversity which now need greater protection, are also now of paramount importance not only to retailers but end consumers as well.

This was all prominent during the fair as most buyers wanted to know if producers had aligning systems in place or at least had plans to ensure they are aligning to the current trends and growing calls to be adhere to sustainable business practices.

This is therefore a call to local producers to produce with the market in mind and that entails investing in new technology and new strategies to ensure they remain competitive.

In order to align with the afore-mentioned requirements, local growers looking to enter the European market need to ensure they acquire the right certifications such as Global G.A.P which is a set of standards for good agricultural practices.

There is also need to consider SMETA, which is an audit which helps one to understand standards of labour, health and safety, environmental performance and ethics within one's operations or that of their supplier.

These will allow for easier penetration into the market and will increase one's competitiveness.

Farmers looking to tap into international markets are encouraged to utilize ZimTrade's value added services, which include access to market intelligence, as well as capacity development.



# ZIMTRADE

by Nozipho Maphala

## PROVIDES TECHNICAL ASSISTANCE TO MATABELELAND HANDICRAFTS CLUSTER

**TRADE RESEARCH** in the recent past suggests that adopting an export market orientation enables exporters to explore emerging opportunities in both existing and new markets, and has a positive influence on export performance.

To realise the positive benefits that are a result of being market oriented, exporters then constantly need to keep abreast with up-to-date market information; in order to properly respond to everchanging consumer tastes and competitors' strategic movements.

To help exporters and as part of export cluster development initiative, ZimTrade has spearheaded the deeper adoption of an export market orientation into the Matabeleland North Handicrafts Cluster, by engaging a design technical expert to assist potential exporters in rural communities.

The expert recently met members of the Matabeleland cluster and shared critical information on designing for export markets by first determining tastes, preferences and trends as well as understanding buying behavior.

The cluster initiative is meant to accelerate the development of exporters at provincial level; and the Matabeleland North Handicrafts cluster is comprised of five districts namely Binga, Hwange, Lupane, Nkayi, and Tsholotsho.

In this export development exercise, ZimTrade facilitated the visit of a

design expert from its partners, the Netherlands-based PUM who engaged weavers of the Matabeleland North Handicrafts Cluster.

The expert, Ms. Saskia Smits has a demonstrated history in purchasing for the home décor, fashion and household furniture industries.

During the technical intervention programme, which ran from 13-24 February, Netherlands based buyer and technical expert, Smits visited each of the cluster members in their respective areas to appreciate their various crafts and advise them accordingly. Smits also used her experience to assist cluster members design and

create products that will attract and retain customers.

This is especially important for weavers from the cluster as they will use the intricate skill of weaving that has been perfected within the region over generations to supply international companies with purpose made, beautiful and artistic products that can be used on a daily basis.

In her delivery, Ms Smits highlighted the following as being key points when choosing and export market oriented approach to international trade. These not only work for arts and crafts but can be applied in various industries as well.

### IDENTIFYING AND SELECTING A TARGET MARKET

In targeting a specific market, it is important to understand the market and to select the market that offers the path of least resistance in taking up new products or those that the cluster is currently able to produce.

According to Smits, it is important for exporters to note that popularity does not necessarily equate to successful export performance, and as such, even the best products still need to be placed in the right markets for them to succeed.

Analysing statistics is one way of determining the interests of a potential market, as these can reveal what a country buys, in what quantities, where it currently procures from, how far the distances of goods travel to their destination,





It was also highlighted that branded products fetched more money and therefore the exporters were encouraged to create a brand around the crafts with a distinct recognizable label which can enable the products to stand out more.

## TRADE FAIR PARTICIPATION

Ms. Smits shared with the Cluster members that identifying and defining the export market first not only saves time but also reduces the effort required to market the products.

To expose the beautiful crafts to the international buying community would involve participation in targeted fairs in select markets, and taking care to show off up-to date, fashionable and trend conscious pieces in order to attract buyers.

ZimTrade currently helps clients participate in various export promotion events and recently successfully took part in Ambiente 2023 in Frankfurt where a lot of enquiries were received for the basket weavers who attended the show.

The Matabeleland North Handicrafts Cluster will be participating in the 2024 edition of the event.

as well as the average value of the consignments procured from source markets.

ZimTrade periodically shares such information through market pointers and information packs.

Choosing a market based on analysed

data assists exporters in tailoring products that suit the demands of that market having improved or adapted the product according to the exporter's abilities and uniqueness.

Identifying the target market would also aid cluster members decide on which market entry or route to market to pursue.

## UNDERSTANDING TRENDS

In addition to appreciating the import statistics of a potential export market, Smits shared that cluster members would need to know, understand and interpret trends in order for them to produce handicrafts that are well suited, relevant and in season.

On discussing the intricately woven Ndebele and Binga basket produced by Lupane Women's Centre, Binga Craft Centre and Zubo Trust, Smits noted the beauty of the baskets but also encouraged that the groups explore production of the same baskets in various colors that would fit in with changing color trends according to the season.

The groups were also encouraged to consider fusion with other different materials such as leather of which Zimbabwe has a vibrant leather industry that can be a source of additional sources for the Cluster.

Trends in the recent past were said to have moved between dark industrial tones to softer, natural colours that are warmer and more inviting. International magazines, social

media and lifestyle shows were said to be good sources of investigating and discovering new trends to encourage production of well-fitting pieces.

## UNDERSTANDING BUYER BEHAVIOUR

In Europe, large retail chains have buyers dedicated to different products such as decorative pieces, lamps, baskets, woven furniture.

Suppliers therefore need to appeal to each of their needs.

While most exporters assume price is the only important factor buyers consider in selecting source suppliers, there are a number of other considerations that buyers need to consider ahead of supplier selection.

For starters, buyers are bound by quality control rules and regulations of both their countries and their respective companies.

Buyers also need to comply with minimum quality control standards set by the companies they work, for example, a woven handcrafted table should be sturdy and able to take up to a minimum of 5kg without toppling over. Smits also encouraged the Cluster that whatever new or modified designs they come up with must not come with risk but must be practical, commercial and affordable.

Decorative pieces however have far less stringent requirements and regulations compared to functional pieces such as where lampshades were made from the baskets.

Weavers were encouraged to consider more value-added products such as the lamps which was simply an inverted basket with a hole for the electrical connection because in Europe, buyers may pay less for an intricate design but pay more for a functional piece such as a lampshade.

## ACQUIRING CERTIFICATION FOR PRODUCTS

The basket crafts are a very lucrative business for many communities and countries around the world, and as such, there was global interest to ensure that there was no exploitation of crafters in the production of the baskets for exports.

As such, some markets are very particular about only procuring from certified suppliers who can prove that fair trade practices have been followed in the production of the handicrafts.

Smits, encouraged the Cluster to obtain Fairtrade Certification, which is a product certification system where social, economic and environmental aspects of production are certified against Fairtrade Standards for Producers and Traders.

The system monitors the buying and selling of the product from production to packaging and labelling for end use.

ZimTrade is currently in the process of engaging consultants to assist the Cluster in acquiring Fairtrade Certification so that the products are more appealing to buyers having given assurance of having followed fair practices.

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**UNLOCKING ECONOMIC OPPORTUNITIES FOR WOMEN:  
RE-VISITING LAUNCH OF NEXT SHE-EXPORTER PROGRAM**

*by Natalie Franciko*

**T**HE SUSTAINABLE Development Goals (SDGs) of the United Nations recognize the need for gender equality and equal opportunities for all in economic activities.

This includes ensuring women have the same access to economic activities, as well as promoting the economic empowerment of women.

The National Development Strategy (NDS1) places emphasis on women economic empowerment initiatives as a tool for equality.

In line with this, ZimTrade developed the NEXT She-Exporter Program, a program designed to empower women entrepreneurs with personalized business mentorship, professional knowledge, and skills as well as tools and networks to transform their already existing enterprises into successful and sustainable export businesses.

The NEXT Program was launched in April 2022 to run for a year and the event was attended by a wide range of participants, including women-focused associations and enterprises.

Most sectors of the economy were also represented, including clothing and textiles, agribusiness, processed foods, manufacturing, horticulture and arts and crafts.

The international community was represented by Ambassadors of Netherlands, and United Kingdom as well as representatives of United Nations Development Programme (UNDP), COMESA, OWIT-Zimbabwe, CAMFED, and UNICAF.

The day was filled with exciting activities for the delegates, including exhibitions from 20 women enterprises.

To cap off the day, a panel discussion was held featuring Dr. Divine Ndhukula (Securico Managing Director), Lienne

Shonhiwa (Winner of Eagles Nest, Founder Maintaine Organics).

Also on the panel were Ambassador Dr Margaret Verwijk (Netherlands Ambassador to Zimbabwe) and Dr. Mandas Marikanda (Zimbabwe Women's Microfinance Bank – ZWMB Managing Director).

The discussion focused on the various challenges faced by female entrepreneurs when navigating the business world.

Among the topics discussed were the importance of access to capital, opportunities for skill development, the need for mentorship and the creation of supportive networks.

The panel discussion provided invaluable insights into the business world, and the atmosphere of the event was one of motivation and collaboration.

Fast-forward to a few months before end of the first year of Next-She Exporter, the program has been particularly successful in equipping women entrepreneurs with the resources, skills, and networks they need to succeed.

In addition to providing access to professional business advice, the program also emphasizes the importance of mentorship, providing participants with access to mentors from the business and economic sectors who can provide guidance and advice.

The program has also offered personalized support for each participant, including access to financial resources, market opportunities, and business development advice.

This has enabled women-led businesses to successfully develop and grow their enterprises, with many participants reporting business growth. In addition to the economic benefits of the program, there have also been-

significant social benefits, as it has helped to create a more inclusive and equitable economy.

By giving women entrepreneurs the resources, they need to succeed, the NEXT Program has created an environment where women entrepreneurs can thrive and contribute to the economic growth of Zimbabwe.

The success of the program is a testament to the potential of women to lead and drive economic development in the country.

By providing access to the resources and support they need to succeed, the **NEXT SHE-EXPORTER** Program has enabled Zimbabwe to create a more equitable and inclusive economy.

This success should serve as an example to other countries looking to promote gender equality and economic inclusion.

**NEXT-SHE EXPORTER  
FIRST SEASON ENDS**

It is with great excitement and anticipation that ZimTrade announces the closing ceremony for the 2022 edition of the **Next She Exporter** program.

This event, to be held at the Wild Geese Lodge, is set to be an opportunity to showcase the progress that has been made by the participating female entrepreneurs during the program. The event will be a high tea, at which the entrepreneurs will have the chance to share their experiences of the program.

The participants have had the opportunity to partake in trainings which covers topics such as export competitiveness, financial management, digital marketing, and packaging for export. This has enabled the women to gain a greater understanding of the export industry, and to apply their knowledge to their own businesses.

On the day, the female entrepreneurs will have the opportunity to exhibit their products in an effort to demonstrate the progress that they have made so far.

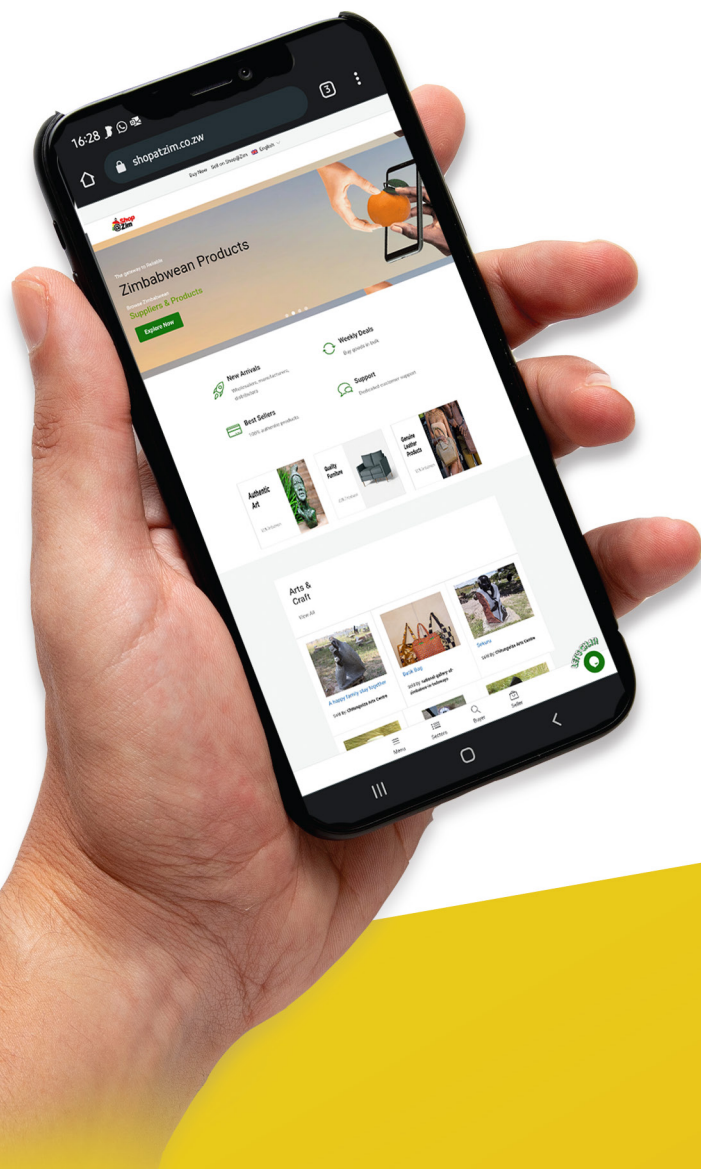
The event will also be an opportunity to meet with influential business professionals, who will be able to offer their advice and guidance.

This will be an event which celebrates the achievements of the female entrepreneurs and showcases the progress of the program in promoting female entrepreneurship.



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## CONSIDERATIONS IN NAVIGATING THE INTERNATIONAL TRADE TERRAIN

by William Gaviyau (Opinion)

**E**XPLORING the international or regional export markets is not a walk in the park, as you need to change your approach and comply with certain intended market requirements.

The recent COVID-19 effects and global political and economic shocks have forced companies or countries to have a diversified market portfolio.

For instance, from the Russia-Ukraine war, if Russia was your main raw materials source market, it essentially means that production is going to be affected which has a ripple effect on company's operations.

Thus, a diversified market portfolio helps in mitigating the associated market disruption effects.

However, opting for export markets comes with associated risks, so there is need to have a dedicated strategic approach.

The following are some of the issues to consider:

### STANDARDS

Each country has product and service standards that have to be complied with, with some countries enforcing and others not.

Depending on the existence of regulatory instruments on products and services standards, countries impose these regulatory instruments to protect the local markets and consumers from harmful products.

For instance, Dubai has a DCL mark which indicates the product complies with the requirements and certified to

be sold.

While in Kenya all the products manufactured or imported should have a KEBS mark, any imported product which does not meet these requirements, will be confiscated and procedures must be followed for destruction.

This only provides bad publicity of the source country and products from that country. Thus, the effect of one company can damage the future country's trade opportunities.

So, it is advisable that companies as they explore trade opportunities, they need to also invest in complying with the intended export destination's products regulations

### TECHNOLOGY

Technology is shaping the way we live, interact and trade.

The COVID19 pandemic accelerated the technological innovations in trade.

During the pandemic most organisations realised they can use apps, chatbots, interactive websites, e-commerce platforms amongst others for consumers to remotely purchase various goods.

Also, these technological innovations have resulted in business having a better customer relationship management and 3D printing.

Adopting technological innovations can-



serve as a competitive edge especially in new markets.

For example, when entering a market like South Africa which is technologically advanced using traditional marketing methods will affect one's competitiveness.

As Zimbabwean companies continue to explore the new markets, they need to be cognisant of modern trade methods.

Technological shifts continue to shape the future global trade.

To assist companies seeking to improve their visibility online, ZimTrade has developed Shop@Zim, an online platform that will enhance engagements of local companies with international buyers as well as improve the visibility of locally-produced products and services.

This is one of technology-centered solutions developed by ZimTrade for local exporters that will expanding the visibility of local exporters, particularly small businesses in international markets.

The goal of the store is to be the one stop shop for authentic Zimbabwean products obtained at source.

ZimTrade's online store seeks to be the nurturing, umbrella incubator for all Zimbabwean exports online, capitalising on the already known and reputable name that it bears as the nation's trade development and promotion body.

Shop@Zim is expected to provide an alternative access to markets where physical trade fairs and exhibitions have been suspended.

For local companies, the platform will create more streams of generating foreign currency and harness the benefits of the digital economy for corporate level and national level economic growth.

## VALUE PROPOSITION

Exploring and venturing into the export market appear lucrative, but business have to ask the following question: What value proposition do our products bring to this export market?

Providing an answer to that question, entail that strategy and resources have to be aligned properly.

Any misalignments can result in failure to penetrate the export market.

The benefits associated with having a value proposition include market share gains in the targeted markets,

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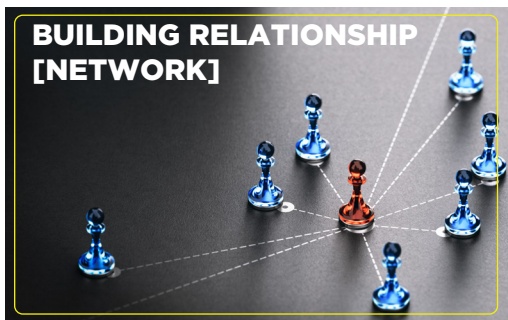


SCAN TO LOGIN

strong differentiation with your competitors, and increase in the quality of prospective leads.

Considerably, Zimbabwean companies as they continue to seek export market opportunities, they should invest in time and building a strong value proposition which connects them with customers.

## BUILDING RELATIONSHIP [NETWORK]



To make an impact in the export market, business need a strong network.

This can consist of partners in the form of distributors, agents, diaspora community, local specialised people.

Like any other relationship, the business relationship can only be effective if both partners understand and meet part of their responsibilities.

The relationship needs to be cultivated and built over a period of time.

For instance, established brands such as Johnson and Johnson, Procter and Gamble, Kellogg's use retail distributors or agents to penetrate new markets.

Even the retail distributors prefer to deal with established brands and usually communicate the same language with these companies.

Building a business relationship helps in getting new customers, retain current customers and manage reputation.

Essentially, Zimbabwean companies should build business relationship first in their quest to penetrate new markets.

## RESOURCES

In considering venturing into the international trade business, companies need to ensure that they work with financial institutions and seasoned financial experts who can navigate the associated inherent transactions risks.

These will assist with planning ahead with cashflow forecasting and scenario analysis, which will allow you to build in buffers for unforeseen issues like time delays.

If the business strategy is B2C (business to consumers), costs such as marketing and public relations have to be planned for.

In dealing with international customers for the first time, risks and scepticism associated with payment arise.

To mitigate this, the financial institutions and seasoned financial experts can assist in managing inherent transactions risks through various ways such as letters of credit and documentary collections.

In conclusion, business expansion beyond the domestic market requires long-term planning, understanding the required standards, technology, managing risk exposures and being agile enough to flexibly respond to changing market conditions.

After all, adapting is what business is all about and recognizing that extraordinary environments demand tailored strategies based on an accurate reading of market opportunities.



# TIME FOR JAM-PACKED ZIMBABWEAN EXPORTS

by Kudakwashe Tirivavi

**M**aking jam is quite simple, fresh fruit is peeled, boiled, bottled, pasteurized, labelled, and sent.

With the richness of diverse fruits, particularly citrus and berries, as well as other indigenous fruits, this product provides Zimbabwe with one of the finest value-added benefits.

Sugar is the most commonly used sweetener in the jam-making process, however honey, concentrated juice, and other sweeteners may also be used.

Pectin is the most widely used gelling ingredient in the manufacturing process.

## QUALITY CONTROL

For a product to be competitive, quality must be prioritized, and this is achieved by thoroughly inspecting each stage.

For example, fruit suppliers must be registered, have records that can be traceable down to the chemicals they use.

In addition, the jams' appearance, flavour, aroma, and texture must be analysed in their original state, without being complemented by bread or our favourite tea scones.

In addition, the fruit used to make jam needs to be just as good as or even superior to what buyers purchase for

their tables.

Fruit that has been damaged should not be used due to the bacteria that develops on it and fruit that has been stored for a long time should also not be used since freshness is essential for great quality.

Essentially, the fundamental quality issues surrounding jam manufacturing include fruit content (more fruit content equals greater quality), content of authorized added ingredients (e.g., sweeteners, pectin), and consistency (homogenised, with fruit pieces, with seeds, or seedless').

## PACKAGING AND LABELLING

Although consumer products are mainly sold in glass jars, for bulk transportation/storage they are usually packed in drums, bags or even truck tankers.

The components of the product should be clearly labelled so that it is known that it contains 'JAM'. Jam is sometimes replaced with "marmalade" in some markets.

The fruit or fruits used should also be clear and for products manufactured from three or more fruits, the term "mixed fruit" can then be used.

Additional labelling standards include the fruit content (marked by the phrases

"with... g of fruit per 100 g") and the overall sugar amount (expressed by the terms "total sugar content... g per 100 g").

The best practice for jam makers is to follow the European Union Regulation on food information to consumers, which is often regarded as the most stringent in the world.

This ensures that the goods will be accepted in any market.

These standards are, in general, nutrition labelling, origin labelling, allergy labelling, and readability (minimum font size for mandatory information).

## AFRICAN MARKETS

The African market for jams, jellies, puree and pastes based on the continent's total imports was finally on the rise to reach 57,215 tonnes by 2019 from 44,018 tonnes in 2011.

Due to the impact of Covid 19 it declined to 44,190 tonnes in 2020 and started gaining to reach 49,939 tonnes by the end of 2021 after some restrictions started being removed.

The market value increased at an average annual rate of +2.27 percent over the period from 2012 to 2021 from USD\$ 66 million to USD\$ 82 million.



During the past five years, overall jam imports into Europe have grown. In terms of value, the yearly import growth rate was eight percent and according to Trade Map, the import value of jams will reach US\$1,8 billion in 2021.

Africa's exports to Europe rose from US\$23 million to US\$25 million, an increase of eight percent.

This shows that Africa as a whole still has a big part to play in jam exports to the European market. Zimbabwean entrepreneurs can benefit from indigenous fruits that have been dubbed "super fruits" and are in great demand due to their nutritious value.

Even so, given the greater flavour of Zimbabwean fruits due to the country's favourable climatic conditions, the more traditional berry, nut, and citrus jams and pastes can still thrive.

This product is undoubtedly one for the future, and eager entrepreneurs who want to venture into production of jams will be able to obtain capacity building through ZimTrade development programs like the Eagles Nest for young entrepreneurs and Next She Exporter for female entrepreneurs.

These programs will help them grow their companies so they can be competitive and tap into the local and global markets.

According to Trademap, the countries with the highest amounts of imports in 2021 would be South Africa (US\$15 million), Egypt (US\$16 million), and Morocco (US\$8 million), with a combined 50% share of total imports.

South Africa recorded the fastest growth rate in the value of imports among the major importing nations from 2012 to 2021, with a CAGR of 16.4 percent, while imports for the other leaders grew at a slower pace.

The SADC's top five importers were Angola (1,237 tons), Namibia (1,739 tons), Mozambique (645 tons), Zambia (719 tons), Botswana (712 tons), and Tanzania (580 tons).

They accounted for six percent of overall African imports.

Also, there are significant market potential in developing markets like those in the Baltic and Northern European nations.

The demand for nut pastes, berry jams, and tropical fruit preparations like mango purée is growing in these regions since their cold climates do not allow them to grow such fruits.

## EUROPEAN MARKETS

The European market is projected to grow, owing to a healthy lifestyle trend following the COVID-19 pandemic, as well as an increase in income in Central and Eastern European nations.

Opportunities exist for exporters of jam from developing nations to France, Germany, the United Kingdom, and the Netherlands.





# PRODUCT FOCUS: PEPINO MELON “THE WONDER FRUIT OF VUMBA”

by *Patience Moyo*

**P**EPINO MELON also known as *Solanum muricatum*, is the same family as potatoes, bell peppers and chili peppers and it is closely related to tomatoes and eggplant.

Originated from South America, the wonder fruit is known for its nutritional and medicinal qualities.

According to Oxfarm, over the years the demand for the fruit has increased rapidly, mainly due to its many health benefits and extensive use in value addition.

The wonder fruit can be consumed raw, in a salad, and can also be added as an ingredient to different dishes.

## HEALTH BENEFITS OF PEPINO MELON

Pepino melon is one of the most popular healthy foods on earth. It is deemed to be a good healthy source of minerals,

vitamin C and vitamins such as thiamine, ascorbic and niacin.

Health research suggests that the consumption of the rare fruit can be very helpful in boosting health liver, reduction of cholesterol, boosting immunity and regulation of high blood pressure.

## VALUE-ADDITION

Pepino melon has many uses that can be turned into many processed products.

Value addition through agro processing is very critical as it could help provide additional income for pepino melon farmers.

The wonder fruit can be processed to make jam, juice, wine amongst other value-added products.

Through pepino melon value addition,

farmers will be able to increase their export proceeds.

Local farmers who want to tap into the notable export markets for pepino melons are encouraged to utilize the services offered by ZimTrade, a national trade development and promotions agency, particularly on market linkages, product and capacity development.

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## MARKET FOCUS: THE EUROPEAN UNION AS AN EXPORT DESTINATION

### HOW TO GET YOUR PRODUCTS THERE

by Velile Dube (Opinion)

**WITH THE** advent of technology, the world has become a global village with fewer boundaries to trade than before.

You may wonder where to export and how to export, in what quantities as well as the requirements for one to successfully export.

This article will delve into a potential market for exports, especially for emerging economies, such as Zimbabwe, owing to the various incentives this market has put in place to support trade with emerging economies.

We will look at the European Union (EU) as a destination for exports.

In 2019, the EU imported US\$431,1 million worth of products from Zimbabwe.

The total import bill of Europe in 2019 (around US\$2 trillion) is indicative of the potential market that Zimbabwean companies can occupy.

#### ABOUT EUROPEAN UNION

The European Union is world's biggest single market, which is a political and economic union of 27 member states located in Europe.

The EU has developed an internal single market through a standardised system of laws that apply in all member

states in those matters where members have agreed to act as one.

EU policies aim to ensure the free movement of people, goods, services, and capital within the internal market, enact legislation in justice and home affairs and maintain common policies on trade, agriculture, fisheries and regional developments.

The 27 member states include Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden.

The EU (excluding UK) generated a nominal GDP of US\$15.5 trillion for 2019 constituting approximately 18 percent of global nominal GDP. Here are some things to consider when preparing for the EU market:

#### Registering as an economic operator (EORI number)

The Economic Operator Registration and Identification (EORI) number is a unique identifier, assigned by a customs authority in an EU country to all economic operators (both companies and individuals) persons engaging

in activities covered by EU customs legislation.

Importers established outside the EU will be assigned an EORI the first time they lodge:

- a customs declaration
- an entry summary declaration (ENS)
- an exit summary declaration (EXS)

Operators use this number in all communications with any EU customs authorities where an EU-based identifier is required, for example in customs declarations.

#### Entry Summary Declaration (ENS)

The entry summary declaration contains advance cargo information about consignments entering the EU. It must be lodged at the first customs office of entry to the EU by the carrier of the goods (by the carrier of the goods, although in some cases it can be done by the importer-consignee, or a representative of the carrier or importer) - even if the goods are not going to be imported in the EU.

The deadline for lodging the ENS depends on the mode of transport carrying the goods:

- Container maritime cargo: at least 24 hours before loading commences in the foreign port
- Bulk maritime cargo: at least 4 hours before arrival
- Short sea shipping: at least 2 hours before arrival
- Short haul flights (less than 4 hours): at least by the actual time of take-off of the aircraft
- Long haul flights (4 hours or more): at least 4 hours before arrival at the first airport in the customs territory of the EU
- Road traffic: at least 1 hour before arrival.

**Note:** The Entry Summary Declaration requires information included in documents originating with the exporter (bill of lading, commercial invoices, etc).

Make sure these documents reach the party responsible for lodging the declaration in time

### Customs procedures

When goods arrive at the customs office of entry to the EU, they are placed into temporary storage under customs supervision (no longer than 90 days) until they are assigned one of the following customs procedures (or re-exported):

#### 1. Release for free circulation

Goods are released for consumption once all the import requirements have been met:

- all applicable tariff duties, VAT and excise duties have been paid
- all applicable authorisations and certificates (e.g. health requirements) have been presented

#### 2. Special procedures

Goods may be placed under any of the following treatments; transit, storage, specific use, and processing.

### CUSTOMS DECLARATION - SINGLE ADMINISTRATIVE DOCUMENT (SAD)

Goods are placed under customs-approved treatment or use using the Single Administrative Document.

The SAD can be presented to the customs authorities by the importer or a representative, either electronically (each EU country has its own system)

or by delivery directly to the premises of the customs office. The SAD covers the placement of any goods whatever the mode of transport used and under any customs procedure.

### VALUE FOR CUSTOMS PURPOSES

Most customs duties and VAT are expressed as a percentage of the value of the goods being imported. Customs authorities define the value of merchandise for customs purposes based on its commercial value at the point of entry into the EU.

This is defined as the purchase price plus delivery costs up to the point where the goods enter the customs territory.

This value does not always equal the price stated on the sales contract and may be subject to specific adjustments.

### EU AND EASTERN AND SOUTHERN AFRICA

Six ESA countries – Comoros, Madagascar, Mauritius, the Seychelles, Zambia and Zimbabwe – concluded an interim Economic Partnership Agreement with the EU at the end of 2007.

In August 2009, four of those countries signed the agreement (Madagascar, Mauritius, Seychelles and Zimbabwe). They have provisionally applied it since 14 May 2012. In January 2013, the European Parliament gave its consent to the agreement.

The interim EPA between Zimbabwe and EU includes:

- getting rid of EU duties and quotas for imports from Zimbabwe
- gradually opening up EU exports to Zimbabwe
- rules of origin, fisheries, and trade defence
- rules on development cooperation
- mechanisms for settling disputes

The interim EPA includes a rendez-vous clause for negotiating other trade-related areas such as rules and commitments on services and investment, sustainable development and competition (known as the 'deepening' process).

The five countries already applying the agreement have declared their readiness to move beyond trade in goods, towards a more comprehensive agreement.

The interim EPA also includes co-operation on technical barriers to trade, and standards on animal and plant health.

With regard to the Protocol on Rules of Origin, in January 2020, the EPA Committee decided to amend the concept of originating product with a view to simplifying and facilitating trade between the ESA region and the EU.

The amendment, which entered into force in March 2020, allows economic operators to have, among others, more flexibility while saving costs.

The above EPA is a pull factor for Zimbabwean companies that aspire to export to the EU and it must not be taken lightly.

In the event one seeks to know more about how to export to the EU, what to export, contact ZimTrade on

[info@zimtrade.co.zw](mailto:info@zimtrade.co.zw)



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