

# TRADING

## *Post*



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# EXPORT OPPORTUNITIES IN DRC PROVINCES OF LUALABA, HAUT-LOMAMI

By Alex Mutandi

**Z**imbabwe, renowned for its abundant resources and highly skilled workforce, has the promising potential to explore fresh prospects in the Democratic Republic of Congo.

Specifically, the Provinces of Lualaba and Haut-Lomami, situated in the southern region of the Democratic Republic of Congo (DRC), present a wide array of untapped opportunities for Zimbabwean enterprises.

These opportunities primarily lie in the fields of agriculture, mining, and infrastructure development.

To tap into increasing demand for Zimbabwean products and services, as well as access the promising opportunities for profitable trade partnerships between local companies and distributors in DRC, ZimTrade organised the

Zimbabwe-DRC Business Forum, held on the sidelines of the annual agricultural show recently.

At the Forum, local companies connected with leading distributors in DRC, and conversations focused on specific market requirements and possible partnerships that will drive Zimbabwean products and services into the market.

Further to this, ZimTrade is also facilitating for deeper engagements with distributors from DRC and other countries during this year's buyers seminar to be held on the sidelines of the annual exports conference in October.

Expanding trade and economic integration between Zimbabwe and the Democratic Republic of Congo can bring mutual benefits to both countries.

Lualaba and Haut-Lomami Provinces, with their strategic location and access to regional markets, can serve as gateways for Zimbabwean businesses to expand their reach into the larger Central African market.

By establishing trade partnerships and investing in cross-border infrastructure, Zimbabwe can enhance its trade relations with the Democratic Republic of Congo and tap into the vast consumer base in these provinces.

## AGRICULTURE

The agricultural production is low even though Lualaba and Haut-Lomami Provinces have fertile soils and favorable climatic conditions suitable for agricultural activities.

Some of the reasons for the low agricultural productivity include the high cost of inputs, and lack of expertise.

DRC is endowed with considerable natural resources, vast hydropower potential and an annual rainfall of 1,000 mm ideal for cultivation.

According to the National Investment Promotion Agency (ANAPI), the country has over 120 million hectares of land suitable for farming or breeding, but only an estimated 10 percent of the land is currently being used, that is three percent for agriculture and seven percent for breeding.

Zimbabwe, with its expertise in agriculture, can leverage these opportunities to enhance food production and contribute to food security in the region.

Possible trade opportunities are in agriculture include agricultural inputs (seed maize, fertilisers, chemicals etc), agricultural produce (plantains, maize, wheat, mangoes,

unmanufactured tobacco, green coffee), and agricultural implements (ploughs, tractors etc).

Additionally, there is a growing demand for livestock products, including beef, poultry, and dairy. The provinces offer potential for cultivating crops such as maize, wheat, soyabeans, and vegetables.

To boost agricultural productivity, the Governments of the two provinces are extending an invitation to Zimbabwe's commercial farmers.

They can either acquire land or collaborate with Congolese commercial farmers, leveraging Zimbabwe's agricultural expertise.

To foster the growth of the agricultural sector, the governments of Lualaba and Haut-Lomami provinces are also providing a range of tax incentives.

By investing in agricultural projects in Lualaba and Haut Lomami Provinces, Zimbabwean farmers and agribusinesses can access untapped markets and enhance their export capabilities.

## MINING AND NATURAL RESOURCES

Lualaba province is rich in mineral resources, particularly copper and cobalt.

The region is home to some of the largest copper mines in the world.

Zimbabwe, with its experience in the mining sector, can explore partnerships for export of products and services which are used in the extraction and processing of these minerals.

The Zimbabwe companies have opportunities to supply personal protective equipment (PPEs) such as gloves, safety glasses, safety shoes, earplugs or muffs, hard hats, respirators, overalls, work suits, vests amongst others.

There are also huge opportunities for mining consumables and supplies such as pumps, pipes, valves, concentrates, chemicals and oils.

## INFRASTRUCTURE DEVELOPMENT OPPORTUNITIES

Both Lualaba and Haut Lomami provinces are in need of infrastructure development to support economic growth.

Zimbabwe, with its expertise in infrastructure development, can play a significant role in this regard.

Opportunities exist in the construction of roads, bridges, power generation, and water supply systems.

In line with this, The Democratic Republic of Congo government is also looking for companies to build hydroelectric power stations at Kafwankumba, Kayembe Mukulu and on the Lueu rivers.

The Haut-Lomami province has already invited Zimbabwe companies to tender for a 700km road construction following the visit in June 2023 by their senior government official.

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Exporters in the value-added manufactured sectors, Services and Horticulture sectors

**NB** Companies providing environmentally - friendly or 'green' products and services, technology sector, youth and women, are strongly encouraged to register to participate

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# WOMEN IN CHIENDAMBUYA TAKE ZIMBABWEAN CULTURE TO THE WORLD

By Docus Makotore

**Z**IMBABWE BOASTS unique arts and crafts that are in high demand on the global market.

Association groups dominate this creatives sector which takes pride in the preservation of skills, traditions and techniques passed from generation to generation which are now being shared with the rest of the world.

Weya art is a type of graphic composition which originated in Zimbabwe in the 1980s in rural Chiendambuya in Rusape.

This type of art is often likened to European folk art due to its intentional stray from the traditionally accepted principles of proportionality in favor of the childlike simplicity in the way the stories are illustrated.

Weya artists in Zimbabwe have managed to create a unique and recognizable style with a wide appeal.

In Zimbabwe, women artists dominate the weya art scene.

The artists create distinctive, vibrant pieces using a variety of media including applique, sadza paints, and needlework.

These artists use weya art to convey messages and narrate topical issues in the community ranging from the traditional roles of women in the society, social injustice, cultural social scenes,

traditional ceremonies and their worlds of marriage and children.

Many of the topics covered by weya artists are openly provocative themes such as polygamy, equal rights, among other topics that may be deemed sensitive in some societies.

Over the years, these messages have helped people to discuss these issues which would otherwise have been found controversial.

Once an art piece is completed, the artist writes a separate piece of paper explaining the story on the object to enable the viewer or buyer to understand the message which is being communicated.

This enhances accuracy in interpretation by the viewer and ensures the message being put across is decoded as intended.

The background of weya art is attributed to the Weya Community Training Centre which was founded in the 80s.

The establishment of the centre was necessitated by the need for income generating activities to help the women in Chiendambuya supplement their subsistence farming earnings.

Roselyn Mukwewa, the Chairperson for the Weya Art Community group, says she joined the group after she got married to her husband who was a native of

Chiendambuya.

She fell in love with this genre of art right away and today it serves both as an avenue for her to express herself and a source of income for her and her family.

Additionally, over the years she has had amazing experiences as a member of a community which is giving the world a glimpse of the incredible Zimbabwean culture.

ZimTrade in its drive towards export-led growth is working with groups such as Weya Art community through its cluster development strategy to ensure that the communities can access lucrative international markets, which in turn will contribute towards improved livelihoods.

ZimTrade is working with the ladies from the weya art community through one of its export development programs, the Next She Explorer, which is aimed at assisting women-led enterprises to build export capacity through training, technical interventions, and mentorship programs with the view of developing them to be export ready.

Plans are also underway to facilitate the group to receive technical intervention from Germany based experts in the arts and crafts field through ZimTrade's partnership with Germany Senior Experten Services (SES).



## POTENTIAL EXPORTERS IN BULAWAYO RECEIVE MBIC TRAINING

By Kudakwashe Tirivavi

**LEADING AGRICULTURAL** implements company in Zimbabwe, recently hosted a group of small and medium-sized enterprises (SMEs) from the southern region of the country for a factory tour.

The tour was part of the 2023 Marketing and Branding for International Competitiveness (MBIC) masterclass organized by ZimTrade, the nations agency responsible for developing and promoting exports.

The MBIC masterclass is designed to develop and capacitate upcoming SMEs with the potential to export.

Participants benefit from ZimTrade's associate expert trainers, who take them through marketing and branding concepts that would position their businesses for export success.

This year's masterclass featured a unique curriculum that included a factory tour of an established exporting firm.

The SMEs who participated in the tour has an opportunity to learn new perspective on the challenges and opportunities of exporting, and they were inspired to apply what they had learned to their own businesses.

The training stressed the importance of branding in exports for the most part.

This is where most companies fail, as they are unable to compete with international brands due to their inferior branding even though Zimbabwean products are superior in terms of their quality.

Branding is about creating a unique identity for your product or service that will make it stand out from the competition.

It involves developing a strong brand name, logo, and tagline, as well as creating a consistent brand image across all marketing materials.

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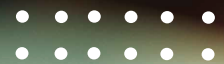
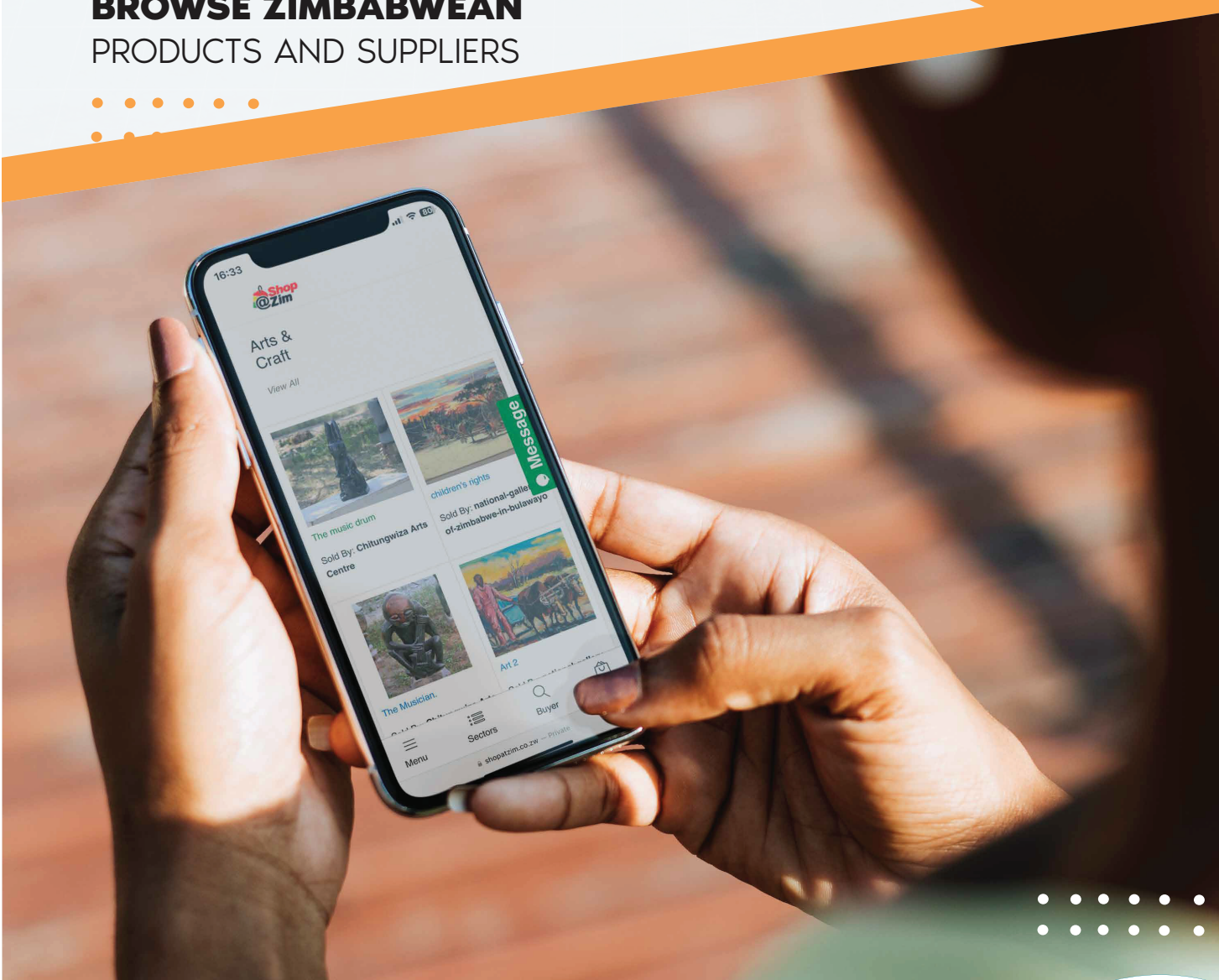
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# TAZEPA EXPORTS OF GOODS TRAINING PROGRAM WRAPS UP

*By Runyararo Mukahanana*

**T**HE EUROPEAN UNION funded Technical Assistance to Zimbabwe for the Economic Partnership Agreement to the Europe and the UK (TAZEPA), in partnership with ZimTrade, have conducted a number of capacity building programmes targeting local clusters spread across the country and training of small businesses and established exporters on the fundamentals of Exports of Goods training.

The Exports of Goods Training commenced in July 2023, spanning a period of six months with total of 13 training taking place across Zimbabwe. ZimTrade in collaboration with several stakeholders benefiting

from the program held a closing ceremony for the program on the Friday the 28 July 2023.

Stakeholders who attended the closing ceremony were drawn from the Ministry of Foreign Affairs and International Trade; Ministry of Women, Small to Medium Enterprise Development; Zimbabwe Revenue Authority; National Competitiveness Commission, and European Union representative in Zimbabwe.

The Stakeholders had the privilege to get the overall report of the training and findings from the lead consultant on the training program Jon Walden, who was able to disseminate key finding from the training program.

Participants highlighted the key and most valuable aspects of the training which included trade finance options and methods of payment (such as letters of credit, advanced payments, and open accounts.), Incoterms and Letters of Credit, and the Export Process Guide for International Trade.

Other key issues emanating from the training which will help Zimbabwean exporters to be more competitive are reduction of non-trade barriers, ease of access to information, licensing and funding, conforming local standards to international standards and increased trainings and awareness of export procedures.



## ESTABLISHING A CREATIVE ECONOMY TO SPUR EXPORT GROWTH (OPINION)

*By Tatenda Machirori*

The cultural and creative industry in Zimbabwe is rich and diverse.

It encompasses various sectors such as art, design, music, film, fashion, and crafts. Zimbabwean artists and creatives have been gaining recognition both locally and internationally for their unique and innovative work.

The country has a vibrant arts scene with numerous galleries, cultural festivals, and events that showcase the talent of Zimbabwean creatives.

Additionally, the government and various organizations are taking steps to support and promote the growth of the creative industry in Zimbabwe through initiatives such as funding programs, capacity-building workshops, and market access opportunities.

Walking through the Tengenenge Art Village and Mvurwi Art Centre are showcases of what potential Zimbabwean stone sculpture artists have to offer.

The generation of art is captured especially in the way the art has been transforming over the years.

At Tengenenge Art Village one

is sure to meet a grandparent, their child, and grandchild all producing sculptures depicting their differing ages.

The recognition of Zimbabwean artists and creatives has had a positive impact on the country's economy and tourism industry.

Their talent and artistic expression have helped to attract both domestic and international tourists who are interested in experiencing Zimbabwe's vibrant arts and culture scene.

Tourists are drawn to Zimbabwe to visit galleries, attend cultural festivals, and participate in events that showcase the works of local artists. The influx of tourists contributes to the country's tourism revenue, which in turn boosts the overall economy.

Furthermore, Zimbabwean artists and creatives have led to an increase in art sales and exports.

Many artists have gained international recognition and have been able to sell their artwork to collectors and galleries worldwide.

This helps to generate foreign exchange and contributes to the country's economy.

Take for instance, Dominic Benhura who has managed to make his name and work known internationally. Artists from

Tengenenge Art Village and Mvurwi Art Centre have managed to supply to Asia, Europe and USA.

In addition, the government and various organizations have recognized the potential and value of the creative industry.

They have implemented initiatives to support and promote the growth of artists and creatives, including funding programs and capacity-building workshops.

These efforts create opportunities for artists to develop their skills, expand their networks, and access new markets, both domestically and internationally.

The National Cultural and Creative Industries Strategy in Zimbabwe was crafted to demonstrate local government's serious intentions to influence investment and growth needed in the cultural and creatives industry sector which has been experiencing numerous challenges in recent years.

The recognition of Zimbabwean artists and creatives would not only enrich the country's cultural landscape but also play a significant role in boosting the economy and attracting tourists.





through increased spending on accommodations, transportation, and other services.

The Victoria Falls Festival held annually is one of note that has guests from around the world.

### INTERNATIONAL COLLABORATIONS

The recognition of Zimbabwean artists has opened doors for collaborations with international artists and organizations.

This has allowed for cultural exchanges, joint exhibitions, and artistic workshops.

These collaborations not only enhance the skills and exposure of Zimbabwean artists but also attract international attention, leading to increased tourism and economic activity.

The likes of Diamond Platz, Morgan Heritage and Chris Martin collaborating with our local Jah Prayzah and Freeman HKD Boss has allowed them to gain more international visibility.

### ART AND CRAFT MARKETS

The works of Zimbabwean artists, such as stone sculptures, paintings, and crafts, have gained international acclaim and are sought after by collectors and art enthusiasts.

This has led to the establishment of local art and craft markets, attracting both local and international buyers.

The revenue generated from the sale of these artworks contributes to the country's economy.

Markets such as Stables, Queen of Hearts, Artisanal markets bring around potential partners and buyers for the artists and have been successful in linking some local artists with international buyers.

Galleries such as the one at Tengenenge Art Village, National Art Gallery and Mavros Gallery also allow for tourists to come and take in the art history of Zimbabwe.

### CULTURAL TOURISM AND FESTIVALS

Cultural tourism in the country can help boost the arts and crafts sector.

Tourists are drawn to Zimbabwe to explore its rich artistic heritage, visit art galleries and museums, and witness live performances, such as traditional dance and music.

This increase in cultural tourism not only brings in foreign exchange but also creates employment opportunities for locals in the tourism sector.

Festivals such as HIFA, and Jacaranda Festival have been well celebrated and attended with international guests.

These festivals promote the diversity and talent for Zimbabwean creatives, attracting visitors from different parts of the world.

The influx of tourists during these events boosts the local economy

### DEVELOPMENT OF CREATIVE INDUSTRIES

There is need to initiate the development of creative industries within the country.

This includes the growth of art schools, studios, and creative hubs that provide training, mentorship, and support to emerging artists.

By nurturing artistic talent and entrepreneurship, the creative industries can contribute to job creation, innovation, and economic diversification.

Zimbabwean artists and creatives can significantly impact the country's economic growth and tourism industry if adequately capacitated.

This can create economic opportunities for artists, boost cultural tourism, facilitate international collaborations, promote arts festivals, and spur the development of creative industries.



## ZIMTRADE CONDUCTS MARKET SCAN OF QATAR

By Velile Dube

**Z**imTrade carried out a market scan of Doha in Qatar, from 23-27 July 2023 to explore opportunities for local products, with a special focus on horticulture.

The objectives of the scan were to gather relevant information that can guide and enable Zimbabwean companies to export their products to the Qatari market and identify current specific information on available export opportunities.

The scan also sought to appreciate consumer behaviour and buying patterns in Qatar and understand various logistics and distribution options available for Zimbabwean companies looking to explore the market.

### ABOUT QATAR

Qatar is an independent sovereign Arab state with a population of about around 2,69 million people, according to the World Bank.

Arabic is the official language, although English is widely spoken by the communities who reside and work in Qatar.

Doha, where 80 percent of the population live, is the capital

and administrative centre of the country.

It lies on the eastern coast and houses the ministries, government departments, and financial and commercial institutions.

Doha is the most developed city in Qatar and houses the major wholesalers, distributors, and retailers such as Abu Khaliifa Trading, Abdul Aziz, Carrefour, Spar and Lulu Hypermarkets.

Other major towns in Qatar are Umm Said (the industrial town), Dukhan, Al-Khor and Al-Shamal.

Qatar's Gross Domestic Product (GDP) stood at USD179.7 billion in 2021.

Its per capita GDP was USD66,838 in 2021, which makes it a high-income country.

According to Trade Map, in 2022, imports into Qatar were valued at over US\$685 million with top imports coming from India, United States of America, Iran, South Africa and Netherlands.

Currently most imports from Africa are from South Africa, Morocco, and Kenya.

### OPPORTUNITIES

Opportunities are vast in Qatar for horticultural produce since the country is a net importer.

In the agriculture sector, the country is self-sufficient for 70 percent of its summer vegetables and 40 percent of winter vegetables.

Zimbabwean products are known for their quality.

The retailers and distributors engaged preferred high-quality produce and are willing to consider Zimbabwean products.

Throughout the scan, our blueberries were a common feature in the high-end retail outlets.

QATFA, the agricultural authority of Qatar is familiar with alfalfa and katambora seed from Zimbabwe and expressed interest in importing these products.

There is some production of grains, eggs and poultry, however, the country is still dependent on food imports.

There is also opportunity to supply agricultural inputs as the country is working towards the development of their own agricultural sector.



Opportunities also exist for the supply of meat and meat products once our own abattoirs and butcheries are certified for Halaal as this is a requirement in the market.

Further to this, the scan identified an opportunity for cordial beverages and other processed foods.

The extremely hot weather in Qatar requires regular hydration and one is limited to fizzy drinks and sweet fruit juice concentrates, if they are not drinking water which can be a mundane and uninspiring hydration option.

There are no cordials manufacturers that exist in that market and if local cordial manufacturers can penetrate that market, they will dominate it with an absence of competition.

There is high willingness to spend in Qatar, and particular mention of Ramadan period presents a huge demand for goat, mutton, fresh fruit and vegetables in Qatar.

Pricing is a key consideration as there are many different supplying countries

### **SUPPLYING THE MARKET, SOME CONSIDERATIONS**

Zimbabwean companies are encouraged to consider partnering with distributors in Qatar and the region for supply of products initially, with plans to set up a Zimbabwean office in the market for the future, depending on the level of business.

The country has a diversified import market concentration, and this presents the need for Zimbabwe to supply competitively.

With Zimbabwe being a land linked country, goods from Zimbabwe to Qatar can make use of air and sea transport.

Qatar Airways flies from Zimbabwe directly to Qatar, via Zambia and this is a good option for perishables and other high-value products.

Another option would be to export by road and then sea via South Africa or Mozambique.

The mode of transport is best determined by the perishable nature of the products being exported.

In accordance with the Gulf Cooperation Council (GCC) Customs Union, outlined in Law No. 41/2002 and implemented as the GCC Unified Customs Law on January 1, 2003, Qatar imposes a 5% ad valorem tariff on the cost, insurance and freight (C.I.F.) invoice value of most imported products, including food products.

The GCC has approved exemptions for approximately 400 goods (including basic food products, such as live animals, fresh fruit and vegetables, seafood, wheat, flour, rice, feed grains, spices, seeds for planting and powdered milk).

Other approved exemptions also

include diplomatic and consular imports, military and security products, civilian aviation, personal effects and used household items, passenger accompanied luggage and gifts, goods destined for charitable use, ships and other vessels for the transport of passengers and floating platforms, and products to be used for industrial projects.

Qatar also has a 20 percent tariff on iron bars and rods, non-alloy hot-rolled steel and 12-millimeter steel bars as well as cement.

Customs duties of 30 percent are levied on imports of urea and 15 percent on imports of records and musical instruments.

The sale of pork and pork products is strictly regulated, only available at one store for non-Muslim residents of Qatar. Pork, pork products, tobacco products, and alcoholic beverages are subject to a 100 percent import duty.

From distributors, the main drivers behind this preference are the lead time, the distance, and the climate conditions in relation to the infrastructure.

Warehouses are crucial to be logistically responsive since the lead time for imports is high due to paperwork and formalities.



# UNLEASHING ZIMBABWE'S SESAME EXPORT POTENTIAL

*By Natali Franciko*

Zimbabwe, a landlocked country in southern Africa, is poised to unleash its sesame export potential in the global market.

With its ideal climate and fertile soil, Zimbabwe has the "perfect" conditions for cultivating high-quality sesame seeds.

Sesame, also known as "benni-seed," is a highly sought-after commodity in international markets due to its versatility and nutritional value.

This article will explore the lucrative opportunity that lies in Zimbabwe's sesame exports and provide insights into the global market for this valuable crop.

The demand for sesame seeds in international markets has been steadily increasing over the years with recorded statistics of US\$3 billion and US\$3.6 billion recorded in 2018 and 2022 respectfully showing a 16 percent increase in global exports.

This can be attributed to the growing consumer awareness of the health benefits associated with sesame products.

Sesame seeds are rich in essential

nutrients, such as protein, fibre, and antioxidants, making them a popular ingredient in various cuisines and food products.

Additionally, sesame oil is widely used in cooking and as a base for skincare products.

Before venturing into the sesame export market, it is crucial to analyze the prevailing prices to ensure profitability.

The prices of sesame seeds in the international market are influenced by various factors, including supply and demand dynamics, quality standards, and market trends.

The global sesame export market presents a vast array of opportunities for Zimbabwean exporters.

Asia, particularly China, is the largest consumer and importer of sesame seeds singularly importing on 44 percent of sesame in 2022 alone.

The Chinese market is known for its high demand for sesame-based products, such as sesame oil and sesame snacks.

By understanding the preferences and requirements of Chinese consumers, Zimbabwean exporters can tailor their products to meet the

market demand and establish profitable trade relationships.

Apart from China, there are several other key markets that offer potential opportunities for Zimbabwean sesame exporters.

These include the Middle-East, United States, Japan, India, European countries, and other African countries.

By conducting market research and identifying potential importers in these markets,

Zimbabwean exporters can establish valuable trade partnerships and expand their reach in the global sesame export market.

By understanding the specific requirements, preferences, and regulations of these markets, Zimbabwe can position itself as a reliable supplier of high-quality sesame products.

Developing strong trade relationships with importers and staying updated with market trends will be instrumental in capitalizing on this global demand.

While exporting raw sesame seeds can be lucrative, there is an opportunity to add value to the

product and increase profit margins.

Value-added sesame products, such as sesame oil, tahini, and sesame-based snacks, have gained popularity in the global market.

By investing in processing facilities and developing a range of value-added products, Zimbabwean sesame exporters can cater to the diverse needs of international consumers and command higher prices.

Mozambique, a neighbouring country of Zimbabwe, has emerged as a major player in the global sesame export market.

The country's strategic location and favourable agro-climatic conditions have contributed to its success in sesame cultivation.

By examining Mozambique's sesame exports, Zimbabwean exporters can gain valuable insights into market trends, pricing strategies, and potential export destinations.

To support and facilitate the sesame export industry, Zimbabwean exporters can leverage various resources and support services.

These include government initiatives, trade associations, export promotion agencies, and financial institutions.

By tapping into these resources and availing themselves of the support services, sesame exporters can overcome challenges, access market information, and enhance their competitiveness in the global market.



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