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+263 78 866 5599



info@zimtrade.co.zw



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ZIMTRADE PARTICIPATES AT TÜRKIYE AFRICA FORUM

By William Gaviyau

ZIMTRADE RECENTLY participated at the 4th Türkiye Africa Business and Economic Forum held in Istanbul, Turkey from 19 to 21 October 2023.

The forum was organised by the Foreign Economic Relations Board of Turkey (DEIK) and brought together more than 3,000 businesspeople, policymakers, and experts from Türkiye and 54 African countries.

The aim of the forum was to strengthen the economic ties between Türkiye and Africa and to explore new opportunities for trade and investment.

The participation of ZimTrade, and four private sector companies was led by the Ministry of Foreign Affairs and International Trade.

The forum reaffirmed the commitment of Zimbabwe and Türkiye to enhance their bilateral and multilateral relations, based on mutual respect, trust, and solidarity.

Zimbabwe is strengthening its ties with Türkiye and the rest of the African continent, in pursuit of sustainable development and shared prosperity.

BUSINESS ENGAGEMENTS

In line with ZimTrade's mandate to grow trade between the two

countries, a series of B2B meetings with various Turkish companies were conducted, with results showing potential for Zimbabwean products to penetrate the market.

Buyers indicated interest to source from Zimbabwe, with special focus on sectors such as agriculture, mining, construction, and energy among others.

The business engagements also provided an opportunity for ZimTrade to showcase the products and services of Zimbabwean exporters, as well as to explore new markets and opportunities in Türkiye and beyond.

Some of the products showcased to potential buyers include the coffee, produced in Manicaland. As buyers tasted the product, they noted that it has higher quality compared to some products coming from Africa, indicating potential for Zimbabwean processed foods to perform well in the market.

The coffee samples attracted interest of several Turkish roasters and distributors, who expressed their willingness to explore further business opportunities with Zimbabwean coffee producers.

One of the roasters aptly said, "We are impressed by the quality and variety of Zimbabwean products and services.

"We see a lot of potential for mutually beneficial partnerships with

Zimbabwean companies in various sectors.

"We hope to continue the dialogue and follow up on the opportunities that emerged from this forum".

Currently, the import bill of coffee in Türkiye is US\$413 million, up from the US\$232.670 million recorded in 2021 which is 77.5 percent increase, according to Trade Map.

Most of the imports are sourced from Brazil, India and Netherlands with Uganda and Ethiopia the only Africa countries in the top ten.

Zimbabwean companies looking to penetrate the coffee market must ensure they meet issues on food safety, quality, and environmental impact and social responsibility.

Focus should be on applying good agricultural practices to reduce the presence of food contaminants, as the risk of contamination of any kind can be prevented by better growing, drying, processing and storage practices.

Mould is another important reason for coffee border rejections.

Ochratoxin A (OTA) levels, which are found on green coffee beans, are a specific point of attention.

OTA contamination can be caused during production (picking of over-ripe cherries), post-harvest practices (bad fermentation) and during transportation in humid / leaky containers or storage in badly ventilated warehouses.

The best strategy to address food safety as a producer is to follow good agricultural practices.

Buyers may require producers to meet the main standards of Global G.A.P.

They are standards for the certification of agricultural production processes that provide safe and traceable products.

Global G.A.P. has a special green coffee standard, which covers production from pre-harvest activities such as soil management and plant protection product application to post-harvest handling and waste management.

With Türkiye, the demand for coffee is massive as some of the buyers are traders who can distribute the product to other markets in Europe and Middle East.

ZIMTRADE ANNUAL EXPORTERS CONFERENCE IN PICTURES





on the SMECS Survey
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CS Survey Findings

2023 Exporters' Conference
16-18 October 2023, Harare, Zimbabwe

2023

2023 Exporters' Conference
16-18 October 2023, Harare, Zimbabwe

Financial

EXPORTING

ZimTrade

Paramount Garments

INTO THE FUTURE

2023 Exporters' Conference

2023 Exporters' Conference

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ZIMTRADE 2022 EXPORTER OF THE YEAR AWARDS





INTO FUTURE



Exporters' Conference 2023





SECTOR	WINNER	RUNNER UP
Building & Construction	Sunny Yi Feng Tiles (Zimbabwe) (Pvt) Ltd	Proplastics (Pvt) Ltd
Floriculture	Tsanga Flora (Pvt) Ltd	ZimFlora (Pvt) Ltd
Fresh Produce	Eastern Highlands Plantations	Tanganda Tea Company Ltd
Agricultural Inputs	Kutsaga	Pittsworth Seeds (Pvt) Ltd
Processed Foods	Zimbabwe Sugar Sales	Tanganda Tea Company Ltd
Agricultural Implements	Zimplow Holdings Limited	Proplastics Limited
Leather, Leather Products & Footwear	Zambezi Tanners (Pvt) Ltd	The Zimbabwe Bata Shoe Company
Engineering	Treger Products (Pvt) Ltd, Monarch Steel Division	Brown Engineering
Household & Electrical	Treger Products (Pvt) Ltd, Kango Products Division	Chloride Zimbabwe
Hall of Fame		
Furniture Sector	J W Wilson International (Pvt) Ltd	
Hides & Skins	Padenga Holdings	
Packaging Sector	Hunyani Paper and Packaging Ltd	



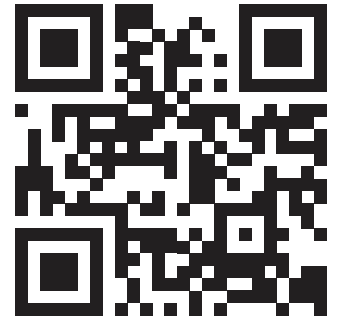


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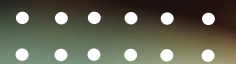
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GLOBAL EXPO

BOTSWANA

OPENS OPPORTUNITIES FOR ZIM COMPANIES

By Nozipho Maphala



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IMTRADE TOOK part in Global Expo Botswana 2023 from 11-14 October in Gaborone and facilitated the participation of 24 companies from different sectors to showcase their goods and services at the expo.

The exhibition allowed Zimbabwean companies to directly engage with retail buyers, wholesalers, and distributors as well as the general public who all took a keen interest in the products on display.

Participation at the exhibition is one of many deliberate efforts to leverage relations between Zimbabwe and its neighbour Botswana towards improved trade.

Botswana and Zimbabwe share cordial political relations that have cascaded into better trade relations; and as a result, the two countries have a bilateral trade agreement signed in 2018 which allows duty free, quota free access on certain goods under the agreement.

The Expo gave exhibitors an opportunity to discuss specific market requirements with buyers towards ensuring that our local companies produce to requirements in line with Botswana's regulations and market preferences.

Zimbabwe's strategically planned exports, including agricultural produce, mining products, building and construction materials, clothing and textiles, and processed foods, have increasingly gained significant traction in Botswana's market.

This expansion of trade horizons has not only boosted Zimbabwe's export figures but has also showcased its potential as an important regional player.

From agricultural produce to mining commodities and manufactured goods, Zimbabwe's export basket has become increasingly diversified and reflective of its rich resource endowment.

The diversification has allowed Zimbabwe to tap into new markets while minimizing the risks associated with relying on a single commodity's export revenues.

As a result, Zimbabwean businesses have been able to capture a larger market share in Botswana, fostering economic growth and employment opportunities back home.

The increased market share has however not only been restricted to larger companies, but to SMEs including youth and women owned business.

To ensure exposure of these two groups, part of the exhibitors at GEB 2023 included past and present participants in the youth exporter incubator program Eagles Nest, as well as the prestigious female entrepreneur empowerment program NEXT She Exporter.

This is part of deliberate moves to ensure that the exporter base is inclusive, and women and the youth are involved in contributing to exports and in trade discourse.

Global Expo Botswana 2023 exhibition was held under the theme 'AfCFTA as a springboard for enhanced Intra-Africa Trade', where it was also made apparent that political stability, good trade relations and international trade agreements are critical determinants of success of trade between countries.

The theme was accurate, as bilateral and multilateral agreements between countries can reduce trade barriers, lower tariffs, and foster economic cooperation.

By capitalizing on these agreements, businesses can gain a competitive edge and tap into the Botswana market with ease.





ZIMBABWE-NAMIBIA VIRTUAL FORUM STRENGTHENS BUSINESS LINKAGES

By Kudakwashe Tirivavi

THE ZIMBABWE-Namibia Virtual Business Forum, recently held, marked a significant milestone in strengthening relationships between Namibian and Zimbabwean businesses.

With over 150 delegates in attendance, including government officials and representatives from trade promotion agencies, the event aimed to foster collaboration and growth within the industry. The program encompassed a wide range of topics, including business opportunities in Namibia, doing business with Zimbabwe, and trade facilitation between the two nations.

Company testimonials were also shared, showcasing successful partnerships and collaborations between Namibian and Zimbabwean businesses.

The online trade forum featured a series of business-to-business meetings that provided networking opportunities for companies from both countries.

These meetings focused on various industries, such as

agricultural implements, engineering products, fast-moving consumer goods (FMCG), and leather and leather products.

The discussions aimed to explore potential partnerships and distribution synergies between Namibian and Zimbabwean businesses.

In her address, the Ambassador of Zimbabwe to the Republic of Namibia, Her Excellency Melody Chaurura, Chaurura commended the virtual forum as a crucial step in strengthening the existing bilateral trade agreement between Zimbabwe and Namibia. She also assured attendees that the Zimbabwean embassy would continue to serve as a conduit for facilitating trade and communication between businesses in both countries.

Speaking during the same programme, the Investment Attraction Manager at the Namibian Investment Promotion and Development Board, Selma Namutuwa, outlined her country's priority sectors for investment

and trade.

These includes renewable energy, the food industry, chemicals and basic materials, transport and logistics, services (digital and global business), fintech, metals, mining, adjacent industries, and machinery.

Whilst the event was B2B, ZimTrade was able to organise physical company visits to companies such as Hafa Peak which one of Namibia's biggest players into fertiliser and agricultural inputs.

Virtually, AGRA attended the B2B meetings as well and discussed potential distribution opportunities for Zimbabwean companies that are into agricultural implements to its 22 stores in Namibia.

Additionally, AGRA explored possibilities for supplying the northern region of Namibia with agricultural implements from Zimbabwe, especially those that can be utilised by smallholder farmers.

The program also covered mining and mining consumable products, with a meeting with Cymot.

Cymot presented their personal protective equipment (PPE) products and explored avenues for collaboration in heavy-duty mining equipment and consumables.

The Namibian, which offers opportunities for Zimbabwe to supply products and services, is built on mining, tourism, fishing, manufacturing and agriculture.

The mining industry consisting mainly of diamond and uranium and the sector employs more than 14 000 people.

Namibia is the fourth largest exporter of non-fuel minerals in Africa and is fifth world's largest producer of uranium with capacity to supply 10 percent of global output.

Other minerals produced in large quantities include lead, zinc, tin, silver and tungsten.

These offer opportunities to supply capital equipment, electricals consumables, and materials used for processes that include aluminium powder, ammonia, anodes and cathode, caustic soda, coal and cobalt sulphate.

There are also opportunities in Namibia's mining sector to export services such as engineering, surveying, instrumentation, transport, plant maintenance, environmental management and artisanal services like quantity.

Apart from exporting engineering skills, there are opportunities for Zimbabwean professionals in areas like the medical field, teaching, hospitality and catering, motor mechanics and skilled agriculture workers.

Another key economy sector for

Namibia is the fishing industry, which is concentrated in Swakopmund, Walvis Bay and Luderitz.

Unique opportunities for Zimbabwean exporters are in provision of supplies for the fishery value chain.

Although arable land accounts for only one percent, the agricultural sector is the largest employer, accounting 46 percent of total population.

The main farming products are beef, mutton and dairy, millet and maize, and these creates opportunities for exporters to supply farming inputs, equipment and medicines.

Namibia is classified relatively low on agricultural potential.

Thus, given Zimbabwe's favourable climatic conditions, this presents opportunities for local enterprises to export fresh produce, which include both fresh vegetables and fruits.



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REGIONAL VALUE CHAINS: OPPORTUNITIES FOR ZIMBABWE

By Karen Mukwedeya (Opinion)

THE ESTABLISHMENT of the Africa-wide trade agreement has undoubtedly stirred excitement within the local business communities.

Although some players looked at the African Continental Free Trade Area agreement with worries on the potential impact on competition.

However, through the AfCFTA, as well as the SADC and COMESA trade agreements, southern African countries now can thrive by leveraging on regional value chains.

For Zimbabwe, being a land-locked country, it stands to benefit the most. In today's interconnected global economy, the success of trade and economic development is

heavily reliant on the establishment and optimization of efficient value chains.

The concept of regional value chains revolves around the idea of leveraging the strengths and resources of neighbouring countries to create a mutually beneficial ecosystem.

While landlocked countries may face unique geographical challenges, they are by no means excluded from tapping into the advantages of regional value chains.

In fact, these countries have the potential to unlock immense benefits by strategically integrating themselves.

For businesses operating in Zimbabwe, tapping into regional value chains can offer a multitude of benefits and opportunities for growth.

Participating in regional value chains allows landlocked countries to diversify their supply chains by integrating with neighbouring countries.

This diversification not only mitigates the risk of disruptions but also enables companies to access a wider range of inputs, leading to enhanced product quality and competitiveness.

DIVERSITY OF SUPPLY CHAINS THROUGH ENHANCED MARKET ACCESS

One of the key advantages of being part of a regional value chain is the expanded market access it offers.

Landlocked countries often face logistical challenges due to their lack of direct access to ports and

international trade routes, having to leverage on the infrastructure and trade networks of their neighbouring nations.

However, being a land locked country opens us up to value addition opportunities.

IMPROVES COMPETITIVENESS THROUGH COST-SAVINGS AND EFFICIENCY

Regional value chains offer significant cost-saving opportunities for landlocked countries.

By pooling resources and sharing infrastructure with their neighboring nations, businesses can reduce transportation costs, streamline logistics, and improve overall operational efficiency.

Additionally, economies of scale can be achieved through joint investments in shared facilities such as ports, transportation

networks, and manufacturing hubs.

These cost savings and efficiency gains can directly contribute to improved profitability and competitiveness for businesses in landlocked countries.

INCREASED KNOWLEDGE AND TECHNOLOGY TRANSFER

Participation in regional value chains facilitates the exchange of knowledge, technology, and best practices among countries.

Zimbabwe can leverage the expertise and advanced technologies of their regional partners to enhance their own capabilities and competitiveness and similarly exchange their own skills with regional markets.

This knowledge transfer can lead

to increased productivity, improved product quality, and innovation.

COLLABORATION AND NETWORKING OPPORTUNITIES

Being part of a regional value chain offers ample opportunities for collaboration and networking.

Local businesses can establish partnerships with businesses and industry players in neighbouring nations, fostering cooperation, and sharing of resources.

These collaborations can lead to joint research and development initiatives, joint ventures, and the sharing of market insights and intelligence.

Through such collaborations, businesses in Zimbabwe can gain a competitive edge and access new markets and opportunities.



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ASSOCIATIONS PROVIDE NEEDED SUPPORT FOR GROWING EXPORTS

IF YOU want to go fast, go alone. If you want to go far, go together.” This adage might seem old, but it captures some of the solutions that will drive Zimbabwe’s exports, particularly focusing on the contribution of small-scale players.

There is an increasing realization that small businesses and small holder farmers play an important role in the economy and development of communities.

Apart from contributing to internal economic activities, these small businesses also have a potential to export their products and services.

However, given the nature of their economic activities and economies of scale, small businesses often face competitiveness challenges on the export market due to the high cost of doing export business.

As a result, in most cases they do not take part in global market activities, leading to minimal contribution to Zimbabwe’s export growth by this sector and if they do, most of the activities remain informal.

To address these challenges, business associations play a crucial role in giving much needed support to boost exports from small businesses.

These associations form alliances to work together and improve their business performances and

capacities.

For example, it might be expensive for a local small business to pay for transporting goods outside Zimbabwe but if they belong to an association, there is room to pull resources together and fund logistics required to transport goods.

This arrangement will ensure that one small business does not bear the huge cost of transporting goods on its own and will be more competitive on the export market.

The pulling of resources can also assist small businesses to develop into larger enterprises, through acquisition of capital equipment that improves on efficiencies.

An example is that small-holder tomato farmers can come together and acquire equipment for canning their produce for export to avoid loss of product during the peak season.

Such an arrangement would ensure that the farmers earn more by value-adding, hence increasing the “shelf life” of their tomatoes.

There is demand for canned tomatoes in countries such as Namibia and Angola, which an association of small-holder farmers has a greater chance of

supplying than individual operations.

By the same token, small businesses that belong to an association stand a better chance of fulfilling export market demands if they consolidate their goods and supply the required quantities.

However, to ensure consistency of quality, there is need for consolidation of processes, which will ensure that the several businesses produce an identical product although operating from different production facilities.

For example, one small business producing 500 pairs of shoes per week might fail to meet a demand for 10,000 pairs per month.

This target can, however, be easily met if five or six similar small businesses all produce the same required type of shoe and export as one consignment.

This way, small businesses will have an opportunity to take part in the global export market, and over time grow their businesses.

Additionally, entities that are members of business associations have the advantage that their issues are well represented to government and other relevant authorities, for an enabling environment for doing business.

This is because associations have organized members that are governed by codes of practice which promote the development of the sectors.

Current examples of success stories of associations in Zimbabwe that are providing business related support to their members include the Chipinge Macadamia Association that has been active in offering training in production expertise to its members.

The Association hosts seminars and workshops to assist their members with production related strategies, among other things.

Members also have the opportunity for peer-to-peer learning and mentorship that allows for networking and sharing of knowledge and experience with other members.

Further, the Association is currently developing a five-year plan that will cover key aspects of value addition and participation of members on the global export market.

Through the five-year plan, Association members are looking forward to improving output and quality of macadamia nuts and increase exports to Europe, Asia and the rest of the African continent.

This way members learn global trends in doing business and

brainstorm opportunities in the export market.

The Midlands Farmers' Hub, an association of small-scale farmers in the Midlands region (mainly around Gweru) has been working with ZimTrade in capacity building and market linkage support.

The capacity building activities include export awareness seminars that covered the foundations for export marketing, finance for exports and export documentation.

Other capacity building trainings covered requirements for organic certifications that will make it easy for local products to penetrate the global market, such as GlobalGAP.

Further to this, ZUBO Trust, a member-based organisation in Matabeleland is working towards enhancing women's sustainable livelihoods through increased participation in economic activities.

The trust, which operates in and around Binga, has been assisting its members to develop products that have potential to perform well on the export market.

These products include organic soap made from Jatropha, and arts and craft products such as baskets.

As world consumption patterns are becoming more skewed towards health living habits, the

Jatropha-based soap has potential in Asia, Europe and African countries, particularly Western African countries.

Modeled along the same lines is the Lupane Women's Centre which has a more than 4,500 members, the largest number of organised weavers in the country.

The Centre has been offering training to its members, provides a platform for women to showcase their skills and benefit from local and global market linkages.

Further to capacity development, the Centre assist its members with online marketing, attracting potential importers from across the world and working to ensure that their products attract the global market with ease.

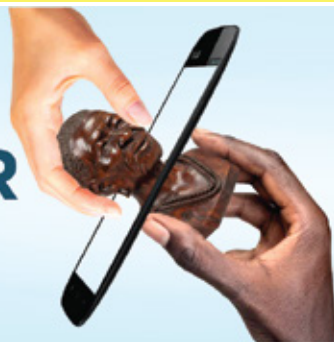
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**Danai Majaha,
Karen Mukwedeya,
Shepherd Chisada,
Dadirayi Mungate,
Tenson Wunganai
Nozipho Maphala,
William Gaviyau,
Kudakwashe Tirivavi**

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& 4th Avenue Bulawayo, Zimbabwe

+263-292 266151, 262378, 263-8677000378

EASTERN REGION OFFICE

Suite 6, Manica Centre 118 Hebert
Chitepo Street Mutare, Zimbabwe

+263-242 369330-35, 263-8677000374