

TRADING

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HIGHLIGHTS**

ZIMBABWE

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ZIM COMPANIES REAP BENEFITS FROM **FRUIT LOGISTICA FAIR**

TRADE FACILITATED the participation of 10 local companies in the horticultural sector to exhibit at the Fruit Logistica Fair, which was held in Berlin, Germany in February this year.

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.

Local horticultural producers who participated in the fair exhibited diversified produce and interacted with leading buyers from across the globe.

Fruit Logistica is the world's leading international trade fair for the fruit and vegetable industry. The event provides a platform for fruit and vegetable producers, buyers, packagers, handling experts and other interested parties from across the globe to meet under one roof.

Over 75,000 trade visitors and more than 3,000 companies participate at the event, offering a unique opportunity for Zimbabwean companies to interact with potential buyers and distributors from across the world.

The Fair provides opportunities for structured business-to-business (B2B) meetings with buyers of horticultural produce from across the world.

BUYERS KEEN TO IMPORT FROM ZIMBABWE

During the Fruit Logistica Fair, produce from Zimbabwe attracted interest from leading markets in Europe and beyond, who indicated the top quality of local produce as a major selling point.

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.

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.

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EXPORT PROMOTION EVENTS 2024

EVENT

DATE

1	FRUIT LOGISTICA, GERMANY	7-9 FEBRUARY
2	HORTICULTURE EXPORT MASTERCLASS BUSINESS LINKAGES MISSION TO NETHERLANDS,	FEBRUARY
3	SAUDI ARABIA MARKET SCAN	24 FEB-4 MARCH
4	RWANDA-ZIMBABWE BUSINESS FORUM	18-20 MARCH
5	ETHIOPIA MARKET SURVEY	25 MARCH-2 APRIL
6	ZIMBABWE-SOUTH AFRICA DIASPORA BUSINESS FORUM, JOHANNESBURG	3-4 APRIL
7	AGRITECH EXPO ZAMBIA	18-20 APRIL
8	ZIMBABWE INTERNATIONAL TRADE FAIR (ZITF)	21-25 APRIL
9	OUTWARD MISSION TO ANGOLA	7-9 MAY
10	INDONESIA MARKET SCAN	27-31 MAY
11	DRC INWARD MISSION, HARARE	29-31 MAY
12	OUTWARD MISSION TO TETE, MOZAMBIQUE	18-20 JUNE
13	ZIMBABWE-CHINA BUSINESS FORUM, HARARE	2-4 JULY
14	ZIMBABWE-UAE BUSINESS FORUM, HARARE	23-25 JULY
15	ZAMBIA AGRICULTURAL AND COMMERCIAL SHOW (ZACS)	JULY/AUGUST
16	MAPUTO INTERNATIONAL TRADE FAIR (FACIM)	AUGUST/SEPTEMBER
17	MALAYSIA INTERNATIONAL HALAAL SHOWCASE	17-20 SEPTEMBER
18	WINDHOEK ANNUAL TRADE FAIR	END SEPTEMBER
19	GLOBAL EXPO BOTSWANA	OCTOBER
20	ANNUAL EXPORTERS' CONFERENCE	15-17 OCTOBER
21	ZIMBABWE-QATAR BUSINESS FORUM, DOHA	5-7 NOVEMBER
22	LEARNING VISIT TO CANNABIS EXPO, SOUTH AFRICA	18-20 NOVEMBER

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ZIMTRADE 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,



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 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.

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.

There is need 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.





ZIMTRADE PLEDGES SUPPORT TO YOUTH-LED SMES IN RUSAPE

ONLINE with its mandate of energising Zimbabwe's export growth, ZimTrade pledged to support and integrate youth-led businesses in mainstream export businesses.

Riding on the support offered to Nyanga Craft Ciders in establishing an export journey, ZimTrade will identify more youth-led enterprises in Rusape and integrate them into mainstream export business.

Nyanga Craft Ciders is a youth-owned small business, that produce top-quality craft ciders. Initially the company was formed to add value to the Nyanga apples by making beverages from the apples,

later on incorporated other fruits to meet the palates of diversified Zimbabweans hence the introduction of fruity ciders.

The aim was to achieve production of a local cider made by local ingredients and to get people all over the world to taste the deliciousness of Nyanga fruits in a bottle.

To date, buyers who have tasted their products are confident of huge success in international markets, where demand for healthier beverages has been on an increase in recent years. Due to Zimbabwe's non-GMO policy, Nyanga Craft Ciders produce their products using

locally grown fruits, which in most cases are organic.

The company has been receiving support from ZimTrade, through the Eagles' Nest Youth Export Incubation programme, designed to inculcate an export culture among youth-led enterprises.

During the programme, Nyanga Craft Ciders, together with other participants, received practical solutions that will aid in navigating some of the difficult business terrain. The Eagles' Nest programme focused on areas such as product quality and controls, branding and packaging, marketing and negotiation skills, and business financial and administration literacy.



ZIMTRADE, TAZEPA CAPACITATE NEW EXPORTERS

GLOBAL TRADE is an important aspect of modern commerce, and understanding the procedures and regulations that govern it is essential for any organization looking to succeed in this field.

In today's global economy, businesses are looking for innovative ways to expand their market reach and increase their profitability.

One of the most effective ways to achieve this is through international trade.

However, navigating the complexities of the export trade cycle can be a daunting task, especially for those who are new to the process.

Thus, ZimTrade teamed up with TAZEPA to host an export practice and procedures workshop for new exporters and freight forwarding organizations.

This comprehensive training covered a range of topics, from

the roles of multilateral agencies like the WTO, WCO, and ICC, to the intricacies of the export trade cycle and international transactions.

Participants also learnt how to establish export sales contracts, navigate customs processes, and comply with rules of origin and other regulatory requirements.

The workshop placed special emphasis on the Incoterms 2020, a set of international commercial terms that can help businesses streamline their trade operations and avoid costly mistakes.

Participants were also advised on the need to eliminate export non-compliance and mitigate hidden costs, as well as understanding of the regulations and procedures that govern global trade.

The training was delivered by industry experts who shared their practical experiences and insights, making the workshop highly interactive and engaging.

During the workshop, participants learned about the different types of Incoterms, including EXW (Ex Works), FOB (Free on Board), CIF (Cost, Insurance, and Freight), and DDP (Delivered Duty Paid).

Another key subject covered in the training programs is the importance of establishing an export sales contract. This is a critical step in the export trade cycle, as it establishes the terms and conditions of the transaction and ensures that all parties involved understand their roles and responsibilities.

In addition to these topics, ZimTrade and TAZEPA also covered the roles of regulatory bodies such as customs and standards, as well as the exporter's responsibilities in relation to compliance and rules of origin.

This is essential knowledge for professionals looking to succeed in the world of international trade, as non-compliance can result in costly penalties and damage to a business's reputation.



ZIMTRADE CONDUCTS MARKET SURVEY OF **NIGERIA**

ZIMTRADE CONDUCTED a market survey of Nigeria to explore export opportunities for Zimbabwean companies.

The survey, conducted from 27 March to 7 April 2023 in Abuja and Lagos, also targeted at establishing initial contact with leading buyers in Nigeria.

The survey focused on key sectors such as fast-moving consumer goods, horticulture, building and construction

services, and essential oils.

With a population of over 200 million people, Nigeria is the most populous country in Africa and boasts a rapidly growing middle class. .

This has created a huge demand for goods and services, making it an attractive market for businesses looking to export to Nigeria and hence this presents room to grow Zimbabwe's share of Nigeria's total import bill which stood at

US\$52,44 billion in 2021 according to Trade Map.

Nigeria imports most of its products which include processed foods, and fresh produce.

Its major source markets for such products are the European Union, ECOWAS and SADC region, mainly South Africa.

The coming in of the African Continental Free Trade Area has created opportunities for local companies to land products in the market.



ZIMTRADE CONDUCTS MARKET SCAN OF QATAR

ZIMTRADE 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.



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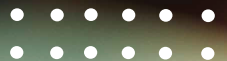
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INAUGURAL ZIMBABWE-MOZAMBIQUE BUSINESS FORUM HELD

THE IMPLEMENTATION of African Continental Free Trade Area has led to a surge in regional market opportunities, prompting ZimTrade to spearhead an increase in regional activities for local companies.

One such market teeming with diverse prospects is Mozambique. In May this year, ZimTrade – together with Zimbabwe Investment and Development Agency and APIEX of Mozambique organised the inaugural Zimbabwe-Mozambique Business Forum, which was forms part of many initiatives geared towards creating linkages between private sectors in the two countries.

Mozambique is open to foreign trade and leveraging on the political relationship between the Zimbabwe and Mozambique, ZimTrade has identified Mozambique as one of the markets with

potential for Zimbabwean products and services.

Mozambique is ranked amongst Zimbabwe's top export markets after South Africa and United Arab Emirates, and taking advantage of existing trade agreements will unlock opportunities for local companies.

The two countries share a bilateral trade agreement that has been in place since coming into force in 2005.

The focus of the agreement is to eliminate tariff and non-tariff barriers and to cooperate in customs and trade promotion.

Both countries are also signatories to the Southern Africa Development Community (SADC) Trade Protocol which stimulates and encourages trade by giving one another preferential treatment in the reduction or elimination of customs duties.

Key sectors that present opportunities for Zimbabwe include agricultural inputs and implements, fast-moving consumer goods, building and construction as well as the engineering sectors.

For example, there are several construction projects taking place in Mozambique, which have provided both direct and indirect business opportunities.

Zimbabwean companies have potential to supply products like wooden door and window frames, roofing tiles, PVC pipes, gum poles, and timber.

Further to this, there are also various opportunities in the agriculture sector.

Zimbabwean companies have the potential to supply products like seeds, chemicals, treated poles for fencing, tractor drawn implement, hand tools, chemicals and fertilisers among others.



OPPORTUNITIES FOR ZIMBABWE-PRODUCED ESSENTIAL OILS IN SOUTH KOREA

By Tatenda Machirori

ZIMBABWEAN NATURAL oils producers have an opportunity to supply their products into the South Korean market.

This was the biggest highlight of the study visit to the CosmoBeauty Seoul 2023 Show, held recently in South Korea.

Cosmobeauty Seoul, held from 25-27 May, is held annually and is known to be one of the biggest events in the beauty industry in South Korea.

South Korea has become known for its innovative beauty technology and skincare products therefore the Cosmobeauty Seoul is always a highly anticipated event.

This year, SCOPE4IVC partnered with ZimTrade, Bio-Innovation Zimbabwe and Usafi Oils to conduct a study visit to the trade exhibition, to gain more insights on the market needs and requirements for natural oils from plants such as baobab, marula, and Ximenia.

The four organisations are spear

heading the ongoing development work with clusters around Zimbabwe to source and promote natural oils for respective local and international markets.

Natural oils are produced from Zimbabwean indigenous products such as ximenia, mafura, baobab, mangongo, marula, which are found in abundant across the country.

These indigenous products are easily and readily accessible in our rural communities.

These products are picked wildy and sold without any value addition.

Lately there have been growing calls to value-add products to gain more value from them.

Rural communities stand to benefit from processing into value added products as this can create new revenue streams and enhance community development.

Products value added into oil can be used as raw materials for cosmetics.





WOMEN IN CHIENDAMBUYA TAKE ZIMBABWEAN CULTURE TO THE WORLD

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

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.

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.

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.



ZIMTRADE PARTICIPATES AT TÜRKIYE AFRICA FORUM

ZIMTRADE 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.

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

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

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.



ZIMBABWE-NAMIBIA VIRTUAL FORUM STRENGTHENS BUSINESS LINKAGES

THE ZIMBABWE-Namibia Virtual Business Forum, held in October this year, 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.

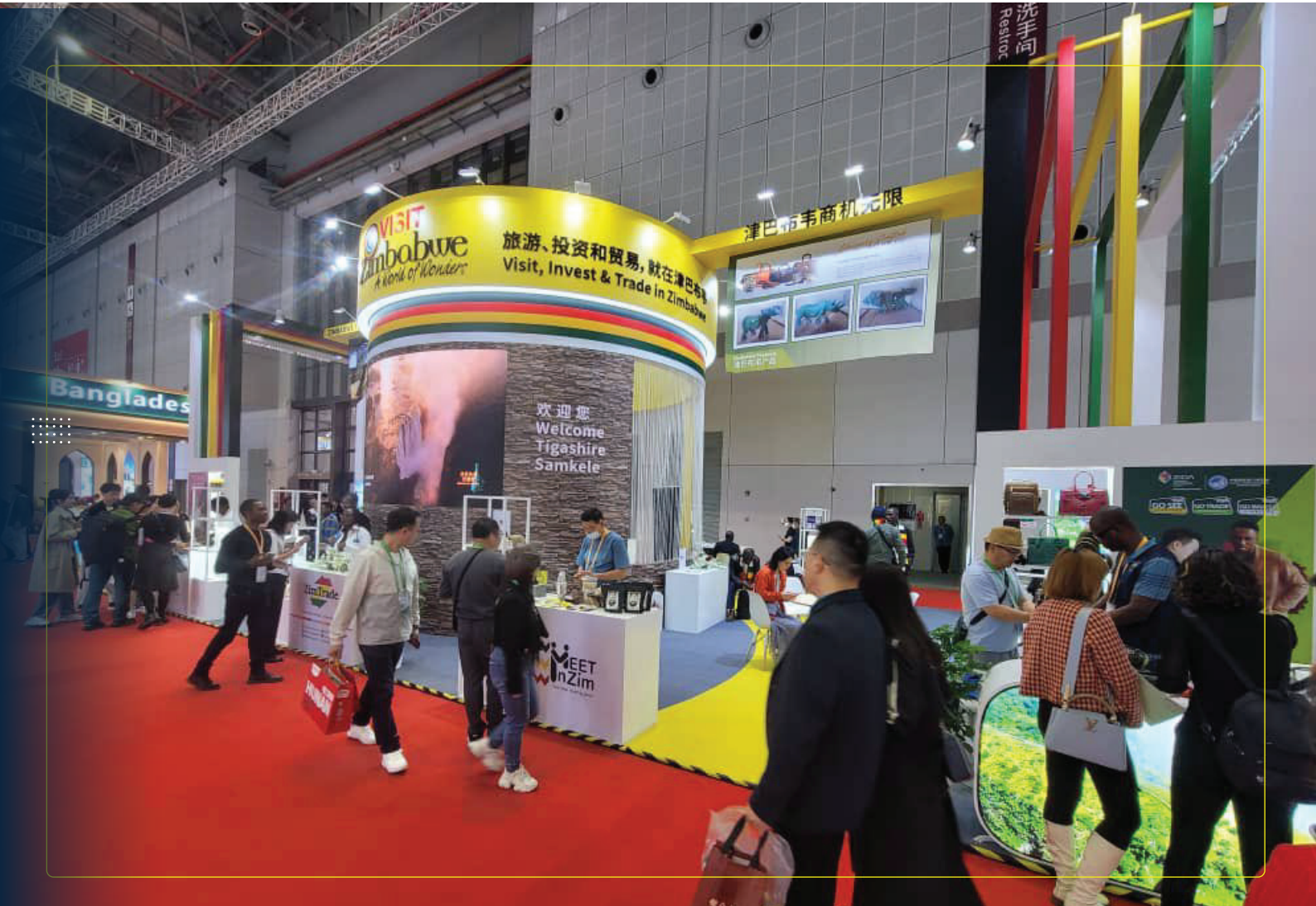
Company testimonials were also shared, showcasing successful partnerships and collaborations between Namibian and Zimbabwean businesses.

The online trade forum featured a series of business-to-business meetings that provided network

ing 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.



CHINA DEVELOPS STRONG APPETITE FOR ZIMBABWEAN GOODS

ZIMBABWEAN PRODUCTS are set to record increased growth to China as demand for local products is on an upward trend in the market.

The participation of Zimbabwe at the 6th China International Import Expo (CIIE), that was held in Shanghai, China from the 5-10 November exposed the demand, which is set to boost the country's exports to Asia when local companies start to meet order

requirements.

The participation of Zimbabwe drew participants of local institutions and private sector players.

The Expo was running under the theme "New Era, Shared Future." Since its inception in 2018, the CIIE has become a significant platform for promoting global trade and facilitating international cooperation.

It is designed as a comprehensive platform to showcase prod

ucts and services from around the world, promote bilateral trade, and foster economic globalization.

The expo featured various exhibition areas, including trade in food and agricultural products, consumer goods, services, automobiles, equipment, technology, and healthcare.

Participating companies under the ZimTrade umbrella were drawn from processed foods, leather and arts and crafts and crafts sectors.

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