

TRADING

Post

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TOP STORIES

- ▶ **Angola Outward mission set for May 2024**
- ▶ **ZimTrade commits to capacitate SMEs in Mabvuku, Tafara**
- ▶ **ZimTrade eyes sweet potato exports**
- ▶ **Market Focus: Abundant opportunities in Ethiopia**

LUANDA ANGOOLA





1 ZIMTRADE EYES SWEET POTATO EXPORTS

By Kudakwashe Tarivaviri

ZimTrade is spearheading a transformative initiative of integrating communities, particularly rural communities, in mainstream export business through production of internationally competitive sweet potatoes.

This rewriting the narrative of horticultural exports, from a preserve of the well-established farmers to a terrain equally accessible by small-holder and rural farmers, is designed to create sustainable revenue streams and improve livelihoods of previously marginalised communities. In Midlands Province, ZimTrade is establishing a sweet potato cluster, an addition to the existing peas cluster.

This initiative towards diversification and economic empowerment holds the promise of not just yielding crops, but of sowing the seeds of prosperity and global recognition for local farmers.

The initiative adds to an array of already existing clusters, nurtured by ZimTrade over the years to showcase a remarkable diversity of products such as leather goods, honey, pineapples, arts and crafts, bananas, marula, sesame, peas, citrus fruits, and baobab.

Sweet potatoes are recognized as nutritional powerhouses rich in key vitamins A and C, manganese, fibre, and strong antioxidants.

Its remarkable adaptability to various climates and soil conditions makes it a great choice for widespread cultivation, particularly in regions such as the Midlands where its year-round growth potential holds promise for sustainable production.

Recently, ZimTrade organized an export awareness seminar for the pioneering members of the Midlands Agriculture Commodities Cooperative (MACC).

This cooperative, borne out of extensive community engagements between 2022 and 2023, stands as a testament to the power of collaboration and shared vision in driving agricultural prosperity.

The sessions at the seminar delved dealt with ways of cultivating premium produce, covering everything from land preparation and planting techniques to proper weed control, irrigation, and harvesting methods.

Experts emphasized the importance of best agricultural practices to ensure the highest quality sweet potatoes, meeting the stringent specifications of international markets.

The importance of meeting strict international standards for variety selection, sizing precision, and pest/disease prevention was underscored.

The seminar went beyond cultivation, equipping participants with the knowledge and tools to navigate the complexities of exporting.

In addition, participants were exposed to market research techniques, funding acquisition, and logistics coordination.

Additionally, the crucial art of securing payments was explored, which is a vital element for export success.

In terms of organising the functions of the cluster, the seminar highlighted on the transformative power of collaborative clusters in horticultural exports.

Participants learnt how these alliances can catalyse knowledge sharing, fortify their collective negotiating power, and streamline access to vital resources.

A compelling narrative of unity, shared responsibility, and effective leadership within the cluster inspired a vision of collective success and sustainable growth, leaving participants excited about the future of their sweet potato export enterprise.

There are opportunities for sweet potatoes to be a potentially lucrative agricultural commodity capable of positioning Zimbabwean horticulture on the global map.

With increased production of export-focused sweet potatoes, local players can unlock access to existing markets that are sourcing from Africa. Figures on Trade Map shows that African nations that have been exporting sweet potatoes include Egypt (US\$81 million, South Africa (US\$10 million), and Mali (US\$2 million).

A deeper dive into Trade Map data unveils a

compelling narrative of the global demand dynamics for sweet potatoes, showcasing a consistent upward trajectory in imports since 2014.

The escalation from US\$330 million in 2014 to a peak of US\$800 million in 2021 indicates a robust appetite for this nutritious tuber in international markets.

While the subsequent dip to US\$720 million in 2023 might suggest a temporary adjustment, the overarching trend underscores the undeniable commercial attractiveness of sweet potato exports. Against the background of a global market exhibiting sustained growth trends over the past decade, the potential for Zimbabwe to capitalize on this lucrative opportunity and carve a significant presence in the international sweet potato trade landscape is promising.

With the Midlands poised to unlock access to international sweet potato markets, the ongoing efforts are a clarion call to local producers and aspiring exporters nationwide





2 ZIMTRADE COMMITS TO **CAPACITATE SMES** IN MABVUKU, TAFARA

By Natalie Franciko

In the dynamic landscape of global trade, small and medium-sized enterprises (SMEs) often face formidable challenges in breaking into international markets.

For Zimbabwean SMEs, these hurdles can be particularly daunting.

ZimTrade's mission to facilitate the growth and development of Zimbabwean exports is central to achieving this goal is the organization's commitment to equipping SMEs with the knowledge, skills, and resources necessary to succeed in international trade.

Through a range of targeted programs and interventions, ZimTrade offers comprehensive training programmes to develop small businesses into export-ready and competitive businesses.

Recognizing the importance of education in empowering SMEs, these programs are designed to provide participants with a deep understanding of the intricacies of international trade.

From market research and product development to logistics and finance, participants gain invaluable insights into every aspect of the export process.

Through interactive workshops, seminars, and one-on-one mentoring sessions, SMEs are equipped with the tools they need to navigate the complexities of global markets successfully.

To bolster local trade and pave the way for future export success, ZimTrade recently conducted an intensive export awareness training program tailored specifically for SMEs in the vibrant communities of Mabvuku and Tafara.

This initiative, which covered a diverse range of topics essential for navigating the complexities of international trade, underscores ZimTrade's unwavering commitment to building the capacity of Zimbabwean businesses at the grassroots level.

The training program, designed by a team of ZimTrade's experts, delved into a myriad of critical areas essential for export success.

From laying the foundations of export marketing to understanding the intricacies of export documentation, participants were equipped with the knowledge and skills necessary to embark on their export journey with confidence and competence.

At the core of the training was a comprehensive exploration of the foundations of export marketing.

SMEs were guided through the fundamental principles of market analysis, customer segmentation, and competitive positioning.

By gaining a deeper understanding of market dynamics and consumer behavior, participants were better prepared to identify lucrative export opportunities and tailor their marketing strategies accordingly.

Furthermore, the training shed light on the indispensable role of export documentation in facilitating cross-border trade.

Participants received practical guidance on navigating the intricate web of permits, licenses, and certificates required for exporting goods.

Through hands-on workshops and case studies, SMEs gained invaluable insights into streamlining documentation processes and ensuring compliance with international trade regulations.

Moreover, the training emphasized the importance of differentiation for value addition as a key driver of export competitiveness.

SMEs were encouraged to identify unique selling propositions and leverage them to enhance the perceived value of their products in target markets.

By focusing on quality, innovation, and authenticity, participants learned how to carve out a niche for themselves amidst fierce global competition.

Market entry and opportunity analysis were also given due attention during the training.

SMEs were equipped with the tools and techniques needed to conduct thorough market research, assess market demand, and identify untapped market segments.

Through real-world case studies and interactive exercises, participants honed their ability to identify promising export markets and devise effective market entry strategies.

Packaging basics emerged as another focal point of the training, with SMEs learning the critical role packaging plays in capturing consumer attention and safeguarding product integrity.

From materials selection to design aesthetics, participants gained practical insights into optimizing packaging for maximum impact and functionality.

Additionally, the training underscored the significance of branding and labelling for international success.

SMEs were capacitated in the art of crafting compelling brand identities and developing culturally sensitive labelling strategies tailored to diverse international markets.

By understanding the nuances of global branding and labelling standards, participants were empowered to convey trust, credibility, and authenticity to overseas consumers.



ZIMBABWE-ANGOLA TRADE MISSION



14-16
MAY
2024

EXPRESSION OF INTEREST TO PARTICIPATE IN THE **ZIMBABWE-ANGOLA TRADE MISSION**

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3 ANGOLA OUTWARD MISSION SET FOR MAY 2024

ZimTrade is organising an outward seller mission to Angola designed to enhance linkages between local exporters and leading buyers in that market.

The Zimbabwe-Angola Trade Mission, scheduled for 14-16 May will feature a comprehensive programme designed to foster connections between the Angolan and Zimbabwean private sectors.

ZimTrade chief executive officer, Mr Allan Majuru Allan Majuru, said the trade mission would shape Zimbabwe's future exports into Angola.

"This trade mission will bridge gaps and forge lasting partnerships between businesses in our two countries, which will drive bilateral trade to unprecedented heights.

"This is a critical step towards shaping a future, where Zimbabwean products become a mainstay in the Angolan market.

"By showcasing the quality and competitiveness of Zimbabwean products, we can unlock new export avenues and significantly boost our economic ties with Angola, which will diversify our export markets and boost economic growth," he said.

Further to create avenues for Zimbabwean products in the Angolan market, Mr Majuru said the trade mission will also allow local companies to identify sources of raw materials from potential partners in the market.

"This mission will not only open new markets for our finished goods in Angola but also create vital connections for sourcing raw materials at competitive prices, thus creating a win-win situation for both economies.

"Already, a lot of excitement has been generated among Angolan businesses, who are looking to establish supply networks with manufacturers from Zimbabwe," said Mr Majuru.

Angola, a member of the Southern Africa Development Community (SADC) together with Zimbabwe, presents opportunities for local products across sectors.

Statistics show that Angola's import bill grew from US\$11,36 billion in 2021 to US\$17,71 billion in 2022.

Of this growing import figure, Zimbabwean companies have an opportunity to supply some of the top import products in Angola.

There is high demand in Angola for imported products in the fast-moving consumer goods such as meat and processed foods.

The market is aware of the good quality from Zimbabwe and this can be used as a basis to introduce new products and increase distribution of existing product lines.

There is scope to export meat (chevron and beef) to Angola which is in high demand with products coming from the SADC region, Brazil and Argentina.

Interesting about meat products is that countries in the region are failing to meet demand, giving room for countries out of the continent to export more to Angola.

For example, there is high demand in Angola for imported products in the fast-moving consumer goods such as meat and processed foods.

Local producers can leverage on Zimbabwe's proximity to Angola and existing trade agreements to increase meat exports to Angola.

There is scope to increase Zimbabwe's meat exports to Angola by focusing on value addition of specific products such as chicken and pork, which can perform well in the market.

Further to this, there is potential to increase processed foods such as tinned foods, fruit juices and cordials.

These value-added products will position local producers to potentially earn more value from their export products and at the same time increase job creation and economic activities in Zimbabwe.

Agriculture production is minimal in Angola and their local produce accounts for less than 15 percent of what is available in their local super-market outlets.

The growth in Angola's agricultural sector is stimulating an increase in the demand for agricultural implements.

Zimbabwean fresh produce such as vegetables and fruits have a ready market in Angola and

local suppliers can aim to meet certification requirements that will make market penetration easier.

Zimbabwean exporters can also target specific agro-based solutions such as plant and equipment as well as chemicals.

There is significant demand for farm implements, especially ox-drawn implements. The indicative market for implements is concentrated in the North other country.

In addition, the agriculture sector also presents opportunities for technical skills for Zimbabwe, which has a wide range of skill competencies in agricultural areas that Angola has an interest in and would significantly benefit from, such as horticulture, agronomy, veterinary services, and crop sciences.

These and other opportunities will be discussed at the forthcoming trade Mission, which will encompass a diverse range of activities, including a business forum, company visits, and business-to-business engagements.

These initiatives aim to facilitate direct interactions between key stakeholders from both countries, fostering a deeper understanding of each other's markets and business environments.

The Trade Mission comes at a time when both Zimbabwe and Angola are actively seeking to expand their economies and capitalise on the opportunities presented by regional and continental integration initiatives, including AfCFTA.





MARKET FOCUS:

4 ABUNDANT OPPORTUNITIES IN ETHIOPIA

By William Gaviyau

Ethiopia is a country that is in the horn of Africa and has an estimated population of 127 million as of 2023, making it the second most populous country in Africa after Nigeria.

The country has a ten-year development plan that is supported by the various economic strategies such as Homegrown Economic Reform Agenda (HGER II).

The key sectors of Ethiopia's economy are services, agriculture, and mining.

Ethiopia is a signatory to several trade agreements with COMESA and AfCFTA being the shared agreements with Zimbabwe.

To understand the key opportunities in Ethiopia, ZimTrade conducted a market survey of the market this year, with identified sectors with opportunities including horticulture, building and construction (services), and processed foods.

There are several issues to consider when targeting the market, such as population, and logistics.

Ethiopia has a population of more than 120 million, which means a strong marketing strategy must be developed for products targeted a wide range of consumers.

There is also need for companies to consider activation sales and monthly promotions and tastings to push their brand visibility.

Entry into the retail sector or FMCG requires that companies enter into distributorship agreements with established retail distributors in the country.

Since Zimbabwe products are known to be of non-GMO this serves as a comparative advantage to enter the market and taking into consideration the different consumer tastes.

Local presence also helps in dealing with associated consumer issues.

In the short run, dealership entry model can be used with the longer-term view of setting up operations through joint ventures in Ethiopia.

For companies to break-through and reap meaningful benefits they must have a presence in the market.

From the survey it was noted that registration of foreign companies in Ethiopia takes shorter period. There is also need to leverage on huge diplomatic presence in Addis.

Africa Union has its headquarters in Addis and several international cooperation agencies.

This means that a huge number of foreigners require consistent food supplies that are almost like their countries of origin.

Thus, for this niche market, companies can leverage on the foreign community and use them as a springboard for entering the market.

Companies can also take advantage of tenders, which are open to foreign companies.

Ethiopia is developing its infrastructure and has tenders that require foreign participation.

The types of tenders in Ethiopia are for construction projects, consultancy services and supply provisions to contracts.



5 PICKING YOUR TRADE SHOW IN ZAMBIA

By Gugulethu Mpofu (Opinion)

As the delegation of Zimbabwean companies recently participated at the Agritech Expo in Chisamba Zambia, some interested parties may wonder what the Zimbabwean agricultural sector stands to gain from the market.

The Expo, which ran from 18–20 of April, offers the ideal setting for showcasing their products to a wide range of audiences throughout the region and establish strategic alliances while promoting their brands.

This is because Zambia's growing agricultural sector has a strong demand for equipment, implements and inputs.

Zambia presents an alluring option for both new and seasoned exporters seeking to increase their opportunities, given the proximity of the two nations.

By taking part in the Agritech Expo and Zambia Agricultural Commercial Show (ZACS), ZimTrade has identified numerous market prospects throughout the years and will keep promoting increased market engagement.

Strategic partnerships, increased exports, and more revenue are among potential benefits to be derived from networking during these two.

Evidently, exhibitions offer a prime opportunity for Zimbabwean companies to expand their reach, forge valuable connections, gain knowledge, and explore new export markets.

By showcasing their impressive products and expertise in Zambia, these innovative firms can position themselves for success across borders.

Whether they're looking to access emerging technologies, build partnerships, or tap into lucrative sales channels abroad, participation high-profile trade platforms can provide a strategic springboard.

Attending an expo could be a smart move to spread your wings beyond Zimbabwe and take flight across Africa.

Understanding the market landscape and customer needs

Attending an expo could be a smart move to spread your wings beyond Zimbabwe and take flight across Africa.

To maximise the benefits of attending an expo, businesses should first decide on specific objectives, such as networking, market research, or finding new distributors or clients.

This will help focus the events' activities.

An expo like AgriTech attracts farmers, suppliers, and industry experts from Zambia and beyond.

By showcasing products and services, a business can increase its visibility and find new customers in Zambia as well as other African countries.

Here, a business will discover an untapped market for its, for example, irrigation equipment or connect with a distributor interested in your organic fertilizers.

If the company's objective is market research, attending an event like Agritech may assist in understanding difficulties encountered by Zambian farmers before exporting to discover how your goods may serve them.

Companies can find a competitive edge in developing solutions that address current challenges.

This expo is a direct information source in terms of consumer preferences and industry trends on the export market.

For seasoned exporters, expos are a prime

opportunity to meet current customers in person and strengthen those relationships.

It can also connect with new leads and turn them into loyal customers by showcasing its latest products and services.

For prospective exporters, the most important thing is to focus on the needs of its existing and potential customers.

A business must ask the question: Why should farmers and suppliers be interested in its products and services.

Companies need to focus their messaging on the key benefits and solutions they provide to existing challenges.

Additionally, an exhibiting company must prepare promotional materials like product brochures, business cards, and samples to share with attendees.

Promoting participation at an expo

One of the mistakes companies often make is

resigning the requirement to promote their participation at Expo to the organisers of the programme.

This is not the best way to approach this. Participating companies or exhibitors must promote their participation before, during and after the event.

One way of doing this is promoting attendance and booth on social media, website, and newsletters at least a month before.

At the event, post live updates, behind-the-scenes footage, and encourage people to visit.

After the expo, follow up with a recap of experience, new offerings or partnerships, and express thanks to those who connected with the company.

Interacting with other exhibitors is also a chance to see the latest technologies and innovations.

Evaluating competitors' helps ensure your own solutions are still best-in-class.



WE CAN CRAFT GLOBAL SUCCESS IN ARTS AND CRAFTS EXPORTS

By Sheron Chingonzo

Zimbabwe boasts a rich and vibrant of arts and crafts, a tradition that has thrived for generations and supported communities for centuries.

From meticulously carved wooden sculptures to intricately woven baskets, these creations are not just beautiful objects, but expressions of Zimbabwe's cultural heritage passed down through families and communities.

What is exciting when looking at the sector is that Zimbabwe's arts and crafts have not been a hidden gem, but the country has shared its artistic legacy with the world, exporting not just these stunning crafts, but the very essence of its culture.

From pre-colonial era to modern times, Zimbabwe has had a strong reputation for high-quality and unique pieces, and its art is in demand around the world.

For example, Zimbabwe's stone sculptures have gained international recognition for their unique style and beautiful depictions of human and animal forms, sculpted from hard stones like serpentine, lepidolite, and black granite.

In light of the strong emphasis from President E.D Mnangagwa's Second Republic to position Zimbabwe at the centre of global supply chains, it is important to consider the arts and crafts sector as one of the low hanging fruits for the country.

Already, President Mnangagwa has since pledged support to local creatives, indicating that his Government will create an environment that supports the culture and creative economy.

Last year, President Mnangagwa launched the National Culture Month in Binga, designed to showcase the country's rich cultural diversity, with a strong emphasis on unlocking economic gains from the unique aspects of Zimbabwe's localities and cultural heritage.

To ensure that local creatives improve earnings from their hard work, national trade development and promotion organisation – ZimTrade – is working with local and international experts to develop capacities and improve competitiveness of local artists in international markets.

These interventions, including some insights that will be shared in this article, are designed to make it easy for local artists to unlock access to lucrative international markets, such as Europe, Middle-East, and Asia.

The renewed focus on the arts and crafts sector has had positive outcomes for the country's

exports in the past few years.

According to Zimstat, the sector recording a 15 percent growth in 2023, from US\$8,7 million in 2022 to US\$10 million.

In the start of this year, arts and crafts exports increased by 19 percent to US\$683,000 in January 2024 from US\$572,000 in January 2023.

The coming in of export clusters established by ZimTrade to integrate small players in exports, such as the Mashava Arts Cluster are expected to contribute towards further export growth from the sector.

To ensure sustained growth, there are areas local artists need to consider as they carve a strong presence in export markets.

Segmentation and unlocking niche markets

The first step in exporting arts and crafts is understanding the diverse preferences of the global consumer base.

Although arts and crafts exports are about sharing Zimbabwe's cultural diversity, there is need to ensure that the local practices and interests align with the expectations of the market.

For example, issues of eco-friendly and ethically sourcing are increasingly becoming important to buyers in Europe, and when targeting the market, there is need to ensure that the locally-produced products respond to such emerging issues.

Artists targeting European market must consider use of natural materials and sustainable practices in their production process.

This will ensure easy sales.

Through segmentation, businesses can identify specific groups with common interests, behaviours, and needs.

This approach allows artisans to tailor their products to niche markets, ensuring that each creation resonates with a distinct audience.

Further to this, the broad buyer groups identified for Zimbabwe's arts and crafts are locals, tourist market and the export market.

Too often, artists wish to export all they produce without a good grasp of what products appeals to which audiences.

For instance, when one considers the segmentation of traditional handmade pottery, while some consumers may be drawn to the rustic charm of traditional colourful designs, others may seek more plain, modern and minimalist pieces.

This differs from country to country, and region to region.

Some pieces make sense for a tourist visitor because they have a connection to the place and understand the piece, especially if they have met the artist.



The same piece may have no appeal whatsoever to a person in foreign market who has neither been to Zimbabwe nor has any connection to the local traditional art.

By recognizing these distinct preferences, artisans can refine their offerings and effectively cater to a variety of tastes.

Connecting with the right audience

Once segmentation is complete, the next crucial step is targeting—the process of directing marketing efforts towards the identified segments.

Crafting a compelling narrative that aligns with the values and preferences of the target audience is essential.

This not only fosters a connection but also increases the likelihood of successful sales.

A classic example used is that, if an artist specializes in creating eco-friendly and sustainable crafts, targeting environmentally conscious consumers becomes paramount.

Communicating the use of recycled materials, ethical production processes, and the impact of their purchase on local communities adds depth to the product story, making it more appealing to the targeted audience.

Going a step further by creating information cards with full product descriptions also helps draw the environmentally conscious buyer who has enough information to use when discussing

and showing off the piece with friends and peers in Europe.

Increasingly, acquiring certifications to back claims of ethical extraction and use of raw materials has become important in some markets that are serious about sustainable environmental practices.

Carving a distinct identity

Positioning is the final piece of the puzzle, determining how a brand or product is perceived in the market.

In the arts and crafts export industry, effective positioning involves highlighting the unique cultural and artistic aspects of each creation. This not only differentiates the product from competitors but also adds value in the eyes of the consumer.

A good brand name comes in handy as it helps the product be easily recognised and to build a loyal audience faster.

Consider the case of a small studio producing hand-made baskets, turning these into lampshades.

By positioning their products as usable decorative pieces of art inspired by traditional techniques, they create a narrative that transcends the functional aspect of a basket.

This artistic positioning elevates the product to a unique and desirable level in the market.

TOTAL EXPORTS

US\$864.8 million

US\$1.18 billion

**Jan-Feb
2023**

**Jan-Feb
2024**

**37%
increase**

7 ZIMBABWE'S EXPORTS SOAR

Zimbabwe's exports have maintained a robust upward trajectory since the beginning of the year, fuelled by President E.D Mnangagwa's steadfast commitment to revitalizing the country's economy and strengthening its position in the international market.

Despite the challenges posed by global economic uncertainties, Zimbabwe's exports have surged, which is a strong indication of the Second Republic's commitment to economic development and prosperity.

Statistics released by Zimstat recently show that Zimbabwe's exports grew by 37 percent between January-February this year, to US\$1,18 billion, up from US\$864,8 million recorded same period in 2023.

This remarkable feat not only reflects the resilience of Zimbabwe's economy but also underscores President Mnangagwa's unwavering dedication to positioning Zimbabwe at the forefront of global supply routes.

During the same period, Zimbabwe's exports have not only grown, but the country has made great strides in closing the trade balance, which had affected growth in the past years.

Statistics show that while imports increased by 12 percent to US\$1,41 billion from US\$1,26 billion in 2023, the trade deficit for the period under review stood at US\$234 million, which is a 40 percent decrease when compared to a deficit of

US\$392 million recorded during the same period in 2023.

What is also celebrated during the period under review is the export performance of manufactured of value-added products, which grew by 81 percent, from US\$44.45 million between January – February 2023 period to US\$80,5 million in 2024

Further to this, efforts to diversify export markets continue to bear positive fruits as the country is cutting down on its over-reliance on South Africa, with exports to the market dropping by 6.6 percent, from US\$372,2 million to US\$347,76 million.

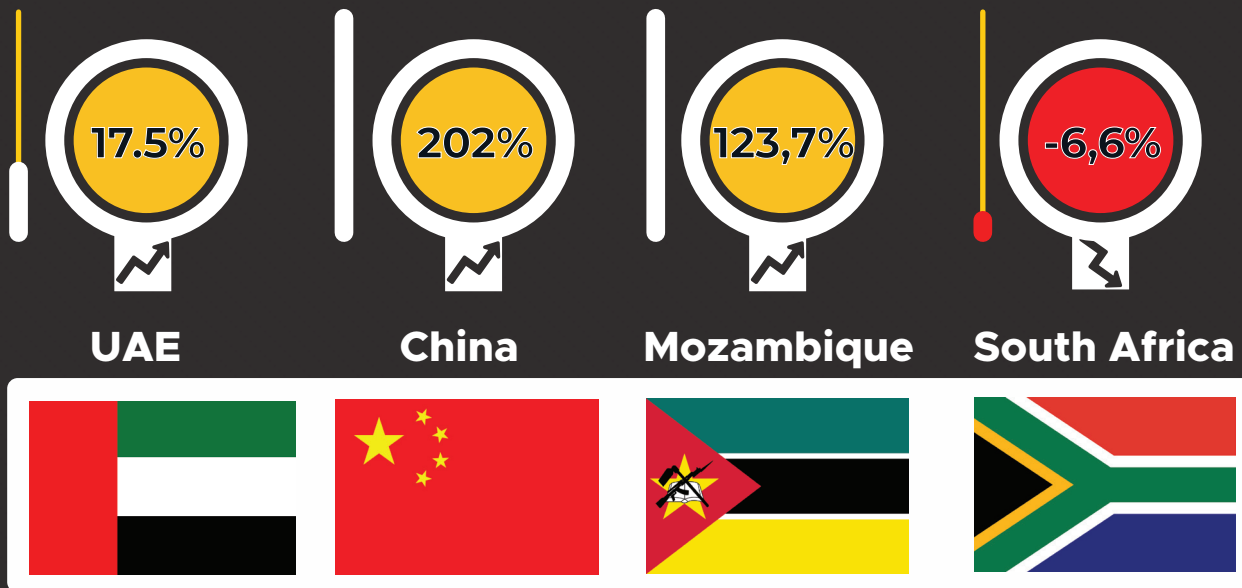
During the same period, exports to United Arab Emirates (UAE) increased by 17 percent to US\$280 million this year, from US\$237,7 million. Exports to UAE are picking up after decreasing by 10 percent in full year of 2023, and projections are that they will close on a positive note by end of year.

Exports to China have also increased by 202 percent to US\$264 million in 2024, from US\$87,5 million last year.

In the region, exports recorded an impressive growth to Mozambique (123,7 percent) and Zambia (60,4 percent) from US\$44,1 million – US\$98,5 million, and US\$14,1 million – US\$22,6 million respectively.

This year, national trade development and

MAJOR EXPORT MARKETS



promotion agency, ZimTrade, is scheduled to double export promotion programmes in the two markets, to deepen linkages between local exports and buyers in the markets, as well as ensure sustained export growth.

In Mozambique, ZimTrade is organising an Outward Seller Mission to Tete from 18-20 June, as well as the second appearance of Zimbabwe at this year's edition of Mozambique International Trade Fair (FACIM).

ZimTrade is also facilitating for participation of local companies at the Agritech Expo Zambia, taking place from 18-20 April, and Zambia Agricultural and Commercial Show scheduled for 31 July – 5 August.

The country has also seen growth of exports to Indonesia, and Viet Nam.

Statistics show a 211 percent growth of exports to Indonesia, from around US\$7 million to US\$21,7 million; 430 percent growth to Viet Nam, from US\$3,5 million to US\$18,5 million.

Exports to Hong Kong made a remarkable boost, from just around US\$86 thousand recorded last year to US\$23,8 million this year.

Movers

Processed foods exports increased by over 270 percent to US\$32,1 million in 2024, from US\$8,6 million in 2023.

Major contributor to the increase in exports in this sector were sugar exports which increased from US\$6,6 million in 2023 to US\$22,3 million in 2024.

Manufactured tobacco exports increased from US\$11 million in 2023 to US\$15,4 million in 2024 representing a 34 percent increase.

Exports of agricultural inputs and implements increased by 50 percent from US\$3,6 million in 2023 to US\$5,5 million in 2024.

Major exported products in the sector are sorghum seed, maize seed, and irrigation equipment.

Exports from this sector are likely to be strained as the year progress as effects of the El-Nino induced drought affect production in the SADC region, where most exports in the sector are destined.

The arts and crafts sector recorded a 33 percent growth, to US\$1,6 million in 2024 from US\$1,2 million in 2023.

Major exported products in the sector were collections and collector's pieces of zoological and original sculptures and statuary, in any material.

Further to this, livestock and livestock products exports increased by 164 percent, from US\$593 thousand in 2023 to US\$1,57 million in 2024 during the period under review.

Major exported products in the sector were birds' eggs, in shell, fresh, preserved or cooked, live poultry, and live fish.

Hides and skins exports increased by 35 percent to US\$1,29 million from US\$0,96 million in 2023.

The major jump in the sector were leather exports, which recorded US\$679,000 in 2024 during the period under review, from US\$243,000 in 2023.

In addition, pharmaceuticals exports increased by 155 percent, from US\$585 thousand in 2023 to US\$1,5 million in 2024.

Major exported product in 2024 were medicaments of mixed or unmixed products, for retail sale. The minerals and alloys continue to dominate the country's exports, with six percent growth from US\$695 million in 2023 to US\$739 million in 2024 period.

Major exported products in the sector were gold, and nickle mattes.

Currently the sector is being affected by depressed international prices of platinum group of metals and lithium.

Unmanufactured tobacco exports increased from US\$113 million in 2023 to US\$346 million in 2024 period, translating to 204 percent increase.

The 2023/2024 tobacco selling season commenced on 13 March 2024, however due to the

El-Nino effect there is expected to be lower deliveries especially from smallholder farmers, as compared to the 2022/2023 season.

Shakers

Building and Construction materials exports went down by 10 percent to US\$4,28 million in 2024 from US\$4,78 million during the same period in 2023.

Products which registered a slowdown include wooden poles, ceramic tiles and cement.

Household furniture and electricals appliances exports also decreased from US\$3,1 million in 2023 to US\$1,7 million in 2024 translating to 45 percent decrease.

Chemicals exports amounted to US\$265 thousand in 2024, down from US\$914 thousand in 2023, translating to 70 percent decrease.

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#ZITF 2024 HIGHLIGHTS IN PICTURES





TENDERS

INTERNATIONAL SERVICES TENDERS FROM MAURITIUS

Public Body: BEACH AUTHORITY

Procurement Ref No: BA/ONB/02/2023-24

Procurement category: Consultancy

Procurement description: Selection of Consultant for Consultancy Services for the Preparation of Beach Management Plans and Design of Beach Amenities at Poste La Fayette and Le Bouchon Public Beaches
Closing date/time: 03 May 2024 10:30

Link: https://publicprocurement.govmu.org/publicprocurement/?page_id=720

Public Body: Ministry of Local Government and Disaster Risk Management

Procurement Ref No: RFP 08-2023/2024

Procurement category: Works

Procurement description: Development and Operation (design, build, finance, manage, maintain and operate of a Modern Urban Terminal at Rose Hill
Closing date/time: 15 May 2024 14:00

Link: https://publicprocurement.govmu.org/publicprocurement/?page_id=720

Public Body: National Housing Development Company Ltd

Procurement Ref No: NHDC/OIB/04/2024/110

Procurement category: Works

Procurement description: DESIGN AND BUILD AND TURNKEY CONTRACTS OF 80 HOUSING UNITS ON AVAILABLE STATE LAND WITH EXISTING INFRASTRUCTURE WORKS AT SOUILLAC
Closing date/time: 20 May 2024 14:00

Link: https://publicprocurement.govmu.org/publicprocurement/?page_id=720

Public Body: Ministry of Local Government and Disaster Risk Management

Procurement Ref No: RFP 10-2023/2024

Procurement category: Works

Procurement description: Development and Operation (design, build, finance, manage, maintain and operate of a Modern Urban Terminal at La Vigie, Curepipe
Closing date/time: 28 May 2024 14:00

Link: https://publicprocurement.govmu.org/publicprocurement/?page_id=720

BOTSWANA

Purchaser: SOUTHERN AFRICAN DEVELOPMENT COMMUNITY (SADC)
Bidding type: International Competitive Bidding
Tenders are Invited for Procurement Plan for Procurement Plan for Audit Services

Tender Notice: n/a
Email: n/a
Closing Date: May 28, 2024
More details on: <https://bit.ly/3szupbp>

Purchaser: SOUTHERN AFRICAN DEVELOPMENT COMMUNITY (SADC)
Bidding type: International Competitive Bidding
Tenders are Invited for Procurement Plan for Individual Consultancy on Maritime Shipping Study

Tender Notice: n/a
Email: n/a
Closing Date: June 08, 2024
More details on: <https://bit.ly/3szupbp>

Purchaser: CEDA FINANCE DEVELOP SUSTAIN
Bidding type: International Competitive Bidding
Tenders are Invited for provision of Employee Performance Management System. Budget Amount: P376,660.00

Tender Notice: Con006
Email: feedback@ceda.co.bw
Closing Date: November 23, 2024

Purchaser: CEDA FINANCE DEVELOP SUSTAIN
Bidding type: International Competitive Bidding
Tenders are Invited for Provision of a Employee Performance Management System

Tender Notice: 00504
Email: feedback@ceda.co.bw
Closing Date: November 23, 2024

GHANA

Purchaser: Ministry of Energy (MoEn)
Bidding type: International Competitive Bidding

Procurement of Transformers

Tender Notice: GR/MOEN/GD/NCT/006/24 LOT 6
Email: n/a
Closing Date: May 17, 2024
More details on: <https://bit.ly/3LWaxbt>

Purchaser: Ministry of Finance (MoF)
Bidding type: International Competitive Bidding
Procurement of a Consultant to develop balance scorecard for budget committees at the MDA and MMDA

Tender Notice: GR/MOF/PFM4SD/CS/BUDGET/004/2024
Email: n/a
Closing Date: May 18, 2024
More details on: <https://bit.ly/3LWaxbt>

KENYA

PURCHASER: STATE DEPARTMENT FOR MEDICAL SERVICES
Bidding type International Competitive Bidding
Tenders are invited for provision Supply, Delivery, Installation And Commissioning Of Assorted Blood Bank Equipment.
Tender Notice M O H / S D M S / C - H E R - P/ONT-01/2023-2024
Email psmedical@health.go.ke
Closing Date: May 21, 2024
Phone number +254 202 717 077
More details on <https://bit.ly/3L9MjJD>

PURCHASER: Kenya off-grid Solar Access
Bidding type International Competitive Bidding
Tenders are invited for Project Kenya: Off-grid Solar Access Project for Underserved Counties
Tender Notice TF 0B5548
Email n/a
Closing Date: July 12, 2024
Phone number +254 718 130 909
More details on <https://bit.ly/3L9MjJD>

PURCHASER: THE KENYA NATIONAL HIGHWAYS AUTHORITY (KENHA)
Bidding type International Competitive Bidding
Tenders are invited for Provision of Auditing and Financial Software Solutions.
Tender Notice KeNHA/S/55
Email dg@kenha.co.ke
Closing Date: September 30, 2024
More details on <https://bit.ly/3L9MjJD>

PURCHASER: THE KENYA NATIONAL HIGHWAYS AUTHORITY (KENHA)
Bidding type International Competitive Bidding
Tenders are invited for Provision of Psychometric Test Services
Tender Notice KeNHA/S/69
Email dg@kenha.co.ke
Closing Date: September 30, 2024
More details on <https://bit.ly/3L9MjJD>

MALAWI
PURCHASER: MALAWI INVESTMENT AND TRADE CENTRE
Tenders are invited for provision, supply, and delivery of exhibition equipment.
Bidding type International Competitive Bidding
Tender Notice MITC/PDU/IPDC/EXHIBITION/2024
Email n/a
Closing Date: May 16, 2024
Phone number n/a
More details on <https://bit.ly/3svL0Nj>

PURCHASER: MINISTRY OF FOREIGN AFFAIRS
Procurement of the Provision of Air tickets for Ministry of Foreign Affairs
Bidding type International Competitive Bidding
Tender Notice 026/IPDC/MOFA/NCS/24-25/03
Email info@nocma.mw
Closing Date: May 17, 2024
Phone number +265 (0) 1 789 088/323
More details on <https://bit.ly/3svL0Nj>

PURCHASER: ROADS AUTHORITY
Tenders are invited for provision of Procurement Plan for Rehabilitation of Kaphatenga - Nkhotakota - Dwangwa Civil Works-Lot 2-Nkhotakota - Dwangwa-55.5km
Bidding type International Competitive Bidding
Tender Notice n/a
Email n/a
Closing Date: June 11, 2024
Phone number n/a
More details on <https://bit.ly/3svL0Nj>

ZAMBIA

PURCHASER: INDUSTRIAL DEVELOPMENT CORPORATION
Bidding type International Competitive Bidding
Tender details: Tender for the Expression of Interest for Equity Valuation for IDC Subsidiaries
Tender Notice 1010/33273/161
Email info@idc.co.zm
Phone number +260 211 251401
Closing Date: May 20, 2024
More details on <https://bit.ly/3ijRZ8x>

PURCHASER: ZAMBIA INFORMATION AND COMMUNICATIONS TECHNOLOGY AUTHORITY
Bidding type International Competitive Bidding
Tender details: Tender for
Tender for the Supply and Delivery of Forty Lithium Batteries to the Zambia Information and Communications Technology Authority.
Tender Notice 1010/5555/ZICTA/PU
Email n/a
Closing Date: May 17, 2024
More details on <https://bit.ly/3ijRZ8x>

Individuals and companies can register for free to access regional tenders in foreign markets through the link www.procurementmap.intracen.org

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