

TRADING

Post

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ZIMTRADE TRAINS MANICALAND SMES

By Pamela Surumete

ZIMTRADE IN partnership with CBZ hosted a 4-day training for Marketing and Branding for International Competitiveness Masterclass with Manicaland small businesses.

The objective of the training being to capacitate Manicaland small and medium enterprises (SMEs) with marketing and branding skills, outlining the requirements and market access-related issues as it is key when penetrating the export market. SMEs were drawn from various sectors including horticulture, tea producers, processed foods, building and construction and arts and crafts within Manicaland Province.

Women and youth owned businesses were also represented as they eye for export markets. The participants received training on digital marketing, market retention, export market opportunity analysis, and the fundamentals of export marketing.

These tactics opened the eyes of the Manicaland SMEs to the enormous potential of their products on the international market as well as the critical steps to be taken to ensure their success on the international market.

Financial management made a highlight of the training, as participants were equipped with aspects of record keeping, costing and financial planning.

These made a huge impact to the participants, as they are the main challenges faced by SMEs in preparation for export.

Participants were encouraged to effectively consider value addition and be creative to avoid operating on credit and have value for money by rethinking the model.

Another critical emphasis was on Export documentation including Bill of Entry Form, Export invoice, packing list, Certificate of origin, Consignment note, Customs Declaration Form (CD1) and Export License.

Through ZimTrade facilitation, participants were also encouraged to register under Trade Agreements to which Zimbabwe is signatory.

A representative from ZIMRA shed more light on Trade Agreements, highlighting the benefits derived.

In addition, CBZ Holdings made an emphasis on the importance for SMEs to comprehend export market dynamics and viable opportunity identification.

Here, participants observed viewpoints on target export market analysis, demand trend assessment, and the mapping out of viable opportunities in relation to their business capabilities and bank assistance requirements.

CBZ Holdings covered the intricacies of navigating exchange control procedures and customs protocols, equipping the SMEs with the knowledge to effectively manage regulatory compliance, including requisite registrations protocols to RBZ.

CBZ Holdings also delivered strategies for managing foreign exchange risks, ensuring they can navigate currency fluctuations and safeguard their international business operations through use of various products at CBZ Holdings.

An emphasis on developing an effective export marketing and branding strategy was made, with businesses being encouraged to develop compelling export marketing strategies.

The need to aligning their brand identity and positioning with the target market's preferences was highlighted.

ZimTrade trainers explored and reiterated the importance of self-branding and how to effectively communicate the business' unique value proposition to international customers as well as to Bankers.

Mr Marlvn Chieza the founder of Nyanga craft, which specializes in apple value addition mentioned the export training boosted growth of small businesses.

"We have our operations in Nyanga where we process apples to juices, vinegar and ciders, and we have been eyeing the export market for our niche products.

"ZimTrade has done us a great favour through this capacity building training, out of which we

have acquired a lot of knowledge," said Mr Chieza.

Mr Gibson Kuchocha the founder of Vetas Pvt Ltd, whose company is into timber value addition. They recently exported treated poles to Botswana and Zambia.

"The training showed some real business scenarios that will help us package our products suitable for the international market," he said.

The feedback from participants was filled with great positivity, that indeed the training was an eye opener.

The participants are aiming for huge success on the export market.

With Manicaland's proximity to the Mozambique border, participants were urged to promote exports to Mozambique while also considering into broadening to other regional and international markets.





2 BULAWAYO SMES RECEIVE MBIC TRAINING

By Kudakwashe Tirivavi

ZIMTRADE, in collaboration with CBZ, recently completed the Marketing and Branding for International Competitiveness (MBIC) Masterclass training for small enterprises in Bulawayo, in preparation for their participation in export markets.

Held across two sessions in Bulawayo, from May 15-16 and June 5-6, 2024, the training programme was designed to support entrepreneurs, marketing executives, and farmers with the crucial tools and insights needed to thrive in the international export market.

The MBIC training programme provides solutions where, in the increasingly globalized market, businesses, especially Small and Medium-sized Enterprises (SMEs) and Micro, Small and Medium-sized Enterprises (MSMEs), face the challenge of distinguishing themselves in a crowded and competitive arena.

The core of this year's programme was enhancing export readiness, with sessions covering market research and analysis, market entry strategies, and understanding trade agreements.

These training modules also helped businesses identify profitable export markets, choose the best approach for market entry, and leverage trade agreements for international growth.

In today's digital age, the training programme emphasized the importance of mastering digital marketing.

Participants were guided on developing robust digital marketing strategies, with a focus on content marketing and social media marketing. These strategies are crucial for establishing a brand's authority, connecting with target audiences, and driving sales effectively.

The masterclass also covered essential export procedures, providing insights into Incoterms, export documentation, and sound financial management practices.

These elements are vital for ensuring smooth international transactions.

Negotiation skills were another key focus area, with the training programme highlighting the importance of cultural awareness, strategic thinking, and problem-solving in negotiations.

Participants were taught a structured negotiation process, enabling them to strike favourable deals with international buyers.

To complement the theoretical knowledge, the masterclass included practical exposure. A factory visit to Pension Knitwear offered participants a real-life glimpse into a successful export journey, while case studies facilitated interactive

learning and allowed participants to apply their knowledge to real-world scenarios.

This holistic approach ensured that participants left the masterclass well-equipped to navigate the complexities of international trade and achieve success in their export endeavours.

The effectiveness of this approach was reflected in the positive feedback from participants, serving as a testament to the program's impact.

The seminar left attendees feeling confident, empowered, and ready to take their businesses global.

One of the participants indicated the programme was an eye opener, and that they have a clear plan to enter export markets.

"This seminar was an eye-opener as I now have a clear roadmap for entering the export market and the confidence to negotiate effectively with

international buyers.

"The practical exposure, especially the factory visit, was invaluable.

"Seeing a successful export business in action was incredibly motivating."

Other participants shared similar sentiments, applauding ZimTrade and CBZ for extending the value-added training to them.

The participants credited the program with giving them the knowledge to fix past mistakes, the skills to navigate complex challenges, and the inspiration to persevere on their export journeys.

"Thank you ZimTrade, CBZ and all the presenters for this very informative workshop I really refreshed and was able to identify the mistakes I made when I was exporting.

"I am now going to correct my mistakes and implement what I learnt in this workshop."





3

A GUIDE TO THE **NAMIBIAN MARKET**

By Kudakwashe Tirivaviri (Opinion)

AS ZIMTRADE gears up for its participation in the Windhoek Agricultural and Industrial Show happening from 27 September – 5 October, it is crucial to gain an insightful perspective on the Namibian market.

Namibia's economy is characterized by its resource wealth, stability, and robust macroeconomic management.

These factors have facilitated poverty reduction and propelled the country into the upper-middle-income category.

As local exporters prepare to showcase their offerings at the Windhoek show, understanding the market dynamics is essential for creating effective strategies and forging lasting partnerships in the Namibian market.

■ Key markets

Geographically Namibia is a large country, with a population of about 3 million.

The country has shown a promising economic outlook in recent years.

According to the latest reports from the World Bank and AFDB, the country's real GDP growth rose to 4.6 percent in 2022, from 3.5 percent in 2021, driven by the lifting of COVID-19 restrictions and recovery in primary and secondary industries.

The mining sector, including oil exploration investments, played a significant role in this expected growth.

According to the UN COMTRADE, Namibia's trade statistics from 2012 to 2023 show exports fluctuating between US\$3,86 billion and US\$7,48 billion, with an average value of US\$5,35 billion.

Imports varied between US\$5,03 billion and US\$8,53 billion, averaging US\$7,11 billion.

Key imports include machinery and mechanical appliances, electrical machinery and equipment, iron and steel, beverages and spirits, and plastics.

■ Logistical Routes to Markets

Zimbabwean companies have a direct route to the Namibian market through the Walvis Bay corridors, a network of roads and railways linking them to Namibia's key ports.

Utilizing this strategic connection, companies can choose between cost-effective road freight with specialized cross-border trucking services or explore bulk goods transportation via rail, keeping in mind potential rail limitations.

Regardless of the chosen mode, efficient border crossing is crucial.

Partnering with a customs broker ensures proper documentation (invoices, certificates, certificates of origin, permits) is obtained beforehand, while selecting a reputable logistics company can handle transportation, documentation, and even potential storage within Namibia.

While air freight remains an option for high-value or urgent cargo, its cost might be prohibitive.

By strategically leveraging the Walvis Bay corridors and carefully planning the logistics process, businesses can efficiently deliver their products to Namibia, unlocking the full potential of this neighbouring market.

■ Penetrating the market

For Zimbabwean companies eager to establish themselves in Namibia, a well-defined strategy is key.

Thorough market research is the first step. Understanding consumer preferences, competitor analysis, and local pricing strategies will equip you

to tailor your offerings for success.

Compliance with Namibian quality and safety standards is essential too, ensuring your products meet all regulations will build trust with Namibian consumers.

Maintaining high-quality standards while offering competitive pricing will be the winning formula.

By demonstrating value through quality and affordability, you can effectively position yourself against competitors.

■ Taking part in the Windhoek Industrial and Agricultural Show

The annual Windhoek Industrial and Agricultural

Show, scheduled for 27 September – 5 October this year presents a golden opportunity for Zimbabwean companies.

This exhibition is the biggest industrial and agricultural exhibition in Namibia, attracting close to 100,000 visitors per year, allowing companies to showcase their products directly to Namibian buyers and distributors.

Zimbabwean companies interested in exhibiting at the Windhoek Show or exploring the Namibian market are encouraged to contact their nearest **ZimTrade** office for registration and further information.



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SADC INDUSTRIALIZATION WEEK: OPPORTUNITIES FOR LOCAL COMPANIES

By Karen Mukwedeza

AS THE country prepares for the Southern African Development Community Industrialisation Week and Exhibition from 29 July–1 August 2024, it is important for local companies understand the events significance to the growth of trade and opportunities that will positively affect their business.

Since its debut in August 2016, Southern African Development Community (SADC) Industrialisation Week and Exhibition (SIW) has been instrumental in promoting regional economic growth, cooperation and knowledge exchange.

The SIW convenes annually, ahead of the SADC Summit of Heads of State and Government, aimed at fostering new opportunities for intra-African trade, developing cross border value chains, and identifying investment opportunities in Southern Africa.

The programme brings together leading private sector experts, regional and global policy makers, Development Finance Institutions, SADC officials, donors, civil society and leading industrialists and captains of industry in SADC and in the continent to identify investment opportunities, industrialisation bottlenecks and jointly recommend solutions.

The activities undertaken during the week are in line with promoting innovation to unlock opportunities for sustainable economic growth and development towards an industrialized SADC.

Local companies can expect an array of activities during SIW including, an Annual Business Conference organized by the SADC Business Council, representing the Private Sector to precede the Dialogue for developing and submitting a Declaration which is the basis for engagement with Ministers or Heads of State.

Also included will be seminars and workshops, exhibitions for over 90 SADC companies and 100 local companies, as well as structured business meetings and company visits.

The sectors targeted for the SIW, include mineral

beneficiation; agro processing; pharmaceuticals; fast moving consumer goods; infrastructure and logistics (to support trade and investment); light manufacturing and the automotive; and financial services.

The SIW will also seek popularise the SADC Industrialization Strategy and identify industrialisation projects that can be implemented jointly by the public and private sectors within the SADC member states, formulating practical next steps, which will involve kick-starting private sector-led working groups, projects, and programs.

The SIW acts as a prime exhibition space, allowing businesses to connect with a vast audience of potential buyers and distributors.

This exposure can open doors to new markets within the SADC region, significantly expanding your customer base and driving sales.

Additionally, attending industry conferences and workshops provides valuable insights into regional trends and consumer preferences.

This knowledge empowers local exporters to tailor their offerings to better meet market demands, enhancing your competitive edge.

Beyond immediate sales opportunities, the SIW fosters valuable networking connections. These connections can lead to strategic partnerships, joint ventures, and access to crucial funding sources.

This prestigious event also brings together a diverse range of stakeholders, from leading regional and global policymakers to industry experts and potential investors.

Further to this, the SIW also popularise the SADC Industrialization Strategy and identify industrialisation projects that can be implemented jointly by the public and private sectors within the SADC member states, formulating practical next steps, which will involve kick-starting private sector-led working groups, projects, and programs.



5

LAMU PORT WILL **CONNECT ZIMBABWE** TO EAST AFRICA

By Gugulethu Mpofu (Opinion)

As you gaze out across the Indian Ocean from Kenya's sunny shores, a monumental construction project has taken place that promises to transform trade across Africa.

The project feeds into the African Continental Free Trade Area (AfCFTA) targets, of developing supportive infrastructure that will facilitate cross border trade across the continent.

Strategically positioned near the border with Ethiopia and South Sudan, Lamu Port will bolster Kenya's role as a vital trade gateway to East Africa.

The state-of-the-art facilities will enable direct connections between Indian Ocean seaports and Africa's interior, reducing delays and costs. For landlocked countries like Zimbabwe, Lamu Port could open new logistical gateways to the thriving markets of the eastern seaboard.

As intra-African trade enters a new era of liberalization, the crowds of cranes and containerships at Lamu symbolize the continent's collective aspirations for growth and integration through trade.

■ Benefits for Zimbabwean exporters

The Lamu Port, as part of the Lamu Port South Sudan Ethiopia Transport Corridor project, will provide Zimbabwean traders access to new markets in Kenya, South Sudan and Ethiopia.

The port's strategic location and modern facilities can facilitate the transportation of Zimbabwean goods to these markets.

Similarly, traders from Eastern Africa will gain access to Zimbabwean markets to supply goods and raw materials.

The Lamu Port could be a logistics solution that provides more seamless connectivity between Zimbabwe and Eastern Africa through-multimodal transport solutions.

Cargo from Zimbabwe can be transported by road to Durban Harbour or Port of Beira, shipped to the destination country, and transported inland via rail and road networks.

These logistical solutions can facilitate the smooth flow of goods across the regions, enabling traders to get products to market more quickly.



6 THE IMPORTANCE OF IN-MARKET PROMOTION OF PRODUCTS FOR EXPORTS

By Sheron Chingonzo (Opinion)

IN THE globalised world of business, exporting products to international markets is a significant strategy for growth and sustainability.

However, merely exporting products is not enough.

The major success in exporting, largely depends on effective in-market promotion.

It is, therefore, imperative that businesses investigate ways in which they can conduct in-market promotion in their export markets in an effective manner so as to grow sales in the specific market.

In-market promotion refers to the marketing activities conducted in the target export market. These activities can include advertising, public relations, sales promotions, digital marketing and more.

The aim is to increase product visibility, create brand awareness, and ultimately drive sales in the export market.

In-market promotion is a critical aspect of successful exporting.

It requires a strategic approach, understanding of the target market and consistent effort.

However, the benefits it brings such as, increased brand visibility, better understanding of customer preferences, competitive advantage, stronger relationships, and increased sales, make it a worthwhile investment for businesses looking to succeed in export markets.

Businesses should therefore not underestimate the importance of in-market promotion when planning their export strategies.

■ Brand visibility and awareness

In-market promotion helps to increase brand visibility and awareness in the target market.

It allows potential customers to recognise and understand the brand and its offerings.

This is particularly important in export markets where the brand may not be well-known, and the competition is high.

Understanding customer preferences
Promotional activities provide an opportunity to understand customer preferences and tastes in the target market.

This information can be used to tailor products, services and sales and marketing strategies to meet the specific needs and wants of the local customers which will ultimately drive sales.

■ Competitive advantage

Effective in-market promotion can provide a competitive advantage.

It can help differentiate the brand and its products from competitors.

This is especially crucial in export markets where local and international brands may be competing for market share.

■ Building relationships

In-market promotion also aids in building relationships with customers, distributors, and other stakeholders in the target market.

These relationships can be beneficial for long-term business success.

Customer retention then also becomes one of the business' competitive advantages.

■ Driving sales

Ultimately, the goal of in-market promotion is to drive sales.

By increasing brand visibility, understanding customer preferences, gaining a competitive advantage and building relationships, businesses can increase their sales in the target export market.

However, a business will need to be very intentional and deliberate in developing a strategy on how to implement in-market promotion in an export market.

■ The starting point

Before a business starts exploring export markets, it is important to have an export marketing plan.

This plan should be built around the company's research and should clearly provide the characteristics of the targeted market, how competitors

are approaching the market, the best promotional method to use.

The 13 P's of International Marketing should also be considered.

A business needs to consider the 13 P's of International Marketing which include Product, Price, Promotion, Place, Payment, Personnel, Planning, Paperwork, Practices, Partnerships, Policies, Positioning and Protection.

These will assist in crafting the right strategy for each export market.

Further to this, one should also consider the Export Market Expansion Program.

The programme should be organised by designating program leaders and export teams.

Conducting an export benchmark assessment and summarising significant findings will also help provide clarity to the programme and inform decision making.

Thereafter, action steps can be defined and implemented.

However, considering all these strategies is important but it is also imperative to remember, building business relationships in export markets is best done face to face.

Phone calls and emails should be reserved for follow-up.

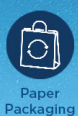
It is also important to be prepared to translate documents into the language of the target market.



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7

NAVIGATING THE **DIGITAL HORIZON**

By Natali Fanciko (Opinion)

DIGITAL TRADE, defined as transactions of goods and services facilitated digitally, it is a dynamic process involving consumers, businesses, and governments.

The ongoing digital transformation has significantly reduced the costs associated with international trade, fostering the coordination of global value chains, facilitating the dissemination of ideas and technologies, and connecting a larger network of businesses and consumers worldwide.

Despite the enhanced accessibility to international trade, the adoption of innovative business models has introduced complexities in transactions and policy considerations.

The impact of digitalization is evident in the increased scale, scope, and speed of trade. Businesses can now introduce new products and services to a broader audience of digitally connected customers globally.

Particularly beneficial for smaller enterprises, digitalization empowers them to leverage innovative tools, overcome growth barriers, streamline payments, foster collaboration, sidestep investments in fixed assets through cloud-based services, and explore alternative funding avenues like crowdfunding.

The transformation brought about by digitalization extends to the trade of goods, as witnessed in the proliferation of online platforms facilitating the sale of small packages across international borders.

This trend poses multifaceted challenges for policymakers, ranging from the logistical management of parcel trade to considerations of risk management, such as dealing with counterfeit goods. Additionally, revenue implications emerge concerning the collection of taxes and tariffs.

To stimulate digital trade effectively, policymakers can adopt strategies that promote digital infrastructure development, address regulatory barriers, and enhance cross-border cooperation.

Implementing measures to ensure the secure and efficient flow of digital information, fostering international standards, and facilitating the adaptation of businesses to digital technologies are crucial steps in promoting a conducive environment for digital trade.

Simultaneously, the evolution of new technologies and business models is reshaping the production and supply of services.

In recent years, e-commerce platforms have fundamentally transformed the landscape of services export.

These platforms have enabled service providers to reach global markets with unprecedented ease, efficiency, and cost-effectiveness.

This revolution is not only reshaping traditional business models but also creating new opportunities for freelancers, small businesses, and large enterprises alike.

These platforms have help to expand the global reach enables service providers to reach customers worldwide.

This access to a global market increases the potential client base exponentially.

The platforms also present cost-effective marketing alternatives as the platforms often include built-in marketing tools, that reduce the need for expensive advertising campaigns.

Service providers can leverage these tools to attract clients without incurring high costs.

Service providers also can scale their operations more easily on e-commerce platforms. Whether it's taking on more clients or expanding into new service areas, these platforms offer the flexibility to grow with demand.

Payment processing can be a significant hurdle in international transactions.

To address this, e-commerce platforms typically offer secure and reliable payment systems, ensuring that service providers receive timely payments in their preferred currency.



8

EXPORTS UP 13.7 PERCENT

ZIMBABWE IS celebrating a significant milestone in its export sector, showcasing a promising upward trajectory that has become a testament of Second Republic's successes, as the country race towards achieving Vision 2030.

Statistics recently released by Zimstat shows that for the period January-April this year, the country's exports reached an impressive US\$2,2 billion, representing a 13.7 percent increase compared to the US\$1,94 billion recorded during the same period in 2023.

As exports have been growing, the other leg of success has been the reduction of trade deficit. Figures show that although imports increased by seven percent to US\$2,92 billion from US\$2,71 billion in 2023, the trade deficit for the period under review stood at US\$715 million which is an eight percent decrease when compared to US\$776 million recorded during the same period in 2023.

What is also important to note is that the major reason for growth in imports is to retool, as figures show that machinery imports contributed 17.8 percent to total imports (US\$519 million), whilst raw materials imports amounted to US\$363 million.

During the same period under review, exports of value-added products increased by 25 percent, from US\$115,2 million recorded last year to US\$144,3 million.

Further to this, horticulture exports are recovering, recording a 4.7 percent, from US\$12.6 million in 2023 to US\$13.2 million from during the period under review.

This remarkable growth is a testament to the spirited efforts by President E.D Mnangagwa, who has placed a strong emphasis on boosting the production of export-oriented products.

Under his leadership, Zimbabwe has focused on leveraging its diverse agricultural, mineral, and manufacturing resources to enhance its export portfolio.

Central to this success has been the role of the Ministry of Foreign Affairs and International Trade, which has been implementing the economic diplomacy agenda, which seeks to maximize the value of Zimbabwe's foreign relations.

A recent highlight of these efforts was the signing of a Memorandum of Understanding (MoU) between Minister Shava and the South Korean Ministry of Trade, Industry, and Energy, which is expected to further diversify and boost Zimbabwe's market reach.

In the recent years, Zimbabwe's diplomatic missions have been transformed into dynamic hubs, forging critical linkages between local producers and international buyers.

This strategic positioning has opened new avenues for Zimbabwean products in global markets, ensuring that the country's economic footprint continues to expand.

By fostering relationships with international markets and facilitating direct connections between local producers and buyers, these diplomatic missions have become vital cogs in the nation's economic engine.

Their efforts are part of a broader strategy to ensure Zimbabwe attains optimum value from its foreign relations.

Complementing these diplomatic efforts, the national trade development and promotion organization, ZimTrade, has been instrumental in developing the capacities of local exporters.

For example, through its cluster development programme, ZimTrade has successfully integrated local small businesses and rural communities into mainstream export businesses.

This initiative has provided a significant boost to the country's export potential by fostering sustainable growth at the grassroots level.

One example of this initiative is the Midlands Peas Cluster, which has successfully accessed markets in the Netherlands, and is now working on introducing new product lines into the market.

In Nyanyadzi, ZimTrade has been capacitating over 100 honey producers, preparing them to access international markets.

These producers are on the verge of attaining organic certification, a key requirement for entering international markets.

The success of this pilot project could see over 1,000 more honey producers integrated into the scheme, potentially making Chimanimani one of the largest honey-producing districts in the country.

To date, over 20 export clusters have been established by ZimTrade across the country, with some already exporting to international markets such as Europe, Middle-East, and Asia.

■ Movers

Exports of processed foods were a big mover during the period under review, recording a 97 percent increase, from US\$21,8 million in 2023 to US\$42,9 million.

Exports from the processed foods are expected to continue an upward trend as more markets open from the export promotion events organised by ZimTrade.

In May, buyers from DRC interacted with local manufactures during an Inward Buyer Mission, where they expressed interest to source a range of processed foods from local producers, siting that the market now prefers Zimbabwean products.

ZimTrade is also organising an Outward Seller Mission to Tete, Mozambique, where processed foods will be one of the sectors to anchor discussions at the export promotion event.

Horticulture exports marginally increased by 4.7 percent to US\$13,2 million, up from US\$12,6 million.

Major exports in the sector include tea US\$6,2 million, macadamia nuts US\$1,3 million, and fresh flowers US\$1,4 million.

Projections are the exports from the sector will continue to grow as the year progress, as the season for peas, berries, and citrus kicks in.

On the other hand, pharmaceutical exports increased from US\$1,29 million in 2023 to US\$2 million in 2024 translating to a 54% increase.

Major exports in the sector were medicaments of mixed or unmixed products for retail sale, amounting to US\$1,9 million.

As a show of confidence in Zimbabwe's livestock and livestock products, exports from the sector amounted to US\$1,9 million up from US\$908 thousand in 2023.

Major exports in the sector were birds' eggs, amounting to US\$1 million and live poultry amounting to US\$803 thousand.

In addition, leather exports increased by 54 percent, from US\$633,000 in 2023 to US\$979,000 in 2024.

Major exported products in the sector were leather US\$517,000 and goat or kid skin leather, without hair valued at US\$407,000.

Minerals and alloys exports contributed around 71 percent to total exports down from 79 percent the previous year.

Exports in this sector increased by 3.4 percent from US\$1,53 billion to US\$1,58 billion.

Unmanufactured tobacco exports increased by 66 percent to US\$439 million during the period under review in 2024, from US\$263 million in 2023.

Manufactured tobacco exports remained stagnant at US\$30,7 million when compared to the previous year.

■ Shakers

Clothing, textiles and footwear exports went down from US\$5,4 million to US\$4,6 million translating to a 14 percent drop.

Major exports in the sector were men's or boys' suits, ensembles, jackets, blazers, trousers US\$1.3 million and track suits, ski suits and swimwear, other than garments valued at US\$364,000, among other products.

Household electricals and furniture exports went down by 29 percent from US\$7 million to US\$5 million.

Major exported products in the sector include table, kitchen or household articles and parts thereof of iron or steel, refrigerators and freezers.

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9 EXPORT OPPORTUNITIES FOR **BAOBAB**

ZIMBABWE'S FUTURE is premised on the need to transform the nation's heritage into sustainable income projects for communities.

This approach is encapsulated in the Heritage-Based Education 5.0 model, which aims to transform the education system to produce graduates capable of creating wealth and advancing national interests.

What is perhaps important is the deeper understanding that natural resources form part of the wider heritage-based products that are earmarked for economic transformation.

In fact, wild fruits play a significant role in this heritage-based innovation framework as many Zimbabwean communities rely on wild fruits for nutrition, medicine, among other many uses.

This is where wild fruits like baobab come in.

■ African baobab

The African baobab, scientifically known as *Adansonia digitata*, is an iconic tree found across the African continent.

In Zimbabwe, the baobab tree is widespread, and its distribution is influenced by climatic conditions and habitat suitability.

The baobab tree generally occurs in low-altitude areas within Zimbabwe.

It thrives in hot and dry woodlands and the specific regions where baobabs are abundant including Zambezi Valley in Matabeleland, Mashonaland provinces, as well as Masvingo and Manicaland.

In Zimbabwe, the Baobab tree grows in very dry areas, with rainfall of as little as 500 mm a year.

The trees fruit in the middle of the dry season, when there is little else growing and few other income opportunities for local communities.

The baobab fruit is one of the most nutritious foods in the world and it is considered a super fruit.

The fruit is considered a nutrient-dense fruit, and the pulp is particularly rich in vitamin C, and contains B vitamins, potassium, magnesium, iron, calcium, and fibre.

■ Source of income

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■ Source of income

For thousands of people in the dry lands of Zimbabwe, especially groups of women and youths, the fruit is an avenue for making an income, with households making incomes from the harvesting and selling of the baobab fruit.

Zimbabwe has an estimated five million baobab trees, with four million of the trees situated on communal lands.

The fruit is seasonally available for harvest from April to September, and this signals the peak season for baobab fruit.

For generations, the baobab fruit has been harvested and sold to local markets either as fruit with seed or as powder.

In recent years, there has been a huge realisation that the baobab trees and its fruits are much more than a source of food for rural communities, but a cash crop that can provide huge returns.

With trainings and capacity interventions, the baobab fruit has presented huge potential for the commercialization of the baobab fruit and its by-products.

For example, national trade development and promotion organisation, ZimTrade, has developed several products by small businesses and rural communities, where innovation has resulted in creation of export competitive products such as essential oils, and animal feed.

In Mudzi, ZimTrade is working with Camfed and Harare Institute of Technology to develop a processing plant that will allow a group of ten young women to process baobab into high end products.

The group has already participated at international trade fairs such as the Intra Africa Trade Fair, held in Egypt last year, where they engaged with leading buyers in the market who expressed to source from Zimbabwe.

The group has sent sample orders to Egypt and once approved, the market will absorb much of the production coming from Mudzi, which will put the community on the national export map.

Some of the current products from baobab fruit that have been developed for export include baobab powder, and baobab oil.

Baobab powder is highly versatile and finds applications in various sectors, including food

and beverages, nutraceuticals, and cosmetics, amongst other uses.

Research shows distinctive nutritional content of baobab on different parts of the plant, such as the leaves, pulp and seeds with numerable economic value derived especially from fruit exploration.

Baobab powder is rich in vitamins (especially vitamin C), minerals (such as calcium and potassium), and dietary fibre.

Nutraceuticals, smoothies, yogurt, baked products, and cosmetics are some of the applications where baobab powder is gaining popularity.

Furthermore, the seeds and kernel of the plant are loaded with fibre, fat and micronutrients like thiamine, calcium, and iron.

As it is a natural source of these nutrients, it is more bioavailable than manufactured vitamin supplements, and the health-conscious markets are opening for this novel product.

Baobab oil contains Omega 3, 6 and 9 fatty acids, and exhibits potent skin moisturising activity.

In addition, the residual press-cake from the oil pressing is a useful, high protein stock-feed.

What is a further advantage is that the baobab has a natural shelf-life of 3 years so there are no additives or preservatives baobab products whilst maintaining its deliciously sweet and citrusy flavour overtime.

The seed oil from baobab is one of the value-added products with huge returns.

Research by ZimTrade has shown that kilogramme of baobab powder sells between US\$20-US\$40 in international markets, with the oil price much higher at between US\$80 to over \$100 per litre.

Without processing, the 20-litre tin of cracked baobab is being sold for US\$1 in some parts of Zimbabwe.

■ Markets

In terms of markets, Europe is a key importer of baobab powder due to its growing demand for natural health products.

Baobab powder is marketed as a food supplement that supports immune health and overall well-being.

According to the Netherlands Enterprise Agency's Centre for the Promotion of Imports from developing countries (CBI), the European market for baobab ingredients is expected to grow by four percent in the coming years.

Other studies put the expected compound annual growth rate (CAGR) at anything between 5.6 percent (Global Market Insights) to 9.4 percent (Market Research Future).

According to Tridge, the United States ranks first in baobab powder imports, with an import value of US\$90.65 million in 2023.

China ranks second, with an import value of US\$38,31 million.

The demand for baobab powder has surged in China, driven by its nutritional content and taste. Germany is the third-largest importer, with an import value of US\$28.87 million with baobab powder being used in various food products and supplements in Germany.

France ranks fourth, with an import value of US\$18,41 million.

The French market appreciates baobab powder for its unique flavour and health benefits. Canada is the fifth-largest importer, with an import value of US\$18,02 million.

Baobab powder is increasingly incorporated into food and beverage products in Canada.

To export baobab to Europe, several market requirements must be met, which are set by the European Union (EU).

Baobab products must comply with the EU's General Food Law, ensuring safety and traceability.

Products must meet requirements on Maximum Residue Levels (MRLs), contaminants, and microbiological contamination.

Baobab is usually tested for heavy metals such as Lead, Mercury, Cadmium, and Arsenic.

Exported baobab powder must comply with EU labelling requirements, including the supplier's name, address, and telephone number; product name and identification; batch code; country of origin; date of manufacture; and best before date and while not mandatory, having organic certification is important in the European market for baobab product.

TENDERS

BELOW IS A LIST OF INTERNATIONAL COMPETITIVE TENDERS CURRENTLY BEING FLIGHTED IN THE REGION.

BOTSWANA

Purchaser: BOTSWANA PUBLIC OFFICERS PENSION FUND

Bidding type: International Competitive Bidding
Tenders are Invited for provision of Asset Management Services, Botswana

Tender Notice: n/a

Email: n/a

Closing Date: July 26, 2024

More details on <https://bit.ly/3szupbp>

Purchaser: BOTSWANA POWER CORPORATION
Bidding type: International Competitive Bidding
Tenders are Invited for provision of detailed engineering design, procurement, construction and commissioning for the proposed Kazungula 220/66/33/11kv substation, supply to water intake pumping stations and upgrade of 66/11kv Kasane substation for the Northwest transmission.

Tender Notice: 5776-22-01

Email: contactcentre@bpc.bw

Closing Date: July 31, 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

ESWATINI

Purchaser: ESWATINI DEVELOPMENT FINANCE CORPORATION

Bidding type International Competitive Bidding
Invitation to tender for the supply of calendars, desk calendars, diaries and notebooks.

Tender Notice FIN -RFT-01/2024/2025

Email n/a

Closing Date: July 17, 2024

More details on: <https://bit.ly/3VOXtf2>

Purchaser: ESWATINI ELECTRICITY COMPANY (EEC)

Bidding type International Competitive Bidding
Procurement of a development and construction of the Maguga hydropower projects: Maguga expansion
Tender Notice GR/MOF/PFM4SD/CS/BUD-GET/004/2024

Email n/a

Closing Date: August 23, 2024

More details on <https://bit.ly/3VOXtf2>

KENYA

PURCHASER: DILSS PETROLEUM LIMITED
Bidding type International Competitive Bidding

Tenders are invited for provision of ISO standards certification services.

Tender Notice n/a

Email n/a

Closing Date: July 12, 2024

Phone number +254 20 7602640

More details on <https://bit.ly/3L9MjJD>

PURCHASER: DILSS PETROLEUM LIMITED
Bidding type International Competitive Bidding
Tenders are invited for Provision of audit services - compliance
Tender Notice n/a
Email n/a
Closing Date: July 12, 2024
Phone number +254 20 7602640
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 NATIONAL COUNCIL OF SPORTS
Tenders are invited for Construction of a Football Stadium, Offices and Associated External Works at Bat Grounds, Blantyre City
Bidding type International Competitive Bidding
Tender Notice MNCS/BAT/3/24
Email n/a
Closing Date: July 24, 2024
Phone number n/a
More details on <https://bit.ly/3svL0Nj>

PURCHASER: NATIONAL OIL COMPANY OF MALAWI (NOCMA)
Procurement of the Provision Supply, Installation and Servicing of Fire Engine Pump, Fire Hydrant, Firefighting Hoses, Duraline Fire Hoses and Fire Extinguishers on Framework Agreement.
Bidding type International Competitive Bidding
Tender Notice n/a
Email info@nocma.mw
Closing Date: August 30 2024
Phone number n/a
More details on <https://bit.ly/3svL0Nj>

PURCHASER: NATIONAL OIL COMPANY OF MALAWI (NOCMA)
Tenders are invited for Provision of Freight Forwarding and Clearing Services
Bidding type International Competitive Bidding
Tender Notice n/a
Email info@nocma.mw
Closing Date: September 30, 2024
Phone number n/a
More details on <https://bit.ly/3svL0Nj>

ZAMBIA


PURCHASER: ZSIC GENERAL INSURANCE LIMITED
Bidding type International Competitive Bidding
Tender details: Tender for the Supply, Installation, Testing and Commissioning of a Backup, Disaster Recovery and Business Continuity Appliance
Tender Notice Zsicgi/Pu/It/04/2024 - 1010/27283/9
Email info@zsicgi.co.zm
Phone number +206 211 229343
Closing Date: July 16, 2024
More details on <https://bit.ly/3ijRZ8x>


PURCHASER: MINISTRY OF COMMERCE, TRADE AND INDUSTRY (MCTI)
Bidding type International Competitive Bidding
Tender details: Tenders are invited for Procurement Audit.
Tender Notice 1010/5555/ZICTA/PU
Email info@mcti.gov.zm
Closing Date: October 21, 2024
More details on <https://bit.ly/3ijRZ8x>

Disclaimer: ZimTrade strives to compile reliable, research-based information that is passed on to our clients in good faith. Whilst every care has been taken in the production of this report, ZimTrade does not accept any responsibility for the accuracy of the information supplied. For more information about ZimTrade and its activities log on to www.tradezimbabwe.com

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