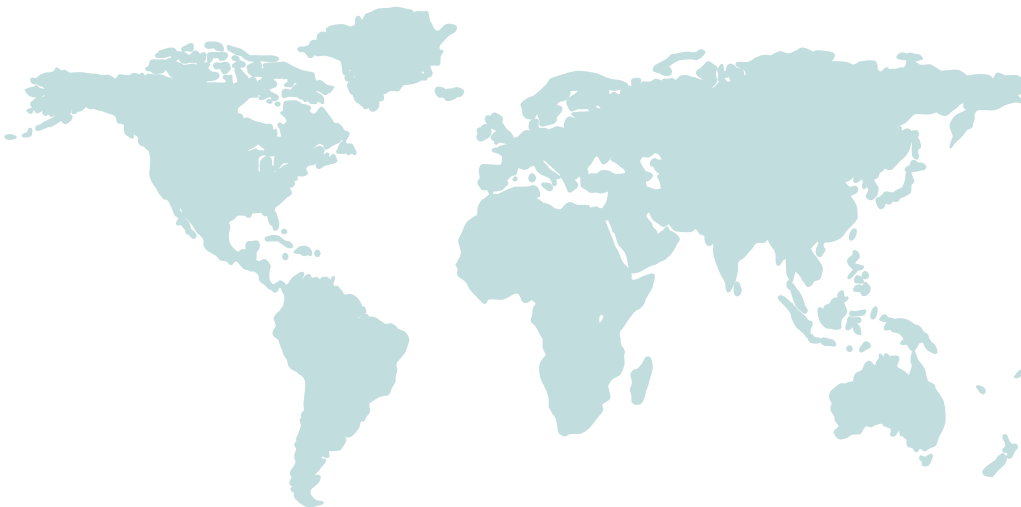


TRADING

Post

MAY
2024



TOP STORIES

- ▶ **ZimTrade facilitates DRC buyers to explore trade opportunities**
- ▶ **Local companies urged to take advantage of Tete Province of Mozambique**
- ▶ **Manicaland small-scale farmers sip on the benefits of tea exports**




YOU ARE CORDIALLY INVITED TO PARTICIPATE IN
DRC
INWARD MISSION

INVITED SECTORS

- Mining supplies and consumables
- Engineering services
- FMCG
- Building and Construction (Hardware products)
- Agriculture (livestock)



ZimTrade

 www.tradezimbabwe.com



1 ZIMTRADE FACILITATES DRC BUYERS TO EXPLORE TRADE OPPORTUNITIES

By Alex Mutandi

COMPANIES PLANNING to penetrate and increase their footprint in the Democratic Republic of Congo (DRC) market are set to benefit from the ZimTrade organised Inward Buyer Mission, held in Harare from 29-31 May 2024.

The Mission, organised by ZimTrade, is in line with Government's efforts to strengthen Zimbabwe's economic relations with all countries on the continent, particularly Southern African Development Community (SADC) member states.

During the 3-day programme, leading buyers from DRC connected with Zimbabwean suppliers, with a special focus on bountiful opportunities in sectors such as mining supplies and consumables, engineering services, building and construction, agriculture, and fast-moving consumer goods.

Over the past few years, ZimTrade has organised several business-linkage programmes to connect local suppliers with buyers in Democratic Republic of Congo, which has resulted in sustained growth of exports into the market.

According to the Trade Map, the total trade between Zimbabwe and Democratic Republic of Congo rose from US\$32 million in 2018 to US\$84 million in 2022 and the balance of trade has been in favour of Zimbabwe during that period.

Zimbabwe's main exports to the Democratic Republic of Congo during the period under review included coke and semi-coke of coal; coal; packaging; tubes, pipes and hoses; mining consumables and supplies.

Zimbabwe's imports from Democratic Republic of Congo in 2022 was US\$3,5 million mainly made

Zimbabwe's imports from Democratic Republic of Congo in 2022 was US\$3,5 million mainly made up of cobalt oxides and hydroxides, self-propelled bulldozers, graders, concrete mixer lorries and crane lorries.

The DRC's growing population and urbanization create a significant market for FMCG products like food, beverages, and household products. The DRC economy is mainly driven by mining sector.

The DRC's thriving mining industry requires a steady supply of high-quality mining equipment, explosives, and consumables.

Zimbabwean manufacturers are well-positioned to meet this demand.

With a focus on safety, DRC mines require reliable PPE suppliers.

Zimbabwean companies can capitalize on this demand and become the supplier of choice.

The DRC's mining and infrastructure projects also require specialized engineering expertise, which Zimbabwean companies can provide.

Further to this, DRC imports substantial amounts of sugar and agricultural products, presenting opportunities for Zimbabwean farmers and sugar producers.

The DRC's demand for meat and dairy products creates a market for Zimbabwean livestock farmers and processors.

By meeting the necessary requirements and offering high-quality products and services, Zimbabwean exporters can capitalize on the demand for mining supplies, PPE, engineering services,

FMCGs, sugar, agriculture produce, and livestock.

To access the market, Zimbabwean companies need to take advantage of the strong political relations between the two countries to build economic relations.

The two countries are members of SADC regional economic bloc providing a platform for companies to trade duty free and quota free on a reciprocity basis on qualifying products.

REQUIREMENTS

- Product certification: Ensure products meet DRC standards and regulations.
- Labeling and packaging: Comply with DRC labeling and packaging requirements.
- Documentation: Obtain necessary documentation, including commercial invoices, certificates of origin, and customs clearance documents.
- Payment terms: Negotiate favorable payment terms with DRC buyers.
- Logistics and transportation: Ensure efficient transportation and logistics arrangements.
- Compliance with DRC regulations: Familiarize yourself with DRC's import regulations, taxes, and duties.



Your
gateway
to sourcing
from
Zimbabwe

VISIT THE ZIMBABWE TRADE
INFORMATION PORTAL

tradezimbabwe.com

and get instant access to
Trade Directory; Trade
Events; Policies &
Regulations; Trade
Agreements;
Online Market Place;
Virtual Library &
Online Chat Assistance.

▶▶ TETE, MOZAMBIQUE OUTWARD MISSION



VENUE: **VIP HOTEL TETE**
DATE: **18-20 JUNE 2024**

◀◀ **SECTORS INVITED:** ▶▶



agricultural implements and inputs. mining supplies and consumables



processed foods



Personal Protective Equipment

Mining supplies and consumables, PPE, Services, Processed foods, Horticulture, Building and Construction materials, Agricultural implements and inputs.

Powered By



Energising Zimbabwe's Export Growth

For More Information Contact



LORRAINE MUZADZI
+263779 976 628
lmuzadzi@zimtrade.co.zw

PAMELA SURUMETE
+263 771 953 240
psurumete@zimtrade.co.zw



2 LOCAL COMPANIES URGED TO TAKE ADVANTAGE OF TETE PROVINCE OF MOZAMBIQUE

By Lorraine Muzadzi

MOZAMBIQUE'S TETE Province is renowned for its natural resources, including coal, gold, iron ore, and gemstones.

The region's mineral wealth has attracted significant investment and mining activity, contributing to its economic significance within Mozambique.

With abundant natural resources, including fertile soils and favourable climatic conditions suitable for agriculture, the province of Tete beckons Zimbabwean companies to explore its potential.

Agriculture plays a vital role in the province's economy, providing employment and sustenance, alongside other economic activities.

To unlock access to the vast trade opportunities in the market, ZimTrade is organizing a trade mission to Tete Province, and Zimbabwean enterprises are encouraged to register and participate.

This initiative follows the successful engagement of Zimbabwean companies in a trade mission to Tete in 2023, where fruitful business linkages were forged, and market dynamics were comprehensively understood, enabling informed decision-making for future trade endeavours.

Leveraging the strong political ties between Zimbabwe and Mozambique, ZimTrade has identified

Tete Province as a prime market for Zimbabwean products and services.

An analysis of trade statistics for 2022 and 2023, underscores the substantial trade flow between Zimbabwe and Mozambique.

In 2023, Zimbabwe exported goods worth US\$398 million, indicating a 109 percent increase compared to the US\$190 million worth of products exported in 2022.

Products exported in 2023 include tobacco, fresh produce, mining supplies, packaging materials, wood products, and seeds.

On the other hand, Zimbabwe's imports from Mozambique primarily comprised petroleum oils and electrical energy, highlighting the economic interdependence between the two nations.

The forthcoming trade mission to Tete Province aims to capitalise on untapped opportunities across various sectors, including mining supplies and consumables, agricultural implements and inputs, fast-moving consumer goods (FMCG), building and construction, PPE, engineering services, and horticulture.

The province has several projects underway, particularly in housing and infrastructure construction, and Zimbabwean companies are poised to participate in joint tenders and

supply essential materials and services.

While most companies in the province traditionally source materials from neighbouring South Africa, Zimbabwean companies possess the potential to supply a wide range of products, to the region.

Moreover, in addressing Mozambique's agricultural productivity challenges, Zimbabwean companies can offer expertise and products such as seeds, chemicals, agricultural implements, as well as fertilizers.

To enhance market penetration, the Outward Seller Mission will comprise of B2B in and around the Tete Province.

ZimTrade is working in collaboration with the Zimbabwean Embassy in Mozambique and the Consulate office in Beira for active engagement with local partners that will bolster awareness of Zimbabwean products and services in the

Mozambican market.

As Zimbabwean companies chart their course into the market, strategic partnerships, compliance with local regulations, and innovative market penetration strategies are essential.

ZimTrade emphasizes the importance of long-term strategies and local partnerships to navigate the intricacies of the Mozambican market successfully.

In a rapidly evolving landscape of global trade, collaboration and innovation are key to securing market share and ensuring the sustainability of Zimbabwean enterprises.

Through concerted efforts and strategic initiatives, Zimbabwean companies can tap into the vast potential offered by Mozambique's dynamic Tete Province, fostering mutual economic growth and prosperity.





3

MANICALAND SMALL-SCALE FARMERS SIP ON THE BENEFITS OF TEA EXPORTS

By Kingstone Gwatidzo (Opinion)

TEA PRODUCTION in Zimbabwe has grown over the years, and becoming an important business, contributing to the country's economy and employing thousands of people.

From as early as the 1960s, Zimbabwe has been cultivating tea, and because of its fertile agricultural land and pleasant climate that is suitable for tea production, some of the best tea blends in the world has come from the Eastern Highlands of Zimbabwe.

The first tea plantations in Zimbabwe were established in the Eastern Highlands, where the climate and soil conditions were ideal for tea cultivation.

Since then, tea production has expanded to other regions, including Honde Valley, Chipinge, Chimanimani, and Nyanga.

Small-scale holder farmers in Honde Valley have taken up the initiative to process tea for both the local and export markets.

With over 1200 farmers growing tea in the

mountains of Honde Valley, the setting up of the tea processing plant comes at an opportune time when most farmers were now opting for cash crops as opposed to tea plantations.

Farmers have set up a Honde Valley Tea Growers Association and secured a tea processing plant that is situated in Ward 3, Zindi in Honde Valley.

With an average of at least two hectares per farmer, the association has almost 600 hectares of land for tea plantations.

The group comprises of at least 57 women and almost 70 youths, and with a growing capacity of six million kgs in a year, the processing plant is set to uplift the livelihoods of the grower groups.

The group is focusing mainly on the production of orthodox tea, which is black tea and herbal tea, mainly because of its demand globally and its health benefits.

Tea, the second most consumed beverage in the world, is a staple in many cultures for centuries, and among the various types of tea, black and herbal tea stand out for their unique growing

processes and numerous benefits to health-conscious people.

The global tea market is vast and growing, with an estimated value of US\$40 billion in 2023.

The demand for tea is driven by its increasing popularity in emerging markets, particularly in Asia and Africa.

Pakistan ranks highest in the list of importing countries, importing almost nine percent of total imported tea in 2023.

The total amount of tea imported by Pakistan for 2023 stands at US\$649 million.

The United States in the same year imported tea worth US\$559,7 million which is almost 7.7 percent of the total tea imports in the said year.

The United Arab Emirates imported tea worth US\$410.2 million and a total of 5.7 percent of the total tea imports of 2023.

According to the TradeMap, in 2022 Zimbabwe exported close to 13000 tonnes of tea, amounting to US\$18.2 million in export proceeds.

This was an increase by 13.04 percent from the previous year, when the country exported US\$16.1 million worth of tea.

South Africa is the biggest market destination of tea from Zimbabwe, with imports of US\$17 million in 2022.

Mozambique and Zambia are the second and third destinations in the SADC region.

France, Russia, Belgium, and Germany have provided markets for the premium tea blend from Zimbabwe.

Through the ZimTrade export development program, the Tea Growers Association is set to undergo trainings on Marketing and Branding for International Competitiveness MasterClass.

The training is designed to take the group through market analysis, international standards, and compliance issue so that they are cognisant of the market requirements in the export markets.

ZimTrade has also lined up technical interventions with experts both local and foreign are lined up, to assist the group to maximise their operations and gain a footprint in the export market.

Once production starts, ZimTrade will link the cluster with leading buyers in targeted market, who are ready to source from Honde Valley.





4 EMPOWERING COMMUNITIES: BAONA ROOTS COOPERATIVE IN MUDZI DISTRICT

By Tatenda Machirori (Opinion)

NESTLED IN the heart of Mudzi District is Kotwa, which provides residence to the Baona Roots Cooperative.

This Cooperative is a group of 10 women who have come together to aggregate baobab found in abundance in the area and have the intention to value add into various products.

The 10 women are all a part of CAMFED's CAMA network which aids in building and improving lives of women in marginalized communities. The 10 women are between the ages of 20 to 26 years, with a shared mandate to learn and improve their livelihoods as well as their communities.

In assisting the young women, CAMFED has been providing the necessary financial resources for the project, while HIT is providing equipment for processing and ZimTrade is providing technical skills training and market linkages and coverage.

Through facilitation by ZimTrade, the cluster has participated at the largest exhibition on the

continent, the Intra-Africa Trade Fair, held in Egypt in 2023.

During the fair, the cluster engaged with potential business partners across the continent, with most buyers pointing the top quality of their products.

This remarkable initiative is transforming the lives of its beneficiaries and the entire community at large.

It represents a beacon of hope for sustainable development, employment, and infrastructure upliftment in the region.

At the core of the Baona Roots Cooperative mission is community development.

Through collective effort and shared resources, the cooperative members are working hand in hand to create a positive impact on the local community.

By focusing on sustainable practices and empowering community members, the cluster initiative is paving the way for a brighter future for all.

One of the key benefits expected from the cluster is the generation of employment opportunities.

The cooperative will provide a platform for individuals to earn a livelihood through various roles within the value chain, from harvesting to processing and marketing of baobab products.

By building a processing plant, this initiative will be creating sustainable jobs as this will be a long-term project.

The cluster will not only enhance economic stability but also foster a sense of pride and empowerment among community members.

Infrastructure development is another significant area where the cluster is making a difference.

Through development of essential infrastructure such as processing facilities, storage units, and transportation networks, the cooperative is strengthening the backbone of the community. Improved infrastructure not only supports the growth of the baobab industry but also enhances overall connectivity and access to markets, thereby catalyzing economic growth in the region and province.

The success of the Baona Roots Cooperative in Mudzi will serve as a testament to the power of collaboration, innovation, and community-driven initiatives.

Through harnessing the collective potential of the members, the cooperative is unlocking new opportunities for sustainable development and social progress.

Further to this, the focus on community development, employment creation, and infrastructure development means the cluster is nurturing a brighter future for generations to come.

The baobab cluster in Mashonaland East Province, Mudzi District exemplifies the transformative impact that cooperative efforts can have on rural communities.

With its dedication to community development, job creation, and infrastructure enhancement, the cluster can stand out as a shining example of how grassroots initiatives can drive positive change on a provincial level.

As the cooperative continues to grow and prosper, its ripple effects will undoubtedly be felt far and wide, enriching the lives of all who are touched by its vision of empowerment and progress.





5 MANICALAND ENTREPRENEURS TRAINED TO BE EXPORT READY

By Dorcas Makotore

OVER 70 entrepreneurs from Mutare received export awareness training from the 16-17 of April 2024 at Manica Skyview Hotel in Mutare.

ZimTrade, in partnership with Mercy Corps organized a 2-day Export Awareness Workshop for business groups who are being assisted under the Mercy Corps Urban Resilience Program in Mutare.

The Urban Resilience initiative by Mercy Corps provided a business start-up package for individuals in Mutare to help them establish income-generating enterprises or to develop their existing businesses, with the aim of alleviating poverty in the urban areas of Mutare.

These business start-up packages were based on the individuals' business ideas, innovation, value addition as well as the readiness of the entrepreneurs to take their businesses to the next level in terms of development.

The main objective of the Export Awareness workshop was to capacitate the entrepreneurs who were able to participate in the Urban Resilience program, to equip them with essential business knowledge as they target the export market.

The group was also trained in the aspects of foundations of export marketing, where market opportunities, market tactics, market entry and opportunity analysis strategies were discussed.

Another critical discussion was on export documentation including a Commercial Invoice, CD1 forms, Consignment Note, Export Permit,

Phytosanitary Certificate, and a Bill of Entry. Businesses were also encouraged through ZimTrade's facilitation, to register under the trade agreements to which Zimbabwe is signatory.

Another major highlight of the workshop was a discussion on market entry and opportunities, where the group learnt about gap analysis, competition, benchmarking and making use of the opportunities which exist in the global market.

Participants were encouraged to think bigger rather than having a narrow view of markets.

Entrepreneurs should make use of the international market opportunities that exist for their products and services.

The discussion also went into capitalizing digital marketing platforms to promote Zimbabwean brands in the global space.

The training workshop emphasized the importance of collaboration and partnerships in business.

Presentations from ZimTrade, Ministry of Women Affairs, Community Small and Medium Enterprises Development and Banc ABC all contributed to the discussion on business development for export.

Manicaland being close to the Mozambican border, the participants were encouraged to promote exports to Mozambique while also looking into expanding to other regional and international markets.



6 FEMALE ENTREPRENEURS EXCEL AT ZITF

By Nozipho Maphala (Opinion)

TRADE SHOWS serve as bustling hubs where industries converge, innovations thrive, and connections are forged.

In recent years, these events have increasingly become platforms for fostering inclusivity and diversity, particularly for women entrepreneurs.

Among these, the Zimbabwe International Trade Fair (ZITF) 2024 stands out as a beacon of opportunity, as it offered a unique space for women to access export markets and propel their businesses onto the global stage.

ZimTrade embraced the opportunity to spotlight upcoming women exporters and facilitated for the participation of six female owned companies at ZITF 2024.

These companies, all headed by women, had been part of the NEXT She Exporter program launched in 2022 to develop women exporters and increase women's contribution to the country's exports.

Tapping into a burgeoning leather industry, two companies, Zenzima and Rukanda Pride, showcased their impressive catalogues of handcrafted leather products that include bags, wallets, belts and other products.

Both brands specialise in high-end affordable handcrafted fine leather products and are based in Harare.

Through their participation at this year's edition of ZITF, Zenzima and Rukanda Pride managed to secure orders to supply both local buyers and a score some regional clients in Botswana, Zambia and South Africa.

Robestos Products, a thriving oil processing company founded and headed by a group of women in Mwenezi District, Masvingo also were part of the exhibitors under the ZimTrade banner who showcased their products at the ZITF.

The company processes food, and their product range includes organic foods and marula oils.

The world has taken keenly to healthy, organic food now more than ever, and the company has tapped into this trend and is cashing out handsomely.

Robestos is a good example of how inclusion in exports benefits communities as the value chain. This project is a testament to the potential for economic growth and empowerment in all local communities.

For centuries, women have been key contributors to economies worldwide, but have long been at a disadvantage often operating within the confines of traditional roles.

However, the landscape is shifting, with more women breaking barriers and venturing into entrepreneurship.

Robestos' success is testament that government's efforts are determined to 'leave no one and no place behind'.

Despite this progress, they continue to face hurdles such as limited access to finance, networks, and markets.

Trade shows like ZITF present a transformative space where these barriers can be dismantled, and opportunities can be seized.

Moreover, trade shows offer a platform for visibility and exposure. In a crowded marketplace, standing out is crucial for success. ZITF 2024 provided women entrepreneurs with a spotlight to showcase their products and services to a global audience.

This exposure not only enhances brand recognition but also builds credibility and trust among potential customers and investors.

Additionally, trade shows often attract media attention, further amplifying the reach of women-owned businesses and positioning them

as leaders in their respective industries.

Access to market insights and trends is another significant benefit of participating in trade shows.

ZITF 2024 offered women entrepreneurs the opportunity to gain firsthand knowledge about consumer preferences, emerging technologies, and industry developments.

The innovation themed exhibition helped them to fine-tune their products or services, identify untapped market segments, and adapt their strategies to stay ahead of the curve.

Market intelligence obtained from trade shows can be a game-changer, enabling women entrepreneurs to make informed decisions and drive innovation within their businesses.

This year edition of ZITF exemplified this by providing a conducive environment for women to network, showcase their products, access market insights, and build the skills needed for success in the global marketplace.





7 A LOOK INTO ZIMBABWE'S PEPPER MARKET

By Vivina Matswetu

PEPPER IS a popular and versatile spice that is used in cuisines worldwide.

Its intense flavor and health benefits have made it a staple in kitchens across the globe.

Pepper is a term used to refer to both sweet and hot peppers, which are known by several names such as capsicum, cayenne, paprika, red pepper, and sweet pepper.

These peppers belong to the genus *Capsicum* and come in a variety of species.

Bell peppers, along with many hot peppers, are indigenous to Central and North America.

While pepper is typically grown all year round, it may sometimes be grown as a short-lived perennial plant.

Peppers are sensitive to frost and thrive in warm climates with a long growing season and in Zimbabwe do well in areas such as Mbire, Muzarabani and Hurungwe.

Some types of pepper can withstand fairly high temperatures, with the more intense varieties being able to tolerate even higher temperatures. During the winter, most pepper production takes place in greenhouses. Peppers grow best in light, fertile, well-draining soils.

However, with proper soil management, they can be cultivated successfully in a wide range of soil types.

Between 2016 and 2021, Zimbabwe's pepper cultivation has been highly productive and efficient, with an average yield of 533.6 kg/acre and a consistent production of around 1,9 thousand metric tons in 2021.

Zimbabwe's pepper industry has the potential to enter various international markets, such as the European Union (EU), which represents a significant market for spices.

The United Kingdom (UK) has a diverse culinary scene, making it a potential market for Zimbabwean peppers. Post-Brexit, Zimbabwe can negotiate trade agreements with the UK.

China's growing middle class and interest in international cuisines create a demand for spices, including pepper.

India is a major producer and consumer of spices, which makes it another potential market for Zimbabwean peppers.

In the region countries such as Kenya, Ghana, Uganda, Morocco, Zambia, and Mozambique.

According to the Centre for the Promotion of Imports from Developing Countries (CBI), the global pepper market was worth US\$5,43 billion in 2023, and it is expected to experience a Compound Annual Growth Rate (CAGR) of over 2.3 percent between 2024 and 2032.

The growing popularity of ethnic cuisines, such as Mexican, Indian, and Thai, has increased the demand for pepper.

Peppers are primarily supplied by Vietnam, the largest global producer, with Brazil, Indonesia, and India as strong competitors.

In India, domestic consumption drives demand. As people discover these flavorful cuisines, their preference for pepper also increases.

The growth of the pepper sector is primarily due to the dynamic nature of emerging markets.

These markets continue to evolve and have a significant impact on the global pepper industry.

Emerging markets act as catalysts, driving the pepper sector forward while also shaping its future trends and dynamics.

Market Requirements

Following market requirements is essential for safety, legal compliance, reputation, and competitive advantage.

It enables Zimbabwe to thrive in the global pepper trade. Adhering to these requirements is crucial as compliance ensures that peppers meet quality standards while minimizing health risks for consumers.

According to the CBI to enter any market, compliance with food legislation, food safety certification, and sustainability standards is mandatory. The labelling of herbs and spices requires careful attention including allergen declaration.

Food that is brought into the European Union (EU) is subject to official food controls.

These controls involve regular inspections that

may take place at the border when the food is being imported or later, after the food has entered the EU, such as at the importer's location.

The purpose of these controls is to ensure that the products meet the legal requirements.

Supply Chain Shifts

Starting in 2022, the pepper sector has faced numerous challenges in terms of supply constraints and demand fluctuations which have significantly impacted prices.

Various factors such as weather, transportation costs, supply-demand dynamics, and trade policies have influenced pepper prices.

Traders and producers in the pepper market must stay informed about these factors to make informed decisions.

Zimbabwe has an opportunity to improve its pepper production by working with other pepper-producing countries through strategic initiatives and partnerships.

This collaboration can involve knowledge exchange and research, trade negotiations, and forming export consortia with other nations.

By negotiating collectively, Zimbabwe can achieve better terms with international buyers.

To enhance market access, Zimbabwe can partner with other African bird's eye chilli producers such as Kenya, Ghana, Uganda, and Morocco.

To add value and create new export channels, Zimbabwe can establish processing units within the country, which will enable it to gain maximum value from its exports.



EDITORIAL TEAM

Danai Majaha, Karen Mukwedeya,
Shepherd Chisada,
Tenson Wunganai (Designer)
Alex Mutandi, Lorraine Muzadzi,
Kingstone Gwatidzo,
Tatenda Machirori, Dorcas Makotore,
Nozipho Maphala, Vivina Matswetu,



8 OPPORTUNITIES TO BOOST GRANADILLA, PASSION FRUIT EXPORTS

ZIMBABWE'S AGRICULTURAL sector has long been recognized as a cornerstone for sustainable economic solutions, particularly for the country's rural communities.

This explains why President E.D Mnangagwa is at the forefront of a strategic initiative to revolutionize this vital sector, ensuring that all Zimbabweans reap optimum benefits from their land.

President Mnangagwa launched the Horticulture Recovery and Growth Plan to stimulate export growth, which in turn will enhance foreign exchange earnings and create employment opportunities by tapping into the more lucrative markets for Zimbabwean products.

Under the Second Republic, the Government is making concerted efforts to boost horticultural production while integrating smallholder farmers and rural communities into the mainstream horticulture business.

This approach ensures that the venture is profitable for everyone involved.

To facilitate the inclusion of smallholder farmers into the profitable horticulture sector, the Government has rolled out various programs aimed at unlocking the potential value in crops that these communities have traditionally grown.

Farmers are being encouraged to organize themselves into clusters, adopt good agricultural practices, and approach farming as a formal business venture.

The selection of crops has been focused on those that communities are already familiar with, ensuring ease of production and high returns.

One such crop that has been identified as a low-hanging fruit in this regard is granadilla, also known as passion fruit.

Granadilla or passion fruit are both a type of tropical fruits from the genus *Passiflora*, known for their distinctive flavors and health benefits.

The plant, common in many rural areas where they have traditionally been used as hedge plants or wind barriers, offer an accessible entry point for smallholder farmers, young people, and rural communities into the export business.

With a long history of cultivation in rural areas, passion fruit and granadilla are well-suited for integration into smallholder farming practices.

These fruits can be grown for fresh consumption or juice extraction and are recognized as highly nutritious tropical superfoods due to their rich antioxidant content and other health benefits.

This makes them particularly attractive in a market increasingly driven by health-conscious consumers.

Small-scale farmers prefer the production and export of these fruits due to their high returns and the availability of markets, which have seen growing demand over the past few years.

The demand is fuelled by the fruits' diverse applications, including use in fruit beverages,

smoothies, and other food manufacturing processes.

Moreover, the rising global demand for superfoods, spurred by consumers seeking stronger immune systems in the wake of the coronavirus pandemic, means that local producers who venture into passion fruit and granadilla farming are well-positioned to access international markets.

However, this requires meeting key standards and statutory requirements.

Despite the ready demand for passion fruit in most international markets, competition among producers is intensifying.

Farmers who secure their market share now are likely to maintain sustainable access in the future.

Thus, there is no better time for local farmers to start production and tap into the growing demand for these high-value crops.

By embracing the cultivation of passion fruit and granadilla, Zimbabwe's smallholder farmers and young agricultural entrepreneurs can not only enhance their own economic well-being but also contribute significantly to the nation's export growth, ensuring a prosperous future for the country's agricultural sector.

Key markets

According to Data Bridge Market Research, the granadilla/passion fruit market is poised for significant growth, with projections indicating a compound annual growth rate of 4.67 percent from 2021 to 2028.

This robust expansion is largely attributed to the rising awareness of the benefits associated with a healthy eating lifestyle.

As more consumers become health-conscious, the demand for nutrient-rich and natural food products continues to escalate, positioning passion fruit and granadilla as a favoured choice. A major driver of this market growth is the surging demand for natural ingredients across various industries.

Consumers are increasingly opting for foods and beverages that are free from synthetic additives and preservatives.

This trend has significantly boosted the popularity of passion fruit, known for its natural flavour and health benefits, thereby propelling market expansion during the forecast period.

Additionally, the well-documented nutritional profile of granadilla or passion fruit is contributing to its growing demand.

Rich in vitamins, minerals, and antioxidants, the

fruit offers numerous health benefits, including boosting the immune system and enhancing skin health.

These established health benefits are expected to further fuel consumer interest and drive market growth through 2028.

As consumers continue to prioritize health and wellness, the demand for antioxidant-rich foods like granadilla or passion fruit is anticipated to rise, reinforcing the market's upward trajectory in the coming years.

Currently, potential markets for Zimbabwe-grown passion fruits are European, African countries, and other emerging markets for Zimbabwean produce such as China, Japan, and United Arab Emirates.

In Europe, Zimbabwean farmers have a shot at Netherlands, United Kingdom, France, and Germany.

The country is already exporting huge quantities of horticultural produces such as mange tout and sugar snap peas, fine beans, and flowers to these markets, which makes it easy for local producers to export more passion fruit if they ride on existing channels.

Regional markets such as Democratic Republic of Congo, Namibia and Angola are also potential markets for locally-produced passion fruit or its value-added products

The fruit

Passion fruit and granadilla vines have a rapid growth, and high yield.

These fast-growing, shallow-rooted, perennial vines can reach heights of six meters or more, depending on the supporting structure. With proper care, individual plants can be harvested for three years or more.

Two common varieties – the purple passion fruit and the yellow granadilla fruit – dominate the market.

Among these, the purple passion fruit has become the most cultivated variety in Zimbabwe due to its adaptability and superior flavor.

This variety thrives in most soil types across the country and produces fruits with an average diameter of five centimeters.

Its superior and aromatic flavor makes it highly sought after in export markets, where it is used both as a fresh fruit and in juice extraction.

Granadilla excels in midland and lowland areas and yields larger fruits than the purple passion fruit.

Despite its higher acidity, which makes it ideal for juice extraction, granadilla is also valued for its resilience.

It serves as a robust rootstock for purple passion fruit, being tolerant to diseases such as phytophthora root rot, nematodes, brown spot, and fusarium wilt.

In terms of cultivation, a single hectare can accommodate around 1,600 passion fruit plants with 2m x 3m spacing.

The Food and Agriculture Organization (FAO) estimates a slightly lower density of approximately 1,111 seedlings per hectare with 3m x 3m spacing.

Although the crop requires significant attention during the nursing and transplanting stages, it is relatively easier to grow compared to more demanding crops like blueberries and flowers.

Both passion fruit and granadilla varieties perform well in deep, well-drained loamy soils.

Zimbabwe's favorable soils and climate conditions present an excellent opportunity for local

farmers to engage in organic farming, thereby earning premium prices in the domestic market.

FAO recommends the use of compost as fertilizer for these crops.

Expected yields are impressive, with current farmers recording 12-18 tonnes per hectare in the first year, 20-25 tonnes per hectare in the second year, and 10-12 tonnes per hectare in the third year.

With proper plant management and good agricultural practices, farmers have the potential to surpass these yield targets.

From the date of transplanting, most passion fruit varieties begin bearing fruit within 7-8 months, with harvesting commencing between 12-13 months after transplanting.

Given these promising timelines and returns, passion fruit and granadilla cultivation is emerging as a strategic and profitable choice for Zimbabwean farmers.



Got a packaging dilemma?

Visit zimpackaging.co.zw

Your online information center for all the latest packaging trends, news, suppliers, regulations and standards.



Metal Packaging



Paper Packaging



Textile Packaging



Plastic Packaging



Glass Packaging



Wood Packaging



The Packaging Portal is funded by European Union, implemented by COMESA, managed by ZimTrade and the Federation of Master printers.





9 ZIMBABWE'S EXPORTS SOAR IN FIRST QUARTER

Zimbabwe has witnessed a remarkable surge in exports during the first three months of the year, marking a promising trend in the country's trade dynamics.

This impressive growth can be attributed to a series of strategic interventions implemented by President E.D Mnangagwa's Second Republic, aimed at amplifying the visibility and market reach of locally produced goods and services on the global stage.

The engagement and reengagement drive by the Second Republic has created and strengthened relations with countries across the world, paving a solid path for Zimbabwean products to find a way to regional and international markets.

The recent endorsement of Zimbabwe to host the next Africa-Nordic Foreign Affairs Ministers Meeting, which will take place next year in Harare, is a latest of many examples highlighting the success of "friends to all and enemy to none" direction taken by President Mnangagwa's Government.

Coupled with the economic diplomacy agenda, being driven by the Ministry of Foreign Affairs and International Trade, the proactive measures by the Government have not only revitalized confidence in Zimbabwean products and services but have also paved the way for a sustainable growth trajectory, signalling a promising future for the country.

Of late, the demand for Zimbabwean products had been ballooning, as buyers attest that local products have better quality than what competition is offering.

Statistics recently released by Zimstat shows that the country's exports stood at US\$1,72 billion between January and March this year, which is a 25 percent increase compared to US\$1,38 billion recorded same period in 2023.

As part of sustainable development measures, Zimbabwe has made steadfast progress in boosting exports of manufactured products, as overreliance on primary commodities exposes that nation to international price shocks.

Between January and March this year, exports of manufactured or valued added products increased by 55 percent from US\$76,7 million recorded last year, to US\$119,2 million in 2024.

Major imported products were machinery and equipment (US\$384 million) accounting for 18 percent of total imports, raw materials (US\$280 million) constituting 13 percent, and fuels and electricity (US\$247 million) constituting 12 percent.

Further to export growth, the country has made substantial strides in curtailing trade deficit, a longstanding hurdle that previously impeded growth as the nation was purchasing more than it was selling on the international market.

Figures show that although imports also increased by seven percent to US\$2,14 billion from US\$2 billion in 2023, the trade deficit for the period under review stood at US\$420 million, which is a 32 percent decrease when compared to a deficit of US\$623 million recorded during the same period in 2023.

With regards to export markets, the country has maintained a favourable market diversification stance, with a decrease in over-reliance on one market.

Exports to South Africa, which is Zimbabwe's largest export market declined by 13 percent to US\$532 million, from US\$610 million.

At the same time exports to United Arab Emirates increased by 21 percent to US\$463 million, from US\$382 million.

Exports to China also increased by an impressive 132 percent to US\$320 million in 2024 from US\$137 million.

The country has also seen a growth in exports to Mozambique, Indonesia, Hong Kong, Zambia and VietNam.

During the period under review there has also been notable exports to non-traditional markets such as India (US\$12 million), Armenia (US\$4,8 million), Paraguay (US\$3,8 million), Yemen (US\$2,1 million), and Egypt (US\$1,8 million).

Movers

Hides and skins exports recorded the maximum growth during the period under review, growing by 365 percent from US\$1.9 million in 2023 to US\$9.1 million in 2024.

During the same period, whilst leather exports increased by 87 percent from US\$513,000 in 2023 to US\$965,000 in 2024.

Processed foods exports grew by 188 percent from US\$13.3 million in 2023 to US\$38.4 million in 2024.

Major exported products in the sector include sugar, fruit juices, beer made from malt, and prepared foods of swollen or roasted cereals. Other products with potential in the sector include pastry products, jams, fruit jellies, marmalades, sauces, and sauce preparations.

In addition, despite the ongoing weather-induced drought experience across the region, agricultural inputs and implements exports increased by 41

percent from US\$4.3 million in 2023 to US\$6.1 million in 2024.

The continued demand for Zimbabwe-produced agricultural inputs and implements shows that local products are most preferred in the region. Major exported products in the sector include grain sorghum seed, ploughs, maize seed, and appliances for spraying US\$553,000.

Livestock and livestock products exports also grew by 111 percent from US\$802,000 in 2023 to US\$1.69 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.

The sector used to be anchored by exports of fish meat, but stiff competition is coming from supplying markets such as China.

Pharmaceuticals exports have been making a rebound, growing by 60 percent from US\$1.1 million in 2023 to US\$1.76 million in 2024.

Major exported products in 2024 were medications of mixed or unmixed products, for retail sale which solely contributed to the exports in this sector in 2024.

Minerals and alloys exports, which are the largest contributor to total exports increased by 3.4 percent from US\$1,12 billion in 2023 to US\$1,16 billion between January and March 2024.

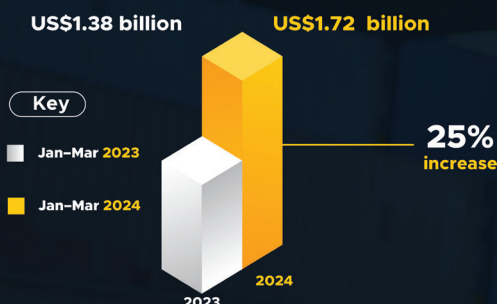
Major exported products in the sector were gold, moving from US\$345 million to US\$385 million, nickel mattes from US\$230 million to US\$214 million, and diamonds not mounted or set exports increased from US\$41 million to US\$95 million.

Unmanufactured tobacco exports increased from US\$161 million in 2023 to US\$413 million in 2024 period translating to a 157 percent increase. The 2023/2024 tobacco selling season commenced on 13 March 2024.

However, due to the El-Nino effect it is expected there will be lower auction sales as compared to the 2022/2023 season.

JAN – MARCH 2024 VS JAN-MARCH 2023 EXPORTS STATISTICS

TOTAL EXPORTS



VALUED ADDED PRODUCTS



TENDERS

INTERNATIONAL COMPETITIVE TENDERS CURRENTLY BEING FLIGHTED IN THE REGION.

BOTSWANA

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 Agro-commercial (R2) 220/33kv substation for the northwest transmission grid connection project.

Tender Notice 5776/22-02-03
Email contactcentre@bpc.bw
Closing Date: July 31, 2024
More details on <https://bit.ly/3szupbp>

Purchaser: SOUTHERN AFRICAN DEVELOPMENT COMMUNITY (SADC)
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

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: STATE INTRESTS AND GOVERNANCE AUTHORITY (SIGA)
Bidding type International Competitive Bidding

Tenders are Invited for Procurement Plan for Procurement of Consultancy Services to Review the Develop Training Manuals from the Develop Performance Management.

Email n/a
Tender Notice GR/SIGA/PFM4SD/PIU/CS/021/2024
Closing Date: July 28, 2024
More details on <https://bit.ly/3LWaxbt>

Purchaser: GHANA CIVIL AVIATION AUTHORITY (GCAA)

Bidding type International Competitive Bidding
Tenders are Invited for Procurement Plan for Consultancy on Design and Construction of Ultra - Modern Air Traffic Control Tower

Tender Notice GR/GCAA/CS/0001/2024
Email n/a
Closing Date: July 30, 2024
More details on <https://bit.ly/3LWaxbt>

Purchaser: STATE INTRESTS AND GOVERNANCE AUTHORITY (SIGA)
Bidding type International Competitive Bidding
Tenders are Invited for Procurement Plan for Procurement of Consultancy Services for the Consultant to Develop a Comprehensive Performance Evaluation Reporting Structure for the SES

Tender Notice GR/SIGA/PFM4SD/PIU/CS/022/2024
Email n/a
Closing Date: August 02, 2024
More details on <https://bit.ly/3LWaxbt>

KENYA

PURCHASER: THE KENYA NATIONAL HIGHWAYS AUTHORITY (KENHA)
Bidding type International Competitive Bidding

Tenders are invited for Provision of Consultancy Services on Organizational Re-Engineering and Development, Job Evaluation & Performance Management Systems

Tender Notice KeNHA/S/36
Email dg@kenha.co.ke
Closing Date: September 30, 2024
Phone number n/a
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: NATIONAL OIL COMPANY OF MALAWI (NOCMA)
Tenders are invited for provision of Air Tickets.
Bidding type International Competitive Bidding
Tender Notice n/a
Email info@nocma.mw
Closing Date: June 30, 2024
Phone number n/a
More details on <https://bit.ly/3svL0Nj>

PURCHASER: NATIONAL OIL COMPANY OF MALAWI (NOCMA) LIMITED
Procurement of the Provision of Cross Border Fuel Transportation Services on Framework Agreement.
Bidding type International Competitive Bidding
Tender Notice 026/IPDC/MOFA/NCS/24-25/03
Email info@nocma.mw
Closing Date: June 30, 2024
Phone number +265 (0) 1 789 088/323
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: ELECTORAL COMMISSION OF ZAMBIA

Bidding type International Competitive Bidding

Tender details: Tender for the Printing and Delivery of Ballot Papers, Ballot Paper Posters, Blind Voter Templates, Announcement Forms, Registers of Voters and Voter-S List for the Electoral Commission of Zambia on a Three-Year Contract for the By-Elections, and the 2026 General Election

Tender Notice 1009/19914/0
Email elections@elections.org.zm
Phone number +260 211 251401
Closing Date: June 18, 2024
More details on <https://bit.ly/3ijRZ8x>

PURCHASER: ZESCO LIMITED
Bidding type International Competitive Bidding

Tender details: Tender for Tender for the Supply and Delivery of Wooden Poles on a One (01) Year Running Contract- Zesco/On-b/045/2024.

Tender Notice 1010/5907/0
Email procurement@zesco.co.zm
Closing Date: June 21, 2024
More details on <https://bit.ly/3ijRZ8x>

PURCHASER: ROAD DEVELOPMENT AGENCY
Bidding type International Competitive Bidding
Tender details: Tender for Consultancy services for the construction supervision of the rehabilitation of 161.5km of the Great North Road (T2) - from Mpika to Chinsali, including certain design, technical and financial supervision, contract management, and to ensure that the Works are carried out in accordance with the respective contract specifications. The 161.5Km rehabilitation Works are divided into two lots: Lot 1 Mpika - Shiwan'gandu (82.67 km) and lot 2 Shiwan'gandu - Chinsali (78.876 km).

Tender Notice 276637-2024
Email rda_hq@roads.gov.zm
Closing Date: June 28, 2024
More details on <https://bit.ly/3ijRZ8x>

PURCHASER: MINISTRY OF COMMERCE, TRADE AND INDUSTRY (MCTI)

Bidding type International Competitive Bidding
Tender details: Tender for Procurement Plan for Project Audit at End of Project

Tender Notice 276637-2024
Email info@mcti.gov.zm
Closing Date: November 25, 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

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.tradезimbabwe.com



IMPORT FROM ZIMBABWE BUY AUTHENTIC PRODUCTS

when you join the community



VISIT

www.shopatzim.co.zw