

JANUARY 2025



TOP STORIES

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- Chikomba Honey Cluster unveiled
- Exports record marginal growth





1 HORTICULTURAL EXPORTERS EYE NEW MARKETS AT **FRUIT LOGISTICA 2025**

By Enia Dube

ZIMBABWEAN HORTICULTURAL exporters are set to explore new markets when they engage potential buyers at this year's edition of the world's largest horticultural exhibition.

At least 30 farmers will participate at the Fruit Logistica 2025, scheduled for 5-7 February in Germany, with 10 exhibiting physically, 10 attending visitors to gather market insights, and the rest sending samples.

The participation of local farmers is facilitated by national trade development and promotion organization, ZimTrade, with support from the Zimbabwean Embassy in Germany.

This global showcase offers Zimbabwean businesses a chance to connect with international buyers, forge partnerships, and explore new markets.

Fruit Logistica is a leading event in the fresh fruits and vegetables, and flowers industry that attracts key players in the global supply chain, from growers and exporters to distributors and retailers.

ZimTrade Operations Director, Mr. Similo Nkala said the exhibition offers Zimbabwean farmers and exporters an invaluable platform to present their fresh produce to the world.

"Fruit Logistica has consistently delivered tangible results for our exporters in the past, opening doors to lucrative markets and strengthening existing partnerships.

"We are confident that this year's participation will yield even greater success as we showcase Zimbabwe's high-quality produce and align ourselves with global standards of innovation, sustainability, and quality," he added.

The Zimbabwe Pavilion will be the centerpiece for the exhibitors, where companies will display a range of fresh produce and value-added products. Participants will also engage with potential partners, learn from competitors, and discover consumer trends shaping the global industry.

Zimbabwean exporters will have the chance to highlight their fresh produce's unique qualities and demonstrate their commitment to global standards.

Through direct engagement with international buyers, distributors, and retailers, local exporters can identify emerging trends and adapt to a dynamic global market.

Past participation in Fruit Logistica has delivered significant results for Zimbabwean exporters. Several companies have secured long-term contracts and gained access to high-value markets.

Building on this success, ZimTrade sees the expo as a strategic tool for driving export growth.

"The results we have seen from previous editions of Fruit Logistica are a testament to the potential of this platform," Mr. Nkala said.

"Showcasing our products to the world and engaging directly with key stakeholders has unlocked new markets and strengthen existing ones," he added.

According to ZimTrade, Zimbabwe's participation this year will also feature value-added products, marking a move up the value chain.

This approach allows exporters to cater to niche markets and meet the growing demand for processed and packaged goods.

It also positions Zimbabwe as a player in the global trend towards sustainability and convenience.

Fruit Logistica also offers a chance to tackle challenges like market access barriers, logistical constraints, and limited market intelligence.

Interacting with experts, policymakers, and trade partners, will help Zimbabwean companies find solutions to these issues.

This knowledge will help them improve their competitiveness and increase their exports.

Further to this, a guided tour of a fresh produce market, planned on the sidelines of the exhibition, is expected to further enhance their understanding of the European market.

This tour will expose participants to best practices, competitor strategies, and consumer preferences. It is designed to help exporters refine their strategies for entering and thriving in the European market.



2 CHIKOMBA HONEY CLUSTER UNVEILED

By Runyararo Mukahanana

ZIMTRADE, in partnership with Australian Aid, has launched the Chikomba Honey Cluster, an initiative aimed at transforming honey production and exports from the rural community.

The Cluster, unveiled in December 2024, in Sangwe, Chikomba District, Mashonaland East Province, aims to tap into the country's vast honey production potential.

The Chikomba Honey Cluster embodies a comprehensive approach to rural development, integrating economic empowerment, environmental conservation, and export growth.

The initiative is set to make a transformative impact on the lives of individuals in Chikomba District and beyond, through – for example – prioritizing women's participation and sustainability.

Zimbabwe is naturally endowed with diverse vegetation and floral resources, creating ideal conditions for beekeeping.

Regions such as Chimanimani, Vumba, and Honde Valley have long been renowned for producing high-quality honey.

Through formalizing and organizing honey production in community-driven clusters, like the one in Chikomba, the country positions itself as a major exporter of honey in the region.

The global honey market, valued at US\$2,2 billion in 2023, offers immense opportunities for emerging producers like Zimbabwe.

Key importers of honey, including the United States, Germany, Japan, France, and the United Kingdom, drive demand for high-quality, natural, organic, and sustainably produced honey.

This trend presents a lucrative opening for Zimbabwean honey producers to tap into the

international market and capitalize on the growing demand for premium organic honey products.

The interventions by ZimTrade and its partners will capacitate local producers with critical skills and knowledge in producing top quality honey, particularly organic honey.

Participants will also be assisted to attain the necessary certifications required in targeted markets.

For example, to successfully penetrate leading international markets, Zimbabwean honey must meet rigorous international standards for purity, moisture content, and the absence of contaminants such as pesticides.

The Chikomba Honey Cluster's primary objective is to produce export-quality honey that meets these criteria.

ZimTrade, with its extensive export promotion experience, will also play a key role in connecting the cluster with international buyers.

■ Empowering Women: A Key Pillar of the Initiative

A standout feature of the Chikomba Honey Cluster is its emphasis on women's empowerment.

The cluster is composed mainly of women from the Chikomba community, reflecting a deliberate effort to promote gender inclusivity in agriculture.

Women in the cluster have undergone comprehensive training in modern beekeeping practices, including hive management, honey harvesting techniques, processing and packaging, and quality control.

The initiative aims to improve household incomes and contribute to local economic development by providing women with the skills and resources needed to run profitable beekeeping enterprises. The economic empowerment of women also has

a multiplier effect, as increased incomes often result in improved education, health, and nutrition for families.

■ Sustainability and Environmental Benefits

Beekeeping is widely recognized as an environmentally sustainable activity.

Unlike many forms of agriculture that may contribute to land degradation, beekeeping promotes forest conservation and biodiversity.

Bees are essential pollinators, playing a vital role in maintaining ecosystems and enhancing the productivity of other crops.

The Chikomba Honey Cluster is expected to contribute to environmental preservation by encouraging the community to protect local forests and avoid destructive practices such as deforestation and slash-and-burn farming.

In this way, the project aligns with Zimbabwe's broader goals of promoting sustainable agricultural practices and combating climate change.

■ Building a Local Value Chain

One of the key components of the project is value addition through local processing and packaging. Plans are underway to establish a honey processing facility in Chikomba District.

This facility will enable the cluster to process raw honey into refined, high-quality products suitable for both local and export markets.

The establishment of the facility will create additional employment opportunities in the region, particularly for youth and women.

It will also help the cluster retain more value locally, as processed honey fetches significantly higher prices than raw honey on the international market.

Furthermore, efforts are being made to diversify honey-related products.

In addition to pure honey, the cluster is exploring

the production of value-added products such as beeswax for cosmetics and candles, propolis for medicinal purposes, and royal jelly as a dietary supplement.

■ Collaboration and Ongoing Support

The Chikomba Honey Cluster launch is only the beginning of a long-term development plan.

ZimTrade and Australian Aid will continue working with the cluster to provide technical assistance through expert consultations on beekeeping and quality control, and unlocking access to finance by facilitating partnerships with financial institutions to help members invest in modern beekeeping equipment.

Export promotion will be another ZimTrade's intervention, organizing trade missions, participating in international expos, and linking producers with global buyers.

The cluster will also be assisted to secure certifications such as organic and fair-trade labels, which are crucial for accessing premium markets.

■ Scaling Up and Replicating Success

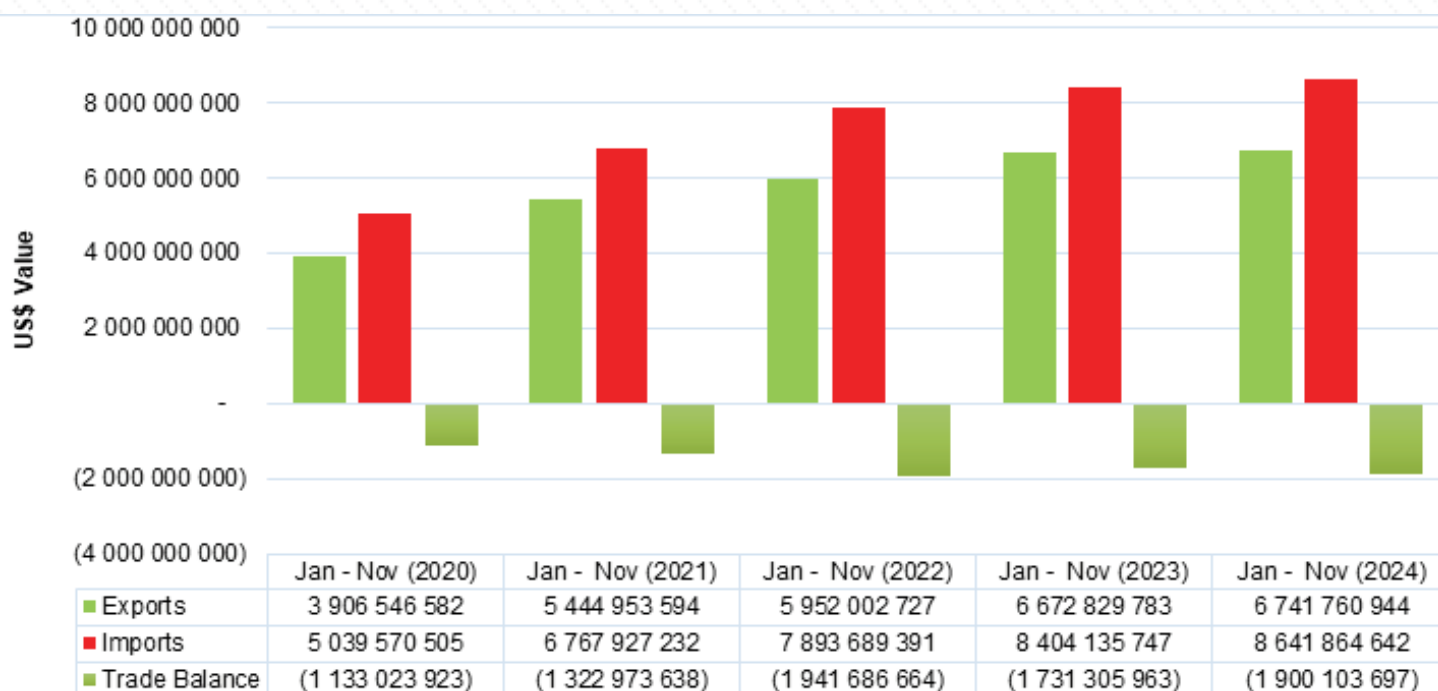
The success of the Chikomba Honey Cluster could pave the way for similar initiatives across Zimbabwe.

With abundant natural resources and a growing number of trained beekeepers, there is potential to create a nationwide network of honey clusters. This would not only boost honey exports but also contribute to rural development and poverty alleviation.

ZimTrade is already exploring partnerships with other development agencies to replicate the cluster model in other honey-producing regions, such as Mutare, Gokwe, and Nyanga.

By scaling up the initiative, Zimbabwe will become a leading honey exporter in the Southern African region.





3 EXPORTS RECORD MARGINAL GROWTH

By Archford Mabuka

ZIMBABWE'S EXPORT recorded a marginal increase of one percent January and November 2024 compared to the same period in 2023.

Statistics released by Zimstat show that Zimbabwe's exports totaled US\$6,74 billion up from US\$6,67 billion during the period under review.

In contrast, imports rose by 2.8 percent to US\$8,64 billion, up from US\$8,4 billion in 2023.

As a result, the trade deficit for the period widened by 9.7 percent, reaching US\$1.9 billion, compared to US\$1.73 billion in the previous year.

■ Movers

Horticulture exports have rebounded as shown by the 10.4 percent increase to US\$57,3 million up from US\$51,9 million in 2023.

Major exports in the sector include tea US\$14,5 million, citrus US\$9,4 million, macadamia nuts US\$8,7 million, blueberries US\$11,9 million, peas US\$3,2 million and fresh flowers US\$3,5 million. Agricultural inputs and implements exports increased by 37.9 percent from US\$24,5 million to US\$33,7 million.

Major exported products in the sector include maize seed US\$13,1 million and seeds, fruits and spores, of a kind used for sowing US\$4 million. Hides and skins exports increased from US\$23.8 million in November 2023 to US\$26.7 million in 2024 translating to a 11.8 percent increase.

Livestock and livestock products exports amount

ed to US\$5,9 million up from US\$2.7 million in 2023 translating to a 120 percent increase.

Major exports in the sector were birds' eggs, in shell, fresh, preserved or cooked amounting to US\$3,1 million and live poultry amounting to US\$2,6 million.

Unmanufactured tobacco exports increased by 7.2 percent to US\$1.17 billion during the period under review in 2024 from US\$1.09 billion in 2023.

The sector is contributing 17.3 percent to total exports up from 16.3 percent in 2023.

Despite decreased volumes in the auction market, the country has benefited from the firming up of international prices.

■ Shakers

Minerals and alloys exports contribution to total exports stood at 75.1 percent, down from 76.1 percent recorded in 2023.

The sector's exports marginally went down by 0.2 percent to US\$5,07 billion down from US\$5,08 billion in November 2023.

Major exported products included gold, nickel mattes, oxide sinters and other products of nickel metallurgy, nickel ores and concentrates, and ferroalloys.

Manufactured tobacco exports decreased to US\$93 million from US\$95,2 million recorded in 2023.

■ Exports by Destination Market

For the period January – November 2024, the United Arab Emirates over-took South Africa as Zimbabwe's largest export market recording US\$2,36 billion up from US\$1,72 billion translating to a 26.8 percent increase.

Exports to South Africa declined by 5.4 percent to US\$1,96 billion from US\$2,07 billion recorded in 2023.

Exports to China decreased by 28.9 percent to US\$851 million and this is due to the decrease in international prices of primary products such as chrome.

■ Imports

Machinery and equipment imports decreased by 3.4 percent to US\$1,54 billion but still accounted for 17.9 percent of total imports.

Fuels and electricity imports declined by 16.7 percent to US\$971 million, and raw materials imports remained steady at US\$1,05 billion, reflecting consistent demand for industrial inputs and this is commendable for the industry to keep on growing.

Other imports increased by 13.3 percent to US\$4,5 billion, comprising diverse goods contributing 52.6 percent to total imports.



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EDITORIAL TEAM

Danai Majaha, Karen Mukwedeya,
Enia Dube, Shepherd Chisada,
Tenson Wunganai (Graphic Designer)
Runyararo Mukahanana,
Archford Mabuka,
Luckson Chimundiza, Dorcas Makotore
and Gugulethu Mpofu.



4 EMPOWERS ARTS AND CRAFTS SECTOR IN MASVINGO AND MANICALAND

By Luckson Chimundiza

THE ARTS and crafts sector in Zimbabwe has become a key driver of export earnings, community development, and improved livelihoods, showcasing the nation's rich cultural heritage to the world.

Exports of arts and crafts have played a vital role in improving livelihoods and supporting Zimbabwe's economic recovery.

With the assistance of ZimTrade, there has been an increase in the number of Zimbabwean artisans who are growing their exports to diverse markets, including South Africa, the United States, Ethiopia, the United Kingdom, Spain, Namibia, China, Denmark, Germany, and beyond.

The strong demand for the country's arts and crafts is a testament to the exceptional artistic talent within Zimbabwe, with artisans leveraging a wide range of skills to create diverse products that meet the needs of various markets.

While the sector has achieved remarkable success, feedback from these international markets indicates a growing demand for enhanced quality and refined production processes.

In response, ZimTrade, in partnership with the Germany-based Senior Expert Service (SES), is stepping up efforts to empower artisans in Masvingo and Manicaland through targeted technical support, aimed at further elevating their capacity and competitiveness in the global marketplace.

The intervention by experienced experts from

Germany will play a key role in boosting exports from Zimbabwe's arts and crafts sector.

Over the past decade, from 2013 to 2023, Zimbabwe's exports of arts and crafts have remained stable, with minimal fluctuations.

Notably, exports of art, collector's pieces, and antiques grew from US\$5,4 million in 2020 to US\$10,1 million in 2023, marking an impressive growth of approximately 100 percent.

Whilst the sector has recorded growth, there remains untapped opportunities.

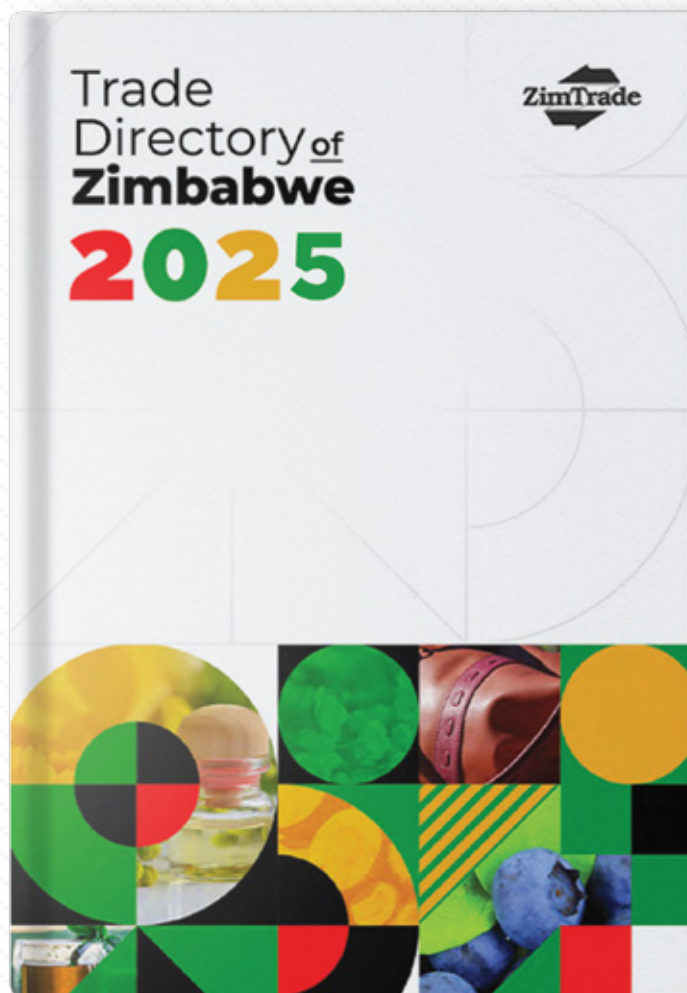
ZimTrade aims to increase the sector's contribution to Zimbabwe's total export earnings through technical interventions and capacity building.

The global arts and crafts market, valued at approximately US\$42,88 billion in 2023, is projected to reach around US\$70,33 billion by 2032, with a compound annual growth rate (CAGR) of 5.6 percent.

This market growth necessitates careful consideration and strategic adjustments to our production procedures to maintain and expand our international market share.

On-site technical interventions and assistance programs are highly effective, particularly when providing specific and relevant recommendations.

Zimbabwe is home to exceptionally talented artisans, and with the right support, there is room to increase in foreign currency revenue, enhanced living standards, and a more developed society.



5 THE TRADE DIRECTORY OF ZIMBABWE WILL AMPLIFY VISIBILITY

By Luckson Chimundiza

THE TRADE Directory of Zimbabwe is more than just a catalogue – it is a comprehensive resource for businesses seeking to connect with regional and international markets, enhance visibility, and showcase their products and services.

With its well-organized structure, the directory serves not only as a powerful marketing tool but also as a repository of essential trade-related information.

It is an invaluable resource for anyone involved in or interested in Zimbabwe's trade landscape. Being part of the Trade Directory is not just about visibility; it is about credibility.

The directory has a reputation as a trusted resource for trade-related information, and being listed signals that your company is a serious player in the market.

Whether you are advertising, listed in the general company section, or both, your presence in the directory places you in front of embassies, trade officials, investors, and other stakeholders who regularly consult this publication.

and how you can get involved.

Below is a breakdown of its key sections:

Useful Trade Information: This section contains facts and figures about Zimbabwe and provides a general overview of the Zimbabwean economy, highlighting key economic sectors.

Additionally, it includes contact details for various trade-related institutions and organizations, making it easier for businesses to navigate the trade environment.

Useful Addresses: Navigating Zimbabwe's business ecosystem is made simpler with this section.

It provides contact information for hotels, banking institutions, trade facilitation organizations, selected government ministries and departments, foreign representation in Zimbabwe, and Zimbabwean diplomatic missions abroad.

Export Product Listing: This alphabetical list of export product groups includes the names of exporting companies under each category.

Whether you are looking for agricultural produce, minerals, or manufactured goods, this section points you in the right direction.

Import Product Listing: Mirroring the export section, this part contains an alphabetical list of import product groups along with the names of importing companies.

Services Listing: From logistics to consultancy, this section provides an alphabetical list of services offered by Zimbabwean companies.

Service providers for both export and import activities are detailed here, making it easy to find the support you need.

Company Profiles: Perhaps the most detailed section, the company profiles list businesses alphabetically and provide key information such as telephone numbers, email addresses, and website links.

Detailed descriptions of their products and services are also included, giving potential partners a comprehensive view of what each company offers.

The Trade Directory's impact does not stop at print.

For companies looking to expand their reach, **Shop@Zim** is the perfect complement.

This online platform connects Zimbabwean exporters with international buyers.

Whether you are a producer of unique artisan crafts or a supplier of essential raw materials, Shop@Zim provides a digital storefront to showcase your goods. For inclusion on this platform, ZimTrade is your point of contact.

They can guide on how to feature your products and maximize your visibility.

Getting listed

Production for the 2025 Trade Directory is currently underway, and this edition is set to be even more streamlined and user-friendly than before.

To secure a spot, simply reach out to Mediaserv at mediaservad@gmail.com.



6 PUM EXPERT VISITS EASTERN HIGHLANDS FLORICULTURE FARMERS

By Dorcas Makotore

ZIMBABWE'S FLOURISHING flower sector recently received a significant boost through the second visit from floriculture expert from PUM Netherlands Senior Experts.

The visit was facilitated by ZimTrade as part of its capacity building initiative and was conducted from 6-16 December 2024.

This ongoing collaboration between ZimTrade and PUM is part of a broader assistance program aimed at capacitating small and medium scale floriculture farmers to develop them into viable export entities.

During the visit, the PUM expert engaged with flower growers across various areas of the Zimbabwean Eastern Highlands including Vumba, Juliasdale and Troutbeck, Nyanga areas.

The expert conducted individual farm visits and provided hands-on guidance and valuable insights into sustainable protea cultivation, post harvesting practices and aspects of capacity and quality enhancement.

The primary focus of the visit was to improve the knowledge level of flower growing in Zimbabwe, particularly for protea growers in the Eastern

Region of Zimbabwe, increase information dissemination in the floriculture sector and increase export of flowers through provision of technical support and development of sustainable supply chain activities.

One of the critical areas addressed was sustainable cultivation of protea flowers suitable for the export market.

Protea flowers with their striking appearance and long vase life are highly sort after in the global floral market.

Cultivation of these flowers must be done sustainably to ensure long term environmental health, social equity and economic viability.

With the growing global demand for eco-conscious products, Zimbabwe's flower growers stand to gain a competitive edge by adopting greener solutions.

The PUM expert's guidance on integrated pest management and efficient water usage emphasised pathways towards achieving this goal.

The expert highlighted sustainable cultivation not only as an ethical responsibility but also a smart business strategy.

Environmentally sustainable efforts ensure protea cultivation remains a viable and rewarding enterprise for generations to come.

Moreover, the technical intervention included post-harvest handling, a vital step in ensuring flowers maintain their freshness and quality during transportation to export markets.

The expert shared innovative techniques to minimize spoilage and maximize shelf life, equipping growers with the tools to achieve greater profitability.

Towards the end of the technical intervention, farmers participated in a workshop conducted in Nyanga, where they gained more insights from presentations detailing outcomes from his individual farm visits.

The program was later concluded by the group's learning visit to one of Zimbabwe's biggest floriculture farms in Nyanga, with years of experience in flower production and export.

The second visit to Zimbabwean Eastern Highlands flower growers by PUM reinforces the long-term vision of the assistance program, with

more visits and technical interventions expected in 2025.

■ Markets

The European Union particularly the Netherlands has over the years been Zimbabwe's primary export destination for flowers.

According to Trademap, Zimbabwe exported cut flowers worth US\$9 million in 2023. Netherlands was the top import market for Zimbabwean cut flowers with US\$6,3 million.

Other top markets are United Kingdom, South Africa, and Japan.

The global market for cut flowers was US\$9,86 billion in 2023 which is a 0.41 percent increase from the US\$9,82 billion realised in 2022.

At its peak in 2021 the cut flowers import value reached US\$10,2 billion.

These statistics indicate that the floriculture industry is a lucrative sector which presents vast untapped potential for Zimbabwean flower producers.





7 ZIMTRADE EMPOWERS SMES

By Enia Dube

ZIMBABWE'S ECONOMY is witnessing growth, driven in part by the growing influence of small and medium-sized enterprises (SMEs) and women entrepreneurs in international trade.

To ensure SMEs and women-led enterprises contribute further to economic development, ZimTrade is spearheading several initiatives to promote inclusivity and provide vital support to these critical stakeholders in Zimbabwe's export sector.

ZimTrade acknowledges the pivotal role of SMEs in Zimbabwe's economy and their vast, untapped potential to propel export growth.

To empower these businesses for global success, ZimTrade is providing tailored range of resources and programs, equipping small businesses with the expertise, instruments, and connections necessary to excel in international markets.

Export training programs form a vital pillar of support for Zimbabwean businesses, equipping them with the expertise to successfully navigate international markets.

These comprehensive programs encompass critical topics such as market research, export documentation, logistics, and international marketing strategies.

ZimTrade enables SMEs to tap into new opportunities and realize their full export potential by arming

businesses with a deep understanding of global trade dynamics.

Export training programs by Zimtrade are a cornerstone of its support system, providing Zimbabwean businesses with the skills to succeed in international markets.

The programs cover essential topics such as market research, export documentation, logistics, and international marketing strategies.

Through these initiatives, ZimTrade empowers businesses to navigate global trade dynamics, unlocking their full export potential and driving growth.

ZimTrade also provides critical financial support to facilitate export growth.

Acknowledging that access to capital can be a major obstacle, especially for women-led SMEs and connects businesses with funding opportunities and also offers expert guidance on financial management, enabling them to scale their export operations effectively.

While training and funding are essential, ZimTrade recognizes that access to key markets and partners is equally crucial.

To bridge this gap, ZimTrade has established a robust network of market linkage platforms.

These platforms facilitate connections between businesses and potential buyers, suppliers, and partners through strategic initiatives such as empowering women and transforming trade.



8 INCREASING AGROCHEMICAL EXPORTS TO AFRICAN MARKETS

THE PRIORITIZATION of agriculture by President E.D Mnangagwa's Second Republic is positioning Zimbabwe as a significant player in Africa's agrochemical sector.

The growth in the agriculture sector in general follows President Mnangagwa's emphasis on agricultural modernization and industrialization, which is creating opportunities for local companies to expand into new markets with a range of diversified agrochemical products and services.

This by no doubt is placing Zimbabwe in a competitive position within Africa's growing agricultural landscape, in particular regional markets such as Mozambique, Zambia, Botswana, and Tanzania.

The agrochemical sector encompasses products like fertilizers, pesticides, and other agricultural inputs.

The agrochemical industry in Zimbabwe is experiencing a shift, with local manufacturers scaling up production to meet needs in the continent and beyond.

Local processing of key raw materials used in the production of agrochemicals is allowing companies to reduce reliance on imports and offering cost-effective solutions tailored to farming systems on the continent.

This is strengthening the competitiveness of Zimbabwean products in across all Southern African markets.

In addition, the developments in the agrochemical sector are covering both production and adoption of current sustainability and innovation trends.

For example, local manufacturers are adopting environmentally friendly agrochemical solutions, which are positioning Zimbabwe as a responsible player in regional value chains.

With these developments, Zimbabwe is well-placed to achieve sustained export growth of agrochemicals, particularly within the Southern African Development Community (SADC) and across Africa.

■ Global market size

According to Trade Map 2024, global imports of agrochemicals reached US\$144,3 billion in 2023, reflecting a robust growth trajectory.

Within this global context, the SADC market alone imported US\$4,4 billion worth of agrochemicals in 2023, up from US\$2,7 billion in 2019.

COMESA imports showed similar growth, climbing to US\$4,9 billion in 2023 from US\$3,1 billion in 2019.

Africa's agrochemical market is highly competitive, with imports dominated by countries such as China, Morocco, and Russia.

According to Trade Map, China alone accounted for US\$2.2 billion in exports to African countries in 2023, followed by Morocco at US\$1,1 billion and Russia at US\$816 million.

Regional producers like South Africa and Egypt are also significant players, exporting US\$685 million and US\$563 million, respectively.

This competitive environment underscores the need for Zimbabwean companies to carve out a niche, potentially focusing on innovative, eco-friendly agrochemicals or leveraging proximity to regional markets to reduce logistical costs.

Analysis of bilateral trade data between African countries reveals that specific product categories present significant opportunities for Zimbabwean exporters.

Mineral or chemical fertilizers containing nitrogen, phosphorus, and potassium (NPK) dominate regional demand, with imports in African markets reaching US\$1,4 billion in 2022.

Similarly, products like insecticides, herbicides, and fungicides – essential for improving crop yields, saw imports of US\$296 million within African markets in 2023.

■ Key opportunities

The global and regional agricultural sectors are expanding, and the demand for agrochemicals continues to rise, presenting Zimbabwe with a unique opportunity to tap into these markets and drive export-led growth.

Closer to home, the demand for fertilizers and crop protection products is growing across Southern Africa due to the region's reliance on agriculture as a key economic activity.

The potential for export growth is particularly high in countries such as Zambia, Malawi, and Mozambique, which are all experiencing an increase in agricultural activity.

As demand for fertilizers and crop protection products increases in these countries, Zimbabwean companies are well-positioned to capitalize on this growth by offering cost-effective solutions that cater to the specific agricultural needs of each market.

For example, the different priority crops in different SADC markets all present opportunities for specialized agrochemical products.

In addition to existing opportunities, several emerging trends in the agrochemical market across Southern Africa present further growth potential for Zimbabwe.

One key area of interest is the rising demand for specialized agrochemicals tailored to combat new and evolving agricultural challenges.

With climate change impacting crop yields, many countries in the region are facing new pest and disease pressures.

This has created a need for advanced pest management solutions and fungicides.

Zimbabwean companies that focus on the development and supply of pest-resistant agrochemicals, particularly those suited to new challenges such as fall armyworm infestations in maize, can secure a competitive advantage.

Another emerging trend is the demand for more efficient and environmentally sustainable agrochemicals.

With African farmers embracing sustainable farming practices, the market for organic and bio-based pesticides and fertilizers is growing.

As the push for reduced environmental impact, Zimbabwean companies with the ability to produce eco-friendly products, such as bio-pesticides and organic fertilizers, are well-positioned to meet the needs of this evolving market.

Additionally, there is a growing need for

agrochemicals that cater to precision farming, a practice gaining traction across the continent.

Precision farming involves the use of technology to optimize the use of inputs like water, nutrients, and pesticides.

Agrochemical companies that can provide products compatible with this high-tech approach will find new market opportunities, especially in more advanced agricultural economies such as South Africa and Namibia.

Companies in Zimbabwe can invest in the research and development of precision agrochemical solutions that cater to this need, giving them a foothold in a burgeoning market.

Further to this, the expansion of agro-industrial parks across Africa is also an important development for Zimbabwe's agrochemical sector.

These parks, supported by government incentives and international funding, focus on increasing local production of agricultural inputs, including agrochemicals. Zimbabwean companies that establish a presence in these parks or partner with local businesses within them stand to benefit from reduced costs and improved access to regional markets.

In addition, the growth of agricultural programs in countries like Kenya, Ethiopia, and Egypt is creating new demand for agrochemicals.

As these countries increase their focus on large-scale commercial farming, the need for specialized agrochemical products grows.

Zimbabwe can capitalize on these export opportunities by focusing on producing fertilizers, pesticides, and herbicides designed for export crops like tea, flowers, and cotton, which are key in these markets.

In addition, Zimbabwe's agrochemical producers looking to strengthen their presence in regional markets must leverage existing bilateral and multilateral trade agreements, such as the African Continental Free Trade Area (AfCFTA), SADC and COMESA trade agreements.

These reduce tariffs and streamline cross-border trade, enabling Zimbabwean agrochemicals to be priced competitively in neighbouring countries such as Zambia, Botswana, Namibia, and Mozambique.

For local producers, this competitive pricing advantage provides an avenue to expand their market share and establish long-term trade relationships.

Local producers looking to grow their presence in regional markets can benefit from economies of scale, driving further efficiencies in production and distribution while solidifying Zimbabwe's role as a key agrochemical supplier in Southern Africa.

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