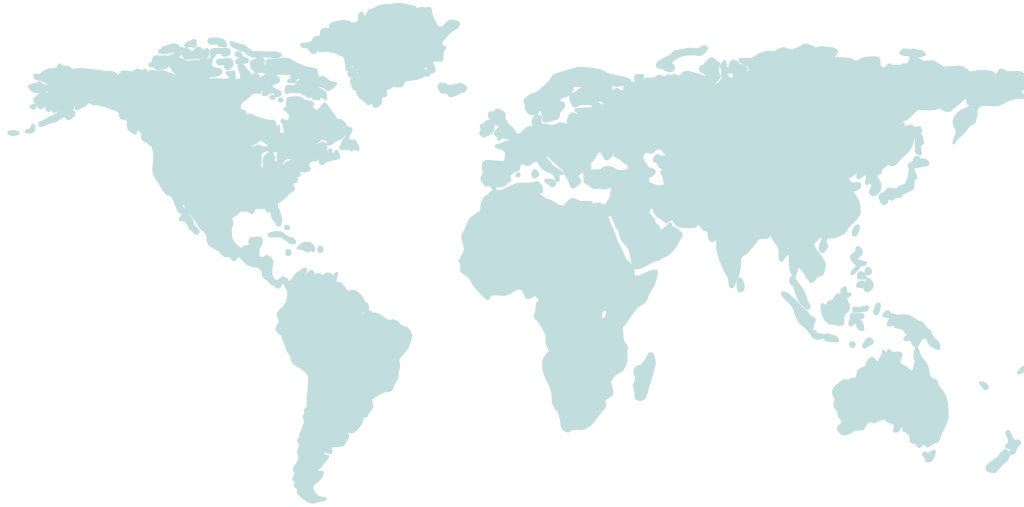


NOVEMBER 2024



TOP STORIES

- ▶ **Zimbabwean businesses expand Botswana market**
- ▶ **Promoting Zimbabwean dried fruits in the global markets**
- ▶ **Unlocking trade opportunities in Angola**





ZIMBABWEAN BUSINESSES EXPAND BOTSWANA MARKET

By Karen Mukwedeya

ZIMBABWEAN COMPANIES are set to boost exports into Botswana following the successful hosting of an Outward Mission jointly organized by ZimTrade and the Botswana Investment and Trade Centre.

The Outward Mission, which ran from 11-16 November 2024, presented an opportunity for local companies to explore export opportunities in Gaborone, and Francistown, as well as link with leading buyers in the market.

The mission also strengthened business-to-business connections, opening doors for Zimbabwean companies to tap into emerging opportunities in Botswana.

With increased market awareness and a foundation for collaboration established, this mission presented an opportunity for the Zimbabwean exporters to expand their footprint in the Botswana market.

Participating Zimbabwean companies were drawn from sectors such as building and construction, fast-moving consumer goods, and horticulture sectors.

During the engagements, the buyers expressed interest to source from Zimbabwe and commended the superior quality and competitiveness of Zimbabwean products.

The buyers expressed willingness to collaborate with Zimbabwean businesses and highlighted Zimbabwean products can meet the requirements of the needs of the Botswana market.

Botswana is an open market economy with a business environment that strongly facilitates trade and investment for both local and foreign players.

The market remains highly dependent on imports for essential goods such as beverages, cereals, fresh produce, and processed foods.

This dependency creates significant export opportunities for Zimbabwean producers, particularly in the Fast-Moving Consumer Goods (FMCG) sector.

Zimbabwean companies have potential to export a variety of processed foods to Botswana, including pork products, tinned foods, cereals, milk-based products, cordials, biscuits, and sweets.

Fresh produce is another key area of opportunity. Zimbabwean exporters can supply vegetables, bananas, apples, oranges, and peppers to meet this demand, with opportunities to increase earnings through value addition.

In terms of performance of local products in the market, Botswana consumers recognise Zimbabwean products for their superior quality, with many expressing a preference for Zimbabwean brands if they are consistently available in the market.

Beyond FMCG, Botswana's vibrant construction industry offers opportunities for Zimbabwean suppliers of timber, steel products, building materials, and furniture.

Ongoing housing, transport, water, and energy infrastructure projects further expand opportunities for Zimbabwean companies in construction-related sectors.

In addition to products, Zimbabwean companies can export services such as engineering, surveying, and skills training to support Botswana's growing construction sector.

Livestock production dominates Botswana's agricultural sector and there are opportunities for collaboration with players in the market.

Zimbabwean tanneries can process Botswana's raw hides into high-quality leather, meeting demand for finished leather and leather products such as handbags, belts, and footwear.

Botswana's lack of tanneries creates a niche for Zimbabwean companies to develop the beef-to-leather value chain



2 PROMOTING ZIMBABWEAN DRIED FRUITS IN THE GLOBAL MARKETS

By Alex Mutandi

THE GLOBAL demand for dried fruits has been on a steady upward trajectory, driven by a perfect storm of consumer trends.

As health-consciousness continues to rise, consumers are increasingly seeking out natural, nutrient-dense snacks that align with their values.

The shift towards plant-based diets has also fueled the demand for dried fruits, positioning them as a sweet and healthy alternative to traditional snacks.

With this growing appetite for dried fruits, Zimbabwean producers are poised to capitalize on this lucrative market opportunity.

According to the Trade Map, the global imports of dried fruits grew from US\$2,1 billion in 2019 to US\$2.8 billion in 2023.

The main importers of dried fruits being United States of America (US\$359mn), Germany (US\$261 million), China (US\$251 million), United Kingdom (US\$155 million) and France (US\$116 million).

The dried fruit market is projected to grow significantly in the coming years, with an emphasis on organic, non-GMO, and sustainably produced products.

Key markets include North America, Europe, and parts of Asia, where demand for healthy snacks

Zimbabwean companies are in a prime position to meet this demand, given the country's rich agricultural diversity and favourable climate for fruit cultivation.

However, entering these international niche markets for health-conscious consumers requires more than just high-quality products; it requires effective branding and strategic marketing.

Zimbabwean exporters must comply with international market requirements, including food safety and traceability standards, labelling and packaging regulations and organic certification, although not mandatory, is highly valued in European markets.

Zimbabwean companies need to craft a unique and memorable brand identity that speaks to need to the needs of this evolving market to increase the country's market share.

Design plays a key role in branding. Zimbabwean companies should invest in eye-catching, professional packaging that communicates their values, such as sustainability, quality, and ethical production.

Packaging is not only about aesthetics; it must also educate consumers with clear labelling that highlights product origin, benefits, and certifications (such as organic or fair trade).

To be competitive in global markets, especially in Europe and North America, Zimbabwean companies must meet international standards for food quality and safety.

Certifications can help build credibility and trust with international buyers.

Most international buyers are willing to pay a premium price for organic or fair-trade certified products.

The companies must invest in attaining quality assurance certification such as ISO 9001 and fair-trade certification conducted by FloCert.

The companies can emphasize their role in promoting fair wages, supporting local communities, and ensuring ethical working conditions for their employees.

These practices can resonate with socially aware consumers and further differentiate their brand in this highly competitive market.

Since international consumers are increasing

shopping online, having an online presence is non-negotiable these days to access effectively the global markets.

The companies must have an interactive website and an e-commerce platform to allow the international consumers to buy directly from them.

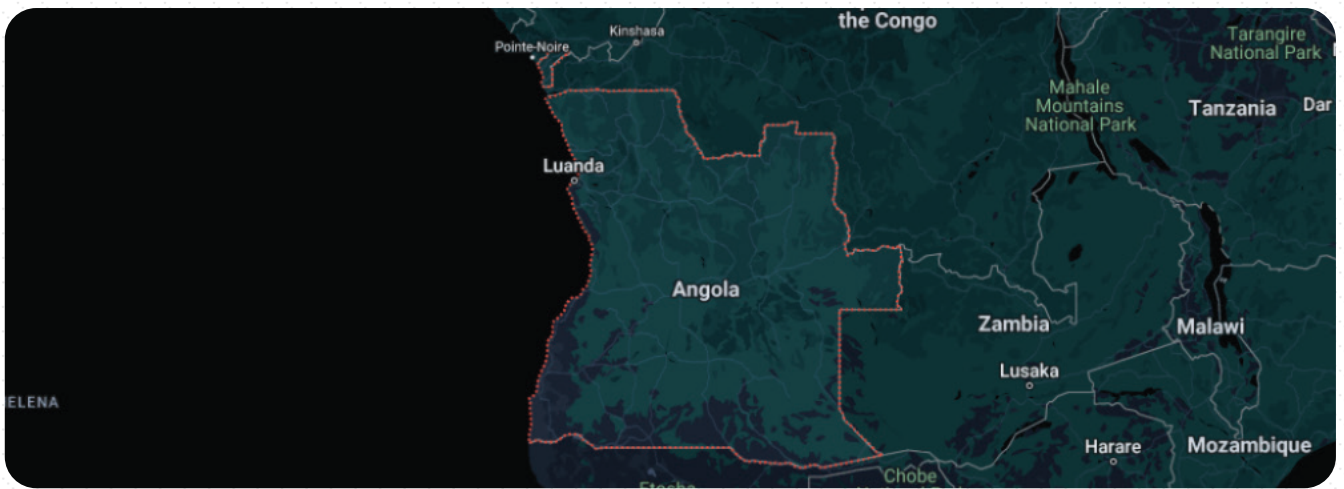
Social media platforms are also powerful tools for connecting with consumers and increasing the brand/ product's visibility.

To effectively penetrate international markets, the Zimbabwean companies must establish strong partnerships with distributors, retailers, and wholesalers abroad.

One effective of identifying potential distributors is through participating in international food trade shows.

These events also allow the companies to network with industry leaders and stay informed on market trends.





3 UNLOCKING TRADE OPPORTUNITIES IN ANGOLA

By Alex Mutandi

Angola, one of Africa's fastest-growing economies, presents significant opportunities for Zimbabwean businesses.

With its growing consumer market and increasing demand for diversified imports, Angola is becoming an attractive destination for Zimbabwean exports in agriculture, processed foods, engineering supplies, and services.

Recent engagements and market intelligence exercise reveal that Angola's economic landscape is ripe for Zimbabwean businesses to explore and thrive.

Angola has a population of over 36 million, and according to Trading Economics, Angola's Gross Domestic Product in 2023 was valued at approximately US\$84,72 billion.

For 2024, forecasts suggest the GDP will grow to around US\$86,84 billion.

Traditionally driven by oil exports, Angola is actively diversifying its economy to include agriculture, mining, and manufacturing.

This transformation, coupled with Angola's strategic location as a regional logistics hub, positions the country as a gateway for trade in Southern and Central Africa.

One of the key export opportunities for Zimbabwean businesses is in horticultural produce.

Angola imports a significant portion of its horticultural produce to meet the demands of its urban population, hotels, and restaurants.

In 2022, imports of agricultural and horticultural products exceeded US\$1 billion, creating a substantial gap that Zimbabwean exporters can fill.

Zimbabwean farmers can capitalize on this opportunity by exporting citrus fruits such as oranges and lemons, vegetables like tomatoes, onions, and potatoes, and fruits like bananas, mangoes, avocados, and pineapples.

Zimbabwe's agricultural expertise and favourable climate offer a competitive edge in meeting Angola's demand for fresh, high-quality produce. In addition to horticultural produce, Zimbabwean manufacturers can also explore opportunities in processed foods and beverages.

As urbanization accelerates in Angola, so does the demand for processed foods and beverages. Zimbabwean manufacturers can seize this opportunity with products such as canned goods, dried fruits, snacks, and ready-to-drink beverages.

To successfully enter the Angolan market, Zimbabwean businesses must consider regulatory compliance, high-quality packaging, and efficient logistics.

Platforms such as the Luanda International Fair (FILDA), which is an annual showcase in the capital of Angola, provide opportunities for Zimbabwean companies to showcase their products, connect with buyers, and establish strategic partnerships.

ZimTrade recently facilitated buyer engagements in Luanda from October 1-3, 2024, allowing participating Zimbabwean businesses to interact with Angolan buyers, distributors, and trade bodies. These engagements showcased Zimbabwe's export potential and provided invaluable insights into the unique dynamics of the Angolan market. With ZimTrade's support, local businesses are well-positioned to capitalize on these opportunities, driving economic growth and strengthening Zimbabwe's trade footprint in Africa.



4 MENTORSHIP AND TECHNICAL SUPPORT CRUCIAL FOR SMALL BUSINESSES

By Tatenda Machirori (Opinion)

MICRO, SMALL, and medium-sized enterprises are the lifeblood of most developing economic, accounting for the largest part of economic players.

These micro and small enterprises (MSMEs) generate over 60 percent of most countries' gross domestic product and provide employment opportunities for over 50 percent of their workforce.

However, as the first line of defence against economic fluctuations, MSMEs are also the most vulnerable to changes in the market.

To ensure their resilience and sustainability, it is crucial to provide them with the necessary tools and support, including mentorship and technical assistance.

Mentorship and technical support services play a crucial role when it comes to empowering enterprises to navigate the complexities of everyday business trade successfully.

The main intention is for the enterprises to become viable and sustainable for the long term. Initiatives such as ZimTrade's Eagles Nest and NEXT She-Exporter Program, enterprises are assisted with technical advice from consultants.

Through provision of guidance, knowledge, and resources, mentors and technical consultants offer entrepreneurs valuable tools to overcome challenges, seize opportunities, and achieve

sustainable growth in the competitive global marketplace.

The thrust in the programs is to ultimately expose the enterprises to the global marketplace. Mentorship from industry consultants allows for transfer of knowledge and expertise to budding entrepreneurs.

Through mentorship and technical support, entrepreneurs can benefit from the wisdom and experience of seasoned professionals in the industry.

Mentors can share their insights, best practices, and lessons learned from their own business trade experiences, helping entrepreneurs gain a deeper understanding of the market dynamics, regulatory environment, and emerging trends.

Technical support and mentorship provide skills development and capacity building for entrepreneurs.

Entrepreneurs are given the opportunity to enhance their skills and capabilities in various aspects of everyday business trade.

Mentors can provide guidance on areas such as market research, product development, pricing strategies, negotiation tactics, supply chain management, and digital marketing, equipping entrepreneurs with the tools they need to make informed decisions and drive business growth.

Mentorship especially offers entrepreneurs the opportunity for networking and relationship building.

Mentors can help entrepreneurs to expand their professional networks and forge valuable relationships with key stakeholders in the industry.

By connecting the entrepreneurs with potential partners, suppliers, distributors, and customers, mentors can open doors to new business opportunities, collaborations, and market expansion strategies.

Technical advice provides confidence building and empowers the entrepreneurs.

Participants in the Eagles Nest and NEXT She-Exporter Programs receive a boost in confidence and self-belief.

Many entrepreneurs have gone on to setup shops in places such as Robert Gabriel Mugabe Airport after receiving technical advice during the programs.

Mentors play a crucial role in strategic planning and decision-making, as entrepreneurs can develop strategic plans and make more informed decisions that align with their long-term business objectives.

Provision of objective feedback, challenging assumptions, and offering different perspectives, allows mentors to guide entrepreneurs in setting clear goals, prioritizing actions, and adapting to changing market conditions effectively.





ZIMRA
Zimbabwe Revenue Authority

5 ZIMRA LAUNCHES ELECTRONIC TARIFF TOOL

By Archford Mabuka

THE ZIMBABWE Revenue Authority (ZIMRA) has taken a significant step towards modernizing the country's trade infrastructure with the launch of the Electronic Tariff Tool platform.

The platform (e-Tariff Tool), launched on November 29, 2024, is designed to simplify trade processes, promote transparency, and reduce costs for businesses and individuals engaged in cross-border trade.

The e-Tariff Tool is a web-based platform that provides convenient access to the Zimbabwe Tariff Handbook through the ZIMRA website.

This digital resource contains vital information, including commodity codes, descriptions of goods, and applicable rates of duties and taxes for imports and exports.

Digitizing this resource enables ZIMRA to send updates on duties and taxes in real-time, ensuring accuracy and relevance in a rapidly evolving global trade environment.

The platform is user-friendly and provides several key functionalities to streamline trade processes.

These include search and browse tariff, where traders can search for products using their generic name, description, or commodity codes to find

applicable duties and taxes.

The function also allows users to access detailed product classification rules, explanatory notes, and section and chapter notes, making it easier to understand the regulations governing specific goods.

The platform also has a duty estimator where traders can estimate duties and charges payable on specific consignments, providing greater clarity and financial predictability.

The e-Tariff Tool brings a range of advantages for individuals, SMEs, and large businesses, including enhanced trade facilitation, improved planning and cost efficiency, certainty and predictability, ease of doing business, transparency, compliance assistance, and lower costs for businesses.

The e-Tariff Tool is designed to meet the needs of a wide range of users, including individuals, SMEs, and large corporations.

Whether one is a cross-border trader, small-scale farmer, miner, or managing large-scale import/export operations, this tool will be an indispensable resource for achieving compliance, reducing costs, and ensuring smoother trade operations.



6 EAGLE'S NEST MARKS FOUR YEARS

By Vivinah Matswetu (Opinion)

IN A fast-paced and competitive global economy, the future of Zimbabwe's economic growth and prosperity lies in the hands of its young entrepreneurs.

With their innovative ideas, boundless energy, and fresh perspectives, youth-owned small and medium enterprises (SMEs) are poised to drive export growth and propel the country's economy forward.

However, navigating the complexities of international trade can be daunting, especially for young entrepreneurs.

This is where initiatives like Eagles' Nest, ZimTrade's Youth Export Incubator, come into play, providing a launchpad for the next generation of exporters to take flight and shape the future of Zimbabwe's economy.

Since its inception in 2020, the Eagles' Nest Youth Export Incubator has made significant strides in nurturing young Zimbabwean entrepreneurs, helping them become export-ready businesses.

This initiative has fostered innovation and has been contributing to the economic growth of the country by promoting youth-led enterprises on the global stage.

The Eagles' Nest program was established to create a supportive ecosystem for young entrepreneurs, enabling them to overcome barriers and achieve sustainable success in international trade.

The initiative recognizes the critical role that youth play in driving economic transformation. Given that a large portion of the population is under 35, creating opportunities for young people to participate in global trade is strategically imperative.

Over the past four years, the program has empowered dozens of young entrepreneurs, equipping them with the skills, networks, and resources to expand their businesses beyond Zimbabwe's borders.

The table below provides some insight on the participation of youth and women-led SMEs in exports and some of the challenges that the ZimTrade aims to address through the Eagles' Nest program.

Table 1: Youth and Women-Owned SMEs in Exports Across African Regions

According to UNIDO The participation of youth- and women-owned SMEs in exports across Africa

is an area of growing importance as it contributes to economic empowerment and sustainable development.

Women entrepreneurs play a significant role in Africa's economy, particularly in informal and small-scale sectors.

For instance, women-owned SMEs contribute to about 80 percent of informal sector jobs in Kenya. However, only a fraction of these businesses engage in exports, mainly due to challenges such as limited access to financing, insufficient market information, and inadequate infrastructure.

Additionally, Africa's youth are highly entrepreneurial, often driven by necessity.

However, their ventures tend to remain small-scale with limited export potential due to a lack of resources and institutional support.

Youth-led enterprises face similar barriers to women-owned businesses, including structural inequality and limited access to high-growth sectors.

The graph also highlights the geographical disparities by region.

For example, North African nations with higher levels of education among women see relatively higher participation in exports compared to sub-Saharan Africa, where businesses often focus on domestic or regional markets.

This shows the amount of work that needs to be done not only in Zimbabwe but across Africa to change the narrative.

■ Key achievements

The program has successfully trained and mentored over 200 youth-led SMEs, providing them with the necessary skills and knowledge to compete in international markets.

Through intensive training sessions, participants have learned about export procedures, marketing strategies, and financial management.

The program has also offered hands-on training in export readiness, market analysis, branding, and packaging, enhancing both the quality of participants' products and their confidence to compete globally.

In 2022, ZimTrade was awarded by the International Trade Centre (ITC) for its outstanding efforts in nurturing youth businesses through the Eagles' Nest program.

This recognition highlights the program's impact on promoting inclusive and sustainable trade.

Further to this, many participants have established successful export ventures.

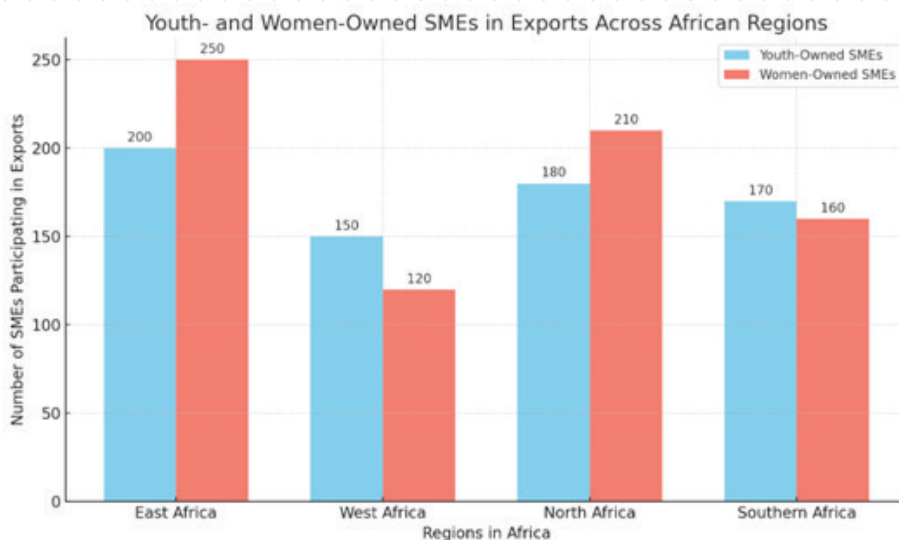
Several SMEs have secured deals to supply products to markets in Europe, Asia, and Africa, reporting significant growth in their export volumes and contributing to the national economy.

Through Eagles' Nest, many youth-led businesses have successfully entered international markets, showcasing Zimbabwe's rich potential and enhancing the country's reputation as a hub of innovation and quality.

The program has also showcased numerous innovative projects through televised pitch contests, which feature a diverse range of entrepreneurial ideas, from organic skincare products to tech solutions, reflecting the creative spirit of Zimbabwean youth.

Participants have had the opportunity to exhibit their products at international trade fairs.

Partnerships with organizations like Privileged User Management (PUM) from the Netherlands and Senior Expert Services (SES) from Germany have provided invaluable exposure and networking opportunities.



Source: COMESA RECAMP Program, UNIFAP, and African Entrepreneurship Reports (2024).

ZimTrade will host the Eagles' Nest Season 4 Grand Finale on December 5th at Zimbali Gardens. To attend, RSVP via email at

vmatswetu@zimtrade.co.zw or nfranciko@zimtrade.co.zw.



7

WE CAN TAP INTO **FLORICULTURE MARKET**

THE CURRENT growth in agriculture follows deliberate efforts by President E.D. Mnangagwa, who has championed the integration of smallholder and rural farmers into mainstream agricultural production.

The Second Republic is focusing on enhancing the export potential of horticultural products, ensuring that local farmers have access to both regional and international markets.

Over the past few years, there has been a concerted push to transform the agricultural sector, which historically had large disparities with well-established white farmers dominating areas of high-value production.

Implementing policies that support the inclusion of smallholder and rural farmers, has allowed the Second Republic to pave the way for these groups to penetrate markets that were previously inaccessible.

This approach has addressed historical imbalances and encouraged economic growth through diversified and inclusive agricultural development. Of all sectors, horticulture has seen a remarkable transformation.

The Government's initiatives have led to the establishment of numerous village-focused programmes across the country, aligning with the National Development Strategy 1 (NDS1).

These production programmes are designed to boost rural economies and combat poverty by providing sustainable agricultural opportunities.

Through strategic partnerships with organizations such as ZimTrade – national trade development and promotion, and the Agricultural Marketing Authority (AMA), with support from the Ministry of Foreign Affairs and International Trade, efforts

have been made to ensure production is market-led and export-oriented.

The success of these initiatives is evident in the blooming flower industry, where smallholder and rural farmers are actively participating.

Districts like Marondera and Goromonzi have become key players in floriculture, benefiting from their proximity to Harare, which serves as a hub for exporting flowers to international markets.

Focusing on high-end flower varieties that thrive in Zimbabwe's climate has allowed local farmers to compete with established exporters from other countries, such as Kenya.

This shift has enabled smallholder and rural farmers to participate significantly in the floriculture sector, which was once dominated by more established farms.

Whilst floriculture as an industry has seen significant growth in Zimbabwe, the global market has also been growing, providing further opportunities for farmers that are considering taking part in the industry.

The global flower industry is a blooming and billion-dollar business, with total market value standing at over US\$49,8 billion in 2023, according to Future Market Insights.

■ **Market size and demand**

The global market for cut flowers has seen steady growth in the past few years, from US\$8,6 billion in 2019, to US\$9,9 billion in 2023, according to Trade Map..

The top importer in 2023 was the United States of America, which sourced total of US\$2,6 billion from across the world.

Other significant importers, which are already

sourcing other horticultural products from Zimbabwe, are German, and Netherlands, accounting for US\$1,28 billion, and US\$1,12 billion respectively.

Other leading importers are United Kingdom, France, Japan, and Russia.

Apart from targeting existing markets, there is room to leverage on experience of leading exporting countries from the continent.

Figures available on Trade Map show that Kenya is the leading exporter in Africa, recording US\$667,5 million last year, followed by Ethiopia and Nigeria with US\$231,1 million and US\$146,1 million respectively.

■ Floriculture markets developments

For over 200 years, the heart of the global cut flower trade has been the Netherlands.

The Royal Flora Holland auction house in Aalsmeer, near Amsterdam, presents a dynamic and highly organized marketplace.

The auction house is the leading international cooperative and marketplace for floriculture. Royal Flora connects players in floriculture and imports and re-exports almost 40 percent of flowers from around the world.

However, newer players are providing alternative markets, with some buyers now purchase on the internet as the auction has evolved.

Producers in regions like Africa are also shifting the dynamics of production, with some targeting direct market access instead of intermediary auction floors.

■ Supply chain

Meeting the world's demand for flowers involves an intricate supply chain, involving workers, farmers, wholesalers, airlines, cargo ships, traders, florists, and supermarkets.

Flowers must be transported swiftly using a cold-chain system which is a series of refrigerated facilities on farms, lorries, planes, and boats. This keeps the flowers in a dormant state, ensuring freshness.

Time is very critical in transporting flowers as every extra day spent traveling causes flowers to lose 15 percent of their value.

Airline transport is usually faster and is most preferred when compared with sea transport and other alternative forms of transport.

■ Market requirements

Phytosanitary certificates must accompany imports of flowers.

Phytosanitary certificates are issued by the

responsible authority in the exporting country and provide confirmation that the flowers to be exported conform to regulatory health/hygiene standards.

Depending on the destination, flowers fall into different export regulation categories.

Some of the flowers fall under prohibited category, where one cannot export unless they obtain a scientific research license or an exception (derogation).

Others are prohibited (pending risk assessment), which means they require risk assessment by the regulatory authority.

On the other hand, some flowers fall under regulated and notifiable, regulated, and unregulated, which means they either need a phytosanitary certificate and advance notification of landing; require a phytosanitary certificate but may not need advanced notification; or are materials that can be exported without conditions respectively.

There are also standards that apply to fresh cut flowers and flower buds, foliage, leaves, branches and other parts of plants suitable for bouquets or for ornamental purposes.

The standards define the requirements for these products when they are displayed for sale, put on sale, sold delivered or otherwise marketed at the wholesale stage within the Community either by traders or directly by the producers, and when they are imported from a country outside the Community or exported to such a country.

Producers are urged to comply with internationally recognised standards to improve pricing such as: GLOBAL G.A.P; MPS-ABC – environmental certificates and Fair Trade International.

Packaging and presentation are also issues to consider.

Each unit of presentation must contain flowers of the same genus, species or variety and of the same quality class and which have reached the same stage of development.

However, mixtures of flowers and mixtures of flowers with foliage of the same quality class but of different genus, species or variety are permitted provided they are marked.

In terms of labelling requirements, every stacking cart must be accompanied by a fully and correctly completed consignment note containing all required information about the stacking cart.

In addition, every packaging unit needs to be labelled with product and supplier information, namely: Supplier number; Variety name; packaging unit; grading marks and supplier name among others.



8 INCREASING AGROCHEMICAL EXPORTS TO AFRICAN MARKETS

By Gugulethu Mpofo

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.

TENDERS

BELOW IS A LIST OF 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 short-term insurance brokerage services -three (3) years Framework Order Contract
Tender Notice 7235/24
Email contactcentre@bpc.bw
Closing Date: December 18, 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 share point as an electronic document and records management systems to SADC secretariat
Tender Notice SADC/3/5/4/107
Email n/a
Closing Date: December 16, 2024

TANZANIA

Purchaser: TANZANIA NATIONAL ROADS AGENCY
Bidding type International Competitive Bidding
Tenders are Invited for Upgrading of Omugakorongo - Kigarama - Murongo Road (111 Km) to Bitumen Standard; Lot 2: Businde-Murongo Section (53.4 Km).
Email n/a
Phone +255 22 2926001-6
Tender Notice TR36/2024/2025/W/34
Closing Date: December 12, 2024
More details on <https://bit.ly/3BPY9tg>

Purchaser: DAR ES SALAAM CITY COUNCIL
Bidding type International Competitive Bidding
Tenders are Invited for construction works for terraces in flood detention area and riverbank protection under the Msimbazi basin development project
Email magorij@yahoo.com
Phone n/a
Tender Notice TZ-DCC-442168-CW-RFB
Closing Date: January 15, 2024
More details on <https://bit.ly/3BPY9tg>

KENYA

PURCHASER: AGRA-SUSTAINABLY GROWING AFRICA'S FOOD SYSTEMS
Bidding type International Competitive Bidding
Tenders are invited for Provision of Architectural Services
Tender Notice n/a
Email n/a
Closing Date: December 13, 2024
Phone number +254703033000
More details on <https://bit.ly/3L9MjJD>

PURCHASER: JUBILEE HOLDINGS LIMITED
Tenders are invited for Provision of Service and Maintenance of HVAC Systems
Tender Notice n/a
Email n/a
Closing Date: December 13, 2024
Phone number n/a
More details on <https://bit.ly/3L9MjJD>

PURCHASER: DIB Bank Kenya
Bidding type International Competitive Bidding
Tenders are invited for Provision of Immigration Consultancy Services
Tender Notice n/a
Email help@tendersure.co.ke
Phone number +254 709 557 000
Closing Date: December 13, 2024
More details on <https://bit.ly/3L9MjJD>

MALAWI

PURCHASER: MINISTRY OF AGRICULTURE
Tenders are invited for Procurement Plan for Supply and Installation of Accounting software
Tender Notice MOA/ADRIFI/G/4
Email n/a
Closing Date: December 26, 2024
Phone number n/a
More details on <https://bit.ly/3svL0Nj>

PURCHASER: NBS BANK LIMITED
Provision of Project Audit Services
Bidding type International Competitive Bidding
Tender Notice n/a
Email n/a
Closing Date: January 17, 2025
Phone number +265-01812222
More details on <https://bit.ly/3svL0Nj>

PURCHASER: NORTHERN REGION WATER BOARD
Tenders are invited for Provision of Construction of wastewater treatment plant Services
Bidding type International Competitive Bidding
Tender Notice NRWB/RU/W/04
Email info@nocma.mw
Closing Date: April 14, 2025
Phone number n/a
More details on <https://bit.ly/3svLONj>

PURCHASER: MINISTRY OF COMMERCE, TRADE AND INDUSTRY (MCTI)
Bidding type International Competitive Bidding
Tender for Individual Consultants to Operationalize TID for 18 Months 4c
Tender Notice 276637-2024
Email info@mcti.gov.zm
Phone +260-211228301/9
Closing Date: February 04, 2025
More details on <https://bit.ly/3ijRZ8x>

ZAMBIA
PURCHASER: ZAMBIA RAILWAYS LIMITED
Bidding type International Competitive Bidding
Tender for the Provision of Fixed Asset Valuation Services
Tender Notice 1010/12692/66
Email info@zrl.com.zm
Phone number Tel: +260215 227005
Closing Date: December 17, 2024
More details on <https://bit.ly/3ijRZ8x>

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

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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