

MARCH 2025



TOP STORIES

- ▶ **ZimTrade to host China avocado and macadamia buyers**
- ▶ **ZimTrade identifies export opportunities in Singapore**
- ▶ **Leveraging Digital Markets to Grow Exports**





ZIMBABWE-CHINA

Avocado & Macadamia

Buyers' Engagement



Who Can Attend?

All Zimbabwean **producers, exporters, and stakeholders** in the **avocado** and **macadamia** industry to participate in this high-impact event

8 April 2025: Conference and B2B networking session with buyers in Chipinge.

Venue: Tanganda New Year's Gift Training Centre, Chipinge

NB Connect with a delegation of **Chinese buyers** seeking high quality Zimbabwean produce.

To **register** for participation, please contact:

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1 ZIMTRADE TO HOST CHINA AVOCADO AND MACADAMIA BUYERS

By Docus Makotore and Enia Dube

ZIMBABWEAN AVOCADOS and macadamia farmers are set to grow their exports to China when they engage with leading buyers from the market during the Inward Buyer Mission organized by ZimTrade.

The highly anticipated Zimbabwe-China Avocado and Macadamia Inward Buyer Mission, scheduled for 8-10 April 2025, in Chipinge will strengthen Zimbabwe's trade relations with China, one of the world's largest and most lucrative horticulture markets.

The Mission will connect Zimbabwean avocado and macadamia producers directly with Chinese buyers, offering an invaluable opportunity to expand Zimbabwe's agricultural exports to China.

The event will begin on 8 April 2025, with a seminar and B2B networking session that will provide an opportunity for Zimbabwean avocado and macadamia producers to engage with the delegation of Chinese buyers.

This first day will set the stage for participants to showcase their products and establish meaningful business links.

Over the next two days, the Mission will continue with farm and company visits, providing Chinese buyers with first-hand appreciation of Zimbabwe's farming practices and production capacity in the avocado and macadamia sub-sectors. ZimTrade Chief Executive Officer, Allan Majuru, said the Mission will make it easy for local farmers to access the Chinese market, whose demand for quality produce has been growing in recent years.

"China represents a massive opportunity for Zimbabwean agriculture and this Mission will deepen our trade relations with China, and open doors for Zimbabwean producers to tap into a market that is rapidly growing in demand for high-quality agricultural products like avocados and macadamias.

"China's growing appetite for avocados and macadamias is not just a passing trend it reflects the changing dietary habits and an increasing focus on healthy eating.

"We are confident that the business connections forged during this Mission will result in significant business deals that benefit both Zimbabwean producers and the broader economy.

"This Mission will allow us to directly engage with Chinese buyers who are looking for fresh, high-quality produce, and that's exactly what Zimbabwe can offer," said Majuru.

The Mission will facilitate market access for Zimbabwean avocado and macadamia producers, connecting them with Chinese buyers who are actively seeking new sources of supply.

Additionally, the Mission aims to strengthen the bilateral trade relationship between Zimbabwe and China, an economic partnership that has grown significantly in recent years.

The Mission will also focus on promoting business-to-business (B2B) engagements. Networking opportunities will be structured through the seminar, B2B meetings and farm visits, allowing producers to form long-lasting commercial relationships with Chinese buyers.

This is expected to drive sustainable export growth and enhance the competitiveness of Zimbabwean producers in the global market.

In addition to formal business activities, the Mission will also focus on enhancing knowledge exchange. Zimbabwean producers will gain valuable insights into Chinese market trends, logistics requirements and quality standards.

This will help them better understand the nuances of the Chinese market and how to effectively navigate the complexities of exporting agricultural products to such a large and diverse economy.

The Inward Buyer Mission follows the signing of the "Protocol for Phytosanitary Requirements for Export of Zimbabwean Fresh Avocado to China" at the Forum on China-Africa Cooperation (FOCAC) summit in Beijing in September 2024.

This protocol allows for the seamless export of fresh avocados from Zimbabwe to China, which is expected to significantly increase Zimbabwe's agricultural trade with the Asian giant.

China ranks among the world's largest consumers of avocados, with demand steadily rising due to the fruit's nutritional benefits and increasing popularity in health-conscious diets.

China's avocado imports according to Trade Map increased from US\$112,1 million, to US\$151,2 million in 2023.

Despite this demand, stringent import regulations previously restricted Zimbabwe's access to this lucrative market. With the new protocol in place, these barriers have been removed, creating significant opportunities for Zimbabwean farmers to compete with China's top import markets for avocados, Peru, Chile, New Zealand, Kenya and Mexico.

Under the Protocol for Phytosanitary Requirements for Export of Zimbabwean Fresh Avocado to China agreement between the Ministry of Lands, Agriculture, Fisheries, Water and Rural Development of Zimbabwe (MLAFWRD) and the General Administration of Customs of China (GACC), Zimbabwean fresh avocados must comply with Chinese phytosanitary laws, health and safety standards, and food safety regulations.

According to the regulations of the Chinese Customs and MLAFWRD on plant quarantine requirements for the export of fresh avocados to China, imports are now allowed on Inspection and quarantine basis and registration under the GACC.

Orchards, packing houses and fumigation facilities must be audited by MLAFWRD and approved for registration by GACC.

Registration details (name, address, and GACC registration number) will be required to facilitate accurate traceability of exported goods.

Avocados exported to China should establish a sound quality management system under the supervision of MLAFWRD.

All orchards registered for the export of avocados to China must apply Good Agricultural Practices (GAP), such as maintaining orchard sanitation and implementing Integrated Pest Management (IPM) to minimize the occurrence of quarantine pests of concern to the Chinese customs on avocados.

Avocado orchards exporting to China should maintain pest monitoring and control records for at least two years and provide them to the Chinese Customs upon request.

Avocado processing, packaging, storage and shipping must be carried out under the quarantine supervision of MLAFWRD to ensure compliance with quarantine regulations.

During post harvesting processing and packaging, avocados should be washed with high pressure

sprays, brushed, manually sorted and graded to ensure that they are free from contaminants such as insects, leaves and soil.

All fresh avocados exported to China must be treated with Methyl bromide fumigation initiated by MLAFWRD to eliminate fruit flies and false coding before shipment.

The packaging materials must be clean, unused and comply with Chinese plant quarantine requirements.

If wooden packaging is used, it must comply with the International Standard for Phytosanitary Measures No. 15 (ISPM 15).

If packaged avocados need to be stored, each packaging box must be marked with information such as the name of the fruit, GACC registration number and marked "Exported to the People's Republic of China".

MLAFWRD shall inspect each batch of avocados exported to China with an initial sampling rate of two percent per batch.

If no quarantine issues arise within two years, the sampling rate may be reduced to one percent.

For avocados that have passed the quarantine, MLAFWRD will issue a Phytosanitary Certificate, indicating the name of the orchard, packaging plant, fumigation treatment enterprise or its registration number and the container number.

The certificate must state: "This consignment complies with the requirements specified in the Protocol of Phytosanitary Requirements for Export of Fresh Avocado Fruits from Zimbabwe to China and is free from quarantine pests of concern to China."

Upon arrival in China, avocados will undergo inspection and quarantine.

Shipments that meet China's national food safety standards will be cleared for entry.

However, any batch found to contain quarantine pests or fail safety checks will be returned or destroyed.

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The ZimTrade logo features the word "ZimTrade" in a bold, black, sans-serif font. Above the text is a stylized graphic of the Zimbabwean flag, with red, green, and yellow horizontal stripes and a black border.

SCAM ALERT

PUBLIC ADVISORY: BEWARE OF FRAUDULENT SOCIAL MEDIA PAGES IMPERSONATING ZIMTRADE

ZimTrade, the national trade development and promotion organization of Zimbabwe, wishes to alert the public to the emergence of fraudulent social media pages and groups impersonating our organization, and our Chief Executive Officer, Mr. Allan T. Majuru.

One such entity, operating under the name “**Zimbabwean Pride Trading**” on platforms such as Facebook and WhatsApp, is falsely representing itself as ZimTrade. These accounts solicit money from unsuspecting individuals under the guise of a profit-making program.

We state that ZimTrade has no affiliation with these pages, groups, or any content they generate. These fraudulent activities are aimed at deceiving members of the public, and we urge everyone to exercise extreme caution.

We advise the public to avoid engaging with or sharing personal and financial information on these platforms, and refrain from sending money to anyone claiming to represent ZimTrade in such schemes.

ZimTrade is working closely with relevant authorities to identify and apprehend the perpetrators of these activities.

If you are contacted by any individuals or groups claiming to represent ZimTrade in this manner, please report the interaction immediately to the nearest Police Station, or to ZimTrade on the official ZimTrade communication channels below:

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ZimTrade remains committed to its mandate of supporting Zimbabwean exporters and growing the nation's export sector. We thank you for your continued trust in ZimTrade.

For more information, please contact ZimTrade on **+263 242 369 330-41** or email us at **info@zimtrade.co.zw**. You can reach our Communications Team on **dmajaha@zimtrade.co.zw** and **kmukwedeya@zimtrade.co.zw**.



2 ZIMTRADE CONDUCTS MARKET SURVEY OF UGANDA

By William Gaviyau

IN A strategic push to diversify Zimbabwe's export markets, ZimTrade recently conducted an in-depth market scan of Uganda from 24 February to 5 March 2025.

Focusing on sectors with strong growth potential in Uganda's expanding economy, the mission centered around Kampala, the capital, and forms part of Zimbabwe's broader efforts to tap into non-traditional markets across Africa.

The initiative was supported by the Embassy of Uganda in South Africa, which oversees relations with Zimbabwe, and Zimbabwe's Embassy in Kenya, responsible for engagements with Uganda. Both missions back the drive to increase bilateral trade, aligning with the vision of the African Continental Free Trade Area (AfCFTA), which aims to create a unified market for goods and services across the continent.

Currently, trade between the two nations operates under the COMESA trade framework. Uganda's rising import bill — from US\$9,09 billion in 2021 to US\$11,78 billion in 2023 — signals a vibrant economy with growing demand for a range of products.

This presents exciting opportunities for Zimbabwean exporters, especially in fast-moving consumer goods (FMCG), construction, and agriculture.

In the FMCG space, there is notable demand for items like cereals, spaghetti, and animal feed.

While competition in biscuits and sweets is high, other food and beverage categories remain ripe for exploration.

Zimbabwe can also leverage the presence of a sizable expatriate community in Uganda by supplying fruits such as oranges, apples, and berries, which are primarily sourced from South Africa, Kenya, and Egypt.

There is scope to capture part of this market by offering competitive, high-quality produce.

In addition, Uganda's booming construction sector — fuelled by urbanisation, modernisation, and government support — offers opportunities for Zimbabwean businesses in building materials and engineering services.

Currently, Uganda relies heavily on imports of construction materials from countries like China, the UAE, Turkey, and India, leaving room for regional players to make inroads.

Agricultural inputs such as pesticides, fertilisers, and seeds are also in demand, with Uganda being a net importer in this area.

a net importer in this area. Zimbabwe, with its strong agricultural base and COMESA ties, is well-placed to supply these products, and even consider establishing operations in Uganda for seed production, breeding, and hatchery services.

Notably, more than 400 Zimbabwean agriculturists — many in key positions — are already contributing to Uganda's agricultural sector, further highlighting the potential for exporting agricultural expertise and services.

However, businesses looking to export to Uganda must comply with regulations set by the Uganda National Bureau of Standards (UNBS).

This includes obtaining a conformity certificate, ensuring proper packaging and labelling, and meeting a minimum shipment value of US\$1,300 for goods requiring inspection.

Pre-shipment inspections are mandatory, with firms like Bureau Veritas and SGS operating locally to facilitate this process.

On the financial side, Uganda operates a liberal exchange control policy with a market-driven exchange rate, which has spurred capital inflows and increased the country's appeal as a trade partner.

To successfully enter the Ugandan market, it is recommended that Zimbabwean businesses consider trial shipments.

These allow companies to test the waters, understand compliance and logistical hurdles, and assess distributor performance before making larger commitments.

This approach provides insights into which products are viable for export and whether it's worth scaling up operations.

Another promising route is export-led investment. Businesses can consider setting up in-market production, particularly in agro-processing, once trial shipments prove successful.

The Uganda Investment Authority offers support for setting up local partnerships, easing the process of market entry.

Uganda's annual trade fair, held every October or November, presents an ideal platform for Zimbabwean companies to showcase their goods and services.

Even if direct participation is not possible, the Zimbabwean Embassy in Kenya can assist by sharing marketing materials, samples, and brochures — ensuring Zimbabwe maintains a visible presence at the event and within the wider East African region





3 ZIMTRADE IDENTIFIES EXPORT OPPORTUNITIES IN SINGAPORE

By Archford Mabuka

ZIMTRADE RECENTLY conducted a market scan in Singapore from 3-11 March 2025 to identify new opportunities for Zimbabwean exporters.

As a global trade hub, Singapore presents a prime market for Zimbabwean products, especially in sectors like horticulture, processed foods, leather goods, and essential oils.

The findings from the scan, paired with strategic recommendations, offer valuable insights for Zimbabwean businesses looking to tap into this thriving market.

With a population of approximately 5.7 million, Singapore relies heavily on imports, particularly for food, with over 90 percent of its food supply coming from overseas.

This makes it a prime destination for Zimbabwean agricultural and processed food products.

As one of the Four Asian Tigers, Singapore boasts a highly developed economy, strategic location, and world-class infrastructure, including one of the busiest ports in the world.

Although trade between Zimbabwe and Singapore is currently modest, there is significant potential for growth.

In 2024, Zimbabwe's exports to Singapore were valued at US\$10.3 million, mainly consisting of blueberries (US\$4.7 million), raw hides (US\$2 million), tobacco (US\$1.9 million), and gold (US\$0.8 million).

Conversely, Zimbabwe's imports from Singapore amounted to US\$355 million, a drop from US\$1.1 billion in 2022, largely due to a shift in fuel import sources.

Despite this, Zimbabwean exporters have considerable potential to expand their presence in Singapore's market.

The market scan highlighted several sectors with high growth potential.

In horticulture, Zimbabwe has a significant opportunity to export fresh produce, especially blueberries, avocados, citrus fruits, and chillies.

While Zimbabwean blueberries are already present in the Singapore market, they are re-exported via South Africa.

Establishing direct trade routes will allow Zimbabwean exporters to gain a competitive edge and tap into a market worth over US\$47 million.

Similarly, avocados, with their superior quality, could surpass current imports from Tanzania, while citrus fruits, especially oranges, have strong demand, with US\$45.9 million worth of oranges imported in 2024 alone.

The processed foods sector also shows promise.

The demand for organic and natural products is on the rise in Singapore, creating openings for Zimbabwean exporters of organic teas, dried fruits, nuts, jams, and sauces.

Zimbabwean dried fruit, particularly mangoes, pineapples, and bananas, could find a receptive market in Singapore, given the preference for high-quality dried products.

Moreover, organic herbal teas are increasingly popular among health-conscious consumers.

The essential oils market is another area of potential, driven by the growing demand in the cosmetics and wellness industries.

Zimbabwean exporters of avocado oil and other organic essential oils have an opportunity to build long-term relationships with industry players in Singapore, with ZimTrade ready to facilitate these connections.

To successfully enter the Singaporean market, Zimbabwean exporters should focus on several key strategies.

First, leveraging direct trade routes will help eliminate intermediaries and improve pricing competitiveness.

For products like blueberries, exporters should consider direct shipments rather than routing through South Africa.

Efficient transport and logistics are crucial, especially for perishable goods like fresh fruits, which require specialized shipping and cold-chain logistics to maintain freshness.

Compliance with Singapore's stringent health and quality standards is another critical factor.

Exporters must ensure they meet the regulations set by the Singapore Food Agency (SFA).

While certifications like GlobalGAP, HACCP, and organic certifications are not mandatory, they will enhance credibility and market acceptance.

Market promotion is also vital.

Participating in trade fairs, exhibitions, and B2B matchmaking events in Singapore can increase brand awareness and secure trade deals.

One such event, the Singapore Africa Business Forum, will take place in August and offers a good platform for Zimbabwean businesses to showcase their products.

Additionally, partnering with local distributors and retailers will facilitate smoother market entry and consumer reach.

Competitive pricing and product differentiation will help Zimbabwean exporters stand out in the market.

Zimbabwean producers are already competitive in terms of pricing, but emphasizing the quality, organic credentials, and sustainability of their products will further enhance their appeal.

Unique selling points, such as eco-friendly packaging and fair-trade certification, can also improve their market positioning.

Building strong business networks in Singapore is essential for long-term success.

Engaging with local business chambers and trade associations will provide insights into market dynamics, while forming relationships with major retailers, wholesalers, and online platforms will help expand market access.



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Malawi Outward Seller Mission

13-15

May

📍 **Blantyre**



Sectors Invited

- FMCG
- Building & construction
- Agricultural inputs & implements
- Household & office furniture
- Packaging
- PPEs

Participation fees **US\$300** or ZiG equivalent
and deadline is **31 March 2025**

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ZIMTRADE WILL lead a delegation of 10 local businesses on an Outward Seller Mission to Malawi from 13-15 May 2025.

The Mission, focused on Blantyre is designed to strengthen trade ties between Zimbabwe and Malawi, with a primary focus on increasing Zimbabwe's exports and boosting economic growth by tapping into Malawi's rapidly expanding market.

The Mission will spotlight sectors including agricultural inputs and implements, fast-moving consumer goods (FMCGs), building and construction materials, household and office furniture, packaging, and personal protective equipment (PPEs).

The delegation, consisting of businesses from diverse sectors, will have a packed schedule that includes a business forum, one-on-one business meetings, a trade exhibition, and company tours.

At the business forum, Zimbabwean companies will showcase their products and services to a wide audience of Malawian stakeholders, including buyers, importers, distributors, and government officials.

The exhibition will provide a prime opportunity for Zimbabwean businesses to present their strengths and establish direct contact with potential partners.

In addition to the Business Forum, the Mission will feature scheduled business-to-business (B2B) meetings aimed at connecting Zimbabwean exporters with Malawian buyers.

These personalized meetings will enable both sides to engage in direct negotiations, explore trade possibilities, and sign deals, making the process of business matchmaking much more efficient and results oriented.

The Outward Mission follows the growing interest and market opportunities for Zimbabwean products in Malawi.

A survey conducted by ZimTrade underscores proximity, and Malawi's unique and strategic position, making it an excellent market for Zimbabwe's export products.

Malawi shares many similarities with Zimbabwe in terms of consumer preferences, which further strengthens its potential as a target market for a diverse range of Zimbabwean goods.

Moreover, Malawi's low logistics costs and proximity offer Zimbabwean exporters a competitive edge when it comes to pricing and trade efficiency.

"Malawi presents a fantastic opportunity for Zimbabwean businesses to expand their reach and explore new market channels," said Similo Nkala, ZimTrade Director of Operations.

"We are excited to lead this mission as it provides a unique platform for local businesses to build meaningful relationships with Malawian counterparts, secure new trade leads, and ultimately grow exports that will contribute to the strengthening of both economies."

The Mission is expected to further deepen the trade relations between Zimbabwe and Malawi, following the success of previous missions.

During ZimTrade's 2021 Mission to Malawi, Zimbabwean secured trade deals worth over US\$1.5 million during the event, with over US\$10 million orders under negotiation.

Zimbabwe's export figures to Malawi have been rising year after year, with 2023 exports reaching a value of US\$27,4 million, up from US\$11,1 million in 2022.

In 2023, Zimbabwe's top exports to Malawi included paper, mineral fuels, electrical machinery, and ceramics.

With Zimbabwe's expanding range of export products, the Outward Seller Mission will play a pivotal role in identifying new growth areas and accelerating the country's export trajectory.

Malawi's demand for Zimbabwean products has been on the rise in recent years, with notable increases in the import of agricultural inputs, FMCGs, and building materials.

This mission seeks to capitalize on that demand by introducing new, high-quality Zimbabwean products into the Malawian market.

There is growing interest in Zimbabwean agricultural inputs and implements, as well as FMCGs such as foodstuffs, beverages, and personal care products.

Zimbabwean companies in the building and construction sector will also have a significant opportunity to explore export avenues, given the rising demand for construction materials and services in Malawi's expanding infrastructure market.

One of the key factors driving trade between Zimbabwe and Malawi is the shared focus on agricultural development.

Zimbabwe's agricultural sector has long been a key contributor to the country's economy, and the mission aims to promote Zimbabwe's agricultural inputs, including seeds, fertilizers, pesticides, and irrigation systems, which are in high demand in Malawi.

Additionally, products like building materials, hardware, and furniture, which are essential to Malawi's expanding construction industry, are poised for success.



5 LEVERAGING DIGITAL MARKETS TO GROW EXPORTS

By Velile Dube (Opinion)

IN TODAY'S fast-paced business environment, marketing has become a crucial component for business growth and success.

Philip Kotler, the father of modern marketing, defines it as the identification, anticipation, and satisfaction of consumer wants and needs at a profit.

In simple terms, marketing refers to the actions that help businesses connect with customers, promote their products, and ultimately sell to them.

This includes strategic business functions such as advertising, selling, public relations, and distribution, which collectively ensure that products and services reach their intended markets.

As marketing evolves, so too does the way businesses approach it.

The rise of Digital Marketing has revolutionized how companies connect with consumers.

With the launch of Web 1.0 in 1990, businesses were suddenly presented with the opportunity to reach global markets through the internet, and in 1993, the first-ever banner ad was launched, marking the dawn of internet advertising.

Today, digital marketing leverages multiple platforms, including social media, search engines, mobile apps, and even video games to connect with consumers in innovative ways.

For Zimbabwean businesses, this opens up an entirely new world of opportunities.

Despite the growing trend of digital marketing, many businesses in Zimbabwe have been hesitant to embrace its power.

Some view it as a millennial-driven, informal phenomenon with little return on investment.

These businesses continue to rely on traditional marketing methods, such as physical stores and costly mass media advertising, which can be tedious and inefficient.

However, the reality is that digital marketing is no longer an option – it is the new normal.

Beyond the obvious benefits like cost efficiency, wider audience reach, and the ability to transcend geographical boundaries, digital marketing provides access to a vast online consumer base.

Social media platforms alone have billions of users who could potentially become customers.

It is critical for businesses to adapt to the growing online market, rather than remain anchored in

outdated, expensive methods that limit reach.

As digital technologies evolve, small and medium-sized enterprises (SMEs) in Zimbabwe are making strides to adapt.

Many businesses are either transitioning to online models or enhancing their existing marketing efforts with digital strategies.

Digital marketing not only provides better customer engagement but also enables businesses to operate on a global scale without the limitations of physical stores.

This digital shift allows companies to market their products and services to anyone, anywhere, at any time, creating boundless opportunities for growth.

A crucial factor in any digital marketing strategy is conversion.

Simply driving traffic to a website is not enough; businesses need to ensure that this traffic is effectively converted into revenue-generating actions. Digital marketing tools, such as Search Engine Optimization (SEO), social media marketing, and email marketing, are designed to engage consumers, provide value, and ultimately convert them into loyal customers.

The key is understanding that digital marketing is not just about reaching a large audience but ensuring that audience is engaged and motivated to take action.

Businesses that optimize their conversion strategies will see better results and improved profitability.

Digital marketing also offers better return on investment (ROI) compared to traditional media.

While traditional advertising can be costly and often yields limited results, digital marketing allows businesses to track and measure their campaigns in real-time.

This level of monitoring provides valuable insights, allowing businesses to adjust their strategies for better outcomes.

With the ability to measure results almost instantly, digital marketing ensures that businesses are spending their marketing budgets efficiently and effectively.

In addition, digital marketing helps build brand reputation.

When businesses engage with their customers online, they build trust and credibility, which can

lead to customer loyalty and positive word-of-mouth.

Satisfied customers are likely to share their experiences with others, which can drive even more traffic to a website and help grow the business.

This viral effect is particularly powerful in the digital age,

where social media and online reviews play a significant role in shaping consumer decisions.

As Zimbabwean businesses continue to navigate the evolving global trade landscape, embracing digital marketing will be key to their growth and survival.

The shift to online platforms like ZimTrade-powered Shop@Zim will enable Zimbabwean producers to reach international markets, engage directly with buyers, and drive business growth.

This online marketplace, created by ZimTrade, serves as a digital hub where Zimbabwean businesses can connect with global buyers, showcase their products, and expand their market reach.

The platform, which is set to evolve into a fully-fledged e-commerce site, offers a convenient and accessible gateway for Zimbabwean businesses to tap into the global digital economy.

By participating in Shop@Zim, Zimbabwean producers can not only display their products to millions of potential buyers but also streamline the sales process by completing transactions online.

As digital marketing continues to evolve, the ability to seamlessly integrate e-commerce into business strategies will be critical to success.

With free registration available for businesses on the platform, Shop@Zim provides an ideal starting point for companies looking to expand their global footprint and leverage the power of digital marketing.

Ultimately, digital marketing offers a wealth of opportunities for Zimbabwean businesses.

Embracing the digital age and utilizing the right tools and techniques will allow companies to expand their reach, engage with a global audience, and drive sustainable growth.

The shift toward online marketing is not just a trend it is a necessity for businesses to remain competitive and thrive in today's interconnected world.



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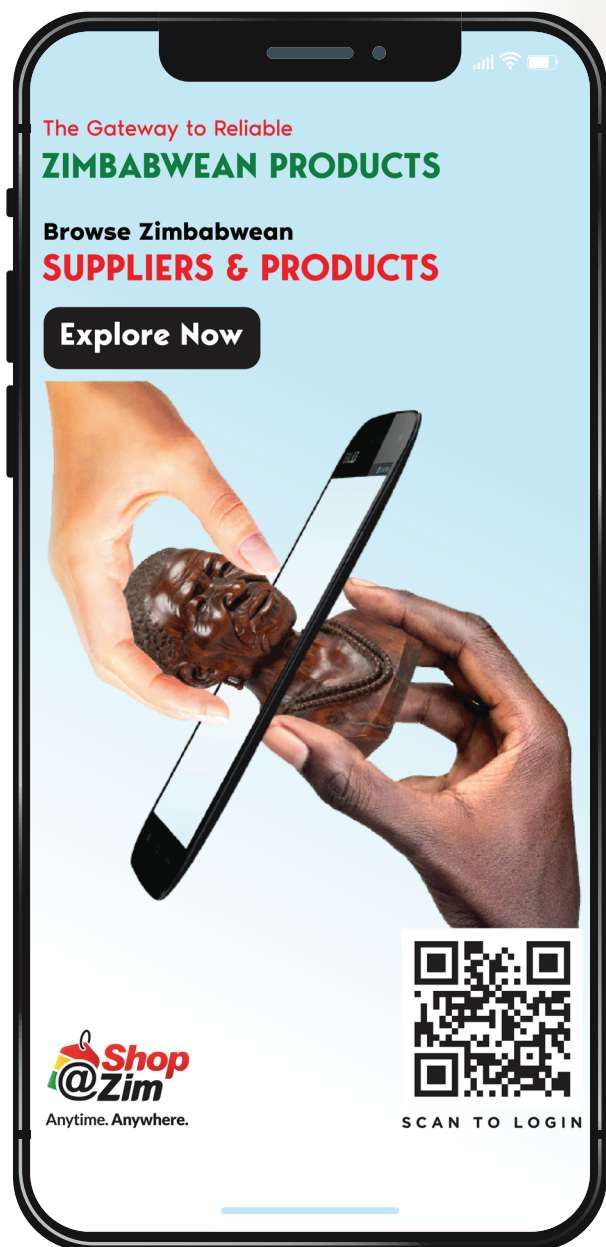


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6 ZIMBABWEAN ARTISTS CAN TAKE THEIR TALENT TO THE WORLD

By Gugulethu Mpofu (Opinion)

ZIMBABWE'S CREATIVE sector is the heart-beat of our culture, it is rich, vibrant, and full of potential.

However, it is often overlooked as a key economic driver.

When people think of the creative industry, in most cases, they mostly see entertainment.

Yet, Zimbabwe's highways are lined with beautifully carved wooden crafts and granite sculptures. Local radios play music from talented Zimbabwean artists who use digital platforms to reach audiences.

Content creators are telling stories and making a living from their craft.

This shows it is time for this growing creative economy to be fully recognised as a viable export sector.

Taking Zimbabwean art to the world requires more than just talent, it demands strategy, networking, and a solid understanding of the market.

Creativity alone is not sufficient; artists must also grasp the business aspects of their work.

Negotiating contracts, managing logistics, and understanding financial basics are just as important as producing great art.

Collaboration is another key to success.

Many Zimbabwean artists juggle multiple roles, but pooling resources and knowledge through art collectives can be a game-changer.

Attending business workshops, consulting academic institutions or trade associations, and researching target markets can make a significant difference.

Understanding the materials and content preferred in different markets and the pricing structures of similar products can help artists make informed decisions.

To sustain long-term growth, creatives must find ways to merge their artistry with well-structured business practices.

One way to expand artistic exports is by engaging with organizations like ZimTrade.

ZimTrade plays a crucial role in connecting artists with embassies and trade associations, guiding them on market trends and business opportunities.

Those looking to export their work should visit ZimTrade to explore available support.

Forming partnerships with business institutions and participating in international exhibitions can help Zimbabwean artists can access global audiences.

However, strong artist collectives can provide shared industry knowledge, better bargaining power, and access to collective funding and international exhibitions.

When Zimbabwean artists stand together, they gain more visibility, ensuring that no artist is left behind.

In today's digital era, the rules of engagement have changed.

Artists are no longer limited to physical galleries and exhibitions.

With digital platforms, social media, and e-commerce, Zimbabwean creatives can now reach global consumers directly.

However, being online is not enough; standing out is key. Artists who invest in search engine optimisation, online marketing, and engaging content will see

their work displayed in collections and homes worldwide.

Platforms like Shop@Zim already help local businesses market their work for export.

Additionally, sites like Etsy provide valuable insights into consumer preferences and global trends.

Studying successful vendors and mastering online marketing will allow Zimbabwean creatives to build a loyal international customer base.

Further to this, understanding global trade structures is another step toward international success.

Learning about export regulations, trade compliance, and ethical certifications such as fair trade can enhance credibility and open doors to markets that value sustainability and authenticity.

As demand for handmade, ethically produced goods grows worldwide, Zimbabwean artisans are well-positioned to thrive.

However, exporting Zimbabwean creativity is about more than just selling products as it is also about sharing a story.

Every painting, sculpture, performance, or piece of digital art carries a rich narrative, connecting the past with the future.

When international buyers buy Zimbabwean art, they are not just purchasing an item; they are embracing a piece of heritage and creativity.



TENDERS

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

BOTSWANA

Purchaser: The Botswana Ash Staff
Pension Fund
Bidding type International Competitive Bidding
Tenders are Invited for provision of Audit Services
Tender Notice
Email n/a
Closing Date: April 11, 2025
More details on <https://bit.ly/3szupbp>

TANZANIA

Purchaser: MINISTRY OF EDUCATION AND VOCATIONAL TRAINING
Bidding type International Competitive Bidding
Tenders are Invited for provision of ICT Infrastructure for E-Learning and Integration of Digital Skills
Email info@moez.go.tz
Phone +255 24 223282,
Tender Notice
Closing Date: April 13, 2025
More details on <https://bit.ly/3BPY9tg>

Purchaser: MINISTRY OF EDUCATION AND VOCATIONAL TRAINING
Bidding type International Competitive Bidding
Tenders are Invited for consultancy services for provision of ICT Infrastructure for newly construction facilities Institute of Marine and Maritime
Email info@moez.go.tz
Phone Telephone: +255 24 223282
Tender Notice TR36/2024/2025/C/03
Closing Date: April 13, 2025
More details on <https://bit.ly/3BPY9tg>

Purchaser: MINISTRY OF EDUCATION AND VOCATIONAL TRAINING
Bidding type International Competitive Bidding
Tenders are invited for procurement plans for supply of furniture for 5VTCs Unguja and Pemba to an estimated cost of US\$250,939.00
Email info@moez.go.tz
Phone +255 24 223282
Tender Notice
Closing Date: April 13, 2025
More details on <https://bit.ly/3BPY9tg>

Purchaser: UNICEF
Bidding type International Competitive Bidding
UNICEF has issued a request for proposals to select a supplier for the provision of co-creation of clinical guidelines to bridge the know-do gap for mothers and newborns in primary health care in Tanzania.
This tender will be run through the UNICEF e-submissions system.

Email supplytanzaia@unicef.org
Phone +255 24 223282
Tender Notice LRPS-2025-9196355
Closing Date: May 07, 2025
More details on <https://bit.ly/3BPY9tg>

MALAWI

PURCHASER: NORTHERN REGION WATER BOARD
Tenders are invited for procurement plans for construction of engineered landfill services.
Tender Notice NRWB/RU/W/05
Email n/a
Closing Date: March 14, 2025
Phone number n/a
More details on <https://bit.ly/3svL0Nj>

PURCHASER: NORTHERN REGION WATER BOARD
Tenders are invited for the provision of construction of intake weir, treatment plant, transmission mains, reservoirs and pumps and installation of distribution pipelines
Bidding type International Competitive Bidding
Tender Notice NRWB/RU/W/01
Email n/a
Closing Date: May 02, 2025
Phone number n/a
More details on <https://bit.ly/3svL0Nj>

PURCHASER: NORTHERN REGION WATER BOARD
Tenders are invited for provision of supply and delivery of solid waste collection hand carts and bins
Bidding type International Competitive Bidding
Tender Notice NRWB/RU/G/12
Email n/a
Closing Date: August 17, 2025
Phone number n/a
More details on <https://bit.ly/3svL0Nj>
Phone number Tel: +260 211 395044

ZAMBIA

PURCHASER: NATIONAL PENSION SCHEME AUTHORITY

Bidding type International Competitive Bidding

Tender for the construction of an office block and associated external works for the National Pension Scheme Authority (NAPSA) in Kasama -Napsa/D-p/03/25

Tender Notice 1011/18303/0

Email anaumoe@napsa.co.zm

Closing Date: April 14, 2025

More details on <https://bit.ly/3ijRZ8x>

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

Bidding type International Competitive Bidding

Tender for project audit at end of project

Tender Notice

Email info@mcti.gov.zm

Phone +260-211228301/9

Closing Date: November 25, 2025

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 visit www.tradezimbabwe.co.zw

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