



Energising Zimbabwe's Export Growth

TRADING

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1 ZIMTRADE PREPARES RURAL COMMUNITIES FOR EXPORTS

By Kudakwashe Tirivavi

AS ZIMBABWE aims for inclusive growth, small holder farmers are gaining insight into the export opportunities of rock melon, through the Rock Melon Export Awareness Seminar held in Gwanda this month.

Held at Mankonkoni Irrigation Scheme, the training brought together over 80 farmers from Mankonkoni, Sebasa, and Raslas Irrigation Schemes, marking the beginning of their journey into high-value horticulture exports.

The seminar equipped farmers with end-to-end export knowledge, from precision agronomy covering soil preparation, pest management, and optimal irrigation, to post-harvest handling, where cooling, gentle sorting, and sugar-level monitoring are critical for meeting international standards.

This initiative reflects Zimbabwe's broader strategy to diversify its export basket while ensuring rural communities actively participate in the nation's trade development.

Traditionally focused on household food security, these Matabeleland South irrigation schemes are now being repositioned as key players in premium international markets.

With their structured irrigation infrastructure and

growing technical expertise, they are primed to scale up production of high-demand crops like rock melon which is perfectly suited to Zimbabwe's climate and soils.

Beyond technical skills, the training demystified exports, addressing challenges like melon fly control, block planting for uniformity, and traceability requirements, all tailored to their local context.

As one farmer noted, "This training makes us feel part of something bigger."

The initiative signals a new era of rural empowerment, where smallholder farmers are no longer sidelined but become active contributors to Zimbabwe's export economy.

With planting set for August, Gwanda's irrigation schemes stand ready to deliver export ready produce.

Their success could inspire a nationwide replication, proving that the most remote communities can thrive on the global stage.

Global demand for fresh rock melons has surged, with imports rising from US\$1,6 billion in 2020 to over \$2 billion in 2023, driven by markets in the United States, Germany, the UK, and emerging buyers like Vietnam and Canada.



Practical solutions were also shared to mitigate common issues such as hive theft, suboptimal apiary layouts, and unhygienic materials which are all critical steps toward meeting the stringent quality demands of global buyers.

A huge insight from the intervention was the importance of ecological knowledge as a competitive edge.

Producers were urged to develop detailed floral calendars to track local flowering patterns, ensuring optimal hive placement and harvest timing.

Understanding the distinction between multifloral and monofloral honey is important as the latter commanding premium prices for its unique taste and medicinal properties.

This scientific approach enhances yield and quality, and also equips producers to tell a compelling story about their honey's origins, appealing to discerning international buyers who value traceability and sustainability.

Processing and value addition emerged as equally critical themes.

The training stressed the need for dedicated, hygienic processing units equipped with stainless steel tools, fly-proof ventilation, and separate wax-processing areas.

Implementing Hazard Analysis and Critical Control Points (HACCP) principles was encouraged to maintain quality during storage and transport.

Beyond honey, producers explored diversifying into creamed honey, propolis tinctures, beeswax balms, and even hybrid products like herb-infused honey or macadamia blends.

Compliance with export regulations remains a priority, particularly for markets like Europe, where standards for moisture content, HMF levels, and labeling are stringent.



By addressing these fundamentals Manicaland's honey sector is will transition from local trade to global competitiveness.

With these foundational improvements, Zimbabwean honey is steadily carving a niche as a premium, story-rich product on the world stage.

2 ZIMTRADE EXPOSE MANICALAND HONEY PRODUCERS TO GLOBAL TRENDS

By Pamela Surumete

HONEY PRODUCERS in Manicaland are emerging with renewed confidence following a transformative technical intervention by PUM, conducted in collaboration with ZimTrade.

The program, which ran from 6-20 May 2025 in Chimanimani and Nyanyadzi, aimed to strengthen the beekeeping value chain while positioning local honey for international trade in high-value segments like food supplements and cosmetics.

Manicaland's lush biodiversity and favourable climate have long supported the production of premium natural honey, but challenges in processing, packaging, and compliance with international food safety standards have limited access to lucrative export markets.

To address these gaps, PUM's apiculture expert who was drawing on decades of global experience, delivered hands-on training to local producers.

The sessions covered everything from hive preparation and pest control to sustainable harvesting techniques for honey, beeswax, and propolis.

Adopting modern hive technologies like top-bar and Langstroth systems was emphasized to boost productivity while minimizing colony stress.



3 MINING CONSUMABLES GROW IN DEMAND AT DRC MINING WEEK

By Renwick Wachenyuka

ZIMBABWEAN COMPANIES made a significant impact at the recently concluded DRC Mining Week 2025, held from June 11-13, 2025, in Lubumbashi, securing confirmed orders worth US\$5,77 million and negotiating potential deals exceeding US\$18 million.

The exhibition strategically positioned Zimbabwe as the DRC's key trade partner, with Zimbabwean firms demonstrating their capacity to supply vital mining consumables, engineering expertise, construction materials, and agricultural inputs.

According to the World Bank 2024 Report, the mining sector in the DRC is expanding at an average of 8.3 percent annually, led by investment in new explorations and expansion projects.

This robust growth is driving significant demand for mining consumables and related products and services.

Local Zimbabwean companies are now diligently working with their identified Congolese counterparts to establish robust distribution channels in the market.

Trade between Zimbabwe and the DRC is facilitated by their shared membership in regional economic blocs, most notably the Southern African Development Community (SADC) and the Common Market for Eastern and Southern Africa (COMESA).

These memberships provide a crucial framework

for companies from both nations to engage in duty-free and quota-free trade on a reciprocal basis for qualifying products.

Beyond this Zimbabwean firms can capitalize on this boom by taking advantage of its proximity to Lubumbashi, which is the DRC's mining capital.

Evidence from the DRC Mining week showed that the DRC's has a pressing need for iron and steel, thermal coal, specialized equipment for infrastructure and mineral extraction, as well as specialized technical skills, all of which Zimbabwe is becoming increasingly capable of supplying.

Zimbabwean manufacturers and suppliers can also capitalize on the growing demand for mining equipment and spare parts; explosives; chemicals and reagents; Personal Protective Equipment (PPE); and tubes, pipes, and hoses.

DRC also presents a lucrative market for conveying and rubber products; engineering services; electrical systems; and general consumables.

ZimTrade, Zimbabwe's national trade development and promotion organization, continues to encourage more companies to leverage the strong political and economic relations between the two countries and fully exploit the considerable market opportunities available in the DRC.

This regional integration significantly lowers trade barriers and enhances market access for businesses.



4 CAETE 2025 REVEALS EXPORT OPPORTUNITIES FOR ARTS AND CRAFTS SECTOR

By Nozipho Maphala (Opinion)

ZIMBABWE'S PARTICIPATION in the 4th China-Africa Economic and Trade Expo (CAETE) in Changsha from 12-15 June 2025 offered local artisans a strategic gateway into the vast Chinese market.

From traditional stone carvings to intricate woven baskets, Zimbabwean crafts stood out for their authenticity and craftsmanship.

However, success in China demands a deep understanding of consumer preferences, market segmentation, and cultural alignment.

To maximize their appeal in China, Zimbabwean artisans should adopt a multifaceted approach that blends cultural intelligence with strategic branding. Culturally hybrid designs can bridge familiarity and novelty, for instance, a Shona stone carving of a dragon (a revered Chinese symbol) or a reed basket featuring lotus motifs (symbolising purity) would resonate deeply.

Aligning with China's Lunar New Year and zodiac cycles can tap into seasonal demand, while event-driven customization can boost visibility.

Artist signatures or stamps transform crafts into collectibles, while eco-friendly packaging aligns with China's sustainability trends and elevates perceived value.

Finally, it is important to be inclusive and adopt professional localization by including native Mandarin translations, QR codes for digital catalogs, and culturally adapted marketing. This ensures clarity and connection with buyers.

By combining these strategies, Zimbabwean artisans can position themselves not just as sellers, but as storytellers and cultural ambassadors.

Additionally, understanding the intricacies of market segmentation will allow local artisans to create pieces that resonate deeply and authentically with Chinese buyers.

According to ZimTrade's market insights, Chinese buyers categorize crafts into three distinct segments, each with unique expectations, including:

■ Toys & Collectibles

Products: Small, affordable items like hand-carved animals, keychains, and miniature figurines.

Buyers: Tourists, children, and casual collectors who value charm, cultural relevance, and portability.

Opportunity: With 232 million children under 15 (16.6% of China's population), this segment thrives on impulse purchases and gift-giving.

Home Décor

Products: Mid-range crafts such as wall hangings, woven bowls, and decorative sculptures.

Buyers: Homeowners seeking aesthetic harmony, cultural meaning, and exotic appeal.

Market Growth: China's home décor sector was valued at \$20.2 billion in 2023, projected to reach \$28.8 billion by 2027.

■ Commercial & Office Décor

Products: High-end stone sculptures, woven panels, and minimalist woodwork.

Buyers: Corporate lobbies, luxury hotels, and upscale boutiques looking for sophistication and storytelling.

Market Size: Ranges from \$4.4 billion to \$8.2 billion, depending on the sub-sector.





5 YOUTH AGRI-PRENUERS PITCH PRODUCTS TO JUDGES

By Pelatiah Choto

THE 2025 edition of the Eagle's Nest Agri-Challenge reached an exciting milestone with the successful conclusion of Pitch Week, a dynamic and high-stakes platform where young agripreneurs put their ideas to the test before a panel of industry judges.

Held in Harare, Pitch Week brought together youth-led agricultural businesses from across Zimbabwe.

This was not just a competition, but a celebration of enterprise, innovation, and resilience.

Participants came prepared, many armed with compelling stories, market-ready products, and export-driven visions for the future.

Pitch Week has proven to be more than just a competition, it is a launchpad for bold ideas and determined entrepreneurs.

The Eagle's Nest Agri-Challenge continues to demonstrate that with the right support, training, and exposure, Zimbabwe's youth are not only ready to participate in the agricultural economy, they are ready to lead it.

Leading up to Pitch Week, participants were immersed in a series of targeted training sessions and business development workshops.

These sessions covered essential areas such as business planning and modelling, branding and

packaging, export market readiness, financial literacy, storytelling and pitching techniques

Mentorship was a critical component, allowing participants to refine their business strategies and align their pitches with global market expectations.

Over the course of Pitch Week, each participant delivered a timed pitch in front of a panel of judges made up of local experts.

Pitches were assessed on clarity, scalability, innovation, market fit, and overall potential for growth, especially for export.

Several pitches stood out, particularly those that demonstrated deep knowledge of customer needs, realistic growth projections, and innovative approaches to production and marketing.

Following the pitches, a number of participants were selected to proceed to the next phase of the Agri-Challenge.

These finalists will now benefit from further technical interventions, one-on-one mentorship, and exposure to export market development through partners such as ZimTrade, PUM Netherlands, and Google Africa.

With the next phase on the horizon, including technical deep-dives, market linkages and export readiness, the momentum is only building.



6 ESTABLISHING THE UK MARKET FOR FLORICULTURE

By Kingston Gwatidzo

Zimbabwe's flourishing floriculture sector took a significant leap onto the world stage with its participation in the prestigious RHS Chelsea Flower Show from 20-24 May 2025 in London.

As one of the world's premier horticultural events, attracting over 145,000 visitors and showcasing innovations from across the global floriculture value chain, the show provided an unparalleled opportunity for Zimbabwean growers to engage with international buyers, learn from global best practices, and showcase the country's unique floral offerings.

The UK market presents a particularly lucrative opportunity for Zimbabwe's floriculture exports. With annual imports of cut flowers nearing US\$2 billion, the UK's demand for high-quality, sustainably grown flowers continue to grow.

Zimbabwe's diverse range of premium flowers, including roses, proteas, eryngiums, and lilies, cultivated in regions like Rusape, Nyanga, and Mashonaland West, are well-positioned to meet this demand.

The sector has already demonstrated impressive growth, with exports rising from US\$9.9 million in 2020 to US\$11.7 million in 2024, an 18.2 percent increase that underscores its potential as a key contributor to Zimbabwe's horticultural export economy.

However, capturing a larger share of the UK market requires more. Success depends on a deep understanding of buyer preferences, stringent compliance with inter-

national standards, and the ability to tell a compelling story about Zimbabwe's floriculture heritage.

The Chelsea Flower Show served as a critical platform for Zimbabwean producers to test market response, gather insights on evolving trends, and forge connections with UK retailers and wholesalers.

Establishing Zimbabwe as a trusted supplier in this competitive market will hinge on consistent quality, sustainable practices, and strategic branding that highlights the uniqueness of the country's floral products.

ZimTrade has been instrumental in driving this growth, providing flower growers with the tools and knowledge needed to compete globally.

Through technical training in good agricultural practices, post-harvest handling, and international marketing, ZimTrade is ensuring that both small-holder and commercial growers meet the exacting standards of premium markets.

Additionally, initiatives like market scans in Europe, Asia, and the Middle East, along with buyer engagement programs, are helping Zimbabwean producers stay ahead of trends and align with global demand.

As more small-scale farmers embrace floriculture, collective efforts and targeted support will be essential to scaling production and maintaining quality.

By continuing to invest in export readiness and fostering partnerships with international buyers, Zimbabwe can solidify its reputation as a rising star in the global floriculture industry.



7 EXPORTERS MUST EMBRACE DIGITAL TECHNOLOGY

IN TODAY'S increasingly interconnected global marketplace, the importance of digital platforms for businesses seeking success in export business cannot be overstated.

The traditional methods of conducting international trade are rapidly being overshadowed by the vast opportunities presented by digitalisation. Digital platforms offer unparalleled access to international markets, providing businesses with the tools to reach a global audience efficiently and effectively.

Undoubtedly, companies that are quick to adopt digital technologies in their business and export strategies are not only increasing visibility but also building brand recognition and credibility on a global scale.

Considering the current drive by the Government to increase the adoption of digital platforms, local exporters must leverage on technology to overcome traditional export challenges and open new avenues for growth and innovation.

The integration of digital platforms is no longer a luxury but a necessity for companies aspiring to succeed in the export business.

■ **Enhanced market reach and accessibility**

One of the most significant advantages of digital platforms is their ability to break down geographical barriers.

Through e-commerce websites, social media, and online marketplaces, businesses can reach potential customers across the globe with unprecedented ease.

This expanded reach is particularly beneficial for small and medium-sized enterprises (SMEs) that may lack the resources to establish physical presence in foreign markets.

By leveraging digital platforms, these companies can showcase their products to a vast international audience, thus increasing their chances of securing export deals.

For example, platforms like Alibaba and Amazon Global Selling provide a ready-made infrastructure for companies to display their products to millions of users across different countries.

This visibility not only increases the chances of attracting international customers but also builds brand recognition on a global scale.

For companies that find it difficult to register on international platforms, there are local solutions that have been developed to meet the urgent requirement of local exporters.

For example, national trade development and promotion organisation – ZimTrade – developed Shop@Zim, a platform that is premised on the need to create a singular window for marketing and selling Zimbabwean product virtually.

Here, Zimbabwean companies are hosted for free, for purposes of trading in the international digital economy community.

Through ongoing efforts to promote the platform by ZimTrade at international trade fairs, and other export promotion programmes, the visibility of the platform has expanded across the world,

Already, hundreds of local companies that are hosted on the platform have received good feedback from international buyers who locate them on the platform, with some recording positive leads and generating orders.

■ **Cost-effective marketing and branding**

Digital platforms provide cost-effective solutions for marketing and branding, enabling companies to promote their products and services to a global audience without the high costs associated with traditional advertising methods.

Social media channels, email marketing, and search engine optimization (SEO) are just a few examples of how businesses can effectively market their offerings.

Furthermore, these platforms often offer analytics and insights that help companies understand consumer behaviour and refine their strategies to better meet the needs of their target markets.

Streamlined operations and efficiency

Efficiency is crucial in the export business, where logistics and supply chain management can be particularly challenging.

Digital platforms offer tools that help streamline these processes, from order processing and inventory management to shipping and customs documentation.

Integrated software solutions can automate many routine tasks, reducing the risk of errors and ensuring that operations run smoothly.

This level of efficiency is essential for maintaining competitiveness and meeting the demands of international customers.

Further to this, brick and mortar operations are no longer a universal model for business success.

Adopting digital platforms has reduced the costs a business incurs as one can work from anywhere in the world, thus reducing the cost of operations and rentals.

Digital technologies such as cloud computing, online payment systems, virtual collaboration tools allow for entrepreneurs to work remotely reducing the cost of transport and communication.

Enterprises can grow their businesses into export markets as they can streamline their supply chain processes by investing in what needs the most finance.

Improved customer engagement and support

Digital platforms facilitate improved customer engagement and support, which are vital for building and maintaining relationships with international clients.

Through online chat functions, customer service portals, and social media interactions, companies can provide timely and effective support to their customers regardless of their location.

Social media channels such as Facebook, Instagram, and Twitter, along with email marketing services like Mailchimp and Sendinblue, allow businesses to engage with their audience, address inquiries promptly, and receive feedback in real-time.

This level of interaction not only enhances customer experience but also builds trust and loyalty, which are crucial for long-term success in the export business.

Tools like Zendesk and Intercom offer businesses the ability to provide prompt and personalized customer service, addressing queries and resolving issues swiftly.

Enhanced customer engagement leads to higher customer satisfaction, repeat business, and positive word-of-mouth referrals.

Leveraging data analytics for strategic decisions
Digital platforms generate vast amounts of data that can be harnessed for strategic decision-making.

Analytics tools help businesses understand market trends, customer preferences, and sales performance.

Understanding target markets allows companies to tailor their approaches to meet specific consumer needs and preferences, thereby increasing their chances of success.

For instance, Google Analytics and Shopify Analytics provide insights into website traffic, customer behaviour, and sales patterns, enabling businesses to optimize their operations and marketing efforts.

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8 SUSTAINABILITY, AN EMERGING BUZZWORD IN EXPORTS

THE WORLD is fast changing its approach to consumption, with voices becoming more louder on sustainable use of natural resources, particularly on those products with a commercial value.

This undoubtedly is changing the dynamics that informs decision making by those who import in international markets.

The world is currently grappling with various pressing issues such as climate change, deforestation, air, and land pollution.

These global challenges, coupled with modern lifestyles have been largely blamed for current challenges such as rise in chronic illnesses, and global warming.

To address the challenges, most countries have been calling for a change in production processes, urging societies to reevaluate their relationship with the environment.

■ **But why the focus on sustainability?**

The ongoing emphasis on environmental suitability and the sustainable utilization of natural resources is undeniably shaping the future landscape of exports and industry.

Companies that swiftly adapt to this paradigm shift will undoubtedly take the lead in both global markets and sustainable development.

Buyers worldwide are actively seeking products that align with their values of sustainability and environmental responsibility.

As consumers increasingly prioritize eco-conscious products and practices, businesses that prioritize environmental sustainability not only meet market demands but also contribute positively to the preservation of the environment.

In this evolving economic ecosystem, adaptability to environmentally friendly practices is no longer just a choice, but it is now a strategic imperative for long-term success and resilience in the global marketplace.

Despite consumers becoming more discerning in their consumption choices, putting untold strain on producers and manufacturers to comply, some companies that are quick to adapt are finding themselves at the cusp of a remarkable opportunity.

The sustainability wave presents a golden opportunity for Zimbabwe to diversify its export portfolio and carve a niche in the global marketplace.

Harnessing the country's natural resources responsibly and embracing eco-friendly practices, allows Zimbabwean businesses to position themselves as leaders in the mushrooming green economy.

■ **Key opportunities for Zimbabwe**

Zimbabwe, with its rich natural resources and diverse ecosystems, possesses a unique advantage in this landscape.

The country boasts an abundance of raw materials that can be harnessed sustainably to create value-added products with minimal environmental impact.

From ethically sourced timber for furniture to organic cotton for textiles, Zimbabwe has the potential to become a hub for eco-friendly manufacturing.

In the export of arts and crafts sector, many Zimbabwean crafts utilize locally sourced materials such as wood, stone, clay, and natural fibres, promoting sustainable use of natural resources and reducing environmental impact.

Emphasizing sustainable harvesting practices and promoting eco-friendly production methods, can make it easy for the arts and crafts sector contributes to environmental conservation and biodiversity preservation.

For local weavers to gain a bigger share of the global market, they should consider acquiring certifications to make their crafts more appealing to the 'sustainability conscious' buyer.

One of the most common certificates affecting trade in this sector is Fairtrade Certification.

This certification is voluntary, and requires that crafters must demonstrate fair trade principles, ensuring that artisans receive fair compensation for their work and operate in safe and ethical working conditions while adhering to all set environmental standards.

Fair trade partnerships with international buyers promote transparency, equity, and social responsibility throughout the supply chain, fostering long-term relationships based on mutual respect and trust.

Within the horticultural space, there is a growing consumer demand for organic and pesticide-free produce, and this presents an opportunity for Zimbabwe to position itself as a supplier of premium-quality organic horticultural products.

By promoting organic farming practices, minimizing chemical inputs, and adhering to international organic standards, Zimbabwean growers can meet the growing demand for sustainably produced fruits and vegetables in global markets.

Certification and traceability are ways of attracting buyers to Zimbabwean produce and emphasizing certifications such as GlobalG.A.P. (Good Agricultural Practices) ensures compliance with international food safety and quality standards, enhances product traceability, and builds consumer trust.

This helps horticulture exporters can access premium markets and command higher prices for their products.

Producers of avocado, blueberries, cut flowers, peas, fine beans among other horticultural crops in Midlands and parts of Mashonaland, are working with ZimTrade to export their produce to the EU and the UK where the GLOBALG.A.P standard is required.

In addition, sustainable packaging and logistics have also taken a more prominent position in manufacturing, and adopting sustainable packaging materials, reducing plastic waste, and optimizing transportation logistics contributes to the eco-friendliness of Zimbabwe's horticulture exports.

Utilizing recyclable and biodegradable packaging materials and implementing efficient cold chain systems, allows exporters to minimize environmental impact and ensure the freshness and quality of their products during transit.

This draws buyers with a more environmental conscious clientele that engages only with environmentally conscious businesses.

Zimbabwe's leather industry, is another industry that holds immense potential for sustainable exports, offering high-quality hides, skins, and leather products crafted with traditional techniques and modern innovation.

With a rich tradition of leatherworking, coupled with abundant raw materials and skilled artisans, Zimbabwe can leverage sustainable practices to enhance the competitiveness and environmental responsibility of its leather exports while supporting economic growth and social development.

Promoting ethical and responsible animal husbandry practices, ensuring animal welfare, and adhering to traceability standards will make it easy for Zimbabwe to further enhance the sustainability credentials of its leather exports.

In addition, adopting eco-friendly tanning methods such as vegetable tanning or chrome-free tanning, will allow Zimbabwean tanneries to minimize pollution, reduce water consumption, and mitigate the environmental footprint of leather production.

Implementing waste reduction strategies, such as recycling leather scraps for use in other industries or converting organic waste into biogas for energy generation will also promote resource efficiency and minimizes environmental pollution.

Ensuring the quality and safety of leather products is essential for building consumer confidence and maintaining market competitiveness.

Adhering to international quality standards and obtaining certifications such as ISO 9001 (Quality Management System) or Leather Working Group (LWG) certification, allows Zimbabwean leather manufacturers to demonstrate their commitment to excellence and sustainability, enhancing their market access and reputation.

■ **Navigating the difficult terrain**

It is important to note however, that the journey towards sustainable exports is not without its challenges.

Local businesses must navigate numerous considerations, including ethical sourcing, and eco-friendly production processes, in addition to adherence to international standards and certifications.

These factors are not only essential for gaining access to lucrative export markets but also for upholding the principles of sustainability and responsible stewardship of natural resources.

Furthermore, investing in sustainability goes beyond mere economic gains, it is also a matter of social responsibility.

Prioritizing environmentally friendly practices, demonstrate capacity for local businesses to create positive social impact by preserving biodiversity, mitigating climate change, and promoting fair labour practices.

Moreover, sustainable enterprises have the potential to empower local communities by providing employment opportunities and fostering inclusive growth.

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