

MAY 2025



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1 ZIMTRADE, NETHERLANDS EMBASSY LAUNCH AGRI-CHALLENGE

By Karen Mukwedeya

ZIMTRADE AND the Netherlands Embassy to Zimbabwe officially launched the Eagles Nest Agri Challenge, a programme designed to empower youths in the agriculture sector by nurturing and capacitating their business to be export ready.

This new spin-off program builds on the success of the Eagles' Nest entrepreneurship incubation program, which has already nurtured hundreds of successful seasons of youth-led startups.

Now, with a sharp focus on agriculture, which is touted as the future of Zimbabwe's export growth, the Agri-Challenge is set to cultivate a new generation of agribusiness leaders who will drive sustainability, innovation, and economic resilience.

ZimTrade CEO, Mr. Allan Majuru said the programme realises the position of the agriculture sector in anchoring the economy, and potential of young people in growing exports from the sector.

"Agriculture is the backbone of Zimbabwe's economy and through empowering youth-led agribusinesses, the Eagles' Nest Agri-Challenge is creating jobs and building a sustainable future where young farmers and agripreneurs become key players in the export market," he said.

The key partner in the programme, Netherlands, is one of the leading markets of Zimbabwe's exports from the agricultural sector, particularly

fresh fruits, vegetables, and flowers.

Statistics show that total exports to the Netherlands increased by 12.9 percent between 2023 and 2024 from US\$69,5 million to US\$78,5 million.

Netherlands Ambassador to Zimbabwe, Her Excellency Dr Margret Verwijk said the Eagles Nest Agri-Challenge is creating even more opportunities for the youth to take part in increasing exports to this market.

"We are particularly enthusiastic about this initiative because it aligns closely with two key priorities for the Netherlands: promoting sustainable agriculture and boosting trade."

"The Eagle's Nest Agri-Challenge brings these priorities to life and, we hope, will result in more trade between the Netherlands and Zimbabwe," she said.

Participating youths will receive cutting-edge training and mentorship, from sustainable farming practices to agri-tech integration, learning from industry experts and successful exporters.

There are also opportunities to harnessing AI-driven farming, smart irrigation, and precision agriculture to maximize yields and efficiency.

Further to this, participating youths will also be capacitated to transform raw produce into high-value products for local and international markets, and ultimately, connect with buyers in leading markets.



2 ZIMBABWE-BELARUS BUSINESS ROUNDTABLE SETS STAGE FOR STRONGER TRADE AND INVESTMENT TIES

In a significant step toward deepening bilateral trade relations, ZimTrade and the National Centre for Marketing co-hosted a high-profile Business Roundtable in Minsk, Belarus, on the sidelines of His Excellency President Emmerson Mnangagwa's official visit to meet Belarusian President Alexander Lukashenko.

The event brought together key businesses and stakeholders from Zimbabwe including Zimbabwe Investment and Development agency (ZIDA) Mutapa Investment Fund and Ministry of tourism and hospitality Industry who used this platform to foster meaningful dialogue on expanding trade, tourism and investment opportunities.

With current trade volumes between Zimbabwe and Belarus remaining modest, the roundtable served as a pivotal platform to unlock new avenues for economic collaboration.

Exploring Key Sectors for Growth

The discussions highlighted promising areas of cooperation across multiple industries, including mining, agriculture, dairy production, machinery manufacturing, tourism, and processed foods.

Belarusian companies demonstrated strong interest in Zimbabwe's agricultural potential, particularly in contract farming, a move that could significantly boost productivity, empower local farmers, and enhance Zimbabwe's export capacity.

Zimbabwe's reputation for high-quality organic superfoods also captured the attention of Belarusian delegates. Products such as avocados, blueberries, and baobab were identified as having health-conscious choices, presenting lucrative strong export potential, especially in value-added forms like baobab powder, canned fruits,

and organic oils. These products align with global consumer trends toward convenience and opportunities for Zimbabwean exporters.

Additionally, Zimbabwe's leather products and Belarus's advanced manufacturing expertise emerged as complementary strengths, paving the way for potential joint ventures and technology transfers.

A Foundation for Long-Term Partnership
Speaking at the event ZimTrade CEO Mr Allan Majuru said the roundtable underscored the mutual benefits of collaboration.

"Zimbabwe stands to gain from Belarus's technological advancements in manufacturing, while Belarus can leverage Zimbabwe's abundant natural resources and strategic access to regional markets"

Mr. Mikalai Barysevich, Director General of the National Centre for Marketing, echoed these sentiments, stating the importance of the roundtable discussions in strengthening economic ties between Belarus and Zimbabwe, "We see immense potential in sectors like agriculture, mining, and tourism, and we are committed to facilitating business linkages that will drive sustainable growth for both nations."

To ensure tangible outcomes, ZimTrade and the National Centre for Marketing will spearhead follow-up initiatives to solidify the partnerships discussed.

"The proactive engagement from businesses on both sides signals a shared commitment to driving sustainable trade growth, with both nations poised to transform dialogue into actionable partnerships," Mr Majuru added.

As trade ties strengthen, the collaboration holds immense potential to stimulate economic development, create jobs, and deliver shared prosperity.



3 ZIMTRADE, CHINHOYI UNIVERSITY OF TECHNOLOGY TARGET STUDENT ENTREPRENEURS

By Runyararo Mukahanana

THE ERA of globalization has increased the need for young people to understand the fundamentals of crafting business ideas with a global mindset.

This is why ZimTrade has partnered with the Chinhoyi University of Technology (CUT) to deliver its specialised training program – Marketing and Branding For International Competitiveness (MBIC) - aimed at enhancing export readiness among student entrepreneurs.

The MBIC training was held from May 6 to 8, 2025, in Chinhoyi, targeting the CUT Innovation Hub where students are nurturing their entrepreneurship skills.

The program sought to bridge the gap between innovation and commercialization, equipping participants with the tools to transform innovative ideas into globally competitive products and services.

The ZimTrade-CUT collaboration directly delivers an intensive three-day program focused on core areas critical to international trade success. This partnership demonstrates the power of strategic collaboration and also reinforces the importance of aligning academic innovation with real-world market demands.

The ZimTrade-CUT training initiative serves as a blueprint for future collaborations between educational institutions and trade development agencies.

Scaling such programs to other universities and innovation hubs will unlock even greater potential across the country, driving inclusive economic growth through innovation and entrepreneurship.





Already the arts and crafts sector is attracting global interest with a 15 percent year-on-year increase since 2023 showing its potential as a key driver of Zimbabwe's export diversification strategy.

To tap into this authenticity, it is important to prioritise inclusive measures as the most remote areas in the country, are still deeply rooted in culture and heritage.

In light of the potential of the sector in integrating communities into mainstream export business, ZimTrade, conducted an export awareness training for players in the Gudza in Chimanimani and Nyanyadzi, Manicaland Province.

The training session aimed to raise awareness among local artisans about international market opportunities and equip them with foundational skills in business management, financial literacy, export marketing, and formalization.

These efforts are part of ZimTrade's broader strategy to enhance the competitiveness and sustainability of Zimbabwe's creative industries.

The "Gudza" craft - named after the traditional material used in its production - includes a variety

Beyond its cultural significance, the arts and crafts sector has strong forward linkages with the tourism and hospitality industries, supplying décor, souvenirs, and functional items to hotels and lodges.

With enhanced product quality and business acumen, artisans are better positioned to meet international standards and scale their operations.

ZimTrade has been instrumental in facilitating market access for Zimbabwean crafts. Some of the common destinations for arts and crafts are, the United Arab Emirates, Japan, Germany, the Netherlands, Denmark, and the United Kingdom.

The sector's success in penetrating these markets is largely attributed to the uniqueness and storytelling embedded in each product.

ZimTrade's collaboration with Development Cooperation Partners (DCPs), such as Germany's Senior Expert Service (SES), has further strengthened the sector.

These partnerships have helped transform informal artisan groups into sustainable enterprises, improving livelihoods and fostering community resilience.

As Zimbabwe advances toward its Vision 2030 goal of becoming an upper-middle-income economy, the creative sector is expected to play a pivotal role.

Forecasts indicate that the arts and crafts sector will continue to grow at a rate of 15–20 percent annually through, with continued support for the creative economy.

4 ZIMTRADE EMPOWERS GUDZA ARTISTS IN MANICALAND

By Luckson Chimundiza (Opinion)

The month of May is recognised as culture month, where Zimbabwe celebrates its culture, and those of other African countries.

The arts and crafts sector is one that uniquely showcases and celebrates Zimbabwe's culture to the world.

Leveraging this uniqueness offers exclusive products on the export market with the potential to drive up profits for local producers. of handmade products such as mats, hats, jerseys, and baskets.

These items serve both functional and aesthetic purposes, positioning them as unique offerings in global markets.

Products are individually crafted, often infused with cultural heritage and traditional skills passed down through generations.



5 ZIMBABWE'S FLORICULTURE REVOLUTION

By Gugulethu Mpofu

For years, floriculture in Zimbabwe has been seen as a high-barrier, high-cost sector often the domain of large commercial estates with access to international markets, proper certifications, and the necessary licenses to grow patented flower varieties.

Complex plant breeders' rights to restricted access to cultivars like tulips, chrysanthemums, and hybrid roses, the industry has traditionally been closed off to small players.

Floriculture is, by nature, a technical and regulated field.

Many popular flowers sold in the international market, especially in Europe, are protected under plant breeders' rights.

This means that only licensed growers are allowed to cultivate them, often paying royalties or being part of exclusive networks.

In Zimbabwe, this has historically meant that only a handful of commercial estates were active players in the space.

These estates had the infrastructure, export links, and legal permissions needed to operate within the rules of international floriculture trade.

As a result, smallholder farmers often stayed away.

Even those who tried to enter the sector were quickly discouraged by legal limitations, the cost of

compliance, and lack of technical knowledge.

The high standards required for export clean stems, specific stem lengths, cool chain logistics, and phytosanitary certifications also made it seem out of reach.

Yet, in a refreshing shift, the region of Manicaland is beginning to tell a different story.

A quiet, almost grassroots floriculture revolution is unfolding, led not by sprawling estates, but by small-scale farmers, community growers.

With its temperate climate, rich soils, and an already established horticultural tradition, the region has always had the natural conditions to support flower cultivation.

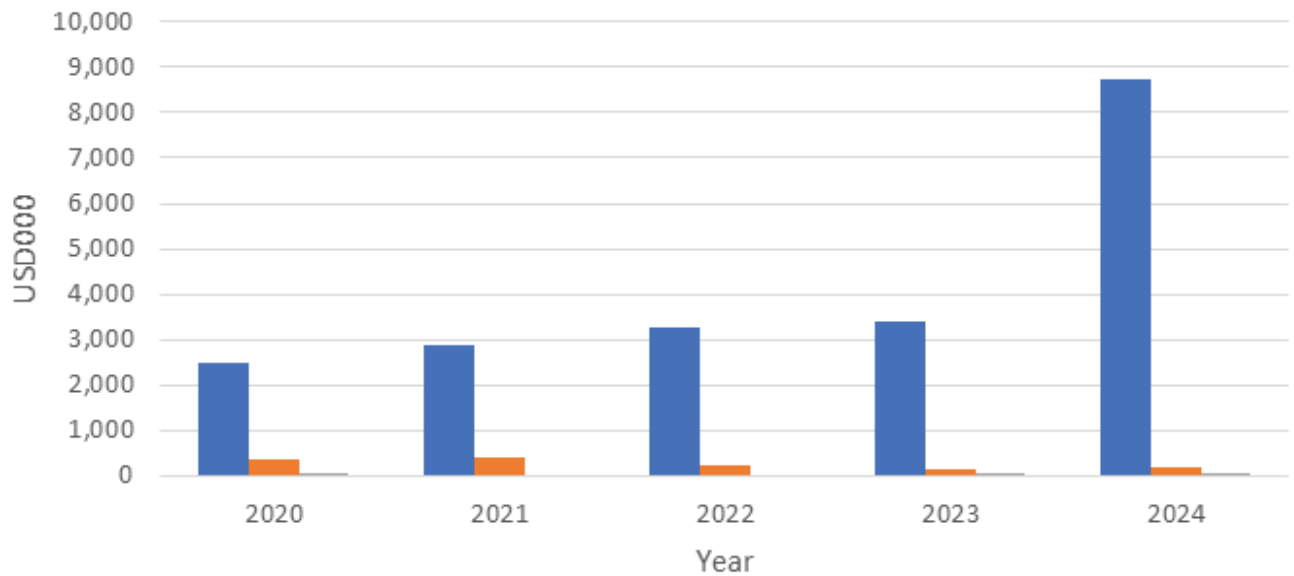
Over the last four to five years, there has been a noticeable uptake in floriculture activity led by small-scale farmers.

These growers are not necessarily producing tulips or exclusive hybrids, but they are working with a wide variety of flowers that do not require licensing, including alstroemerias, statice, lilies, and filler flowers that are in high demand in both local and regional markets.

This has been reflected in the steady increase in quantities and volumes in export of general cut flowers.

Replicating the successful cluster and consolidation models, growers are producing on contract or

Zimbabwe Flower Exports



- Fresh cut flowers and buds, of a kind suitable for bouquets or for ornamental purposes
- Fresh cut roses and buds, of a kind suitable for bouquets or for ornamental purposes
- Dried, dyed, bleached, impregnated or otherwise prepared cut flowers and buds, of a kind suitable .

through cooperatives, thereby reducing individual risks and pooling resources to meet market demands.

Many are now supplying the domestic market, which has shown surprising growth.

Local demand for flowers whether for weddings, events, or retail sales has increased steadily, providing an initial market that helps growers scale up before exploring exports.

For those who are ready to explore regional trade, South Africa has become an important market for small scale growers.

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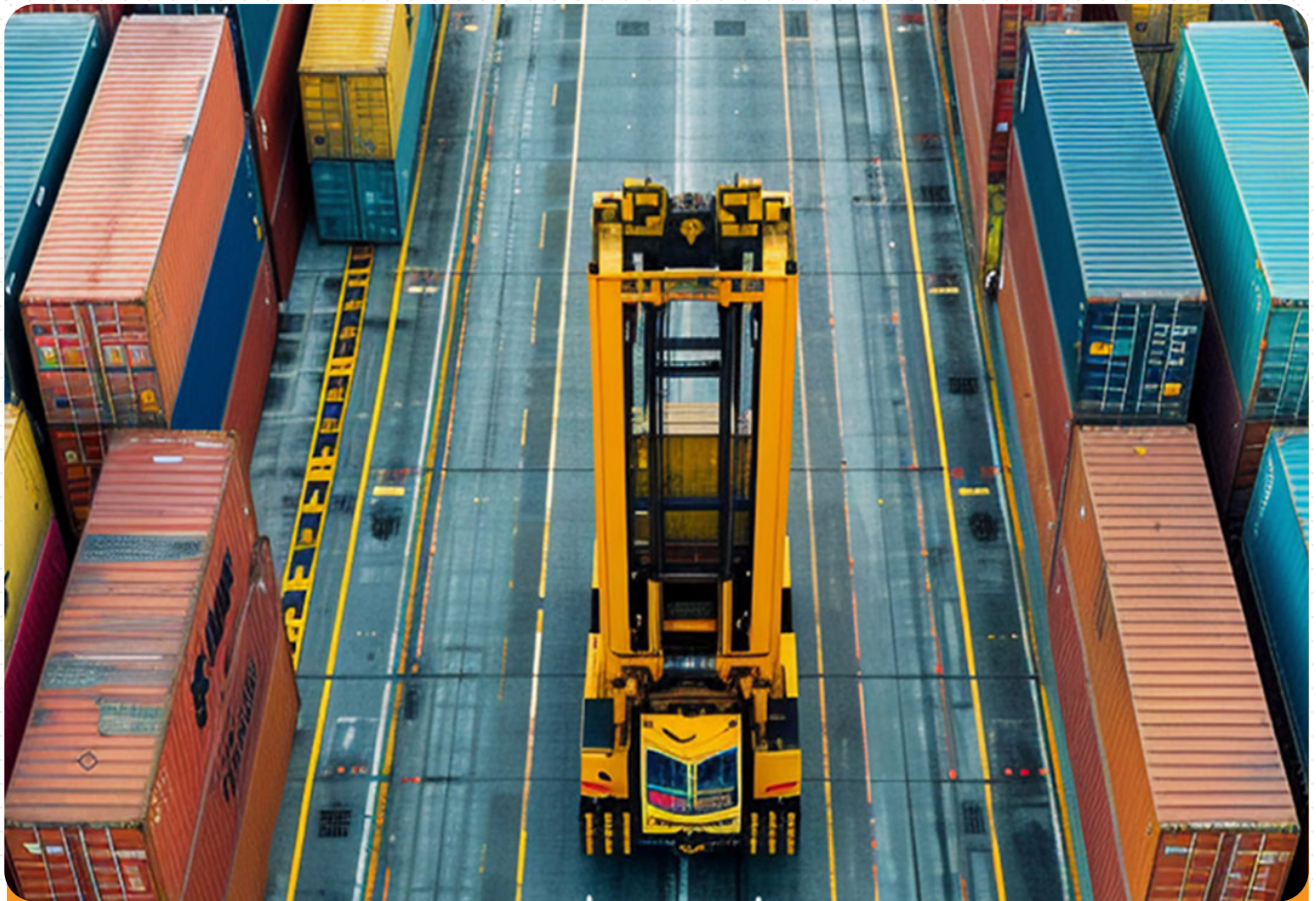
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6 EXPLORING SERVICES IN THE ZAMBIA MARKET

By William Gaviyau

ZimTrade has made a deliberate strategic initiative to promote trade in services, with the first exploratory mission targeting Zambia.

The mission, which will take place in July 2025, focuses on building and construction services, positioning Zimbabwean firms to tap into regional infrastructure development opportunities.

Latest statistics have shown the global economy's increasing orientation towards services trade now accounting for over 25 percent of global trade with trade in services and products amounting to US\$13 trillion and US\$47 trillion in 2023 respectively.

The strategic decision to begin with the construction and building sector considers Zimbabwe's well-established expertise and regional reputation in civil engineering, technical consultancy, and related services.

Trade in services, including engineering, architecture, project management, and quantity surveying, represents an underexploited area in Zimbabwe's export sector.

The Zambia exploratory mission is the first in a series of initiatives under this new strategy

With Zambia experiencing rapid urbanisation and infrastructure expansion - including housing, road networks, and commercial developments - the country presents strong demand for construction-related services, from architecture and civil engineering to project management and interior design.

Local firms have already proved themselves by successfully undertaking complex projects domestically and in the diaspora, laying the groundwork for regional expansion.

The mission to Zambia will include meetings with key stakeholders such as public entities, construction firms, regulatory authorities, and potential business partners.

This strategic pivot is aligned with the ongoing target of growing exports to US\$14 billion by 2030, with services accounting for a growing share.

The push also supports Zimbabwe's Vision 2030 aspirations by promoting youth employment and entrepreneurship through service-oriented export ventures.



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7 GETTING PRODUCTS INTO THE EUROPEAN UNION

By Velile Dube (Opinion)

THE EUROPEAN Union (EU), one of the world's largest and most integrated economic blocs, representing a golden opportunity for Zimbabwean businesses ready to scale globally.

With a nominal GDP of US\$15.5 trillion (2019), accounting for 18 percent of the global economy—the EU's demand for high-quality imports creates a lucrative avenue for Zimbabwean exporters.

What makes the EU particularly attractive is its standardized regulatory framework, which is a single set of trade rules across all 27 member states.

This means that once your product meets EU standards, you gain access to half a billion consumers without navigating 27 different regulatory systems.

For Zimbabwean producers, this streamlined system simplifies logistics, compliance, and market penetration, but success requires strategic preparation.

From certifications and labelling to sustainability and consumer trends, understanding the EU's requirements is key to securing a competitive edge.

In this guide, we break down the essential steps to enter the EU market, helping Zimbabwean businesses turn this vast potential into tangible export success.

Here are some things to consider when preparing for the EU market:

1. Get an EORI Number

- Register for an Economic Operator Registration and Identification (EORI) number—a unique ID required for all EU customs procedures.
- Non-EU exporters receive this upon their first customs declaration.

2. Submit an Entry Summary Declaration (ENS)

- The carrier (or importer) must file an ENS before goods arrive in the EU.
- Deadlines vary by transport mode (e.g., 24 hours before container ship loading, 1 hour before road arrival).
- Ensure your exporter documents (invoice, bill of lading) are ready for submission.

3. Choose a Customs Procedure

When goods arrive, they enter temporary storage (max 90 days) until assigned a procedure:

- Release for Free Circulation – Pay duties/VAT and meet import requirements for EU market entry.
- Special Procedures (e.g., transit, warehousing, temporary admission, or processing) to defer

4. Complete a Customs Declaration (SAD)

- Submit a Single Administrative Document (SAD)—electronically or in person—to place goods under a customs procedure.
- Covers imports, exports, transit, and warehousing.

5. Determine Customs Value

- Duties/VAT are based on the goods' value at EU entry (purchase price + delivery costs).
- Adjustments may apply beyond the contract price.

6. Leverage the EU-Zimbabwe EPA Benefits

- Zimbabwe's Economic Partnership Agreement (EPA) with the EU offers:
- Duty-free, quota-free access for most Zimbabwean exports.
- Simplified rules of origin (since 2020) to cut costs.
- Future expansions into services, investment, and sustainability.



Need Help? Contact ZimTrade

For guidance on EU exports, product eligibility, or market requirements: info@zimtrade.co.zw



8 SINGAPORE MARKET READY FOR ZIMBABWE HORTICULTURE PRODUCE

By Archford Mabuka

Singapore is a bustling trade hub in South-east Asia, importing over 90 percent of its food. With a GDP per capita exceeding US\$88,000 and consumers willing to pay premium prices for quality produce, Singapore's market could transform Zimbabwe's agricultural export landscape.

The recent ZimTrade Market Dissemination Seminar in May 2024 revealed opportunities for Zimbabwean exporters in the market and included detailed solutions to penetrating the market, logistical solutions.

One of the biggest hurdles to exporting perishable goods is costly and unreliable shipping.

ZimTrade is actively working with Pacific International Lines (PIL), a major Singaporean shipping firm to tackle logistical challenges which pose as a threat to increasing trade.

The shipping company is now setting up operations in Zimbabwe, to ease freight arrangements, including air and sea export routes for fresh and processed goods.

Market research presented at the seminar painted a compelling picture.

A retail price survey showed Zimbabwean

blueberries and macadamia nuts could undercut competitors by 15-20 percent while maintaining healthy profit margins.

Even more encouraging, Singapore's growing health-conscious consumer base is actively seeking new sources of organic and sustainably produced foods – a perfect match for Zimbabwe's natural agricultural advantages.

Several Singaporean buyers at the event went beyond casual interest, with established trading houses expressing willingness to enter long-term procurement agreements for products ranging from essential oils to specialty coffee.

As Zimbabwe pivots toward new markets, the Singapore initiative showcases what is possible when strategic vision meets execution.

Those who move decisively to meet Singapore's quality and consistency demands stand to reap rewards that could transform their operations. Need to learn more about the Singapore market? Contact ZimTrade for a detailed report of export opportunities in Singapore and market requirements on info@zimtrade.co.zw



9 DRAGON FRUIT: A NON-TRADITIONAL EXPORT OPPORTUNITY FOR ZIMBABWEAN FARMERS

By Dorcas Makotore

Dragon fruit presents Zimbabwean farmers with an intriguing new opportunity as global markets diversify, and consumer preferences shift toward exotic, healthier, and sustainably cultivated produce.

The colourful, nutrient-dense dragon fruit is becoming more and more popular around the world.

Dragon fruit, also known as pitaya, is a non-traditional crop in Zimbabwe but one with high export potential and economic promise.

Originally native to Mexico and Central America, dragon fruit thrives in warm climates, conditions well-suited to many parts of Zimbabwe.

The main species grown for commercial production feature bright pink or yellow skin with white flesh.

All dragon fruit have black tiny edible seeds that are similar in appearance to kiwi seeds. The texture of dragon fruit is like that of kiwi or watermelon, and the flavour is mildly sweet.

Dragon fruit plants are drought tolerant and can be grown organically with minimal inputs, making it ideal for smallholder farmers seeking sustainable, high-value alternatives to traditional crops.

With climate change increasingly impacting

rainfall patterns in some parts of Zimbabwe, the crop can replace traditional crops which need more water to thrive.

According to Elvis Nyanhongo, the promoter of the Dragon Fruit Zimbabwe Initiative, early adopters have already begun to plant dragon fruit commercially, particularly in areas like Chihota, Bromley, Chipinge, Nyanga and Honde Valley, where climate conditions are favourable.

The fruit is known as a climbing cactus and plants can produce fruits after one year of establishment and can remain productive for up to 30 years. While primarily grown for the fresh market, the dragon fruit has wide-ranging potential for value addition into products such as juice, energy bars, ice cream, jams, yogurt, and pulp.

The juice from red-fleshed varieties can serve as a natural food colorant, while unopened flower buds can be cooked and consumed as a vegetable.

For Zimbabwean producers, dragon fruit offers several attractive benefits.

It commands a high market value per kilogram compared to many local fruits, making it a profitable venture for both small-scale and commercial farmers.

The plant has a short gestation period and can produce fruits after one (1) year of establishment allowing for quicker returns on investment and with proper care, farmers can expect multiple harvests per year.

The global market for the dragon fruit was valued at US\$3,7 billion in 2024, up from US\$3,5 billion in 2023.

At its peak, in 2021 the import value was US\$4,2 billion.

Top importing markets for dragon fruit in 2024 were China US\$998,5 million, USA US\$376,2 million, Netherlands US\$240 million and Germany US\$198,1 million.

Key supplying markets for the product in 2024 were Thailand US\$654,7 million, Viet Nam US\$651,6 million, Netherlands US\$362,5 million and China US\$252,4 million.

The global dragon fruit market has been growing steadily, driven by rising health awareness.

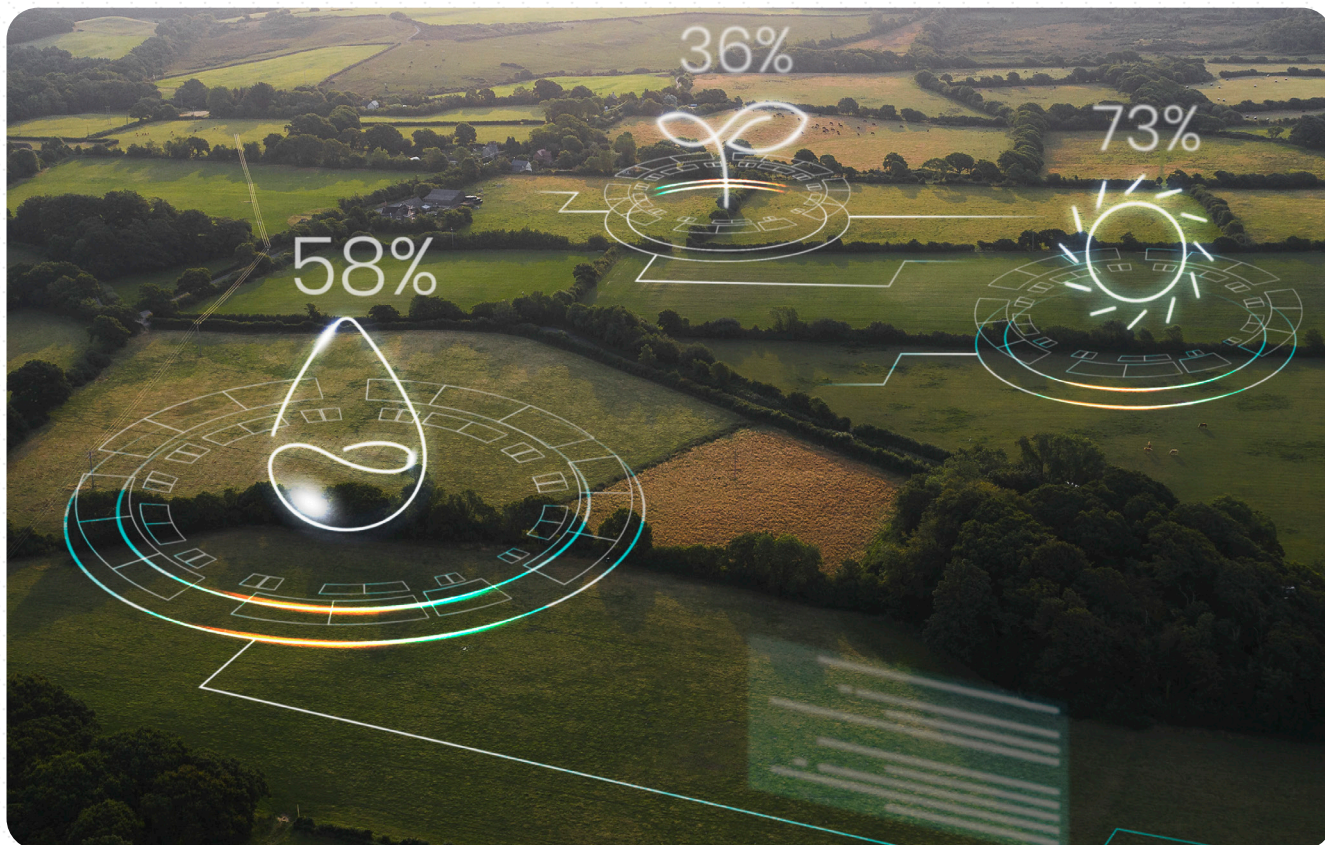
Dragon fruit is an emerging fruit that is low in calories and high in fibre and antioxidants.

The fruit can be enjoyed fresh, in smoothies, or added to salads. Its flavour is often described as a blend between a pear and a kiwi.

Zimbabwe has an opportunity to enter this market with a competitive edge through off-season production and niche marketing.

ZimTrade, as part of its ongoing initiatives to diversify Zimbabwe's export product portfolio through development of non-traditional products will be working with farmers from different provinces throughout the country where conditions favour dragon fruit production, to strengthen their export capabilities and tap into the growing global market of this non-traditional fruit.





10 TECHNOLOGY IS A GATEWAY TO AGRICULTURAL EXPORT EXCELLENCE

By Maxmillan Chikwati (Opinion)

In Zimbabwe, where farming is the heartbeat of the economy, local farmers are standing at a turning point filled with promise.

These days, using modern technology in agriculture is not just a “nice-to-have”, but it is quickly becoming a necessity for anyone who wants to succeed in global exports.

Tools that once seemed out of reach like drones, satellite imagery, and digital farm management platforms are now finding their way into the hands of Zimbabwean growers, making everyday farming smarter, more efficient, and more responsive to the demands of the global marketplace.

For many farmers, adopting new technology means rethinking old routines, upskilling, and opening the door to opportunities beyond the local market.

The rise of precision agriculture, powered by technology, means farmers can improve every part of their operations, from planting and irrigation to harvesting, storage and freight until the product reaches the consumer. In export markets, profits and losses often come down to the smallest details.

Imagine a grower who can apply just the right amount of inputs exactly where they are needed, reducing waste and producing healthier, cleaner produce.

That is a major advantage, especially for buyers in Europe and Asia, where concerns about food safety, chemical use and healthy eating grow stronger every year.

Digital mapping and record-keeping bring another benefit to Zimbabwean agriculture.

With these tools, farmers can keep detailed logs of how they grow their crops, from the seeds they plant to the farming practices they adopt.

This traceability is now a stringent requirement for many international buyers, particularly in the EU, who want proof that products meet strict safety and quality standards.

With digital records ready at the touch of a screen, a local farm can suddenly become an attractive, credible supplier in the global arena, through the ability to demonstrate compliance and build trust with distant markets.

Digital farm management systems allow farm owners in the diaspora to keep an eye on operations from anywhere in the world.

They can monitor crop progress, check in on staff, and make informed decisions, all without setting foot on their land.

This kind of connection ensures that agricultural expertise and innovation continue to flow, no matter where Zimbabwe’s people are located.

In export markets where sustainability is of importance, efficient water use is not just good for the environment, it is a selling point that can help Zimbabwean products stand out.

Technology is bringing a difference to water management systems on farms.

Smart irrigation systems and data from soil sensors help farmers deliver water precisely where it's needed thereby reducing waste and boosting yields.

There are obvious hurdle to this seamless life is the initial cost of new technology which can be daunting for many farmers, especially those with limited access to credit or financial support.

That is why banks and lenders need to develop financial support products that recognize the long-term benefits of these investments.

Without such support, the promise of technology may remain out of reach for small farmers.

Reliable electricity and internet access remain essential to making all this possible.

Access to the internet is essential, cutting the middleman creating direct negotiation with buyers.

Today's farmers can use even the simplest smart-phones to check international prices, get up-to-date weather forecasts, and receive alerts about pest and disease outbreaks.

This shift is creating a transparent and fair market where farmers have control over their produce and ultimately, their livelihoods.

Education is also important.

Most farmers might find data analysis software intimidating at first.

This is why practical, hands-on training, woven into agricultural extension services, is essential.

Training programs that focus on real-world farm challenges, rather than just theory, can help bridge the gap and ensure that technology becomes a tool for everyone, not just the tech-savvy.

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