



# **ZIMTRADING**

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- ▶ **RWANDA HAS STRONG DEMAND FOR ZIMBABWEAN FMCG PRODUCTS**
- ▶ **TECHNICAL SUPPORT IS HELPING ZIMBABWEAN BUSINESSES COMPETE GLOBALLY**
- ▶ **AVOCADO VALUE ADDITION: UNLOCKING THE FULL POTENTIAL OF THE 'GREEN GOLD'**

**AUGUST**  
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## 1 ZIMBABWE EXPORT WEEK SET FOR OCTOBER 2025 IN BULAWAYO

**Z**IMTRADE WILL host the Zimbabwe Export Week 2025 in Bulawayo from 13 to 17 October.

Now in its second year as a week-long programme, the event will provide a platform for meaningful engagement between Zimbabwean exporters, international buyers, and policymakers.

Running under the theme “Rooted Locally, Growing Globally,” the programme puts emphasis on the importance of drawing strength from local resources and capabilities while building competitiveness in international markets.

ZimTrade CEO, Mr. Allan Majuru, said the initiative is designed to bridge the gap between local businesses and export markets by fostering connections and enhancing understanding of international trade dynamics.

“The event will help Zimbabwean companies better understand global market trends, connect directly with buyers, and align our export strategies with opportunities for growth and value addition,” he said.

Mr. Majuru added that the expanded format was introduced after strong feedback from last year’s edition.

“Moving from a one-day gathering to a week-long programme has allowed us to create more room for meaningful engagement and long-term planning.

“The additional days give space for broader participation, tailored interactions, and more opportunities to align the export development agenda.

“Over the years, the Zimbabwe Exporters Conference has been instrumental in shaping ZimTrade’s programmes, providing valuable feedback on priorities such as capacity building and market diversification,” he said.

The Zimbabwe Export Week will facilitate knowledge-sharing, connect Zimbabwean companies with international buyers, and align the country’s export strategies with opportunities for growth and value addition.

This year’s edition will begin with sector-focused activities such as company visits and interactive sessions, where international buyers will gain direct exposure to Zimbabwe’s production capabilities and engage in discussions grounded in real opportunities.

On 15 October, the Buyers Seminar will offer Zimbabwean exporters a structured opportunity to pitch their products and services to selected buyers from Africa, Europe, and Asia.

More than 15 international buyers are expected to participate, strengthening bilateral relationships and exploring long-term trade partnerships with local suppliers.

On 16 October, the Zimbabwe Exporters Conference will be officially opened by President E. D. Mnangagwa, who will engage directly with members of the export community.

The conference will provide a platform for high-level dialogue on the state of Zimbabwe’s export sector and explore how collaboration between Government and the private sector can unlock growth.

Exporters will also share their experiences and challenges while contributing to the development of policy recommendations that promote resilience and innovation.

The Export Week will conclude with the Exporter of the Year Awards on the evening of 16 October. This prestigious ceremony will celebrate Zimbabwean companies that have excelled in international trade and adopted best practices in growing their businesses.

Both the conference and awards ceremony, along with other key activities, will be held at the Zimbabwe International Trade Fair exhibition centre in Bulawayo





## 2 RWANDA HAS STRONG DEMAND FOR ZIMBABWEAN FMCG PRODUCTS

By Alex Mutandi

**T**HE DEMAND for Fast-Moving Consumer Goods (FMCG) in Rwanda has always been robust, driven by increasing consumer spending power. Zimbabwean products have gained a reputation for their quality and affordability, making them a popular choice among consumers in the region.

This came out of the interactions with potential buyers at the Kivu Summer Beach Expo and Exhibition in Rwanda, which took place from August 18-23, 2025.

ZimTrade showcased an array of Zimbabwean products on behalf of local companies.

The ZimTrade stand inundated with visitors, all eager to sample and purchase Zimbabwean FMCG products such as biscuits, processed meats, snacks, sauces, breakfast cereals, peanut butter, jam, cooking oil, baking flour, ready to drink juices, and sweets.

The exhibition provided a valuable opportunity to connect with potential buyers and partners, and many fruitful discussions were held during the event.

The quality and taste of the products were widely praised, and many visitors were impressed by the variety and range of products on offer.

Since 2021 Zimbabwe and Rwanda have consistently held business engagements annually to try and connect businesses and increase trade.

These business engagements, which have alternated being held in Kigali and Harare, have provided a platform for both governments and businesses to find areas of incorporation.

This active approach has seen trade between the two countries increase by 50 percent with Rwanda's imports from Zimbabwe increased by 52 percent, and exports to Zimbabwe have seen an eight percent increase, over the past 4 years (2021- 2024), according to Rwanda Development Board.

Zimbabwe participating in trade shows such as Kivu Summer Beach Expo and Exhibition in Rwanda, does more to increase the countries products across different regions in Rwanda.

Most notably, in Rubavu and Rusizi districts which are also in close proximity to eastern and northern DRC market.

This approach has the potential to open new markets for Zimbabwean FMCG products, increasing their reach and accessibility to consumers in the region.

As a member of the Common Market for Eastern and Southern Africa (COMESA), Zimbabwean companies trading with Rwanda will benefit from duty-free concessions, simplified trade procedures and enhanced competitiveness potentially leading to increased exports and revenue.

For optimal logistics costs, the Beira-Dar-es-Salaam-Kigali route stands out as the most efficient and cost-effective option, with a delivery lead time of 12 to 16 days.

Alternatively, air freight is a suitable choice for perishable or high-value exports, such as blueberries or chilled meats, that require faster transportation.



The success of the Kivu Summer Beach Expo and Exhibition has demonstrated the strong demand for Zimbabwean FMCG products in the region.

It has also highlighted the potential for Zimbabwean companies to expand their reach and increase their exports to new markets.





### 3 ALL IS SET FOR ZIMBABWE'S PARTICIPATION AT THE BIGGEST CONTINENTAL TRADE FAIR (IATF2025)

By Kingston Gwatidzo

**M**ORE THAN 30 Zimbabwean companies will showcase their products and services at the Intra-African Trade Fair (IATF) 2025, taking place from September 4 to 10 in Algiers, Algeria.

The event is expected to attract over 35,000 visitors from more than 140 countries and host over 2,000 exhibitors across various sectors.

With trade and investment deals projected to exceed US\$44 billion, IATF remains a key platform for African economies to promote goods, services, and investment opportunities to a global audience.

This year's edition of the fair will feature a Zimbabwe-Algeria Business Forum, a crucial component of the ongoing diplomatic and economic cooperation between the two nations.

This initiative follows the recent creation of a joint business council at the 4th session of the Algeria-Zimbabwe Joint Cooperation Commission,

which included a state visit to Algeria by His Excellency, President ED Mnangagwa, in July of this year.

The Joint Business Council is designed to enhance collaboration, foster closer ties between economic operators, and reform trade exchange mechanisms.

The focus is on leveraging the continental free trade agreement to boost bilateral trade and position Zimbabwe as a potential industrial and logistics hub for Algerian companies in the Southern African region.

ZimTrade, the trade development and promotion organization, is collaborating with the Ministry of Foreign Affairs and International Trade to facilitate the participation of business delegations at the trade fair.

ZimTrade CEO, Mr Allan Majuru, who was also



appointed an IATF 2025 ambassador, emphasized the importance of continental trade for Zimbabwe.

"The Intra-African Trade Fair is a platform where all African countries come together to share ideas and address challenges related to integration in trade across the continent," he said.

He further noted that the fair offers "a rare opportunity for collaboration, innovation and expansion into new markets."

Majuru believes that to succeed in regional markets, Zimbabwean companies must understand their strengths and align their offerings with market demands.

This fair allows local companies to "identify trends, gather vital market intelligence, and prepare our businesses to scale up across the continent."

Zimbabwe's participation reflects its diverse economic base and export potential, with companies representing a wide spectrum of industries, including Fast-moving consumer goods, leather, agriculture, services, and artisans.

The breadth of representation showcases Zimbabwe's ability to compete across multiple sectors and its ambition to expand its presence in regional and international markets.

Participation at IATF 2025 is a strategic move for Zimbabwe. It provides an opportunity to strengthen its export base, attract investment, and promote tourism under the framework of the African Continental Free Trade Area (AfCFTA).

The fair allows Zimbabwean companies to interact directly with buyers and investors, secure orders, establish partnerships, and learn about emerging market trends. Beyond tangible deals, the event offers a platform for knowledge sharing and policy dialogue.

It also serves as a vehicle for promoting Zimbabwe as a tourism destination, with the arts and crafts component creating an immediate cultural connection for international visitors.

The Zimbabwe Pavilion aims to present a consistent narrative of quality, reliability, and innovation, positioning the country as a cohesive and competitive trade partner ready to contribute meaningfully to continental and global value chains.







## 4 TRADE POTENTIAL BETWEEN ZIMBABWE AND ALGERIA

By Kudzai Magwenzi

**ALGERIA**, THE largest country in Africa by land area, is strategically located in North Africa and acts as a vital gateway linking Africa, Europe, and the Middle East.

With a population exceeding 44 million and an economy traditionally anchored by hydrocarbons, the country is accelerating efforts to diversify into agriculture, manufacturing, and infrastructure.

For Zimbabwe, which is actively seeking to expand its trade footprint beyond traditional markets, Algeria offers significant potential particularly in horticulture, cotton, processed foods, and construction materials.

In July, ZimTrade conducted a market scan to assess Algeria's import patterns, regulatory environment, industrial base, and sector-specific demand, with the aim of unlocking new opportunities for Zimbabwean exporters.

This work builds on the strong diplomatic relations between Zimbabwe and Algeria, rooted in long-standing political solidarity and reinforced through the Joint Permanent Commission on Cooperation (JPCC).

Together, these factors create a favourable platform for enhanced economic engagement and mutually beneficial trade partnerships.

### Potential

Field research highlights that while awareness of Zimbabwean products in Algeria is still developing, the market offers significant room for growth in commodities such as sesame, avocados, cotton, manufactured tobacco, sugar, and macadamia nuts.

Other products like sesame and Arabica coffee demonstrate strong competitive potential, while macadamia nuts stand out as a premium segment poised to benefit from Algeria's growing health-conscious consumer base.

Algeria's socialist economic framework, with its strong government role and extensive subsidies on essentials shapes a unique market landscape.

While this pricing system can limit competitiveness for imported processed foods, it creates clear opportunities for Zimbabwean exporters of raw and semi-processed commodities that are not heavily subsidized.

Beyond the essentials, the Algerian market currently dominated by European suppliers in categories like breakfast cereals offers untapped potential for Zimbabwe to position itself in high-value, niche export segments.

Focusing on competitive commodities and carving out specialized product lines will allow



Zimbabwean exporters to leverage this environment to establish a resilient and differentiated presence in Algeria.

Logistics corridors such as the Walvis Bay dry port already offer practical access to Algiers and could further enhance connectivity and open pathways to wider West African markets.

### Regulatory environment

Zimbabwean exporters aiming to access this high-potential market must ensure full compliance.

From July 2025, all importers are required to submit an estimated import program online through the Ministry of Foreign Trade and Export Promotion, with endorsement from the relevant sector ministry such as Agriculture, Industry, or Energy.



Exporters must also verify whether their products require import licenses or prior authorizations especially in agriculture, pharmaceuticals, and industrial goods and provide complete customs

documentation including invoices, certificates of origin, packing lists, and compliance certificates.

In addition, Algeria enforces strict quality and safety standards, with health and phytosanitary certificates mandatory for agricultural products, Halal certification for food items, and Arabic labeling requirements for packaging.

### Market Entry Strategies

Zimbabwe should focus on high-value, less saturated commodities such as coffee, macadamia nuts, and sesame.

These products provide a competitive edge due to the country's strong reputation for quality and competitive pricing.

Concentrating on these segments will help diversify exports and establish a strong foothold in the Algerian market.

It is important to build capacity in areas such as Halal certification, packaging, and traceability.

This will ensure that exporters, particularly small-holder producers, can meet Algeria's strict quality and regulatory standards.

Enhancing compliance capacity will also improve confidence in Zimbabwean products and reduce the risk of rejection or barriers to market entry.

Trade missions and diplomatic channels can be used strategically to showcase Zimbabwean products, gather valuable market intelligence, and establish long-term partnerships with Algerian buyers.

Strengthening these ties will not only create market access opportunities but also build trust and recognition for Zimbabwe's export offerings.

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## 5 ZIMTRADE, GOOGLE AFRICA HOST HUSTLE ACADEMY BOOTCAMP

By Natalie Franciko

**Z**IMTRADE AND Google Africa recently hosted a one-day bootcamp hosted for small businesses to equip them with essential digital tools and strategies to drive growth and competitiveness in the digital economy.

The programme featured four core modules: Business Strategy, Customer Journey, Digital Marketing 101, and Boosting Productivity with AI.

Each session provided hands-on training, enabling participants to apply digital solutions directly to their business models.

The bootcamp also included networking opportunities, fostering collaboration and peer learning among Zimbabwean entrepreneurs.

This initiative reflects ZimTrade's commitment to enhancing digital literacy and business resilience across the SME sector.

Beyond the bootcamp, organisations can continue benefiting from Google Africa's free online courses.

These courses cover a wide range of topics including digital marketing, business strategy, data analytics, and AI tools.

By registering for these programs, businesses gain access to expert-led content, practical exercises, and certification opportunities that enhance credibility and operational efficiency.

For SMEs aiming to scale, improve customer engagement, or streamline operations, Google Africa's online training offers a flexible and impactful learning path.

Registration is simple and accessible via the Google Hustle Academy website, making it easier than ever for African entrepreneurs to upskill and thrive in today's digital-first world.





## 6 TECHNICAL SUPPORT IS HELPING ZIMBABWEAN BUSINESSES COMPETE GLOBALLY

By Nozipho Maphala (Opinion)

**I**N TODAY'S competitive market, delivering quality products and building a strong brand are essential for growth.

For Zimbabwean businesses aiming to expand into exports, technical intervention programs have now become one of the most powerful tools for unlocking new opportunities and standing out in a highly competitive export environment.

Expert guidance can make a significant difference, helping businesses not only meet local expectations but also to access international markets.

ZimTrade connects businesses with trusted technical experts both locally and abroad, guiding them to enhance production, meet international standards, and grow competitively.

The technical assistance provided through ZimTrade, and its partners can cover any area of export business, from product development and production processes to branding and compliance with international standards among many others. Unique brands

For example, in 2023, with support from ZimTrade, the Matabeleland North Handicrafts Cluster worked with a design expert from the Netherlands-based organisation PUM, learning how to

use traditional techniques to create new products that appeal to diverse global markets.

This has seen the group grow sales by more than 100 percent between sales recorded in 2024 and those recorded in the first half of 2025.

These results come from putting into practice the knowledge and recommendations provided during the technical intervention

One of the key benefits of technical intervention assistance has been the focus on improving product quality, extending well beyond basic functionality.

Experts work with businesses to evaluate materials, refine designs, and enhance durability, ensuring that products meet the highest international standards.

For example, the Matabeleland North Handicrafts Cluster applied these principles to their woven baskets, introducing stronger weaving techniques, incorporating complementary materials like beads and leather, and standardizing sizes and finishes.

These improvements not only increased the baskets' visual appeal but also made them more durable and export-ready for demanding markets such as Spain, Italy, Germany and Greece.



A strong, memorable brand sets a business apart and guidance in brand positioning, messaging, and visual design helps businesses create an identity that resonates with customers.

For the Matabeleland North Handicrafts Cluster, branding support enabled artisans to develop a unified identity for their products, making them easily recognisable in international markets.

Advice on logo creation, packaging, and consistent visual elements allowed the cluster to present their baskets, and home décor items as part of a cohesive and professional collection with a strong and recognisable online presence.

This stronger brand presence drew new buyers from international markets, raised the cluster's profile at trade exhibitions such as ZITF 2025, where they secured new orders, and strengthened artisans' confidence in showcasing their work on digital platforms.



With a cohesive brand identity, individual craft pieces now tell a compelling story that resonates with customers and drives sustainable export growth.

### Scaling production

China remains Europe's largest supplier of home décor, handicrafts, and textiles (HDHT), but its dominance is gradually declining.

The country's highly mechanised, large-scale

production systems, along with ready access to raw materials, particularly man-made fibers, have made it a strong competitor in the market.

To this end for local producers, efficient production is therefore essential for scaling operations and maintaining quality, and technical support helps businesses identify bottlenecks, reduce waste, and adopt best practices tailored to their operations.

For the Matabeleland North Handicrafts Cluster, this involved reorganising weaving schedules, setting up community-based work hubs, and standardising processes across different artisans.

These improvements allowed the cluster to produce consistently high-quality products, meet export demand on time, and manage costs effectively, laying the foundation for sustainable growth.

### Meeting standards

Competing in global markets requires products that meet international quality and safety standards.

Technical support guides businesses in understanding regulations and implementing practices that ensure compliance.

The Matabeleland North Handicrafts Cluster, learnt to adjust designs and production methods so woven baskets, hats, and décor items met the expectations of European buyers.

This meant switching from some of the materials used to other more environmentally friendly materials.

Ensuring products adhere to these standards not only opens doors to new export opportunities but also builds credibility and trust with customers worldwide.

The experience of the Matabeleland North Handicrafts Cluster demonstrates the remarkable results that can be achieved when technical interventions are embraced.

For companies across Zimbabwe, such support offers more than an opportunity to improve, but also provides a clear pathway to scaling operations, achieving sustainability, and competing successfully in international markets.

To apply for technical intervention assistance, contact any of the ZimTrade offices.

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## 7 SWEET SUCCESS FOR HONEY PRODUCERS

By Karen Bvurere

**Z**IMBABWE'S HONEY production is transitioning from a small-scale venture to a high-potential export industry, driven by global demand for natural, organic products.

To achieve this, ZimTrade and its partners are implementing targeted programs that empower rural producers and ensure their honey meets the stringent quality and ethical standards of lucrative international markets.

The global honey market is experiencing steady growth and key high-value importers include the Europe, Asia, and Middle East.

The growing demand provides a significant opportunity for Zimbabwe to diversify its agricultural exports.

Zimbabwean producers have a unique selling point in their local flora, which allows for niche products like wildflower or indigenous tree honey.

Organic production and ethical beekeeping, further enhances appeal to health-conscious consumers.

However, to successfully compete, Zimbabwean honey must adhere to critical international requirements which include Quality Standards such as the Codex Alimentarius, securing high-value certifications like organic (crucial for the EU and US markets) and Fair Trade to enhance marketability and command premium prices and adherence to

Phytosanitary Requirements and destination-market labelling important for smooth market entry.

To bridge the gap between local production methods and international requirements, ZimTrade is implementing the ZimBEE Project in collaboration with Expertise France (a part of the French Development Agency Group, AFD).

This project is a multifaceted, designed to boost the competitiveness and export readiness of Zimbabwe's honey value chain.

The ZimBEE Project specifically targets rural communities, with the core objectives of capacity building, improving standards and quality and gaining market access.

The program provides technical assistance aimed at increasing the economic resilience of honey producers, with a strong emphasis on empowering women beekeepers.

The project aims for 455 honey producers across three clusters to adopt sustainable and environmentally friendly beekeeping practices through training and the provision of equipment, including new hives.

Additionally, ZimBee project will establishing a Center of Excellence dedicated to research, studies, and the analysis of honey.

This includes setting up a specialized analytical laboratory to help producers test for purity, moisture content, and the absence of contaminants, ensuring compliance with complex legislative and regulatory frameworks for the EU and Gulf Cooperation Council (GCC) markets.

To improve market access producers and processors will receive a tailored training that will ensure regulatory compliance (like HACCP and third-party organic certification) and linking them to high-value international buyers.

The ZimBee project is anchored on ZimTrade's broader Cluster Development Programme, which is key to integrating rural communities into the mainstream export business by promoting standardized and aggregated production.

Specific honey clusters, such as the Chikomba Honey cluster and others will be included in the project.

These provincial clusters are key in improving export competitiveness of Zimbabwean products.

Additionally clustering helps small-scale farmers increase production volumes, allowing them to meet the quantity demands of international buyers.

Through the targeted interventions of the ZimBEE Project and the structured support of the cluster development model, ZimTrade is systematically dismantling the barriers to entry, paving the way for Zimbabwean honey to carve out a lucrative niche in the highly competitive global market.





## 8 AVOCADO VALUE ADDITION: UNLOCKING THE FULL POTENTIAL OF THE 'GREEN GOLD'

By Karen Bvurere

**A**VOCADO, A fruit which is often referred to as the 'green gold', is one fruit which has since been gaining global popularity, more so due to its rich nutritional profile.

The fruit is packed with vitamins, healthy fats, and minerals, which makes it a favourite among health-conscious people.

In Zimbabwe, avocado consumption is very common, which the fruit enjoyed across the whole country mainly as a fresh fruit, and in salads, as a 'spread' and as a dip.

However, the fruit possesses much more potential not just in its raw form, but additionally in the options available for value addition.

The Avocado may be transformed into a variety of products, thereby increasing its market value and profitability.

The versatility of avocado makes it a prime candidate for value addition. It can be processed into a wide range of products, each with its unique market.

These include avocado oil, guacamole, avocado flour, frozen avocados and even cosmetic products like body creams and hair treatments.

### Avocado Oil

Avocado oil is a high-value product derived from the fruit. It is rich in mono-unsaturated fats, which are heart-healthy fats.

This oil is not only used in cooking but also finds applications in the cosmetic industry due to its skin-nourishing properties.

The oil is usually mainly pressed from the avocado flesh, although the seeds and peel can also be a source of the oil, the different parts determining and influencing the quality of the oil.

The trends especially in developed markets, suggest that the demand for avocado oil continues to grow in popularity, more so as a result of the growth in healthy food concepts, plant-based dietary options, and also the demand for new products.

The statistics specifically for avocado oil export are not readily available, however, indications can be drawn from an assessment of other products such as olive oil which has a huge global demand, fetching average prices of US\$6,337/ton in 2022, according to Trademap.

### Avocado-Based Foods – Guacamole, Avocado Flour

Avocado-based foods such as guacamole are also a product of value addition of avocados and they are gaining in popularity especially due to the taste and the health benefits.

Avocado value addition: Unlocking the full potential of the 'Green Gold'

According to Trademap, the USA was the largest importing market of fresh avocados in 2023 and has been dominant as the largest market for at least the last two decades.

In the same year, USA imported almost three times more avocados than the Netherlands, which was the 2nd largest importer by value.

The Netherlands re-export the bulk of these imports. According to COLEAD, approximately 97 percent of imports by the Netherlands in 2022 were re-exported across the EU.

Value addition offers numerous benefits to avocado farmers.

It allows them to diversify their income sources, reduce post-harvest losses, and increase their profitability.



Moreover, it creates job opportunities in processing, contributing to Zimbabwe's provincial and economic development.

With the growing global demand for avocado and its products, value addition could be the key to unlocking the full potential of this 'green gold'.





## 9 MARKET FOCUS: SINGAPORE

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**SINGAPORE**, A high-value trade hub in South-east Asia, presents a transformative export opportunity for Zimbabwean businesses.

With a sophisticated market that imports over 90 of its food and boasts a high GDP per capita, Singaporean consumers are willing to pay premium prices for quality, niche, and sustainably sourced products.

The market demand aligns perfectly with Zimbabwe's agricultural strengths, particularly in horticulture and specialty foods.

Market research indicates that Zimbabwean products are competitively priced, for instance, blueberries and macadamia nuts could undercut existing competitors in the Singaporean market by 15–20 percent while still maintaining attractive profit margins for exporters.

Even more encouraging, Singapore has a growing segment of health-conscious consumers actively seeking organic and sustainably produced foods.

This preference creates a ready-made niche for Zimbabwe's naturally advantaged produce, including essential oils and specialty coffee.

Furthermore, established trading houses in Singapore have already expressed a strong interest in entering long-term procurement agreements with Zimbabwean suppliers, signalling a genuine readiness on the import side.

Recognising the immense potential, ZimTrade is actively working to help local companies align with the market expectations.

The organisation held a market scan in Singapore on March 2025 and hosted a dissemination seminar to share findings with local businesses.

Singapore's value as an access market is defined by its role as a global logistics, financial, and transshipment hub, backed by a strategic network of trade agreements.

Singapore does not strictly mandate certifications like GlobalG.A.P., and this can be an added advantage for exporters who spend high costs on certifications.

However, exporters who possess such accreditations gain a critical competitive edge in buyer preference.

Exporters must also invest in meticulous cold chain management for all perishable goods and ensure retail-ready packaging that meets Singapore's exacting standards.

This market is a call to action for Zimbabwean horticultural producers and agribusinesses to scale up operations, invest in traceability systems, and develop robust export strategies.

The biggest hurdle for exporting perishable goods to Asia is costly and unreliable shipping.

This is being systematically addressed through a strategic partnership between ZimTrade is collaborating with Pacific International Lines (PIL), a major Singaporean shipping firm.



PIL is setting up enhanced operations in Zimbabwe to significantly ease freight arrangements, providing crucial and reliable air and sea export routes for both fresh and processed goods.

This partnership directly solves the transportation challenge that previously constrained Zimbabwean exporters.



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