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JUNE 2026



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ZIM FIRMS EYE GROWTH OPPORTUNITIES IN MOZAMBIQUE



Kingston Gwatidzo

PREPARATIONS ARE

at an advanced stage for the

ZimTrade-organised Zimbabwe

Outward Trade Mission to Beira, Mozambique,

scheduled for 7-9 July, 2026, as local

companies seek to tap into growing opportunities

in one of Zimbabwe's most strategic regional

markets.

The mission forms part of ongoing efforts to

strengthen trade and economic cooperation

between Zimbabwe and Mozambique while creating

new export opportunities for local businesses.

Mozambique remains one of Zimbabwe's key trading partners and occupies a strategic position as the country's principal gateway to the Indian Ocean through the Beira Corridor.

The corridor continues to play a pivotal role in facilitating trade by providing Zimbabwean exporters with efficient access to international

shipping routes, thereby enhancing the competitiveness of local products on global markets.

As a founding member of the Southern African Development Community (SADC), Mozambique has maintained strong economic ties with Zimbabwe, underpinned by historical, cultural and diplomatic relations that have fostered greater business cooperation between the two nations.

The Mozambican economy is projected to grow by 5 percent in 2026, driven by large-scale energy investments, infrastructure development and expanding agricultural production.

The country's economic prospects have also been boosted by major natural gas projects and increased foreign direct investment, creating a favourable environment for regional trade and investment.

Trade between Zimbabwe and Mozambique has remained strong over the years.

Between 2020 and 2024, Zimbabwe's exports to Mozambique, largely comprising ores, tobacco, sugar and industrial products, reached a peak of US\$508,64 million in 2021.

During the same period, imports from Mozambique increased steadily, reaching US\$403,95 million in 2024, reflecting growing economic integration and the strengthening of regional value chains.

Despite Zimbabwe's established presence in the Mozambican market, opportunities for expansion remain significant, with local companies encouraged to strengthen commercial relationships and increase their market share.

Market intelligence gathered through previous trade missions to Sofala and Tete provinces has identified several sectors with high export potential for Zimbabwean businesses.

Demand for agricultural inputs and implements continues to rise as agriculture remains a cornerstone of Mozambique's economy.

Zimbabwean manufacturers and suppliers of electrical machinery and farming equipment are well positioned to meet this demand.

The construction sector also presents considerable opportunities, buoyed by rapid

urbanisation and ongoing reconstruction efforts following recent cyclones.

Products such as cement, steel, pipes and electrical fittings are expected to remain in high demand.

The horticulture industry offers another promising avenue for growth.

Zimbabwe's favourable agro-climatic conditions and proximity to Mozambique provide a competitive advantage in supplying fresh and processed produce while maintaining product quality and reducing transportation costs.

Fast-moving consumer goods (FMCG) have also emerged as a key growth area, with similarities in consumer preferences and cultural practices creating a ready market for Zimbabwean food products and personal care brands.

In addition, opportunities exist in the wood and timber products sector, where current exports remain below Mozambique's overall market requirements.

Beyond merchandise exports, the mission is expected to create opportunities for Zimbabwean service providers.

Growing investments in mining, infrastructure and tourism have increased demand for engineering, consultancy, information and communication technology, as well as financial services.





2 ZACS 2026 IS A STRATEGIC LAUNCHPAD FOR ZIMBABWEAN EXPORTS



Vivina Ndlovu

ZIMTRADE IS facilitating the participation of Zimbabwean companies at the Zambia Agricultural and Commercial Show (ZACS) 2026 in Lusaka, where local exporters will seek new market opportunities in Zambia and the wider Southern African region.

The exhibition, scheduled for July 29 to August 3, is expected to attract more than 1 300 exhibitors and over 200 000 visitors from more than 20 countries, providing Zimbabwean businesses with a platform to engage buyers, distributors, agents and investors from across the region.

Companies from sectors including agricultural inputs and equipment, processed foods, fast-moving consumer goods (FMCG), building materials, services and light industrial products are expected to participate under a coordinated national presence organised by ZimTrade.

The show is regarded as one of Southern Africa's largest and most established multi-sector trade exhibitions, bringing together players from agribusiness, manufacturing, commerce, services, public institutions and development organisations.

For Zimbabwean exporters, the event provides direct access to the Zambian market, one of the country's key regional trading partners, while also offering opportunities to establish business links that can open access to other markets within the Southern African Development Community (SADC) and the Common Market for Eastern and Southern Africa (COMESA).

Zimbabwe has maintained a strong presence at the exhibition over the years, with local companies securing distribution agreements, agency partnerships and long-term supply contracts.

Some firms have also used the platform to establish a permanent presence in Zambia and strengthen their participation in local supply chains.

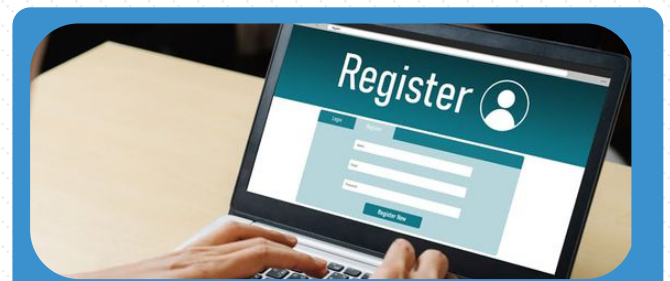
Previous editions of the exhibition have generated demand for Zimbabwean agricultural inputs and machinery, processed foods, FMCG products, industrial equipment and construction-related products.

Product demonstrations have remained a key feature of the show, particularly for agricultural machinery and technical solutions, allowing potential buyers to assess product performance and suitability for the market.

The proximity of the two countries, coupled with established transport links and trade facilitation measures such as the Chirundu One-Stop Border Post, continues to make Zambia an attractive export destination for Zimbabwean companies.

Shared consumer preferences, similar agricultural systems and long-standing commercial ties between the two countries have also contributed to the acceptance of Zimbabwean products in the Zambian market.

Participating companies have been encouraged to leverage the exhibition to identify new business opportunities, strengthen existing relationships and explore prospects for sustained export growth.



ZimTrade invites interested companies to register their participation by emailing vmatswetu@zimtrade.co.zw, copied to schingonzo@zimtrade.co.zw, to secure a place in this strategic export-promotion mission.



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THAILAND OPENS NEW OPPORTUNITIES FOR ZIMBABWEAN SERVICES EXPORTERS



William Guviyau

AS THE global economy becomes increasingly driven by knowledge and innovation, trade in services is emerging as a critical driver of economic growth and export diversification.

This presents significant opportunities for Zimbabwe to leverage its highly skilled human capital as an export asset.

In line with Zimbabwe's National Development Strategy 2 (NDS2) and ZimTrade's Export Strategy, the promotion of services exports has become a key priority in expanding the country's export base and enhancing participation in international markets.

Zimbabwe continues to enjoy a strong reputation for producing highly skilled and adaptable professionals whose expertise is recognised across the globe.

The country's competitive advantage lies in its well-trained workforce across sectors such as engineering, information and communication technology

(ICT), agriculture, tourism, education, research, manufacturing, and other technical disciplines.

Recent global trade trends demonstrate growing demand for knowledge-intensive services.

According to Trademap, Thailand's total services imports increased from approximately US\$45,5 billion in 2020 to US\$73,6 billion in 2024, representing cumulative growth of about 62 percent over the period.

Growth has been driven by increased demand for transport, travel, business, financial, and intellectual property-related services, reflecting Thailand's transition towards a more knowledge-based and innovation-driven economy.

These developments present potential opportunities for Zimbabwean service providers and skilled professionals seeking to access international markets.

As part of its market development initiatives, ZimTrade recently conducted a market scan in

Thailand to identify opportunities for both merchandise and services exports.

One of the key findings from the mission was the potential for qualified Zimbabwean professionals to participate in Thailand's Long-Term Resident (LTR) Programme administered by the Thailand Board of Investment (BOI).

The LTR Programme is designed to attract highly skilled professionals, researchers, academics, and industry experts who can contribute to Thailand's priority economic sectors.

The programme targets talent in areas such as digital technologies, advanced manufacturing, food innovation, tourism, biotechnology, logistics, research and development, and other high-value industries.

Successful applicants are eligible for long-term residency, enabling them to contribute their expertise within Thailand's rapidly growing economy.

The opportunities identified through the market scan are particularly relevant to Zimbabwe's growing pool of skilled professionals.

Zimbabwe produces graduates and specialists whose qualifications and expertise align closely with the sectors prioritised under the BOI programme. Recent expansions to the programme have further broadened opportunities for international experts involved in innovation, sustainability, higher education, specialised training, and research-related fields.

To facilitate access to these opportunities, ZimTrade is engaging the Thailand Board of Investment and other relevant stakeholders to increase awareness among Zimbabwean professionals regarding eligibility requirements, priority sectors, qualification criteria, and application procedures under the LTR Programme.

As part of these efforts, ZimTrade plans to host a virtual information seminar that will provide prospective applicants with practical guidance on accessing opportunities within Thailand's priority industries.

As global demand for specialised skills continues to expand, the export of professional services will play an increasingly important role in strengthening Zimbabwe's export performance.

The opportunities identified in Thailand demonstrate how targeted market intelligence, strategic partnerships, and proactive export development initiatives can unlock new avenues for Zimbabwean professionals to participate in the global economy while contributing to national economic growth and development.

More information can be obtained on Thailand's Board of Investment website <https://ltr.boi.go.th/>





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NEW SPECIALISED HONEY TESTING FACILITY TO BOOST EXPORT PROSPECTS



ZIMBABWE'S HONEY

industry is set to strengthen its export competitiveness following the establishment of a specialised honey testing and profiling laboratory.

The facility is expected to enhance quality assurance within the honey value chain by providing testing services required to meet international food safety and trade standards, a key requirement for accessing premium export markets.

The laboratory has been established under the ZimBee project, which is implemented by national trade development and promotion organisation, ZimTrade, with funding support from Agence Française de Développement (AFD).

The facility was established in collaboration with the Department of Veterinary Services (DVS) under the Ministry of Lands, Agriculture, Fisheries, Water and Rural Development.

As the national competent authority, DVS will manage the laboratory, ensuring access to testing services for stakeholders across the honey value chain.

The ZimBee project is designed to improve the competitiveness of locally produced honey and honey-derived products by addressing technical

barriers that have constrained access to international markets, particularly the European Union (EU).

The Project forms part of ZimTrade's Cluster Development Programme, which promotes standardised production and aggregation to enable rural communities to participate more effectively in export markets.

To date, the project has supported 455 honey producers across three clusters through training and the provision of beekeeping equipment, including modern hives, while encouraging sustainable and environmentally friendly production practices.

Beyond the targeted clusters, the laboratory is expected to strengthen Zimbabwe's national quality infrastructure and support efforts to expand honey exports.

It will also contribute to the country's bid to secure approval for honey exports into the European Union, one of the world's major honey markets.

Increased market access is expected to improve income opportunities for beekeeping communities. For many rural households, beekeeping has traditionally served as a supplementary source of income, although limited access to premium markets has

constrained the sector's growth potential.

The laboratory seeks to address this challenge by providing specialised testing services aligned with Codex Alimentarius standards, which are widely recognised in international food trade.

Its capabilities include pesticide residue screening, adulteration detection and botanical origin verification, helping producers demonstrate compliance with the requirements of export markets.

The facility is also expected to encourage wider adoption of professional beekeeping practices by providing producers with a reliable mechanism for product certification and quality verification.

Speaking on the development, ZimTrade Chief Executive Officer Mr Allan Majuru said transparency and traceability had become increasingly important in the global honey trade.

"International buyers no longer rely solely on general quality assurances but require certified laboratory reports that verify product integrity," he said.

"The establishment of this laboratory will enable locally produced honey to meet the requirements of major international markets while supporting rural communities to participate more effectively in global trade."

Although Zimbabwe has existing agricultural

testing facilities, the honey sector has historically lacked access to specialised forensic testing services required by many export markets.

The laboratory is expected to enhance product quality assurance across the value chain and support sustainable growth of the sector, particularly among rural producers.

About the ZimBEE Project

Launched in March 2025 and running through to 2027, the ZimBEE project is a multi-faceted initiative aimed at strengthening the honey sector's contribution to economic development.

The project includes Training-of-Trainers programmes in apiculture, support for the development of a National Residue Monitoring Plan (NRMP), and the establishment of the honey testing laboratory.

These interventions are expected to improve compliance with international market requirements and create pathways for rural beekeepers to access higher-value export markets.

The initiative also supports sustainable beekeeping practices and improved product traceability, strengthening Zimbabwe's prospects of expanding honey exports to international markets.



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5 NYANYADZI COMMUNITY BENEFITS FROM ZIMBEE CLUSTER



Dorcas Makotore

BEEKEEPERS IN Nyanyadzi are positioning themselves to tap into export markets following the establishment and strengthening of the Nyanyadzi Honey Cluster through training on modern beekeeping practices aimed at improving honey quality and production.

The training, facilitated by ZimTrade and its partners through the ZimBee Project, is expected to enhance the competitiveness of honey produced in the area and create new income-generating opportunities for local households.

For many families in Nyanyadzi, beekeeping has long been an important source of livelihood, providing income while contributing to the conservation of bee populations and the natural environment.

The community has traditionally relied on log hives, a method passed down through generations. While the practice has enabled households to harvest honey and other bee products over the years, limitations in hive management and harvesting techniques have often affected productivity and the quality of honey available for the market.

Nyanyadzi's favourable natural environment, characterised by indigenous trees and diverse

flowering plants, has enabled local beekeepers to produce honey known for its distinctive flavour and quality.

However, challenges associated with traditional production methods have made it difficult for producers to fully benefit from growing demand in formal and export markets.

To address these challenges, members of the Nyanyadzi Honey Cluster recently underwent practical training in modern hive construction and hive management.

The programme introduced participants to improved production methods and provided hands-on experience in constructing modern hives using locally available materials.

Beekeepers were trained on hive placement, colony management, honey harvesting techniques and methods for maintaining healthy and productive bee colonies.

The adoption of modern hives such as the Kenya Top Bar and Langstroth hives is expected to improve honey quality and increase production.

Unlike traditional log hives, modern hives allow for easier inspection of colonies, better monitoring of bee health and more efficient harvesting methods that minimise disturbance to bee populations.

Improved hive management is expected to result in stronger colonies and higher honey yields, enabling producers to supply larger volumes of quality honey to the market.

The development comes at a time when demand for natural honey and other bee products continues to grow in both domestic and international markets.

Improved production standards will place members of the cluster in a stronger position to access higher-value markets and benefit from emerging export opportunities.

The adoption of modern beekeeping practices is also expected to broaden participation within the sector, particularly among women.

Traditional log hives are often suspended high in trees, making installation, inspection and harvesting difficult for many potential participants.

Modern hives can be mounted on stands closer to the ground, making hive management more accessible and creating opportunities for more women to actively participate in beekeeping activities.

Increased participation is expected to contribute to higher household incomes and strengthen economic inclusion within the community.

Participants welcomed the training, noting that the use of locally available materials in hive construction would make it easier and more affordable to adopt the new techniques.



6 EAGLE'S NEST AGRI-CHALLENGE SEASON 2 KICKS OFF!



THE EAGLE'S Nest Agri-Challenge has returned for a second season following a

successful inaugural edition that supported youth-led agricultural enterprises to strengthen their businesses and prepare for growth opportunities in local and international markets.

Implemented by ZimTrade with support from the Embassy of the Netherlands, the programme provides participants with mentorship, technical support and market-readiness strategies to help them build competitive agribusinesses.

The initiative continues to bridge the gap between local production and global competitiveness, and this debut season set a high bar, introducing audiences to a new generation of agri-preneurs, from hydroponic innovators to value-addition specialists.

The programme teaches participants that moving from soil to shelf demands rigorous consistency, scalability, and compliance.

Season 2 began with an intensive three-day bootcamp held at the Bronte Garden Hotel from 3-5 June 2026.

The training curriculum is designed to transform farmers into export-ready entrepreneurs by focusing on several critical pillars.

Here, 25 selected agro-businesses received hands-on training from local experts, refining

their ability to navigate the complexities of international trade.

Participants were trained to articulate their value proposition, market opportunity, and growth potential, with one participant noting, "Learning how to present our business to investors was not just about the words; it was about showing that our model and our vision for export is reliable and sustainable."

Considering that export success hinges on shelf appeal and buyer trust, entrepreneurs were also guided through international compliance standards.

"The training made us realise that packaging is our silent salesperson in foreign markets," shared an entrepreneur during the sessions.

"It's about protecting the product while telling a brand story that resonates with global buyers".

To ensure long-term viability, participants were coached on financial literacy, including managing cash flow and maintaining the clean records essential for securing capital from lenders and partners.



Finally, with an eye toward the future, the challenge emphasises the use of digital tools to overcome physical barriers.



Participants explored how to leverage social media and e-commerce platforms to conduct market research and generate leads, allowing them to engage with buyers far beyond Zimbabwe's borders.



7 SERVICES EXPLORATORY MISSION TO ZAMBIA ATTRACTS LUCRATIVE TRADE DEALS



ZIMTRADE RECENTLY

led a delegation of 31 Zimbabwean companies on a Services Exploratory Mission to Zambia, signalling a major push to expand the country's export footprint beyond traditional goods into the high-growth services sector.

Held from 9-12 June 2026, the mission focused on unlocking commercial opportunities in the agriculture and building and construction industries, where Zimbabwean professional expertise is increasingly recognized as a preferred regional solution.

Outside of engaging directly with Zambian regulators, project developers, and potential business partners, the mission provided a vital platform for local service providers to translate their technical capacity into tangible, cross-border commercial success.

The impact of the mission was immediate and commercially significant, with participating Zimbabwean firms recording confirmed orders worth US\$13,4 million, alongside an additional US\$25,8 million in orders currently under negotiation.

These figures reveal the strong appetite in Zambia for the specialised skills Zimbabwean companies offer.

A key highlight was the B2B seminar in Lusaka, which attracted 130 Zambian companies, demonstrating a deep interest in partnerships that prioritize practical, cost-effective, and professional execution.

Whether in agriculture, or in the construction sector, the mission proved that Zimbabwean solutions are well-aligned with Zambia's developmental trajectory.

For example, in the agricultural sector Zimbabwean expertise were sought in farm planning, irrigation, and mechanization, while construction attracted demand for quality architectural design, quantity surveying, and sustainable project management.

Beyond the numbers, the mission offered participants invaluable market insights through direct engagement with key players in their respective industries.

These interactions allowed Zimbabwean companies to better understand the nuances of the Zambian business environment, regulatory requirements, and the specific technical needs of their neighbors.



Positioning themselves as reliable, long-term partners rather than just service providers, the Zimbabwean delegation successfully laid the groundwork for sustainable growth.



As ZimTrade continues to support these firms in refining their market-entry strategies and nurturing the relationships built in Lusaka, the mission serves as a clear blueprint for how Zimbabwe's services sector can drive regional integration, create skilled employment, and significantly increase national export revenue.



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LOOKING TO EXPORT? HERE IS HOW ZIMTRADE CAN HELP YOU EXPAND INTO INTERNATIONAL MARKETS



Karen Bvurere

BREAKING INTO export markets can be a challenging process for any business.

Identifying the right markets, understanding customer preferences, meeting regulatory requirements and connecting with reliable buyers often require significant time, resources and expertise.

This is where ZimTrade comes in.

As Zimbabwe's national trade development and promotion organisation, ZimTrade works with local companies to identify export opportunities, connect with international buyers and support business growth beyond the country's borders.

Whether your business is exploring exports for the first time or seeking to expand into new markets, several services are available to help strengthen your export journey.

Gain access to market information

Understanding a target market is one of the first steps towards successful exporting.

ZimTrade provides market surveys, country

profiles, sector reports and export guides that help businesses understand demand trends, consumer preferences, pricing structures, distribution channels and market entry requirements.

Such information enables companies to assess opportunities, reduce market-entry risks and make informed business decisions.

Meet buyers and business partners

Access to buyers remains one of the most important factors in export growth.

ZimTrade facilitates business-to-business meetings, buyer-seller engagements and inward buyer missions that create opportunities for Zimbabwean companies to engage directly with importers, distributors, retailers and investors.

These platforms help businesses establish relationships that can lead to export orders, distribution agreements and long-term partnerships.

Participate in International Trade Fairs

Trade exhibitions provide an opportunity to

showcase products, build brand visibility and explore new markets.

ZimTrade coordinates Zimbabwean participation at regional and international trade fairs, enabling companies to exhibit their products and services to a wider audience of potential buyers.

Participation also provides valuable market feedback and insights into industry trends and competitor activity.

Understand export requirements

Every market has its own standards and regulations. ZimTrade provides guidance on export procedures, market requirements and standards that businesses may need to meet before entering specific markets.

This support helps companies prepare adequately and improve their readiness for international trade.

Benefit from trade facilitation efforts

Exporters can sometimes encounter challenges related to trade procedures and market access.

ZimTrade engages Government ministries, agencies and other stakeholders on issues affecting exporters, with the objective of improving the business environment and facilitating trade.

These efforts contribute towards creating a more conducive environment for export growth.

Strengthen your presence in existing markets

Export growth is not only about entering new markets. Expanding market share in existing destinations is equally important.

ZimTrade supports businesses through continued market linkages, export promotion initiatives and advisory services that help exporters strengthen relationships with buyers and identify new opportunities within established markets.

Explore new export opportunities

Regional and international markets continue to offer opportunities for Zimbabwean products and services.

Access to market intelligence, buyer networks and export promotion programmes can help businesses position themselves for growth and increase their footprint beyond Zimbabwe's borders.

Companies interested in exporting or expanding into new markets can engage ZimTrade to access a range of services designed to support sustainable export growth.

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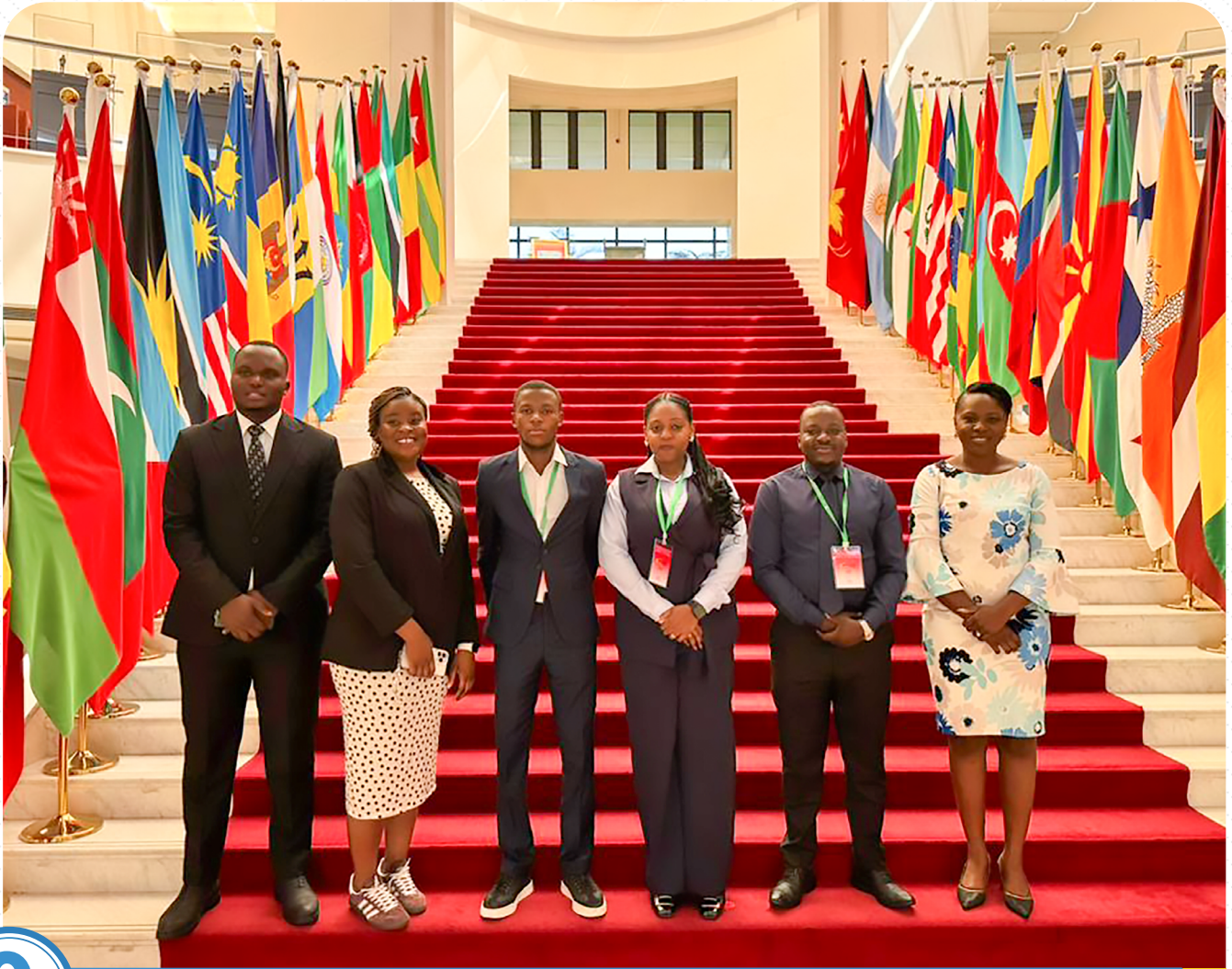


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9

CHINA OPENS NEW DOORS FOR ZIMBABWEAN EXPORTERS



Archford Mabuka

ZIMBABWEAN exporters have received a significant boost following China's implementation of a comprehensive zero-tariff treatment arrangement and the launch of the upgraded Green Channel 2.0, creating unprecedented opportunities for agricultural, horticultural and value-added products to enter one of the world's largest consumer markets.

Effective from May 2026, China granted Zimbabwe and selected African countries comprehensive zero-tariff access under a Pre-Early Harvest arrangement.

The facility covers more than 3,800 tariff lines, providing duty-free access for a wide range of products including agricultural commodities, processed foods, horticultural products, textiles, leather goods, industrial inputs and selected manufactured products.

The development comes at a time when China has emerged as one of Zimbabwe's most dynamic export destinations.

The growth in exports over the past five years demonstrates both the strength of demand in the Chinese market and the potential for further expansion under the new arrangement.

Zimbabwe's exports to China increased more than five-fold from approximately US\$256 million in 2021 to US\$1,36 billion in 2025, highlighting the deepening trade relationship between the two countries.

This remarkable growth reflects China's increasing appetite for Zimbabwean products and underscores the strategic importance of the market for the country's export diversification agenda.

Much of this growth has been driven by tobacco and tobacco-related products, which remain Zimbabwe's largest export category to China.

Exports of tobacco products grew from US\$255,8 million in 2021 to a peak of US\$628 million in 2024, before recording US\$562 million in 2025.

The strong performance of the sector demonstrates the value of longstanding trade ties while also presenting opportunities for greater value addition and processing.

At the same time, Zimbabwe's export basket to China has become increasingly diversified.



Exports of salt, sulphur, stone, lime and cement products grew significantly from negligible levels in 2021 to approximately US\$384 million in 2025, making the category one of Zimbabwe's leading export earners in the Chinese market.

Importantly, newer export categories are beginning to emerge.

Edible fruits and nuts, copper products, leather, cosmetics and other processed products have started gaining a foothold in the market, signalling opportunities for broader export diversification.

These developments align well with Zimbabwe's industrialisation agenda, which seeks to move beyond raw commodity exports towards greater value addition and beneficiation.

Complementing the zero-tariff initiative is China's newly upgraded Green Channel 2.0, a dedicated facilitation mechanism designed to accelerate market access for African agricultural and food products.

The enhanced framework introduces faster approval procedures, streamlined assessments, expanded use of remote inspections, and more flexible enterprise registration arrangements.

These measures are expected to significantly reduce the time and administrative requirements associated with gaining access to the Chinese market. Importantly, Green Channel 2.0 serves as a complementary measure to China's broader zero-tariff policy covering 53 African countries, ensuring that improved tariff preferences are matched by easier and faster market entry procedures for qualifying products.

For Zimbabwean exporters, Green Channel 2.0 presents fresh opportunities for a wider range of agricultural and horticultural products to enter China more efficiently.

Of particular significance is the new provision allowing Zimbabwean dried chillies to be exported directly to China without requiring a separate

bilateral protocol, opening immediate opportunities for producers, aggregators and exporters in this growing sector.

While tobacco, minerals and industrial raw materials currently dominate Zimbabwe's exports to China, the combination of zero tariffs and Green Channel 2.0 creates a timely opportunity to expand into higher-value agricultural and processed products.

Products with strong export potential include blueberries, avocados, macadamia nuts, citrus fruits, tea and coffee, essential oils, natural health products, leather goods, processed foods and manufactured products.

The new arrangements provide Zimbabwean businesses with a valuable platform to increase value addition, beneficiation and industrial production while accessing a market of more than 1.4 billion consumers.

For small and medium-sized enterprises, particularly those involved in agro-processing, horticulture, natural products, packaging and light manufacturing, the developments present an opportunity to expand beyond traditional regional markets and establish a presence in Asia's largest consumer market.

Although the opportunities are substantial, exporters must ensure they meet the necessary requirements to benefit from the new arrangements.

Products must comply with applicable Rules of Origin requirements to qualify for zero-tariff treatment and will require a valid Certificate of Origin issued by the designated authority.

Exporters should also ensure compliance with China's sanitary and phytosanitary requirements, product registration procedures, quality standards and traceability systems.



The current arrangement will remain in place for two years while Zimbabwe and China work towards negotiating a broader bilateral agreement under the Zimbabwe – China Economic Partnership for Shared Development.

This provides a strategic window for Zimbabwean businesses to strengthen their market presence, build relationships with Chinese buyers and position themselves for long-term growth.



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10

PREPARATIONS UNDERWAY FOR THE TRADE DIRECTORY OF ZIMBABWE 2027



Gugulethu Mpofo

PREPARATIONS FOR the Trade Directory of Zimbabwe 2027 are now underway, with busi-

nesses across the country being encouraged to begin expressing their interest in participating in the upcoming edition from July 2026.

For many years, the Trade Directory of Zimbabwe has been a platform for showcasing local businesses, products and services.

As Zimbabwe's business environment continues to evolve, so too must the ways in which businesses are presented, promoted and connected to potential customers, partners and investors.

The 2027 edition therefore marks more than just another publication cycle.

It represents an opportunity to strengthen the directory's reach, relevance and value to participating companies.

While printed publications remain important, particularly in business meetings, exhibitions, conferences and trade missions, digital platforms have become an increasingly important part of how organisations promote themselves and how stakeholders access information.

The directory will continue to be available in print, providing a tangible resource that can be distributed to business support organisations, trade promotion institutions, embassies, investors and other stakeholders.

At the same time, efforts are being directed towards expanding the publication's digital presence to improve accessibility and visibility for participating companies.

This evolution reflects a broader understanding that business promotion today requires a multi-channel approach.

The upcoming edition will introduce expanded advertising opportunities for businesses wishing to promote their products, services and brands.

Alongside print advertising options, the directory will incorporate new digital advertising opportunities designed to extend visibility beyond the publication itself.

Preparations are beginning earlier than in previous years to allow for broader engagement with the private sector and to give companies sufficient time to prepare their participation materials.

Businesses interested in being featured are encouraged to begin considering how they would like to present their organisations, including company profiles, fliers, product information and other supporting content.

The 2027 edition will also continue to capture the diversity of Zimbabwe's business landscape. From agriculture and agro processing to manufacturing, mining, tourism, technology, services and emerging industries, reflecting the breadth of economic activity taking place across the country.

Businesses interested in securing a company advertising listing are encouraged to express their interest early as preparations progress.

Similarly, organisations wishing to explore advertising opportunities in either the print publication or associated digital platforms are invited to begin engaging with the process from July 2026.

Further information regarding participation packages, advertising options, submission guidelines and key publication timelines will be communicated in the coming months.

As work on the 2027 edition gathers momentum, the focus remains on creating a publication that better reflects today's business environment while providing companies with more opportunities to be seen, discovered and connected.

The Trade Directory of Zimbabwe 2027 will not simply be an update of previous editions, but a step towards a more visible, accessible and digitally connected platform for showcasing Zimbabwean business.



11

THE IMPORTANCE OF CERTIFICATIONS AND COMPLIANCE IN EXPORT



Maxmillian Chikwati

EXPORTS OF high-quality goods fail every day due to preparation rather than quality.

Certifications and compliance standards are what distinguish a rejected cargo from a long-term market partnership for Zimbabwean export entities.

Compliance starts with simple, yet very important, requirements that most new exporters often oversee.

For example, an HS code, a six- to ten-digit number that categorises your product internationally, is the first step in every export process.

It establishes which authorities oversee your shipment, as well as any applicable laws and customs charges.

The incorrect code can result in rejection, delays, or unanticipated costs.

In-shell macadamia and macadamia kernels have separate tariff rates and codes.

Prior to providing a single quote, confirm yours using the ZIMRA HS Code database.

In addition, the EU requires GLOBALG.A.P. for

farm-level food safety, HACCP for food processors, and EU Organic for certified organic produce. REX Registration is equally critical.

REX (Registered Exporter) Registration is an electronic certification system that allows international exporters to self-certify the origin of their goods for preferential tariff purposes.

It allows you to self-certify products for preferential tariff rates under the EU-ESA interim Economic Partnership Agreement.

Without it, you pay full tariffs.

Every plant-based export also needs a Phytosanitary Certificate confirming it is free of pests and diseases.

In addition, organic certification is not just a label; it is a full-circle verification of your entire production system.

Inspectors assess whether artificial chemicals are excluded, biodiversity protected, crop rotation practiced, GMOs absent, and pest management biological.

It begins with preparatory training, moves through documentation and on-site inspection, and ends

with certification only if all standards are met.

Even with the right certifications, incomplete documentation will stop a shipment.

Zimbabwe's mandatory export documents include AMA Registration, an Export Permit from the Ministry of Lands, a Phytosanitary Certificate from Plant Quarantine Services, the CD1 Form from your commercial bank, a Bill of Entry processed through ZIMRA, and for EU exports, an Invoice Declaration from REX-registered exporters.

Understanding Incoterms; FOB, CIF, EXW, is equally important.

They define where your pricing ends and your buyer's responsibility begins. The wrong choice can expose you to freight costs or liability you never intended to carry.

Most compliance failures are avoidable.

An incorrect HS code triggers delays and unexpected charges.

A missing phytosanitary certificate can turn back an entire shipment.

No MRL testing means buyer rejection regardless of product quality.

Missing Arabic on a UAE label or an absent GACC number on China-bound packaging leads straight to a customs hold.

And without REX registration, you are paying full EU tariffs when preferential rates are available to you.

Some requirements are unique to countries and exporters must understand the specific needs of each market.

For example, China is Zimbabwe's dominant buyer of Zimbabwean tobacco.

To access it, any facility producing or processing food for China must register with the General Administration

of Customs (GACC) via the CIFER portal.

For higher-risk categories, including oilseeds, nuts, dried fruits, and fresh or dehydrated vegetables, registration requires a formal recommendation from your home country's competent authority.

Your GACC registration number must appear on all packaging.

The GACC regularly rejects shipments over missing registration numbers, incorrect labelling, and inconsistent documentation.

Pre-shipment compliance is not optional.

On the other hand, the United Arab Emirates (UAE) is a growing destination and a re-export gateway into Gulf and Middle Eastern markets.

Every food product must be registered with the relevant municipal authority, Dubai Municipality's Food Safety Department or Abu Dhabi's Agriculture and Food Safety Authority, depending on the emirate of entry.

Halal certification is mandatory for meat products and anything containing animal-derived ingredients.

For purely plant-based products it is not legally required, but commercially it is almost always worth having.

Labels must include Arabic for English-only labelling is one of the most common rejection triggers.

Plan your supply chain carefully: the UAE typically requires products to arrive with 50 percent to 75 percent of their shelf life remaining.

For regional trade within SADC, the requirements are more accessible but still firm.

You need a ZIMRA-certified Certificate of Origin to access preferential duty rates, MRL testing to confirm pesticide residue levels, and increasingly, SMETA certification to demonstrate ethical labour practices.





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