



## TOP STORIES

- ZIMTRADE LEADS ZIMBABWEAN SERVICE PROVIDERS ON NAMIBIA MISSION
- ZIMBABWE PAVILION RETURNS TO ESWATINI TRADE FAIR
- A PRACTICAL GUIDE TO NAVIGATE CHINA'S ZERO-TARIFF POLICY
- ARTS AND CULTURE TO SPOTLIGHT ZIMBABWE AT SERBIA EXPO 2027

# JULY 2026



1

## ZIMTRADE LEADS ZIMBABWEAN SERVICE PROVIDERS ON NAMIBIA MISSION



**ZIMTRADE WILL** lead a delegation of Zimbabwean companies to Windhoek, Namibia,

from 10-12 September 2026, as part of efforts to grow exports and strengthen commercial ties between the two countries.

The outward mission will connect Zimbabwean exporters with Namibian buyers, distributors, and potential business partners.

Participating companies will use the mission to explore market opportunities, pursue supply contracts and establish business relationships in Namibia.

Services will be a major focus of the mission, with companies participating companies drawn from sectors such as mining, construction and engineering, education and agricultural consultancy.

Zimbabwe has a strong skills base in these sectors, giving local firms an opportunity to

market their expertise and pursue regional contracts.

The mission will also include manufacturers and suppliers of industrial products, fast-moving consumer goods, mining supplies, agricultural inputs and farm machinery.

These sectors have been identified as having potential in the Namibian market, where demand is supported by activity in mining, agriculture, construction and consumer industries.

The three-day programme will begin with a business forum bringing together private-sector representatives, policymakers, senior government officials and industry stakeholders from Zimbabwe and Namibia.

Discussions will focus on market requirements, trade regulations, procurement procedures and areas of possible cooperation.

Business-to-business meetings will also be held to connect Zimbabwean companies with

selected Namibian buyers, distributors and partners.

The meetings are expected to give exporters an opportunity to discuss orders, distribution arrangements, partnerships and possible joint ventures.

Participating companies will also showcase their products and services during targeted showcases.

The mission is expected to help local firms gain a better understanding of Namibian product standards, packaging requirements, pricing structures and distribution channels.

Such market information is important for companies seeking to enter the market and compete effectively.

Zimbabwe and Namibia share strong political and economic relations built over many years of cooperation.

Trade between the two countries is supported by the Zimbabwe–Namibia Bilateral Trade Agreement, which gives qualifying products preferential market access.

The Southern African Development Community Protocol on Trade also provides a framework for increased trade between the two markets.

Apart from existing legal framework, Zimbabwe's dry port at Walvis Bay gives local exporters access to a strategic route for goods destined for regional and international markets.

The facility lowers transport costs, improves cargo movement and shortens transit times for exporters using the Port of Walvis Bay, giving Zimbabwean firms a more efficient route into the Namibian market.

Despite this logistical advantage, trade figures show that there is still considerable scope to grow Zimbabwe's exports to Namibia.

Exports to Namibia reached US\$26,2 million in 2022 before declining to US\$12,8 million in 2025.

Zimbabwe's export basket has, however, continued to broaden.

Exports to Namibia include electricity, coal, pharmaceuticals, cordials, tobacco, sugar, agricultural implements, iron and steel bars, and handcrafted products.

Imports from Namibia stood at US\$36,2 million in 2025, with cement clinker, petroleum preparations, beer and frozen seafood among the main products.

The trade gap points to the need for stronger export promotion and closer engagement between businesses in the two countries.

Greater participation by Zimbabwean service providers could also help widen the country's sources of export earnings.

Mining, education and agricultural consultancy firms can use the mission to establish regional partnerships and build a presence in the Namibian market.

Manufacturers and suppliers will also have an opportunity to diversify their customer base and increase regional sales.

The initiative supports regional trade objectives under SADC and the African Continental Free Trade Area.

Both frameworks seek to increase trade among African countries, promote industrial development and strengthen regional value chains.





2

## GOKWE CHILLI FARMERS TARGET EXPORT MARKETS



Melisa Ncube

**ORGANISED CHILLI** farmers in Gokwe South are working with ZimTrade to secure reliable markets before the next planting season, as efforts gather pace to develop the district's emerging chilli value chain.

The initiative seeks to connect farmers with established offtakers that understand the product and already supply regional and international markets.

Early engagement with buyers is expected to help farmers make production decisions based on actual market requirements, rather than growing the crop first and searching for customers after harvesting.

This approach is becoming increasingly important as Zimbabwe seeks to increase agricultural exports.

Across Africa, demand for agricultural products is growing, while trade agreements are opening new opportunities for producers.

However, access to a market does not automatically result in sales.

Products still require a clear route from the producer to the buyer.

Farmers must know who will purchase the crop, which varieties are required, the volumes expected, the quality standards to be met and how the product will be collected and delivered.

ZimTrade's engagement with farmers in Gokwe South is therefore focusing on the full route to market and not only on the existence of demand.

The proposed model will link organised farmers with established offtakers before production begins.



In such an arrangement, the offtaker does more than purchase the crop at the end of the season.

The buyer communicates market requirements before planting, giving farmers guidance on preferred chilli varieties, expected quality, production volumes, harvesting schedules, aggregation arrangements and delivery conditions.

This allows demand to guide production from the outset.

It also reduces the risk of farmers producing crops that do not meet buyers' requirements or cannot be sold at viable prices.

The immediate objective is not to turn every farmer into a direct exporter.

Many small-scale and emerging producers may not yet have the capacity to handle export documentation, logistics, quality certification, payment arrangements and direct negotiations with foreign customers.

Supplying an established offtaker provides a more practical entry point.

The offtaker can aggregate produce from several farmers, maintain the volumes required by buyers and manage the movement of the crop to the final market.

The model could also help farmers build a production record that may allow them to take on a larger role in the export process over time.

The Gokwe South initiative reflects a wider shift in export development, where businesses are encouraged to select a route to market that matches their current capacity.

Farmers, in turn, become part of an existing supply chain while improving their production systems and understanding of market requirements.

Consistent supply, reliable quality and proper coordination among producers will be critical to the success of the arrangement.

Organised production will make it easier to consolidate the crop, monitor quality and meet agreed delivery schedules.

Participation in international trade does not always require a producer to sell directly to the final customer.

Small farmers may supply an exporter or processor, while a processed-food company may use an importer or distributor with access to supermarkets and wholesale outlets.

Manufacturers of specialised products may need agents with established relationships in a particular industry.

Larger and more experienced exporters may have the capacity to deal directly with foreign buyers and manage their own logistics, documentation and distribution.

The most suitable route depends on the product, the way the target market operates and the exporter's ability to meet the responsibilities involved.

Understanding these market structures will be important as Zimbabwe seeks to increase trade under the African Continental Free Trade Area.

The AfCFTA has created a broader platform for African goods and services to move across the continent, but businesses must still develop practical strategies for individual markets.



This is because distribution systems, buying practices, transport arrangements, regulations and customer preferences differ across countries.

An approach that works in one market may not necessarily produce the same results in another.

Zimbabwean companies must therefore move beyond identifying countries where demand exists and establishes how their products will reach buyers in those markets.

This requires information on the key buyers, order sizes, product standards, distribution channels, delivery costs and payment arrangements.

Such information should be obtained before businesses commit significant resources to production.



3

## ZIMBABWE PAVILION RETURNS TO ESWATINI TRADE FAIR



Nozipho Maphala

**ZIMBABWEAN** exporters will return to the Eswatini International Trade Fair this year, seeking new buyers and distribution partners after the national pavilion's award-winning performance at the previous edition.

The 58th edition of the fair will run from 28 August to 7 September 2026, at the Mavuso Trade and Exhibition Centre in Manzini.

Zimbabwe's participation follows the national pavilion's receipt of the Stand Excellence Award at the 2025 fair, which recognised the quality of the exhibition and the competitiveness of products displayed by local companies.

The award gave Zimbabwean products greater visibility at the event and provides participating companies with a platform to build on the business contacts made last year.

The fair has become an important meeting point for companies seeking access to buyers, distributors, retailers, investors and other business partners in Southern Africa.

According to the Eswatini Investment Promotion Authority, the 2025 edition attracted more than 70 000 visitors and 282 exhibitors, including over 22 international exhibitors.

The level of participation highlighted the fair's growing role as a regional trade and investment platform.

Organisers will this year expand exhibition space and increase business-to-business meetings at the 2026 edition, creating more room for exhibitors to engage potential customers and partners.

For Zimbabwean companies, the value of the fair goes beyond securing orders in Eswatini. The country is located between South Africa and Mozambique and is part of the Southern African Customs Union, SADC and the African Continental Free Trade Area.

Its location and membership of these trading blocs make it a useful entry point for companies looking to reach markets across the region.

Eswatini also imports a wide range of manufactured products, consumer goods, agricultural inputs and industrial supplies, creating opportunities for Zimbabwean suppliers.

Zimbabwean companies participating in the fair will be able to meet importers, distributors and retail buyers, while also assessing demand for their products.

The engagements will lead to supply agreements, the appointment of distributors and commercial agents, and the development of longer-term business relationships.

Companies will also be able to gather information on prices, competing products, packaging requirements, customer preferences and distribution systems.

This information will help exporters determine whether their products are suited to the market and what changes may be required before entering it.

Processed foods and beverages, horticultural products, building materials, furniture, clothing and textiles, cosmetics, pharmaceuticals, packaging, agricultural inputs and household consumer goods are among the sectors with potential at the fair.

Companies participating under the Zimbabwe Pavilion will receive support with exhibition logistics, national branding, business match-making and market information.

The national pavilion will also give exporters a coordinated platform from which to showcase Zimbabwean products and engage potential buyers from Eswatini and other regional markets.

Companies interested in participating are encouraged to register their interest with ZimTrade by contacting Nozipho Maphala at [nmaphala@zimtrade.co.zw](mailto:nmaphala@zimtrade.co.zw) or Gugu Mpofu at [gmpofu@zimtrade.co.zw](mailto:gmpofu@zimtrade.co.zw), and be part of Zimbabwe's next successful regional trade mission.



# 4

## A PRACTICAL GUIDE TO NAVIGATE CHINA'S ZERO-TARIFF POLICY



**ZIMBABWEAN** products are now enjoying duty-free access to the Chinese market

under a two-year Zero-Tariff Treatment window that runs to 30 April 2028.

This is one of the most significant trade openings Zimbabwean exporters have been offered in recent years, extended by China to 53 African countries with which it maintains diplomatic relations.

However, access to the Chinese market under this arrangement is conditional, not automatic.

For exporters and potential exporters, understanding exactly what is required will determine their success in utilizing the benefit of this window.

China is already Zimbabwe's most important trading partner.

Bilateral trade between the two countries reached a record US\$4,39 billion in 2025, up 14.7 percent on the previous year, with China's imports from Zimbabwe alone worth approximately US\$2,56 billion.

That trade relationship has left Zimbabwe with a surplus of more than US\$700 million.

The catch is that this trade remains heavily concentrated in a narrow range of primary commodities.

Unmanufactured tobacco alone accounted for roughly 31 percent of China's imports from Zimbabwe in 2025, reaching around US\$790 million, with mineral products such as chromium ores and ferro-alloys making up most of the remainder.

Value-added and processed goods, by contrast, contribute comparatively little.

The Zero-Tariff Treatment is an opportunity to change that picture and to bring new products into the Chinese market that previously faced tariff barriers, diversifying Zimbabwe's export base beyond raw commodities.

Encouragingly, market access for high-value horticulture is already expanding.

For example, phytosanitary protocols have been concluded for citrus, avocados and blueberries, with the first consignment of Zimbabwean blueberries shipped to China in July 2026.

These are still early volumes, but they point to where the next wave of export growth can come from, provided exporters get the fundamentals right.

Zero-tariff access under the arrangement depends on exporters ability to satisfy four requirements:

1. Meet the applicable Rules of Origin for the products being exported.
2. Comply with China's sanitary and phytosanitary requirements, product standards and customs procedures.
3. Strengthen logistics systems to move goods reliably and cost-effectively into the Chinese market.
4. Move beyond raw commodity exports towards value-added products that capture more of the value chain.

Tariff policy is no longer the binding constraint on Zimbabwean exports to China, supply-side readiness is.



The exporters who will benefit most from this window will be those who map their products against the Rules of Origin and calculate Regional Value Content where relevant; get their record-keeping in order to support origin claims; register through the Zimbabwe Electronic Single Window and engage ZimTrade for certificates.

ZimTrade is available to support exporters through this process from origin certification to market intelligence and buyer linkages in China.

### Understanding the Rules of Origin

The single most important technical requirement for any exporter is proving that goods originate in Zimbabwe.

Without this proof, no product qualifies for zero-tariff treatment, however competitive it may be on price or quality.

#### A product qualifies as originating if it is:

- Wholly obtained or produced in Zimbabwe. For example, live animals born and raised locally, crops grown and harvested locally, minerals extracted from Zimbabwean soil, or goods made entirely from such inputs.
- Produced exclusively from originating materials already qualifying under the rules.

- Produced using some non-originating materials, provided the product meets the relevant Product Specific Rules of Origin for that category of good.

### The regional value content test

Where a product incorporates imported or non-originating materials, it can still qualify, provided at least 40 percent of its Free on Board (FOB) value is regional value content, and the final stage of production takes place in Zimbabwe.

#### The formula is:

$$RVC = (FOB - VNM) \div FOB \times 100 \text{ percent.}$$

Where VNM is the value of non-originating materials.

For imported inputs, this is generally the CIF (Cost, Insurance and Freight) value at the point of import; for materials sourced locally but of non-originating status, it is the earliest ascertainable price paid, excluding transport and packing costs to the factory.

Exporters using imported components or raw materials need to track and document the value of those inputs carefully.

Getting the RVC calculation wrong, or being unable to substantiate it, is one of the most common reasons origin claims fail.

A useful feature of the rules is cumulation.

Materials that originate in China, when used in production in Zimbabwe, can be treated as if they originated in Zimbabwe for the purposes of qualifying the final product.

The same applies to materials from other African countries that have their own qualifying trade arrangements with China.



This matters for manufacturers who rely on Chinese machinery components, packaging, or intermediate goods — those inputs need not automatically disqualify a Zimbabwean-made product from zero-tariff treatment, provided the relevant countries have signed and implemented qualifying agreements with China.

Exporters should be aware that certain minimal operations are not sufficient, on their own, to confer originating status on a product. These include simple assembly, washing or cleaning, basic sorting or grading, simple packaging, labelling, dilution, or slaughter of animals, among others.

If a product has only undergone this kind of minimal processing, it will not qualify as originating, even if that processing happened entirely in Zimbabwe.

The lesson for exporters is that genuine transformation or value addition matters.

Simply repackaging or lightly processing an imported input in Zimbabwe will not be enough to secure zero-tariff treatment.

### Certification: What You Need to Export

Once an exporter is confident their product meets the Rules of Origin, the practical certification process runs as follows:

- **Certificate of Origin:** Every qualifying consignment must be accompanied by a Certificate of Origin issued through ZimTrade. This certificate must be in English, carry a unique certificate number, cover the consignment in question, and state the basis on which the goods qualify as originating.

- **Authentication:** The Zimbabwe Revenue Authority (ZIMRA) authenticates the origin of Zimbabwean products.
- **Registration:** Exporters must register for participation through the Zimbabwe Electronic Single Window.

### Building a Competitive Position

Meeting the Rules of Origin and securing certification gets a product through the door.

Staying competitive in the Chinese market over the two-year window - and beyond - requires more:

- **Standards compliance.** For agricultural and food products in particular, sanitary and phytosanitary compliance is not optional.
- **Logistics reliability.** Zero tariffs will not compensate for unreliable, slow, or costly logistics. Exporters should assess their supply chains now, rather than after securing Chinese buyers.
- **Value addition.** The treatment offers a real opening to shift away from raw commodity exports — tobacco leaf, unprocessed minerals — towards processed and manufactured goods that were previously priced out of the market by tariffs. Exporters who can move up the value chain stand to benefit disproportionately from this window.





## Got a packaging dilemma?

Visit [zimpackaging.co.zw](http://zimpackaging.co.zw)

Your online information center for all the latest packaging trends, news, suppliers, regulations and standards.

  
Metal Packaging

  
Paper Packaging

  
Textile Packaging

  
Plastic Packaging

  
Glass Packaging

  
Wood Packaging






The Packaging Portal is funded by European Union, implemented by COMESA, managed by ZimTrade and the Federation of Master printers.



5

## SHETRADES HUB, ZIMTRADE LAUNCH BUSINESS CLINIC



Tatenda Machirori

### THE SHETRADES

Zimbabwe Hub, working with ZimTrade, has launched a business clinic to help women-led enterprises strengthen their operations and prepare for regional and international markets.

The two-day SheTrades Business Clinic is the first major programme introduced since the Hub was launched in March 2026.

Hosted by ZimTrade, the Hub forms part of the International Trade Centre's global SheTrades Initiative, which supports women entrepreneurs to participate more fully in international trade.

Its establishment comes at a time when many women-led businesses are producing goods and services with export potential, but remain under-represented in Zimbabwe's export sector.

Limited access to market information, certification requirements, export procedures and foreign buyers continues to restrict the growth of many enterprises.

Smaller businesses also face challenges in meeting large orders, maintaining consistent

quality and managing transport, documentation and payment arrangements.

The SheTrades Zimbabwe Hub was established to help address these challenges through targeted business development, export-readiness support, market intelligence and links to potential partners.

The Business Clinic translates that mandate into practical support for women entrepreneurs seeking to enter export markets or expand their existing export activities.

The programme brings together women-led enterprises and alumni of previous business development programmes for expert-led sessions, group exercises, peer learning and networking.

Participants are being guided to assess their businesses, identify gaps and develop practical export plans based on their products, capacity and target markets.

The clinic also helps companies move beyond general ambitions to sell abroad by setting clear objectives and identifying the steps required to achieve them.

These include understanding market requirements,

improving product quality, securing relevant certification and selecting suitable routes to market.

Businesses must also determine whether they have the capacity to supply required volumes consistently and manage the costs associated with exporting.

Early assessment of these areas can help companies avoid entering markets before they are ready and reduce the risk of failing to meet buyer expectations.

ZimTrade is supporting the programme using its export development experience, market knowledge and networks in regional and international markets.

Women-led businesses participating through the Hub can also access ZimTrade's wider services, including market information, export-readiness programmes, business matchmaking and participation in trade promotion activities.

This support is expected to help enterprises understand how target markets operate and what changes may be required before products can be sold competitively.

Market requirements differ across countries and sectors, making it important for businesses to understand product standards, packaging, pricing, distribution channels and customer preferences.

The clinic also creates a platform for participants to learn from other entrepreneurs facing similar challenges.

Such engagement can lead to partnerships, shared distribution arrangements and cooperation in meeting larger orders.

The SheTrades platform gives local firms access to a wider international network of women entrepreneurs, business support organisations and potential buyers.

These connections can help businesses identify market opportunities, establish partnerships and learn from companies already operating in export markets.

The Hub's programmes are expected to continue beyond the clinic, with emphasis placed on sustained business development rather than once-off training.

Regular support will be extended to help participating companies improve their production systems, maintain quality and respond to changing market conditions.

The initiative also supports Zimbabwe's drive to broaden its export base and increase the contribution of small and medium-sized enterprises to international trade.

Greater participation by women-led businesses could increase export earnings, create employment and strengthen local value chains.





## **FAKE ACCOUNTS ARE IMPERSONATING ZIMTRADE STAFF AND SOCIAL MEDIA PAGES TO **STEAL YOUR MONEY!****

### **ZIMTRADE DOES NOT:**



-  Ask for your WhatsApp number on social media
-  Request personal or payment info via inbox
-  Send links for “account verification” or “prizes”
-  Run any investment programme and is not an investment company

### **STAY SAFE ONLINE**

Report any suspicious accounts

### **FOR MORE INFO**

Please contact  
ZimTrade on

-  **+263 242 369 330-41** or
- Email us here
-  **info@zimtrade.co.zw.**





6

## STONE SCULPTURES BOOST ARTS AND CRAFTS EXPORTS



Pamela Surumete

### ZIMBABWE'S STONE

sculpture industry is strengthening its contribution to arts

and crafts exports, supported by growing international demand for handmade products and renewed interest in African art.

The United Kingdom, United States, Germany, France, South Africa and the Netherlands are among the major destinations for Zimbabwe's produced sculptures.

The export performance reflects the continued appeal of Zimbabwean stone art, which is recognised internationally for its craftsmanship, cultural significance and distinctive designs.

Local sculptors are taking advantage of this demand by improving product quality, responding to market requirements and building stronger relationships with foreign buyers.

The Mashava Arts Cluster in Masvingo Province is among the groups making progress in export markets.

Artists from the cluster recently dispatched their first consignment of 2026 to a buyer in the Netherlands after meeting requirements on quality, design and consistency.

The shipment marked another step in the cluster's drive to expand beyond the domestic and tourism markets.

It also demonstrated the potential for organised groups of artists to build lasting commercial relationships with international buyers.

Global demand for handmade, ethically sourced and sustainable products is creating further opportunities for Zimbabwean sculptors.

Consumers in Europe, North America and parts of Asia are increasingly turning to artisan-made products in the home décor, garden ornament and fine art markets.

The growing appreciation of African art has also increased the visibility of Zimbabwean sculptures.

Shona sculpture, in particular, has earned international recognition for its originality, symbolism and craftsmanship.

Zimbabwe's range of natural stones gives local artists an additional advantage.

The country has deposits of serpentine, springstone and opal stone, which are valued for their colour, texture and suitability for carving.

These resources, combined with skills passed from one generation to another, enable sculptors to produce artworks that stand out in international markets.

Sustaining export growth will, however, require artists to maintain quality, improve packaging and meet agreed production and delivery schedules.

Sculptors also need a clear understanding of buyer preferences, pricing, export documentation and transport arrangements.

ZimTrade is supporting artists through market intelligence, export development programmes, technical assistance and links with international buyers.

The support is intended to help artists improve their export readiness and turn creative skills into sustainable businesses.

The Mashava Arts Cluster has benefited from ZimTrade's Cluster Development Programme, which seeks to connect rural producers and small enterprises with export markets.

The programme helps producers improve product quality, organise production, understand market requirements and engage potential buyers.

Working as a cluster also allows artists to combine production, meet larger orders and maintain consistency across consignments.

The latest shipment to the Netherlands reflects the progress made through sustained market development and exporter support.

It also shows how rural artists can earn foreign currency and create employment when they are connected to reliable markets.



# 7

## OPPORTUNITIES TO DIVERSIFY MATABELELAND EXPORT BASE



Kuda Tirivavi

### MATABELELAND NORTH

is known for Victoria Falls, coal mining and power generation.

These sectors anchor economic activity in the province, but they do not capture its full export potential.

Several districts have indigenous fruits and natural fibres.

The province also has honey, hardwoods and established craft skills.

Most of these resources enter informal markets with little processing, and some are not marketed at all.

This limits income and leaves viable export opportunities underdeveloped.

However, there is opportunity to develop connected supply chains by aggregating raw materials and processing them to the required standard, resulting in consistent supply to selected markets.

For this to be a reality, investment should focus on the stages between collection and export. Much of Matabeleland North falls within Natural Regions IV and V.

Low and erratic rainfall limits conventional rain-fed production.

Indigenous resources are better adapted to these conditions and they provide a practical base for new commercial activity without requiring the province to depend on one crop.

In most cases, the main weakness is not a lack of resources but mostly the absence of organised supply systems.

Fruit is often sold raw or lost during the harvesting season.

Honey volumes remain spread across small producers and crafts are made without agreed specifications or firm order schedules.

Additionally, timber can leave the province with limited local processing.

Value-addition to these natural resources is essential, and indigenous fruit processing is one entry point.

Baobab pulp can be milled into food-grade powder. Its seeds can be pressed for cosmetic oil.

Beekeeping can complement fruit collection because both depend on the province's woodland resources.

Investment in modern hives can improve production and better harvesting methods can improve quality.

Testing and aggregation can prepare honey

for formal markets while further value can be developed through beeswax candles, propolis and cosmetic products.

Basketry is also another product that provides another opportunity for rural enterprise.

For example, Ilala palm products can supply the hospitality and home-decor markets.

Victoria Falls offers a useful local platform for testing designs and building links with international visitors.

However, artists require training to execute export orders that will require consistent dimensions and finishing.

Producers will also need reliable order planning and suitable transport packaging.

Hardwood investment should focus on local value addition.

Potential products include furniture, flooring and specialist components.

Timber must be legally sourced and traceable.

Production must also comply with rules for protected species.

This approach can support manufacturing while protecting the natural resource base.

So how do we develop reliable supply chains? The first requirement is aggregation.

There is a need for setting up of collection points in suitable districts to consolidate fruit,

honey and craft orders.

These centres can also have grading and basic traceability, giving processors a more predictable supply base.

The second requirement is processing capacity.

Another development should be made in shared facilities that provide drying, milling and oil pressing.

These facilities could also support honey testing, packaging and storage.

A shared facility like this would reduce the cost of compliance for smaller enterprises.

The third focus should be in product development.

Laboratories and certification bodies will be needed to verify quality.

Food technologists can help enterprises develop stable products from indigenous fruits. Designers can support basketry and home-decor collections.

Furniture manufacturers can adapt products to buyer specifications.

Finance and commercial partnerships are also important to assist with providing working capital, required to purchase seasonal raw materials and hold stock.

Pricing systems should provide a fair return to producers while keeping the final product competitive.

## EDITORIAL TEAM



Danai Majaha



Melisa Ncube



Pamela Surumete



Tenson Wunganai



Nozipho Maphala



Kuda Tirivavi



Prosper Nzembe



Tatenda Machirori



Shingirai Masara



Karen Bvurere



Alex Mutandi



A PRODUCT OF **ZimTrade**

WHETHER YOU ARE A  
**BUYER**



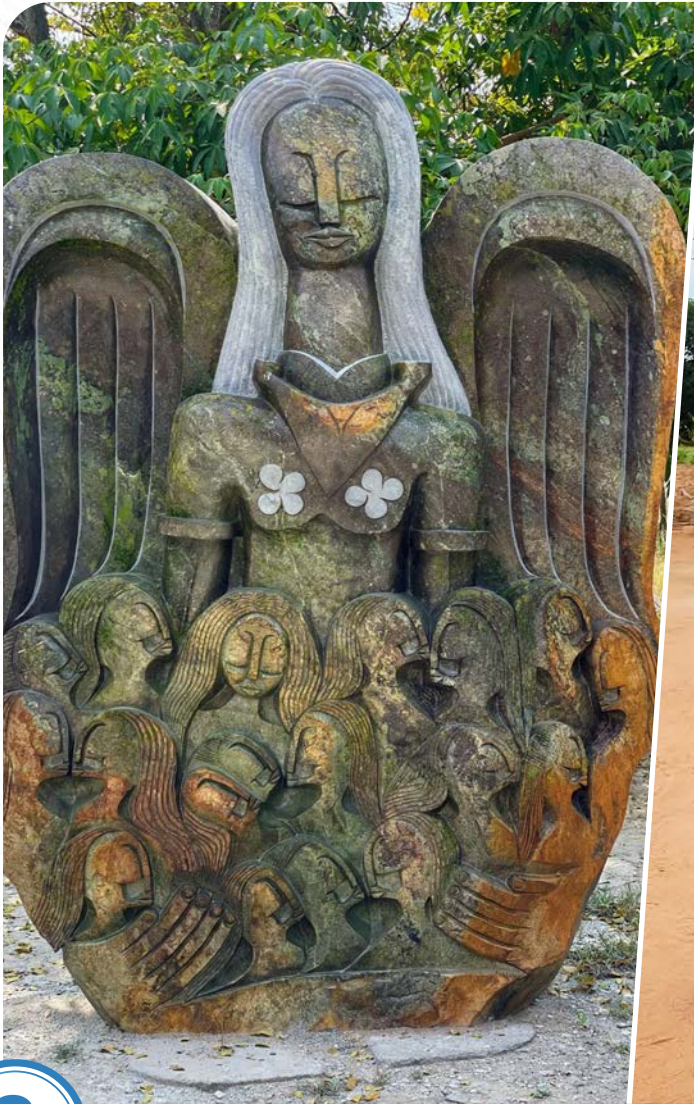
**SELLER**  
THIS IS WHERE QUALITY ZIMBABWEAN  
PRODUCTS ARE FOUND.



SCAN TO LOGIN



www.shopatzim.co.zw



8

## ARTS AND CULTURE TO SPOTLIGHT ZIMBABWE AT SERBIA EXPO 2027



Alex Mutandi

**ZIMBABWEAN** exporters have an opportunity to reach new buyers and strengthen

their presence in international markets when the country participates at Specialised Expo 2027 in Belgrade, Serbia.

The Expo will run from May 15 to August 15, 2027, and is expected to attract about four million visitors.

More than 130 countries have confirmed their participation.

Zimbabwe's participation is expected to support efforts to strengthen trade relations with Serbia while opening new commercial links in Europe, Asia and other markets.

The 93-day event will bring together government officials, diplomats, business leaders, investors and consumers, giving local companies access to a broad network of potential buyers and partners.

Its theme, "Play for Humanity: Sport and Music for All", also provides Zimbabwe with an opportunity to market products linked to its culture, heritage and creative industries.

More than 8 000 events are expected to be held during the Expo, increasing the scope for product promotion, business meetings and cultural exchanges.

Careful selection of participating sectors will be important in ensuring that Zimbabwe attracts strong commercial interest throughout the event.

The arts and crafts sector is among those expected to benefit most from the Expo's cultural focus and large international audience.

Zimbabwean stone sculptures, baobab bark weavings, basketry and zoological collections are already known in foreign markets for their craftsmanship and cultural value.

The Expo will allow local producers to present

these products to art collectors, interior designers, retailers and other buyers looking for authentic, handmade goods.

Products from groups such as the stone pieces could benefit from exposure to markets where consumers place a premium on the story, origin and craftsmanship behind a product.

Basketry also has strong prospects as global buyers increasingly seek products made from natural and sustainable materials.

Zimbabwean baskets made from Ilala palm, baobab bark and other locally available materials combine practical use with distinctive designs.

Their use of renewable materials makes them suitable for buyers interested in ethically sourced home décor and lifestyle products.

The Expo's emphasis on music creates a further opening for traditional Zimbabwean instruments.

Mbiras, drums, hosho and marimbas carry cultural significance, but they also have commercial potential in the global music, education and cultural tourism markets.



Participation will connect local producers with music retailers, museums, schools and cultural institutions.

It will also create opportunities for collaboration between traditional instrument makers and contemporary musicians seeking to incorporate African sounds into modern productions.

The leather sector is another area with potential to attract business at the Expo.

Zimbabwean producers of footwear, bags and accessories will have an opportunity to demonstrate their design and manufacturing capabilities to European fashion houses, distributors and specialist retailers.

Access to such buyers could help local companies secure orders, establish distribution arrangements and improve their understanding of international design and quality requirements.

The Expo could also provide useful market exposure for Zimbabwe's essential oils and organic products.



Products derived from baobab, marula, moringa and zumbani are well placed to benefit from growing international demand for natural ingredients used in cosmetics, personal care products and wellness ranges.

Engagement with buyers from Europe, Asia and the Americas could lead to supply agreements and help producers identify the certification, packaging and volumes required in those markets.

Zimbabwe's emerging traditional wine industry could also use the event to test international interest in products made from indigenous fruits.

Wines produced from tsubvu, muhute and mapfura offer a distinctive product that reflects the country's natural resources and traditional knowledge.

Presenting the wines to distributors, specialist retailers and consumers could provide valuable market feedback and create a foundation for future export growth.

Zimbabwe's participation at the Belgrade Expo will therefore require more than the display of products.

Exporters will need to use the platform to gather market intelligence, establish buyer contacts and understand the standards, packaging and distribution arrangements required in different markets.

A coordinated approach will help turn the country's cultural and natural resources into stronger commercial opportunities while widening the contribution of creative and value-added products to exports.



# IMPORT FROM ZIMBABWE BUY AUTHENTIC PRODUCTS

*when you join the community*



**VISIT**

[www.shopatzim.co.zw](http://www.shopatzim.co.zw)