SIGNING CEREMONY OF THE ZIMTRADE/PUM
MEMORANDUM OF UNDERSTANDING

WEDNESDAY, 13 APRIL 2016

ZIMTRADE OFFICES
HARARE

OPENING STATEMENT BY

MS. S. P. PILIME
ZIMTRADE CHIEF EXECUTIVE OFFICER
Secretary for Industry and Commerce, Mrs. Abigail Shonhiwa (*represented by Mr. Kwanisai*)

Secretary for Agriculture, Mechanisation and Irrigation Development, Mr. Ringson Chitsiko (*represented by Mr Chipunza*)

ZimTrade Board Chairman, Mr. Lance Jena

Senior Government Officials

Her Excellency, the Ambassador of the Kingdom of The Netherlands, Ms. Gera Sneller

PUM Zimbabwe Country Representative, Mr. Frans Gosses

Captains of Industry and Commerce

Media Representatives here present

Development Cooperation Partners

Distinguished Guests

Ladies and Gentlemen
A very good morning to you all. Thank you for attending this very important event for ZimTrade and our country.

The timing of the PUM intervention is very appropriate to Zimbabwe and ZimTrade, as we actively chart a way forward for the development and promotion of exports. This partnership, being solemnised today, will positively contribute towards addressing challenges that are prevalent within the horticultural value chain.

This intervention will assist to reposition the Zimbabwe horticultural sector, in particular Small to Medium Sized farmers, to become key drivers in the growth of exports. This will be achieved through knowledge transfer in planting, production, harvesting, post-harvest management, processing as well as linkages to strategic markets. Particular attention will be given to the European Union market.

This is part of a wider effort to enhance productivity and export competitiveness in the horticultural sector. We are aware that only last week, on 7 April 2016, stakeholders gathered in Harare to map the way forward for the sector under the EU-funded Trade and Private Sector Development Programme.

**Distinguished Guests**

The horticultural sector is a low hanging fruit because of its quick returns. With appropriate interventions, the sector can be turned around for sustainable export growth.
The contribution of horticultural exports reached a peak in 1999/2000 with exports of US$143 million which was about 10% of total exports. However, this contribution has since declined to US$23.5 million in 2014/2015, a mere 0.9% of total exports.

Ladies and Gentlemen

The expected results from this intervention are:

- Cost effective farming methods
- Increased yields
- Production of good quality agricultural produce for the export market
- Adaptation of market systems and supply chains in line with international markets and,
- Increased volume and value of horticultural exports.

We would like to thank PUM, here represented by Mr. Gosses and Dr. Matondi for this partnership and look forward to further collaboration in the manufacturing sector.

We also urge beneficiaries of this programme to take advantage of the services of the PUM experts in order to improve productivity and produce quality products for both the domestic and export markets.

I Thank you.