

TOP STORY

ZIMTRADE PARTNERS GERMAN EXPERTS

In its endeavour to improve competitiveness of Zimbabwean manufactured products, on 9 November 2017, ZimTrade signed a Memorandum of Understanding (MoU) with Senior Experten Service (SES), which is Germany's volunteer organisation for retired experts and executives.



ZimTrade Chairman, Mr. Lance Jena and SES Country Representative, Mr. Bernd Doppelfeld, exchange the signed Memorandum of Understanding, while the German Ambassador, His Excellency Dr. Thorsten Hutter looks on.

Source: ZimTrade

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UNTAPPED POTENTIAL IN EXPORT OF SERVICES

In Zimbabwe, the focus on exports over the years has largely been on tangible products and little focus has been given to service exports. The export of services is an emerging trend in the global trade arena which is growing rapidly in importance and in earnings received by companies. According to the World Trade Organisation (WTO), service exports have grown by an average of 3.2% per annum over the last five years.

In 2015, global service exports were valued at US\$4.8 trillion and accounted for 22.6% of the world's total exports (WTO). These figures are indicative of the potential that exists in service exports for a country.

The initial investment required for the export of services is lower than in manufacturing

which makes it easier for SMEs to offer and export these services and ultimately lead to the growth of exports in this sector. Regional trade can be increased through the export of services.

As the world has become a global village, exporters need to be aware of the role of services in the functioning of global value chains and provide the relevant services. In Zimbabwe, it is of paramount importance that service exports are increased. The export of services will promote trade and investment and ultimately lead to employment creation. In Zimbabwe, examples of services that can be exported include Tourism, Transport, Telecommunications, Construction, Education and Training, among others.

At the recently held ZimTrade Annual Exporters' Conference, the Minister of Industry and Commerce, Dr. Mike Bimha, urged local companies to consider the export of services.

"The potential is there for Zimbabwe to export services such as tourism, financial, professional and educational services, among others", said Dr. Bimha.

An efficient service industry can lead to economic growth and contribute to an increase in the GDP. ZimTrade is, therefore, encouraging existing and potential exporters of services to tap into this trillion dollar global market.

For more information regarding this topic, please feel free to contact ZimTrade on (04) 369330-41 or email info@zimtrade.co.zw.

Merry Christmas
&
HAPPY NEW YEAR

The Chairman of ZimTrade Board, Board of Directors, ZimTrade Acting Chief Executive Officer, Management and Staff would like to extend their very best wishes for a happy holiday season.

CLOSED FOR THE FESTIVE SEASON

ZimTrade will be closed for business from **18 December 2017** and will reopen on **3 January 2018**.

ZIMTRADE PARTNERS GERMAN EXPERTS

In its endeavour to improve competitiveness of Zimbabwean manufactured products, on 9 November 2017, ZimTrade signed Memorandum of Understanding (MoU) with Senior Experten Service (SES), which is Germany's volunteer organisation for retired experts and executives. SES provides technical assistance to Small and Medium-sized Enterprises (SMEs) by sending experts to assist in improving productivity, quality and ultimately impact economic performance.

This MoU will pave the way for these experts to assist Zimbabwean companies, especially SMEs, who require technical assistance in the manufacturing sector. The initiative is aimed at enhancing productivity and export competitiveness through factory floor interventions.

Speaking at the MOU signing ceremony, the chairman of the ZimTrade Board, Mr. Lance Jena said, *“The SES initiative is critical from both an import substitution and export growth perspective. The partnership being solemnised here today will, indeed, positively impact on the competitiveness of our products, not only in export markets but locally, as companies will be assisted to produce more efficiently”*.

SES has implemented various successful



His Excellency Dr. Thorsten Hutter, the German Ambassador to Zimbabwe, addressing guests at the ZimTrade and SES MoU signing ceremony. Source: ZimTrade.

projects throughout the continent, in countries such as South Africa, Botswana, Mozambique, Zambia, among others. Through this partnership, SES experts will provide assistance to the manufacturing value chain, which include processes design, factory floor layout, production technologies, material-handling and product design, amongst others.

According to the recently published Confederation of Zimbabwe Industries' Manufacturing Survey, the current manufacturing capacity utilisation is at 45.1%. Through this MoU and the initiatives that follow, Zimbabwean manufacturing companies are set to increase

manufacturing capacity utilisation. The partnership is also expected to strengthen trade relations between Zimbabwe and Germany.

“Trade has to start with relationship and that is where ZimTrade is pivotal because they can assist in increasing trade between our two countries. When trade increases, so will investment,” said His Excellency Dr. Thorsten Hutter, the German Ambassador to Zimbabwe.

For more information on the benefits this partnership offers Zimbabwean companies, kindly enquire on info@zimtrade.co.zw or call 04-369 330-41.

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For feedback, suggestions or complaints about our service, please contact the Chief Executive Officer on ceo@zimtrade.co.zw

ZIMTRADE CAPACITATES HANDICRAFT PRODUCERS ON DIGITAL MARKETING



Source: ZimTrade.

Twenty-seven (27) participants recently attended a digital and online marketing seminar for the arts and crafts sector in Bulawayo. Lupane Women's Centre, Self Help Development Project, Bulawayo Home Industries, Zubo Trust as well as other individual artists participated in the seminar.

Speaking at the seminar, ZimTrade Associate Trainer, Mr. Stephen Mudawarima an IT expert, imparted skills on how to fully utilise social media platforms, websites and e-mails to effectively market their art. He encouraged participants to increase their visibility on online platforms in order to generate interest and awareness of their products. He added that, artists can write stories about their challenges, successes and also their society on their blogs. *"It is the stories that sell the art, so it is important to write blogs, so that when viewing the art, the buyers can easily connect to the meaning of a portrait,"* said Mr. Mudawarima.

Mr. Mudawarima highlighted that online tools can lead to an increase in sales as satisfied customers can refer other potential buyers to the artists' page. He also emphasised that online presence increases competition as other sellers will also be registered on those pages giving the buyer an opportunity to compare products.

Ms. Anne Bonnett, the Managing Director of the Zuri collection, gave a testimonial where she encouraged the arts and craft sector to be consistent in advertising online. She shared her experiences on how she grew her sales through paid advertisements on Facebook and posting on arts groups. Further, she enlightened artists on the benefits of online marketing which is cost effective *"I initially paid \$25 a month on paid ads and this resulted in a 75% increase in sales."* She encouraged the artists to invest in a good photographer as it is the visuals that capture the eye of the buyer when marketing products online.

Speaking at the same seminar, Mrs. H. Mufukare of Lupane Women's Centre (LWC) also encouraged artists to work together emphasising that to meet the huge export orders, LWC subcontracts Binga Craft Centre and Zubo Trust. She highlighted that most of LWC export orders come from online marketing and encouraged artists to make use of social media and emails to increase their exports.

"We always share stories of Lupane women on our Facebook page in order to connect the art and the stories behind it," said Mrs. Mufukare, whilst emphasising on the importance of blogs in selling handicrafts.

The increasing use of modern technology and advent of social media cannot be over emphasised. ZimTrade encourages players in the arts and crafts sector to make use of digital and online tools such as ETSY, Amazon, Facebook among others to connect with buyers globally and enhance their visibility.

ZIMTRADE ENCOURAGES ZIMBABWEAN WOMEN ENTREPRENEURS TO ATTEND THE 2018 SHETRADES GLOBAL

According to a study by the World Bank (2013), women entrepreneurs in developing countries play an integral part in the development and the growth that is required for competitive and efficient businesses.

ZimTrade, as the national trade promotion and development organisation for Zimbabwe, is urging Zimbabwean women in various business sectors (IT, textiles and apparel, tourism, beauty and wellness, business-process outsourcing), to apply for the 2018 edition of SheTrades Global. The event will be held at the International Business Festival, in Liverpool, United Kingdom from 26 to 28 June 2018.

Women entrepreneurs wishing to be

considered for participation in SheTrades Global should submit their applications before the deadline of 31 December 2017.

Applicants will be required to submit their company and personal details, and select the products and services they are interested in selling and/or buying.

Once registered, participants can request individual business meetings with other participants who fit their company's needs. The SheTrades Global is a global B2B Matchmaking event launched by the International Trade Centre (ITC) that links women entrepreneurs to investors, buyers and other key business partners. Participants at the Festival will consist of companies from all over the world

targeting to grow their market share, industry champions and other international delegates.

According to the ITC, the past editions of SheTrades are reported to have generated more than US\$80 million worth of commercial transaction agreements and at least 600 companies are expected to participate at the 2018 SheTrades Global.

ZimTrade is encouraging women entrepreneurs in Zimbabwe to register for participation at SheTrades Global Festival.

For more information as well as registration, kindly visit <https://shetradeglobal.converve.com/>

EASE OF DOING EXPORT BUSINESS

The Journey So Far

ZimTrade, in collaboration with the Ministry of Industry and Commerce, was mandated by the Office of the President and Cabinet to spearhead the Rapid Results Initiative (RRI) under the Ease of Doing Export Business framework. The initiative was launched on 12 December 2016, with the objective to address challenges that were affecting exporters in Zimbabwe.

Two broad thematic areas were identified as key to improve the ease of doing export business. Consequently two teams were then assigned to address challenges under these thematic areas. The first one was the **Export Regulations, Procedures and Permits** committee and its mandate was to address export challenges caused by a plethora of regulations and permits, processing times, locations, fees and levies.

The second committee was tasked to deal with issues surrounding **Export Capacity**. The challenges to be dealt with included obsolete machinery, utility costs, export incentives, cost of capital and import conditions for raw materials.

The RRI adopted a "business unusual" approach and engaged various Government Ministries to implement specific reforms that could improve the business landscape for exporters. While some of the recommendations are still going through the administrative and legislative process, it is encouraging to note that some Ministries and Regulatory Authorities have confirmed that they have started implementing some of the reforms that were recommended under the initiative.

The outline below highlights some of the reforms that have been implemented by the relevant authorities:

The Ministry of Industry and Commerce

- Through Statutory Instrument (SI) 122 of 2017, which was published on 22 September 2017, the Ministry reduced the number of products that require export licences. The only four products that still require export licences are fertiliser, raw and refined sugar, gypsum and second-hand equipment.
- Reduced waiting period for export permits to a maximum of 2 days. The Permanent Secretary for the Ministry confirmed that, "In this regard, a dedicated section has been created to specifically process export licences within the recommended time frame."
- Removed the US\$50 registration fee for exporters and importers with effect from 12 June 2017.
- Extended a moratorium to financially strained companies that are owing the Standard Development Fund (SDF). This is, however, being implemented on a case by case basis.
- The Ministry also engaged a Consultant, in liaison with the RRI Committee, to make recommendations that will feed into the Zimbabwe National Export Strategy.

The Zimbabwe Revenue Authority (ZIMRA)

- Reduced waiting period for Bill of Entries cancellation to a maximum of 7 days.
- Reduced time of registration for trade agreements. Ms. A. Mashiri, the ZIMRA Acting Commissioner Customs and Excise however clarified that, "*Time of registration under trade agreements will be reduced to 7 days for processes that do not involve inspection of the manufacturing process*".

The Reserve Bank of Zimbabwe (RBZ)

- Reduced cost of Form CD1 from US\$10 to US\$2.50 for pre-payments and US\$5 for payments received within 90 days.
- Introduced online application for Form CD1 through Computerised Export Payments Exchange Control System (CEPECS).

The Forestry Commission of Zimbabwe

- Decentralised the issuance of both Timber Movement and Export Permit to District offices.

The Department of Research and Specialists Services (DRSS) in the Ministry of Agriculture, Mechanisation and Irrigation Development

- Adjustment of clock-in clock-out time by Beitbridge Border Manager to align with citrus fruit exports.
- Plant Quarantine Services Institute (PQSI) now communicates directly with growers instead of via growers' agents.

Medicines Control Authority of Zimbabwe (MCAZ)

- On 1 September 2017, MCAZ reduced the application fee for a pharmaceutical export permit from US\$50 to US\$40. The reform was implemented through the Medicines and Allied Substances Control: import and export of medicines Statutory Instrument 99 of 2017.
- The statutory amendment also reduced the application fee for a Certificate for Pharmaceutical Product (CPP) by 47% from US\$150 to US\$80.
- MCAZ also reduced the processing time of an Export Permit to a maximum of 2 days.
- They also waived the requirement of an export permit for samples.

There are several reforms that were recommended to various Ministries during the RRI which are yet to be implemented. Among the outstanding reforms is the gazetting of seventeen (17) other export statutory amendments identified in various sectors.

An implementation taskforce has been put in place to oversee the implementation of the agreed reforms. The Taskforce is also mandated to address any challenges that may arise in the implementation stage of the reforms. It will also attend to additional recommendations that may be submitted by various stakeholders under the ease of doing export business framework.

As the Ease of Doing Export Business improves, ZimTrade, is encouraging companies to take advantage of the reforms to improve their competitiveness on the export market.

HORTICULTURE PRODUCERS IN THE SOUTHERN REGION URGED TO VENTURE INTO EXPORTS



Source: Google Images.

Farmers in the Midlands and Matabeleland region are being encouraged to explore opportunities in export markets for horticulture produce. In the past, Matabeleland exported paprika, peas and bird's eye chillies whilst Midlands farmers exported cut-flowers to the EU.

Seminars conducted in Bulawayo and Gweru in October and November 2017 respectively, brought together at least 50 horticulture farmers, funding institutions and agricultural extension services' representatives to deliberate on how best the region can contribute to the horticultural exports for the country.

Mr. Peter de Wit, a PUM horticulture expert from The Netherlands who was in the country recently, explained that the horticulture sector is abound with

opportunities. The EU market offers great opportunities for produce such as mange tout, (one of the top export products of Zimbabwe), as current supply is failing to satisfy demand. An increasing demand in organic produce has also offered a niche market for exporters.

Producers are encouraged to form producer clusters in order to take advantage of economies of scale when purchasing inputs, negotiating selling prices and costs of logistics. This model has been successful in countries such as The Netherlands, Costa Rica and Central America, among others.

To successfully penetrate export markets, farmers need to ensure that their produce meets quality and food safety standards such as Global GAP and British Retail

Consortium certifications which assure the market that the produce is safe for human consumption.

Zimbabwe was once a major exporter of horticultural produce to the EU generating export revenue worth US\$143 million in the years 1999/2000, but this declined to US\$83 million in 2016 due to various reasons including logistical challenges, lack of access to finance and technical expertise.

ZimTrade engaged PUM experts to assist horticultural farmers with technical expertise to improve productivity. Since 2016, producers of onions, bananas and mange tout have been capacitated. Other initiatives carried out for this sector included a learning visit to Fruit Logistica in Germany.

ITC LAUNCHES SUSTAINABILITY MAP TO INCREASE TRANSPARENCY AND CONNECTIVITY

The International Trade Centre recently launched Sustainability Map, a new online gateway connecting businesses and producers thereby helping pave the way towards more sustainable trade.

"The sustainability initiatives will provide new trade opportunities, improve product quality, mitigate environmental degradation, improve compliance and boost the overall competitiveness of exporters and potential exporters," said Arancha González the ITC Executive Director.

Some of the advantages of using this tool include;

- Allows users to analyse and compare

voluntary standards-related data

- Assists in increasing transparency and establish a better environment for business engagement through connecting all participants along the value chain.
- Provides standard organisations and policy makers access to unique sustainability information and intelligence.
- Assists in making tailored decisions that solve various sustainability-related issues and challenges.
- Creates awareness and understanding of the sustainability standards relevant to specific export markets and creates a platform for networking and business partnerships.
- Can be utilised in the public sector

for the purposes of understanding the effect of sustainable production and consumption trends on the competitiveness of domestic exporters.

Local Zimbabwean businesses as well as policy makers are being encouraged to utilise this online market analysis tool. The innovative tool is freely available online and users will have access to a wide range of information related to sustainability initiatives and standards.

ZimTrade will be conducting training from mid January 2018 for current and potential exporters on how to use the new Sustainability Map.

AFRICA

ANGOLA

Luanda International Trade Fair, Luanda
July 2018
Tel: +244 926 405 970
Fax: +244 222 862 161
Email: feiras@fil-angola.co.ao
Website: <http://www.fil-angola.co.ao/>

ETHIOPIA

Addis Chamber International Trade Fair, Addis Ababa
22-25 February 2018
Tel: +251 11/5504647
Fax: +251 11/5504649
Email: tradefair@addischamber.com
Website: <http://addischamber.com/>

KENYA

Kenya International Trade Exhibition, Nairobi
4-6 June 2018
Tel: +254 20 2247247
Fax: +254 20 310223
Email: info@kicc.co.ke
Website: <http://kicc.co.ke/>

MALAWI

Malawi International Trade Fair, Blantyre
24 May-3 June 2018
Tel: +265 1 871988/813 Fax: +265 1 871147
E-mail: mcci@mcci.org
Website: www.mcci.org

SOUTH AFRICA

DECOREX, Durban (Interior Décor and Design)
21-25 March 2018
Tel: +27 31 360 1000
Fax: +27 31 360 1005
Website: www.decorex.co.za
Email: mktg@icc.co.zw

Source Africa, Cape Town International Convention Centre
20-21 June 2018
Tel: +27 (0) 10 599 6171
Email: Kathryn.frew@southafrica.messefrankfurt.com
Website: www.sourceafrica.co.za

SENEGAL

26th Dakar International Trade Fair, Dakar
December 2017
Tel: +221 33 827 3465/ 2530
Fax: +221 33 827 5275/ 78
Email: dec@cicesfidak.com
Website: www.cicesfidak.com

TANZANIA

Dar es Salaam International Trade Fair, Dar es Salaam
28 June-8 July 2018
Tel: +255 22 285 0238
Fax: +255 22 285 0239
Email: betis@intafrica.com
Website: www.tptanzania.com

ZAMBIA

AGRITECH Expo, Chisamba
12-14 April 2018
Tel: +27 21 7003520
Email: Emmanuelle.nicholls@spintelligent.com
Website: www.agritech-expo.com

Zambia International Trade Fair, Ndola
June-July 2018
Tel: +260 212 651 514
Email: zitf2000@coppernet.zm;
marketing@zitf.org.zm
Website: www.zitf.org.zm

Zambia Agriculture & Commercial Show, Lusaka
August 2018
Tel: +260 1 253 426/ 415
Fax: +260 1 254 898
Email: acsz@zarnet.zm
Website: www.acsz.co.zm

ZIMBABWE

Zimbabwe International Trade Fair, Bulawayo
24-28 April 2018
Tel: +263 9 884 911
Email: pr@zitf.co.zw; coordinator@zitf.co.zw
Website: www.zitf.co.zw

INTERNATIONAL

BELGIUM

AGRIBEX, Brussels (International Fair for Agriculture, Stock Breeding, Garden, Parks and Green Spaces)
5-10 December 2017
Tel: +32 2/2620600
Fax: +32 2/2620402
Email: info@fedagrim.be
Website: <http://www.agribex.be>

GERMANY

Ambiente, Frankfurt am Main (for arts and crafts)
9-13 February 2018
Tel: +49 69 75 75-0
Fax: +49 69 75 75-66 08
Email: info@messefrankfurt.com
Website: www.messefrankfurt.com

AQUA-FISCH Friedrichshafen, Friedrichshafen (International Trade Show for Fishing, Fly-fishing and Aquaristic)
9-11 March 2018
Tel: +49 7541/708-361
Fax: +49 7541/708-2361
Email: petra.rathgeber@messe-fn.de
Website: <http://www.messe-friedrichshafen.de/>

EuroTier, Hannover (The World's Leading Trade Fair for Animal Production)
13-16 November 2018
Tel: +49 (0) 69/24788-0
Fax: +49 (0) 69/24788-113
Email: expo@dlg.org
Website: <http://www.dlg.org>

PANAMA

EXPOCOMER, Panama City
28 February-3 March 2018
Tel: +507 2270033
Fax: +507 2270115
Email: expocomer@expocomer.com
Website: <http://expocomer.com/en/>

Get
In Touch

HEAD OFFICE

904 Premium Close
Mount Pleasant Business Park
P. O. Box 2738
Harare, Zimbabwe
Tel: +263 (4) 369330-41

REGIONAL OFFICE

48 Josiah Tongogara Street
P. O. Box 3090
Bulawayo, Zimbabwe
Tel: +263 (9) 66151/62378

ONLINE

www.tradezimbabwe.com
info@zimtrade.co.zw
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