To date, orders worth US$1.3 million have been recorded by the Zimbabwean companies who participated in the 2017 event. One of the participants in 2017 said that attending Fruit Logistica afforded his company an invaluable opportunity to meet customers and suppliers under one roof as they planned for the sugar snap growing season.

Zimbabwe experienced a rapid growth in the horticulture sector in the mid-1980s which peaked in the 1998/99 season. At its peak, the country exported 59,200 tonnes of fresh produce with earnings of about US$143 million. In 1999, horticulture contributed 4.5% to the country’s GDP second only to tobacco in the agricultural sector.

A Zimbabwean delegation to China, in December 2017, facilitated agreements that could see Zimbabwean oranges hitting Chinese supermarket shelves as early as June this year.

The EU remains the biggest export market for Zimbabwean horticulture produce, with the sector recording steady growth in exports to that market as shown below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Horticulture Exports (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>48,816,000</td>
</tr>
<tr>
<td>2013</td>
<td>66,113,000</td>
</tr>
<tr>
<td>2014</td>
<td>72,736,000</td>
</tr>
<tr>
<td>2015</td>
<td>63,783,000</td>
</tr>
<tr>
<td>2016</td>
<td>60,521,000</td>
</tr>
</tbody>
</table>

ZIMBABWE HORTICULTURE COMPANIES HEAD FOR FRUIT LOGISTICA

Following a successful learning visit in 2017 to Fruit Logistica in Berlin, Germany, ZimTrade will this year facilitate the participation of Zimbabwean horticultural companies at the annual Expo.

Fruit Logistica, which runs from 7-9 February, is the world’s leading international trade fair for the fruit and vegetable industry. The three-day Event provides a platform for fruit and vegetable producers, buyers, packagers, handling experts and other interested parties from across the globe to meet under one roof. The organisers reported that over 75,000 trade visitors from over 130 countries attended in 2017. Representatives from 3,077 companies and organisations from 84 countries were also present.

To date, orders worth US$1.3 million have been recorded by the Zimbabwean companies who participated in the 2017 event.

One of the participants in 2017 said that attending Fruit Logistica afforded his company an invaluable opportunity to meet customers and suppliers under one roof as they planned for the sugar snap growing season.

Zimbabwe experienced a rapid growth in the horticulture sector in the mid-1980s which peaked in the 1998/99 season. At its peak, the country exported 59,200 tonnes of fresh produce with earnings of about US$143 million. In 1999, horticulture contributed 4.5% to the country’s GDP second only to tobacco in the agricultural sector.

SWEET NEWS FOR CITRUS GROWERS AS CHINA MEETINGS BEAR FRUIT

A Zimbabwean delegation to China, in December 2017, facilitated agreements that could see Zimbabwean oranges hitting Chinese supermarket shelves as early as June this year.

The Permanent Secretary in the Ministry of Lands Agriculture and Rural Settlement, Mr. Ringson Chitsiko, picks oranges during a learning visit to a Chinese citrus farm in December 2017.

The EU remains the biggest export market for Zimbabwean horticulture produce, with the sector recording steady growth in exports to that market as shown below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Horticulture Exports (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>48,816,000</td>
</tr>
<tr>
<td>2013</td>
<td>66,113,000</td>
</tr>
<tr>
<td>2014</td>
<td>72,736,000</td>
</tr>
<tr>
<td>2015</td>
<td>63,783,000</td>
</tr>
<tr>
<td>2016</td>
<td>60,521,000</td>
</tr>
</tbody>
</table>

Source: TradeMap

Certificate of Origin Forms

Did you know that... 
...exporters can get Certificate of Origin forms at very affordable prices?

Exporters are advised that Certificate of Origin forms are available at ZimTrade Harare and Bulawayo Offices at the following cost recovery prices:

- EUR. 1 (Europe): US$0.50/set
- Zimbabwe-Mozambique: US$1.00/set
- COMESA: US$1.00/set
- SADC: US$1.00/set

Disclaimer: ZimTrade strives to compile reliable, research-based information that is passed on to our readers in good faith. However, ZimTrade does not accept any responsibility for the accuracy of the information supplied, nor does it guarantee the status or reliability of any third party included in the Newsletter. Similarly opinions expressed by third parties in abstracts and/or interviews are not necessarily shared by ZimTrade. For more information about ZimTrade and its activities log on to www.tradezimbabwe.com
Zimbabwean delegation tours a factory during a recent trip to China.

Source: ZimTrade

**SWEET NEWS FOR CITRUS GROWERS AS CHINA MEETINGS BEAR FRUIT**

A Zimbabwean delegation to China, in December 2017, facilitated agreements that could see Zimbabwean oranges hitting Chinese supermarket shelves as early as June this year.

During the mission, The China Industrial International Group Zimbabwe, which supports local business to access China’s US$23 trillion economy, managed to get orders amounting to 45 000 tonnes of Zimbabwean oranges annually. The trip followed an inward mission by the Chinese Department of Inspection and Quarantine that approved the quality of Zimbabwean oranges for the Chinese market.

The four-member delegation was led by Mr Ringson Chitsiko, the Permanent Secretary in the Ministry of Lands, Agriculture and Rural Settlement, and included representatives from the Office of the President and Cabinet, Ministry of Lands, Agriculture and Rural Settlement as well as ZimTrade.

The trip was facilitated by the Chinese Embassy in Zimbabwe and the China Industrial International Group Zimbabwe (CIIGZ).

According to Trade Map, China spent US$242 million importing citrus in 2016, a 45% increase from 2012. These figures and the fact that we have different harvesting seasons to China and other potential citrus buyers should prompt Zimbabwe to develop a deliberate strategy to increase citrus production.

ZimTrade Regional Manager, Mr Similo Nkala, who was part of the delegation said that that the market value of 45 000 tonnes is in the region of US$18 million – which presents an opportunity for local growers to increase their production.

“The 45 000 tonne order is more than what Zimbabwe’s citrus producers have managed to export for all citrus fruit combined, in any year previously. Part of our mission was to visit citrus farms, seedling producers and processing centres to learn best practice in the citrus value chain. The Ministry of Lands, Agriculture and Rural Resettlement and ZimTrade will share relevant information with players in the industry to assist in boosting local production,” said Nkala.

The tours included a visit to China’s biggest citrus packing plant where 12 tonnes of oranges are packed every hour. Visits were also made to processing plants, and the delegation was impressed by the value additions being made in China, with processed fruit delivering not just juice, but oils from the rind with uses in skincare products, flavourants and washing powder. A Chinese seedling grower that produces 3.2 million citrus seedlings per annum was also engaged, and expressed a willingness to supply Zimbabwean farmers with seedlings to help scale up the country’s production.

The delegation to China also noted that China imports orange concentrates from the USA, and there is scope for Zimbabwean processors to supply some of this market too.

In 2017, ZimTrade and PUM experts engaged citrus farmers in Beitbridge to identify their needs for technical intervention programmes. These are currently under development.
ZIMTRADE PURSUES FOUR PRIORITY PROJECTS

ZimTrade is pursuing and monitoring four priority projects targeting the completion of objectives by 10 April 2018.

1. Facilitate capacity building interventions to grow horticulture exports

2. Facilitate capacity building interventions to grow leather and leather product exports

3. Improve access to affordable long-term trade finance for exporters

4. Invigorate the implementation of identified reforms to the Ease of Doing Export Business

These projects were set in line with the 100 day policy targets being spearheaded by the Office of the President and Cabinet.

ZimTrade is already working with Development Cooperation Partners (DCPs), which include the German Senior Experten Service (SES), PUM of The Netherlands and the Europe-Africa-Caribbean-Pacific Liaison Committee (COLEACP), among others, to improve the capacity and competitiveness of the horticulture and leather sectors.

Various initiatives are being undertaken by ZimTrade to diversify the country's horticulture markets, and facilitate the participation of companies in this sector at global trade shows, such as Fruit Logistica in Berlin, and the Dubai.

ZimTrade is also assisting stakeholders in the leather sector to access free expertise to grow their production and export capacity. Leather processors can apply for senior experts from Germany and Netherlands to assist them through technical interventions. Zimbabwe exported a total of US$32 million worth of leather products in 2017. It is expected that, through these interventions, the sector will grow by at least 5% in 2018.

With regard to ease of access to long term affordable finance, ZimTrade is supporting exporters as they apply for loans under a Reserve Bank of Zimbabwe facility being disbursed through selected commercial banks. The facility will initially target pre-and post-shipment finance with the medium to long-term plan of assisting companies in retooling. The finance facility, pegged at 7.5% interest rate, focuses on project viability.

In 2017, ZimTrade, in collaboration with the Ministry of Industry, Commerce and Enterprise Development embarked on the RRI to improve the Ease of Doing Export Business. During this initiative, several reforms to improve the environment for exporters were identified and submitted for adoption. ZimTrade is spearheading the Doing Export Business Implementation Taskforce (DEBIT), which is working with the relevant government ministries to ensure that the agreed reforms are implemented.

ZimTrade encourages current and potential exporters to take advantage of the priority projects to grow their export capacity and expand into new markets.

SELLING TO THE UNITED NATIONS

Companies selling goods and services to the United Nations invoiced the global body for more than US$17.7 billion in 2017. This was an increase of 28.4% since 2009 when US$13.7 billion was recorded.

The United Nations System of Organisations which comprises all units under or affiliated to the United Nations, procures goods and services in sectors such as health services; engineering; food and beverages; real estate management; protective clothing; and transport services, among others. Tenders are administered by the United Nations Procurement Division (UNPD).

The UN tender system is only open to registered companies or vendors with a valid United Nations Global Marketplace (UNGM) number - a unique registration code assigned to UNPD-approved vendors. The entire tender process is carried out online, from registration through to submitting a tender, and is possible from anywhere in the world.

Information obtained from the UNPD offices shows that 579 vendors from Zimbabwe were registered in the UN system as at the end of March 2017, and business worth US$2.7 million was supplied to the UN market by Zimbabwean companies. These figures could, and should be significantly improved.

UNGM registration is free via www.ungm.org. ZimTrade experts are offering assistance with registration to local companies seeking entry into this large and growing avenue for business.

For more information and assistance, please contact ZimTrade on 04 369 330-41 or e-mail: info@zimtrade.co.zw
ONLINE MARKET ANALYSIS TOOLS: THE GATEWAY TO MARKET INTELLIGENCE

One of ZimTrade’s services is to provide market intelligence to exporters and potential exporters—a process facilitated by the access to online market analysis tools.

The suite of online market analysis tools allows exporters and potential exporters to study the attractiveness and dynamism of a market using quantitative and qualitative information. Data and trends on variables such as product flows; price fluctuations; buying patterns; existing and potential competition; market size; technical and market access requirements within a specific market, can be accessed at the click of a button.

When utilised correctly, the tools provide up-to-date market intelligence in sectors or countries of interest to a user. In addition, they also provide quick answers to the frequently asked questions by researchers, exporters and potential exporters such as:

- What is the potential of the growth in exports for a particular product in a particular market?
- How much is being exported to a specific destination (by value and quantity)?
- What is being exported to that destination?
- Who are the competitors?
- What are the product quality standard requirements?
- What are the tariffs for a product in a certain market?
- What are the market access requirements?

The market analysis tools and portals include:

- Trademap (www.trademap.org)
- Market Access Map (www.macmap.org)
- Standards Map (www.standardsmap.org)
- Investment Map (www.investmentmap.org)
- Trade Competitiveness Map (http://tradecompetitivenessmap.intracen.org)
- Export Potential map (http://exportpotential.intracen.org)
- Sustainability Map (http://sustainabilitymap.org)
- EU Helpdesk (exporthelp.europa.eu)
- Centre for the Promotion of Imports from developing countries (CBI) (www.cbi.eu)
- Market News Service (www.intracen.org/mns)

ZimTrade offers demonstrations and coaching on how to use these tools to exporters, potential exporters and researchers.

For more information, contact Hopewell Musundire on hymusundire@zimtrade.co.zw; Tsitsi Mutandwa on tmutandwa@zimtrade.co.zw or Lorraine Muzadzi on lmuzadzi@zimtrade.co.zw or call on 04-369330-41.

ITC LAUNCHES COTTON PORTAL

In a bid to assist the cotton to clothing sector, particularly in developing countries, the World Trade Organization (WTO) together with the International Trade Centre (ITC), in December 2017 launched an on-line platform for market intelligence on cotton and cotton products. The portal will enable cotton producers, exporters and policymakers to access information on market opportunities in the sector.

The Cotton Portal offers a one stop entry point for all cotton related information that is in the WTO and ITC databases. The available information includes trade statistics, market access (tariff and non-tariff barriers), business contacts for companies in the cotton sector by country, information on any development assistance for the cotton industry players as well as links to other appropriate information sources.

In addition, the Cotton Portal will allow for transparency in the global cotton industry and trade thereof. It will not only assist cotton exporters to identify new markets for their products, but will also act as a source of information for importers of cotton and cotton products, investors in the cotton industry as well as trade promotion organisations.

Cotton is among the most profitable non-food crops in the world. Zimbabwe’s cotton sub-sector is one area in which opportunities for value addition and beneficiation have been identified. The local clothing sector has the potential to increase its contribution to Zimbabwe’s exports.

ZimTrade is encouraging businesses in the cotton value chain to make use of the valuable information portal which can accessed on www.cottonportal.org/cotton.
AFRICA

ANGOLA

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

SOUTH AFRICA

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

Africa's Big Seven – Midrand
24-26 June 2018
Tel: +27 11 783 7250
Fax: +27 11 783 7269
Email: admin@exhibitionsafrica.com
Website: www.exhibitionsafrica.com

Source Africa, Capetown
20–21 June 2018
Tel: +27 21 790 5849
Fax: +27 21 790 0037
Email: Kathryn.frew@southafrica.messefrankfurt.com
Website: www.sourceafrica.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 Agriculture & Commercial Show, Lusaka
July/August 2018
Tel: +260 1 253 426/ 415
Fax: +260 1 254 898
Email: acsz@zarnet.zm
Website: www.acsz.co.zm

INTERNATIONAL

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/

Fruit Logistica Berlin 2018
7-9 Feb 2018
Tel: +49 30 51 74 0
Fax: +49 30 74 0 20 28
Email: fruitlogistica@messe-berlin.de
Website: http://www.fruitlogistica.de/

PANAMA

EXPOCOMER, Panama City
28 February-3 March 2018
Tel: +507 2270033
Fax: +507 2270115
Email: info@zimtrade.co.zw
Website: http://www.tradezimbabwe.com

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

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

ONLINE
www.tradezimbabwe.com
info@zimtrade.co.zw
ZimTradeAlerts
ZimTradeZimbabwe