In June 2018, a regional initiative - the 50 Million African Women Speak (50MWS) - was launched by COMESA. This is a three-year project funded by the African Development Bank (AfDB) and jointly implemented in 36 countries by COMESA, EAC and ECOWAS. The objective of the project is to empower women entrepreneurs by providing access to financial and non-financial information necessary to grow business. The project was established following a pilot study conducted by the AfDB which identified challenges impeding women from growing their businesses.

Increasing the participation of women in trade improves a country’s competitiveness and productivity, which in turn has a positive impact on economic growth and poverty reduction.

Participants at the ZimTrade/FML workshop for SMEs.

Disclaimers: 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

TOP STORY

ZIMTRADE, FML PARTNER TO HOST TRAINING WORKSHOP FOR SMEs

ZimTrade, in partnership with First Mutual Life (FML), conducted a training workshop for small to medium enterprises (SMEs) on 6 July, 2018 in Harare.

SEE STORY ON PAGE 2

COMESA LAUNCHES WOMEN EMPOWERMENT PROGRAM

It is expected that 50 Million African Women Speak will create a networking platform to connect women entrepreneurs and encourage peer-to-peer learning, mentoring as well as business information and knowledge sharing. The platform will be accessible on mobile phones, a convenience that most beneficiaries will appreciate. It will also enable women to access business training, financial services as well as locally relevant business data, among other services.

ZimTrade has been actively engaging women in Zimbabwe supporting them to successfully grow into viable exporters through capacity building programmes, linkages and trade advisory services. One such company that the organisation is working with is Nnino Ceramics, a Bulawayo-based ceramicware manufacturing company. Established in 2014, Nnino Ceramics has steadily grown into an exporter of quality handmade ceramic tableware.

“Associating with ZimTrade has boosted my business knowledge and opened me up to new opportunities. How else would I have known of regional trade agreements such as SADC and COMESA and registered my products? What I have learnt is to make use of every opportunity availed to me and I am excited about the development of initiatives like the COMESA 50MWS which will make trade information readily accessible for us women.”

ZimTrade has recognised the need to continuously engage women-led enterprises and ensure that they have the necessary skills and information to succeed in export markets. Women are thus encouraged to approach ZimTrade in this regard to see how the organisation’s service portfolio can help their business grow.
ZIMTRADE, FML PARTNER TO HOST TRAINING WORKSHOP FOR SMEs

ZimTrade, in partnership with First Mutual Life (FML), conducted a training workshop for small to medium enterprises (SMEs) on 6 July, 2018 in Harare. The event was attended by 150 SMEs seeking to align their outlook with export business. The purpose of the seminar was to equip participants with knowledge and skills to develop business models that can compete in today’s environment.

The workshop comprised presentations by experts who covered a wide array of topics including Export Readiness, Digital Marketing, Finance, Branding and Effective People Management. Participants were also furnished with information on how they can ringfence their businesses through innovative insurance and the use of intellectual property rights.

The Digital Marketing session, led by associate trainer for ZimTrade, Nikolina Kobali, showed how crucial the online opportunity is to businesses if they are to reach consumers effectively. The training demonstrated to participants how to use the internet and social media for optimal brand growth.

Another key issue for SMEs is how to access affordable finance to boost their operations. To address this challenge, participants were equipped with essential models to access finance for their businesses. Speaking on funding models, Mr. W. Mutume, an FML Wealth Manager, highlighted indicators that Fund Managers look at in deciding if they should finance a business.

Commenting on the impact of the workshop, one of the participants, Mr. Simbarashe Jimu said, “This was a very informative event touching on so many key issues facing a small business operating in Zimbabwe today. In a nutshell, I learned what to do to grow my business, and how I can eventually sell to clients on international markets.”

ZimTrade Client Manager, Ronald Katsande, thanked FML for the partnership. “In addition to being a good networking platform, the ZimTrade-FML workshop afforded our clients an opportunity to create or develop their business plans in line with a changing business environment. As ZimTrade, we advocate for Zimbabwean companies to conduct formal business and adhere to high standards wherever possible. In this way, Zimbabwe can improve its exports as these are crucial when we compete with international competitors. This workshop emphasized adopting formal and professional approaches to business, and we thank FML for partnering with us to promote this,” he said.

In addition to regular workshops and seminars throughout the year, ZimTrade also hosts the Marketing and Branding for International Competitiveness training programme (MBIC), which enhances companies’ export readiness.

ITC LAUNCHES THE MARKET PRICE INFORMATION PORTAL

The International Trade Centre (ITC) has launched the Market Price Information Portal, an online database that will allow SMEs, farmers, Trade and Investment Support Institutions and policymakers to access current and historic market price information.

The database is freely available online and users will have access to live updates of prices of more than 300 agricultural products. This will improve transparency in trade and the decision-making processes of SMEs planning to export.

The portal provides market price information for agricultural soft commodities, culinary spices and herbs, dairy/livestock, fish and seafood, fresh fruit and vegetables, forestry, fibre, textiles, grains and pulses, oilseeds, oils, nuts and fats. Prices are broken down depending on the specified variety and product characteristics.

The expansion of the Market Price Information Portal including the collection and dissemination of domestic price information will also enable Trade and Investment Support Institutions, cooperatives and producers to upload local market prices related to their products. This information will then be made available on the global Market Price Information portal. The ITC Executive Director, Arancha Gonzalez, said that the Market Price Information portal will help strengthen the ability of SMEs to make decisions and anticipate shifting trends in international markets.

ZimTrade, therefore, encourages local farmers and MSMEs to make use of the free portal as it will pave a way for them to grow their businesses and boost their competitiveness through limitless accessibility to global markets.

For more information on how to access the portal contact ZimTrade on info@zimtrade.co.zw or call 04 369330-43.
I.T.C-WCO LAUNCHES DIGITAL RULES OF ORIGIN PLATFORM

The International Trade Centre (ITC) and the World Customs Organisation (WCO) recently launched the first online platform providing detailed yet easy to understand information on Rules of Origin.

According to a study conducted by the ITC in 60 countries, access to information on Rules of Origin is one of the major factors inhibiting SMEs from growing their exports. The Rules of Origin facilitator enables SMEs to easily access information on available regional trade agreements and preferential trade arrangements under which they can benefit from reduced or zero duty rates.

The portal offers all information which includes; trade agreements, tariff benefits and corresponding product specific rules of origin. In addition, the tool provides information on import duties, potential duty savings, applicable rules of origin and certification requirements for a specific market, amongst others.

The Rules of origin facilitator not only enables exporters to access timely information on trade agreements, but also to identify export opportunities in the global market. ZimTrade is therefore encouraging Zimbabwean companies to make use of this platform to access free, useful, up to date and accurate information.

Currently, Zimbabwe is signatory to the Southern African Development Community (SADC) Trade Protocol, the Common Market for Eastern and Southern Africa (COMESA) Free Trade Area and the interim Economic Partnership Agreements (EPAs). In addition, the country also has operational bilateral trade agreements with Botswana, Malawi, Mozambique and Namibia. Zimbabwean exporters are encouraged to register with ZIMRA to benefit from bilateral and multilateral trade agreements.

SOUTH AFRICA GIVES NOTICE TO TERMINATE THE ZIM/SA BILATERAL TRADE AGREEMENT

The Government of South Africa has given notice of its intention to terminate the Zimbabwe-South Africa Bilateral Trade Agreement. The trade agreement will be terminated with effect from 20 November 2018. South Africa have indicated that the Agreement is being terminated in favour of the SADC Free Trade Agreement which is more comprehensive and gives better preferences than the Bilateral Trade Agreement.

South Africa highlighted that since 2008, the two countries have been trading under the SADC Free Trade Agreement which allows duty free and quota free market access, provided the goods meet the SADC Rules of Origin.

The Bilateral Agreement, which has been in existence since November 1964, used to favour Zimbabwe's exports of clothing and textiles due to relaxed rules of origin of 'single transformation' compared to 'double transformation' under SADC.

The Ministry of Industry, Commerce and Enterprise Development said that Zimbabwe will continue to negotiate for the relaxation of the SADC Rules of Origin on clothing and textile within the ongoing SADC Rules of Origin negotiations.

According to Trademap, Zimbabwe's clothing and textile exports to SADC increased from US$ 5.7 million in 2013 to US$9.6 million in 2016. More than 70% of Zimbabwe's exports of clothing and textile products are destined for the South African market. The exports primarily consist of products that qualify under the SADC Rules of Origin. Therefore, to boost Zimbabwe's exports of clothing and textile, there is a need to negotiate Rules of Origin that will be more preferable to a number of clothing manufacturers as most textile mills in Zimbabwe and SADC as a whole have closed down.

ZimTrade implored MoICED to push for the speedy changes in the SADC Rules of Origin as they have an impact in the future growth of the clothing sector in Zimbabwe.

EXPLICITLY INFORMATION

What is the procedure for Registration under the various Trade Agreements that Zimbabwe is a signatory to?

The Company applies for registration under trade agreements to ZIMRA. The application should include the following documents:

a) A formal written application (on company letter head/logo) for registration specifying the Trade Agreement under which the company wishes to be registered.

b) A certified copy of the certificate of incorporation.

c) A detailed step by step description of the manufacturing process for each product.

f) A list of products intended for export.

g) List of raw materials used and where they are sourced from.

h) A detailed sketch plan of the factory showing machinery layout.

i) A certified copy of title deeds or lease agreements for the premises together with any copies of utility bills incurred in the last 3 months.

j) A factural cost analysis of the products to be exported.

Thereafter, ZIMRA visits the company to:

i) Conduct a factory inspection

ii) Witness the production process

iii) Ask the company to register the goods at their Head Office when all origin-conferring criteria have been met.

If the application is successful, ZIMRA will then issue the company with a Reference Number which must be quoted on the Certificate of Origin Form.

For the full process refer to the Guide to Trade Agreements which can be downloaded on the Zimbabwe Trade Information Portal at www.tradezimbabwe.com

For more information contact Mr. Hopewell Musundire on hmusundire@zimtrade.co.zw or Tsitsi Mutandwa on tmutandwa@zimtrade.co.zw

ITC-WCO LAUNCHES DIGITAL RULES OF ORIGIN PLATFORM

THE MINISTRY OF COMMERCE AND INDUSTRY

WHAT IS THE PROCEDURE FOR REGISTRATION UNDER THE VARIOUS TRADE AGREEMENTS THAT ZIMBABWE IS A SIGNATORY TO?

ZIMRA GIVES NOTICE TO TERMINATE THE ZIM/SA BILATERAL TRADE AGREEMENT

The International Trade Centre (ITC) and the World Customs Organisation (WCO) recently launched the first online platform providing detailed yet easy to understand information on Rules of Origin.

According to a study conducted by the ITC in 60 countries, access to information on Rules of Origin is one of the major factors inhibiting SMEs from growing their exports. The Rules of Origin facilitator enables SMEs to easily access information on available regional trade agreements and preferential trade arrangements under which they can benefit from reduced or zero duty rates.

The portal offers all information which includes; trade agreements, tariff benefits and corresponding product specific rules of origin. In addition, the tool provides information on import duties, potential duty savings, applicable rules of origin and certification requirements for a specific market, amongst others.

The Rules of origin facilitator not only enables exporters to access timely information on trade agreements, but also to identify export opportunities in the global market. ZimTrade is therefore encouraging Zimbabwean companies to make use of this platform to access free, useful, up to date and accurate information.

Currently, Zimbabwe is signatory to the Southern African Development Community (SADC) Trade Protocol, the Common Market for Eastern and Southern Africa (COMESA) Free Trade Area and the interim Economic Partnership Agreements (EPAs). In addition, the country also has operational bilateral trade agreements with Botswana, Malawi, Mozambique and Namibia. Zimbabwean exporters are encouraged to register with ZIMRA to benefit from bilateral and multilateral trade agreements.

SOUTH AFRICA GIVES NOTICE TO TERMINATE THE ZIM/SA BILATERAL TRADE AGREEMENT

The Government of South Africa has given notice of its intention to terminate the Zimbabwe-South Africa Bilateral Trade Agreement. The trade agreement will be terminated with effect from 20 November 2018. South Africa have indicated that the Agreement is being terminated in favour of the SADC Free Trade Agreement which is more comprehensive and gives better preferences than the Bilateral Trade Agreement.

South Africa highlighted that since 2008, the two countries have been trading under the SADC Free Trade Agreement which allows duty free and quota free market access, provided the goods meet the SADC Rules of Origin.

The Bilateral Agreement, which has been in existence since November 1964, used to favour Zimbabwe's exports of clothing and textiles due to relaxed rules of origin of 'single transformation' compared to 'double transformation' under SADC.

The Ministry of Industry, Commerce and Enterprise Development said that Zimbabwe will continue to negotiate for the relaxation of the SADC Rules of Origin on clothing and textile within the ongoing SADC Rules of Origin negotiations.

According to Trademap, Zimbabwe's clothing and textile exports to SADC increased from US$ 5.7 million in 2013 to US$9.6 million in 2016. More than 70% of Zimbabwe's exports of clothing and textile products are destined for the South African market. The exports primarily consist of products that qualify under the SADC Rules of Origin. Therefore, to boost Zimbabwe's exports of clothing and textile, there is a need to negotiate Rules of Origin that will be more preferable to a number of clothing manufacturers as most textile mills in Zimbabwe and SADC as a whole have closed down.

ZimTrade implored MoICED to push for the speedy changes in the SADC Rules of Origin as they have an impact in the future growth of the clothing sector in Zimbabwe.
Due to its status as a healthy ethnic and exotic food, sweet potatoes (fresh, frozen or dried) are increasingly in demand, with the European Union (EU) driving this growth. According to a study conducted by ZimTrade, the value of sweet potatoes imported globally recorded an average annual growth of 19% between 2013 and 2017, increasing from US$254 million to US$503 million, whilst the volume doubled from 299,984 tonnes in 2013 to 600,097 tonnes in 2017 (Trade Map).

World imports of Sweet Potatoes (US$’000)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>254,402</td>
<td>337,848</td>
<td>391,819</td>
<td>461,913</td>
<td>502,936</td>
</tr>
</tbody>
</table>

Source: TradeMap

According to the Centre for the Promotion of Imports from developing countries (CBI), Nigeria is the second largest producer of sweet potatoes in the world, after China, with production volumes of up to 3.9 million tonnes per year. Despite the large volumes produced by Nigeria, the Sub-Saharan African country has very low export potential to the EU because of the excise duty currently at 1.6%. Zimbabwe, however, has an advantage in that it is a signatory to the Interim Economic Partnership Agreement, which offers duty free, quota free preferential treatment for produce entering the EU market. In addition, Zimbabwe’s climate and soils are ideal conditions for growing the crop. The plant grows well in warm climates which allow the leaves to flourish and provide adequate cover for root growth. Loose soils, well drained soils are essential, with a pH between 5.8 to 6.2.

In 2017, United Kingdom and The Netherlands alone accounted for 42% of the world’s total volume of sweet potato imports, making the EU sweet potato market a good opportunity for growers.

However, reaching the EU demands a strict adherence to market requirements. Most markets have specific variety and quality preferences. The European market largely prefers medium and large varieties that are organically produced, harvested at the right time of the season, and that meet the desired high-quality standards. EU buyers are highly concerned with quality certifications, plant health compliance (phytosanitary requirements), as well as social and environmental certification (e.g. minimal use of pesticides, employee welfare). It is imperative for prospective growers of the sweet potato targeting the EU market to closely observe the market’s requirements, as it is buyers who determine the terms of trade.

Further research done by ZimTrade Market Analysts shows that currently the UK and The Netherlands are being supplied primarily by the USA, Honduras, China, Egypt, South Africa and Senegal amongst others. Although competition is stiff, adherence to market requirements will earn producers a share of this market. Common sweet potato varieties include the American Covington, Georgia Jets and the Spanish Beauregard, which also show varied flesh and skin colour combinations e.g. white, red, orange and yellow.
Trade Fairs & Exhibitions

EGYPT

Intra-African Trade Fair
Egypt International Exhibition Centre, Cairo
11-17 December
Tel: +263 (0272) 700904/941
Email: info@intrafricantradefair.com
Website: www.intrafricantradefair.com

MOZAMBIQUE

Maputo International Trade Fair (FACIM), Maputo
3-9 September 2018
Tel: +258 1 427 151
Fax: +258 1 427 129
Email: sogex@tvcabo.co.mz
Website: www.facimfair.com

NAMIBIA

Ongwediva Trade Fair, Ongwediva
24 August-1 September 2018
Tel: +264 65 230191
Fax: +264 65 230610
Email: ongwetradefair@iway.na
Website: www.ongwediva.com.na

NIGERIA

Lagos international Trade Fair
2-11 November 2018
Tel: +234 803 911 5606; +234 802 319 6473; +234 802 828 5715
Email: oluwadaro@lagoschamber.co; muheez@lagoschamber.com; luciana@lagoschamber.com

SWAZILAND

eSwatini International Trade Fair
31 August to 10 September 2018
Mavuso Trade and Exhibition Centre
Tel: +268 7802 3485
+268 7811 0244
+268 2404 0470-4 or +268 7811 0244/0245/0247
Website: www.sipa.org.sz

ZAMBIA

Zambia Agriculture & Commercial Show, Lusaka
1-6 August 2018
Tel: +260 1 253 426/ 415
Fax: +260 1 254 898
Email: acsz@zarnet.zm
Website: www.acsz.co.zm

INTERNATIONAL

CHINA

China International Import Expo
5-10 November 2018
National Exhibition and Convention Centre, Shanghai
Tel: +86 21 67008870/67008988
Email: info@sinoexpo.cc
Website: www.neccsh.com

INDIA

Indiasoft
4-5 February 2019
Hyderabad, India
Website: www.indiasoft.org

PAKISTAN

International Engineering & Machinery Asia
Lahore Expo Centre, Pakistan
1-3 September 2018
ITCN Asia (International Technology & Telecom Show)
Karachi Expo Centre, Pakistan
25-27 September 2018
www.itcnasia.com
Build Asia (International Building & Construction Machinery Show)
Karachi Expo Centre, Pakistan
11-13 December 2018
Website: www.buildasia.net

Get In Touch

188 Sam Nujoma Street
Avondale
P. O. Box 2738
Harare, Zimbabwe
Tel: +263 (4) 369330-41

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

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