

ZITF APRIL 26-30
2016
Business days April 26-28

 **Innovate
Integrate
Industrialise**

*Optimising **assets** to obtain economic **value***



GENERAL MANAGER'S REPORT

ZIMBABWE INTERNATIONAL TRADE FAIR





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Nomathemba Ndlovu
General Manager

1. Introduction

ZITF 2016 was held from 26-30 April from 0900hours to 1700 hours daily under the theme **"Innovate, Integrate, Industrialise"**. 3 days were open to businesses only and 2 were open to the general public.

2. Performance Analysis

2.1 Exhibitors

The summary and comparisons are shown below:

Table 2.1 Exhibitor Statistics

	2016	%of Prior Edition	2015	%of Prior Edition	2014	%of Prior Edition	2013
Zimbabwe Direct	325	91.3	356	96.5	369	92	401
Zimbabwe/Indirect	221	113.9	192	76.4	254	191	133
Sub Total	546	99.3	550	88.3	623	116.7	534
Foreign Direct	29	90.6	32	118.5	27	93.1	29
Foreign/Indirect	75	72.8	103	158.5	65	47.4	137
Sub Total	104	77.0	135	146.7	92	55.4	166
Grand Total	650	94.9	685	95.8	715	102.1	700

ZITF 2016 recorded a marginal decline in the number of exhibitors with 16 nations represented, down from the previous year's 19. Total square meterage occupied by foreign nations was at 4.2% of total space.

Companies from Harare made up 51% of exhibitors and 26% were Bulawayo-based companies. Other cities around Zimbabwe accounted for 7%.

Notably, 80% of loyal direct exhibitors returned which was 10% higher than the previous year. First-time exhibitors accounted for 20%.

2.2 Space Occupied

The summary and comparisons are shown overleaf:



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Table 2.2 Space Occupied Statistics

	2016	2015	2014	2013
Net Area Available for Sale	47,612	50,243	57,553	51,697
Area Occupied	44,992	45,583	52,856	48,576
% of Space Occupied	94.50%	90.73%	91.84%	93.96

Over 94.5% of the net area available for sale was taken up. The show was consolidated into 4 of the 6 halls and the few gaps that remained resulted from last-minute cancellations.

3. Exhibitor Profile

3.1 Local Exhibitors

ZITF is a multi-sectoral exhibition which focussed on the following areas:

- Machinery and expertise for infrastructure development (energy, road, rail, water and sanitation)
- Manufacturing ideas, processes and equipment for value addition
- Automation and supplies for agro-processing
- Knowledge and services relevant to education and tourism
- Equipment and innovation to advance ICT development

Participants were grouped according to the following sectors and/or product groups:

- **HALL 1: International and Zimbabwe:** Agriculture, Automotive, Electrics, Light/Heavy Industry, Mining, Construction, Energy; Health-related exhibits, SMEs, Zimbabwe Government; Home improvements, Furniture, Interior Décor.
- **HALL 3: International and Zimbabwe: A'SAMBENI** (Business Tourism), **SCHOLASTICA** (Education, Training, Consultancy)
- **HALL 4: International and Zimbabwe: PAKPRINT** (packaging and printing), Plastics, Stationery, Business Services, Consumer Goods, Clothing/Textiles, Leather ware/Footwear, Cosmetics/Toiletries, Non-Manufacturing, IT/Hi-tech, Electronics; Insurance, Medical Aid, Pharmaceuticals, Chemicals; Zimbabwe Government
- **HALL 5:** Zimbabwe (SMEs)
- **EXTERNAL SITES: International and Zimbabwe:** Agriculture, Automotive, Light/Heavy Industry, Leisure, Mining, Energy.



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The sectors that dominated the exhibition were business services, education and Government. The manufacturing sector made up 19% of total direct exhibitors up from 18.4% in the previous year.

3.2 Foreign Exhibitors

16 nations participated in ZITF 2016. National stands were mounted by representatives from Botswana, Ethiopia, Indonesia, Japan, Kenya, Malawi, Mozambique, Namibia, Russia, South Africa and Zambia. In addition, individual companies from The People's Republic of China, Cyprus, Germany, Tanzania, and USA. Notably, Russia returned after a long absence.

The largest foreign exhibitors were from South Africa. The Department of Trade & Industry as well as other individual companies from South Africa occupied a total area of 471 square metres.

The direct foreign exhibitors were as follows:

Table 3.1 Foreign Direct Exhibitors

Exhibitor	Country represented	Based in
Air Namibia	Namibia	Namibia
Beijing Santai-Tongdi Exploration Technology Co. (China)	China	China
Botswana Investment and Trade Centre	Botswana	Botswana
CFM-Mozambique Ports & Railways	Mozambique	Mozambique
Department of Trade and Industry (South Africa)	South Africa	South Africa
Embassy of Ethiopia	Ethiopia	Zimbabwe
Embassy of Indonesia	Indonesia	Zimbabwe
Embassy of Japan	Japan	Zimbabwe
Embassy of Kenya	Kenya	Zimbabwe
Embassy of the Republic of Namibia	Namibia	Zimbabwe
Embassy of Zambia	Zambia	Zimbabwe
Fairpros (Germany)	Germany	Germany



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Fujifilm South Africa	Japan	South Africa
German Kitchen Studio (Namibia)	Namibia	Namibia

Table 3.1 Foreign Direct Exhibitors continued.

Exhibitor	Country represented	Based in
Giants Canning (South Africa)	South Africa	South Africa
Japan International Cooperation Agency (JICA)	Japan	Zimbabwe
Malawi Investment and Trade Centre	Malawi	Zimbabwe
Mount Kenya Virtual Varsity	Kenya	Kenya
Namibia Ministry of Industrialisation, Trade and SME Development	Namibia	Namibia
Namibian Ports Authority	Namibia	Namibia
Racus - Russian Universities	Russia	Russia
Tatarstan Export Corporation	Russia	Russia
The Tanzania Trade Development Authority (TANTRADE)	Tanzania	Tanzania
Tianjin Yihong (China)	China	China
Tianjin Yixuan (China)	China	China
Tianjin Yudong Import & Export Trading Company, Ltd. (China)	China	China
University of Nicosia (Cyprus)	Cyprus	Cyprus
Z Tours (USA)	USA	USA
Zambia Development Agency	Zambia	Zambia



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3.3 Product Mix

The product mix was diverse, including organisations representing the ICT sector, careers and training, manufacturing, agricultural equipment, engineering sectors as well as the services industry.

3.4 Visitors profile

Over 5,300 business visitors were admitted on the first three days coming from the following countries; Botswana, British Indian Ocean Territory, The People's Republic of China, Ethiopia, Finland, France, India, Israel, Kenya, Mozambique, Nigeria, Portugal, South Africa, Uganda, United States, US Virgin Islands, Zambia, Zanzibar and Zimbabwe. 23% were at Director level while 26% were in Middle – Senior Management roles.



On the 2 public days, just under 38,000 people came through the gates.

4. Concurrent Exhibitions

Scholastica, the education, careers and training exhibition was held in Hall 3 with workshops and presentations held on the Hall 2.

As part of the activities, a **Climate Change Debate** for High School students was introduced in order to:

- To raise awareness about climate change, taking into consideration adaptation and mitigation measures students can employ to protect the planet
- To raise awareness on how to reduce the risks we face from climate change
- To advocate for a skills-based curriculum in schools as this will empower children to respond appropriately to the threats posed by climate change.

school districts to come up with 10 schools that took part in the final competition. The top two schools from each district qualified for the finals. These were:

- **Imbizo District** : St Patricks' Christian Brothers College (CBC) and Nketa High School
- **Bulawayo Central** : Milton High School and Founders High School
- **Khami District** : Pumula High School and Inyanda High School
- **Mzilikazi District** : Sizane High School and Msiteli High School
- **Reigate District** : Cowdray Park Secondary School and Mzilikazi High School

The competition began in March where District competitions were held in 5 different



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Christian Brothers College won the first prize while runners up were Sizane High School (1st) and Inyanda High School (2nd).



UNICEF was the major sponsor of the debate. Product support was received from Kingstons Holdings, Sanctuary Insurance, Lobels Biscuits and Sweets as well as Econet.

The careers workshops and seminars were well-received with over 700 students

registering to attend. The workshops attracted 14 presenters who included the Deputy Minister of Higher and Tertiary Education, Dr. Godfrey Gandawa, who unpacked the Science, Technology, Engineering and Mathematics (STEM) Initiative for the students focusing mainly on jobs of the future that they can explore.

A STEM Day was introduced, the Minister of Higher and Tertiary Education, Prof Jonathan Moyo, visited the workshops area and toured exhibition stands.

Ultim8 Home, the home improvement expo, was accommodated in Hall 1, while A'sambeni Africa Tourism and Travel Expo and PakPrint were in Halls 3 and 4 respectively.

5. Concurrent Activities

The ZITF International Business Conference attracted over 430 delegates and ran under the theme of the exhibition. The conference, organised in conjunction with the NECF, was officially opened by the Honourable Vice President of the Republic of Zimbabwe, Hon. E. D. Mnangagwa. Speakers came from Zimbabwe and Japan.





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The inaugural Manufacturing Breakfast Meeting was held on 28 April 2016 in collaboration with the Confederation of Zimbabwe Industries (CZI) and Alpha Media Holdings (AMH) to provide relevant content for local participants that deals directly with the challenges in industry that they face.

The meeting, running under the theme "Mechanisation for Industrialisation", attracted over 60 delegates and highlighted practical ways for industry to re-tool as well as to finance the re-engineering of industrial processes.



99 golfers participated in the ZITF 2016 Charity Golf Challenge played at the Bulawayo Golf Club. Players included senior executives and representatives from the banking, manufacturing, engineering, transport and logistics, education, security and insurance sectors as well as representatives from government and the diplomatic corps.

The beneficiary of the event was the Bulawayo Island Hospice, a non-governmental, non-profit making, welfare institution providing professional palliative and end-of-life care to the terminally ill in Bulawayo.

The ZITF 2016 Official Opening Ceremony was held on Friday 29 April with the Guest of Honour His Excellency the President of the Republic of Togo, Faure Essozimna Ngassibe officiating.

Exciting entertainment was provided during the public days (29-30 April) including; the Coca-Cola Drum Majorettes competitions, Zimbabwe Defence Forces Displays, Zimbabwe Prisons Display as well as the Ingwebu Tug of War Championships.

6. Logistical Issues

Expo Guys, South Africa were appointed the ZITF 2016 Infrastructure Providers for designer stands.

Accommodation, a perennial challenge, was once again co-ordinated by strategic partner Eco Logical Safaris.

Air Zimbabwe, the ZITF 2016 Official Carrier, had daily flights, twice a day, on the Harare-Bulawayo route during ZITF.

The ZITF Service Providers Association (ZSPA) had 79 members. Exhibitors were advised to use approved service providers only.

ZOL Zimbabwe were appointed the official Wi-Fi service provider to ensure connectivity throughout the exhibition centre.

7. Bulawayo Agricultural Show



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The Bulawayo Agricultural Show is a concurrent event organised separately by the Bulawayo Agricultural Society and had its own distinct character and content.

Since the March 2015 outbreak of Foot and Mouth disease, the Bulawayo Agricultural Society (BAS) fat stock pens have been closed, despite numerous attempts to have them re-opened. This had a serious financial effect on the Society which had little to no income. Despite these difficulties, the BAS committed itself to holding the best Show that it possibly could, under the circumstances.

In the cattle section, only fat stock was represented and a yarding of 67 head was competently judged by Zeph Dhlamini. The Champion Steer was shown by Marcedale Farm and was sold for \$1,600 at the Show Auction.



Despite the severe drought, a good crop exhibition was shown in the Produce Hall. A total of 1,145 individual and 5 group exhibits were entered. The individual entries consisted mainly of the small grains, while the maize numbers were down. Due to these reduced numbers, the main prize of the Small Scale Farmer could not be awarded as the criteria could not be met. The Guest of Honour at the main prize giving was Mr. Patrick Mutandwa, the Deputy CEO of Prime Seed Co.

There was no display of sheep and goats due to the Foot and Mouth disease.

The only section with a much-improved entry was the Poultry section. A total of 230 birds were on display, represented by both commercial and communal farmers. A large variety of birds were shown, including: peacocks, geese, turkeys, quails, fancy layers, guinea fowl and indigenous chickens. The Champion Cock was an Isikhova/Amatendele shown by M. Nyathi and the Champion Hen was a Light Sussex shown by P. Tabengwa.

700 entries were on display in the Home Industries section, a drop of 22% on the previous Show. Housewife of the Year was won, once again, by Miss S. Harvey.

A 3-day show was put on for the public with pedigree horses, show jumping and dressage being the events. However, this was a smaller show than in previous years, due to the lack of sponsorship.

On the plus side, there was more interest from potential sponsors, who were show cased in the BAS main arena. Their display of farming implements, tractors, vehicles, seed and veterinary products helped to boost the Cattle and Produce sections with prizes and assisted in the BAS looking colourful and interesting!

8. Sponsors and partners



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The ZITF Company Board and Management would like to thank the following sponsors and partners for their part in ensuring the success of ZITF 2016:



The following organisations and corporates contributed in cash or kind to make ZITF 2016 a success. ABC Firetech, Air Zimbabwe, Bakers Inn, Boom City Advertising, Cairns, Choppies Zimbabwe, CIMAS, Deloitte, Delta Beverages, Eversharp, Fawcetts, Fire Prevention Zimbabwe, First Mutual Life, Ingwebu Breweries, Irvines, CAAZ (JMNN Airport), Kingstons Holdings, Lobels Biscuits & Sweets, Lobels Bread, Moonlight, National Economic Consultative Forum, Nestle, Net*One, Nicoz Diamond, Old Mutual, PPC, Premier Service Medical Aid Society, Sanctuary Insurance, Standards Association of Zimbabwe, Star FM, STOP to START International, Tanganda Tea Company, The Events Company, UNICEF, Zimbabwe Manpower Development Fund, ZOL Zimbabwe

9. Conclusion

The 58th edition takes place from 25 – 29 April 2017. Bookings are now open for interested exhibitors to take part.

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