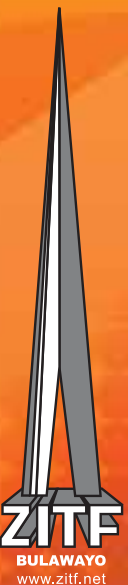


ZIMBABWE INTERNATIONAL TRADE FAIR

Harnessing Linkages for INDUSTRIAL DEVELOPMENT



ZIT  **APRIL 25-29**
2017
Business days April 25-27



ONE SHOW, MULTIPLE SECTORS

The Zimbabwe International Trade Fair (ZITF) is Zimbabwe's premier multi-sectoral trade exhibition. It provides participants with:

- » un-paralleled access to markets,
- » abundant opportunities to make direct contact with a targeted audience and
- » access to policy makers and decision makers regarding investment and trade facilitation.

Running alongside ZITF 2017 are sector-specific exhibitions:



A'sambeni provides a platform for exhibitors, buyers, decision makers, investors and other stakeholders in the Meetings, Incentives, Conferences and Exhibitions (MICE) tourism sector to network and share ideas.



PakPrint turns 20 this year. It is the premier printing and packaging expo, and brings together industry professionals to showcase and share ideas on the latest technologies that promote efficiency, waste reduction, recycling and eco-friendly production.



Scholastica is Zimbabwe's leading expo for education, careers and training. It brings together institutions, career consultants, industry experts, continuous development professionals and students to harness personal and career development prospects. There will also be seminars and presentations.



Ultim8 Home provides inspiration to everyone embarking on interior design, renovation or construction projects.

B.A.S

The Bulawayo Agricultural Show takes place annually concurrent to ZITF. It provides a platform for commercial and non-commercial farmers to showcase all forms of livestock (cattle, sheep, goats, pigs, poultry and horses), crop produce (inclusive of maize, small grains and cereals) as well as fruit and vegetables. Home industries (incorporating needlework, knitting, crochet, cookery, icing, brewing, home-craft and artwork) and school projects (cookery, needlework, home craft) for juniors are also afforded the opportunity to participate.



ZITF APRIL 25-29
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expo diary

- » 25-27 April
- » 26 April
- » 27 April
- » 27 April
- » 28 April
- » 28-29 April

Exclusive Business Days
ZITF International Business Conference
Original Equipment Manufacturers' Forum
ZITF Charity Golf Challenge
Official Opening Ceremony
Public Days

HARNESSING LINKAGES FOR INDUSTRIAL DEVELOPMENT

The theme, "Harnessing Linkages for Industrial Development," is a rallying call to participants to be mindful of creating partnerships and linkages as they interact during ZITF 2017 and beyond. The exhibition will provide a conducive platform for harnessing business and investment linkages, locally and internationally, to produce mutually-beneficial working relationships.

The theme is pertinent as it comes at a time when the revival of industry is at the top of the economic development agenda for SADC and the African Union. Considerable effort has been made by the Zimbabwean government and the business community to build and support these partnerships and linkages.

ZITF 2017 Focus Areas

ZITF will focus on areas in the economy which will drive industrial development including:

- » Agriculture
- » Construction
- » Infrastructure development
- » Education
- » Professional and entrepreneurial development
- » ICT development
- » Manufacturing
- » Mining
- » Tourism
- » Services

Why Trade With Zimbabwe?

Zimbabwe has:

- » Highly skilled, hardworking and literate labour force
- » Abundant natural and mineral resources
- » Exceptionally diversified economy
- » Multiple currency system that minimises exchange risks
- » Access to global markets (SADC, COMESA, ACP EU/Convention, WTO)

Investment Sectors

There are numerous opportunities available in infrastructure development, value-addition and beneficiation among others in the following sectors:

- » Agriculture
- » Real Estate
- » Energy
- » Services
- » Health Care
- » Transport
- » ICT
- » Tourism
- » Manufacturing
- » Water & Sanitation



ZITF APRIL 25-29
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Available on:



Engage *with* Us

Download the ZITF 2017 Mobile App for free today

HIGH PROFILE INTERNATIONAL AND LOCAL PARTICIPATION

Exhibitor Profile

- » Agriculture - Agribusiness, value-addition products and services
- » Construction and infrastructure development
- » Education, professional and entrepreneurial development
- » ICT development
- » Manufacturing - Fast Moving Consumer Goods (FMCGs), clothing, leather and textiles, chemicals and pharmaceuticals
- » Printing and packaging
- » Mining - Machinery, expertise for beneficiation
- » Tourism - Products and services for promotion of Meetings, Incentives, Conferences and Events (M.I.C.E)
- » Services - Government ministries, local authorities, governing bodies, trade associations, lobbying and advocacy
- » Renovation specialists and suppliers
- » Publishers - Print and digital



Visitor Profile

- » Executive Management
- » Manufacturing and Production
- » Sales and Marketing
- » Buyers
- » Finance
- » Logistics and Transport
- » Research and Development
- » Human Resources
- » ICT
- » Training
- » Property Developers and Home decor

To visit ZITF 2017 register on our website www.zitf.net

Value-adding Services for Exhibitors

- » Access to exclusive exhibitors lounges
- » Business invitation tickets to give to guests
- » Entry in the Official Exhibition Catalogue
- » Tickets to the Official Opening Ceremony
- » Entry into exhibitor competitions
- » Access to exhibitor training seminars

Reasons to Participate

- » Explore new markets
- » Establish contacts and explore potential strategic partnerships
- » Explore business opportunities in Zimbabwe
- » Learn rules and regulations of doing business in Zimbabwe
- » Promote your company image and brand awareness
- » Connect with local and international buyers and suppliers
- » Introduce new innovations and products
- » Discover new trends and developments
- » Access all sectors of the economy in one place



Sponsorship Opportunities

- » Lanyards
- » Tickets and badges
- » Delegate bags and goodies
- » Marketing and PR functions (conferences and golf)
- » Corporate wear



ZITF 2017
APRIL 25-29
Business days April 25-27

For more information or to
book contact marketing
department **today!**
zitfmarketing@zitf.co.zw

- » Website and social media
- » Marketing and PR functions (conferences and golf)
- » Publications (catalogue and daily bulletin)
- » Outdoor
- » Exhibition halls



Advertising Opportunities

CONCURRENT CONFERENCES AND EVENTS

The ZITF experience is enriched by a variety of activities which occur along side the main expo, offering more networking platforms to participants.

» ZITF International Business Conference (IBC) 26 April 2017

Organised in conjunction with the National Economic Consultative Forum, the conference will set the tone on how to leverage global linkages and partnerships. The IBC attracts over 400 delegates annually with various senior government ministers, foreign-embassy representatives and captains of industry in attendance as either panellists or delegates. As such, the discussions are enriched as they provide a platform for policy change, knowledge exchange and dialogue between the government and relevant stakeholders.

To participate, contact ibc@zitf.co.zw or jane@necf.org.zw



» Original Equipment Manufacturers Forum 27 April 2017

The Original Equipment Manufacturers Forum (OEM), now in its second year running seeks to address Zimbabwe's industry challenges of declining capacity utilisation, antiquated machinery, lack of competitiveness in regional markets as well as capital constraints. The platform's objective is to provide practical ideas on re-tooling and re-engineering industrial processes as well as access to affordable finance. The event is organised in collaboration with the Confederation of Zimbabwe Industries (CZI) and brings together all the players that are necessary to make re-industrialisation a reality. These include the original equipment manufacturers, financiers and the industry players.

For further information on how to participate contact: kmatare@czi.co.zw, or zitfmktg@zitf.co.zw

In keeping with the ZITF 2017 theme of “**Harnessing Linkages for Industrial Development;**” we are calling for papers on the following issues among others;

1. Case studies of how linkages and partnerships have worked or how they can work for the betterment of Zimbabwe
2. Effective business models in this global economy
3. How the Zimbabwean manufacturing sector can work together to create economies of scale, competitive products and explore international markets
4. How to engage Zimbabweans in the diaspora and encourage them to invest in the country

Dates for Paper Submissions

Abstract submissions	31 January 2017
Notification of acceptance	15 February 2017
Full paper submission	28 February 2017

Contact: marketing@zitf.co.zw

ZIMBABWE INTERNATIONAL EXHIBITION CENTRE



Need a venue? **Think ZIEC**

5 reasons why ZIEC makes the perfect venue

1. Business: ideal for conferences, seminars, workshops, meetings, exhibitions
2. Education: ideal as an examination centre for universities, colleges and other educational institutions
3. Special occasions: suitable for weddings, private functions, church crusades/conferences, sporting events
4. Livestock: arena and grounds suitable for livestock auctions and equestrian events
5. Catering: 4 halls equipped with catering facilities

Contact: logadmin@zitf.co.zw

» ZITF Charity Golf Challenge 27 April

The ZITF Charity Golf Challenge takes place on the last business day of the exhibition. It is open to exhibitors and business visitors alike and provides delegates with an additional opportunity to network and conduct business while supporting a worthy cause.

In 2016, the Charity Golf Challenge supported the Bulawayo Island Hospice, a welfare institution offering professional palliative and end-of-life care to the terminally ill in Bulawayo.

For more information or to participate, email pr@zitf.co.zw



Under the initiative, pre-selected industry buyers attend pre-scheduled meetings with exhibitors in exchange for having their attendance costs sponsored by the exhibition organiser.

For more information about the programme and registration details email pr@zitf.co.zw

Deadline for registering interest to participate is Friday 03 March 2017.

Facts & Figures from ZITF 2016

27 Countries

140 Foreign Exhibitors

651 Local Companies

3,500 Business Visitors

89% Decision Makers

45,000 Public Visitors



» ZITF Hosted Buyer Programme

The ZITF Hosted Buyer programme is organised by the ZITF Company in partnership with various industry associations and corporates. It seeks to provide qualified high-level industry buyers with the opportunity to do business with Zimbabwean suppliers in an organised and efficient environment.



- o Professional stand-building services
- o Modular stands and Walk-On-Packages complete with carpet tiles, spotlights, power sockets and exhibition furniture
- o Designer stands in conjunction with a strategic partner



HOW CAN WE BE OF SERVICE?

The ZITF Company provides services to help enhance your exhibition experience before and during the exhibition. These include;

Stand Building

The ZITF Company offers professional stand-building services, through our subsidiary division Expodesigns. We have 3 types of stand options on offer:

- » Basic shell scheme stands/modular package
- » Walk on Packages (WOPs)
- » Designer and custom built stands

The modular package consists of:

- » Stands constructed of white panels of 2.5m high
- » Carpet tiles
- » 1 x 15 amp. power socket
- » 1 x blue fascia with name and stand number in white vinyl per stand
- » The number of spotlights/sockets increases with the size of the stand (150w spotlights, minimum 2)
- » Extras (e.g. logo's, furniture, plants) are optional and at the exhibitors' expense

We also provide furniture to suit your requirements:

- » Chairs, counters, tables, cupboards, showcases, brochure holders and lockable store rooms

Contact us to find out more about our service on zitf@zitf.co.zw

Exhibitor Training

The ZITF Company runs exhibitor training courses twice a year in February and June. These are designed to help exhibitors make the most of any exhibition, by offering practical tips for easy implementation before, during and after the exhibition.

To book your place, contact the Marketing department on zitfmktg@zitf.co.zw

Exhibitor Lounges

5 out of the 6 halls have exhibitor lounges which provide a quiet area to get away from the hustle and bustle of the expo. Teas and coffees are provided in a clean and comfortable environment. Sponsorship opportunities are available; you can sponsor refreshments, Wifi and have your branding everywhere in the room.

Networking Zones

These are dotted around the exhibition halls, providing the perfect place for your rest between stand visits as well as providing a place for you to engage in meaningful business exchange.

Venue Hire

If you would like to host a cocktail, conference, product launch, workshop or any other corporate entertainment on the side lines of ZITF 2017, please do not hesitate to contact us.

Contact logadmin@zitf.co.zw for more information.

About the ZITF 2017 Venue: Zimbabwe International Exhibition Centre

The Zimbabwe International Exhibition Centre (ZIEC) is ideally located, situated just 1km from the CBD of the City of Bulawayo. It offers an unforgettable experience. The exhibition centre is a suitable venue for a variety of uses regardless of size or purpose of event.

- » Exhibition area - 55,952sqm
- » 6 Exhibition halls (1,200-5,600sqm)
- » Crowd capacity - 45,000 people per day
- » Parking space capacity - 6,500 vehicles
- » Public transport - 2 taxi bays and bus parking bays
- » Hospitality - 4 restaurants
- » Conference venue hire



WHAT ARE YOU WAITING FOR?

Early Bird Discount

Take advantage of our early bird booking discounts. Please mention promocode when making your booking. Discount is offered on full payment of the stand.

Terms and conditions apply.

- » 15% early bird discount if you book and pay by 31 December 2016 {promocode early15}
- » 10% early bird discount if you book and pay between 1 January 2017 and 31 March 2017 {promocode early10}

How to Visit ZITF 2017

Entry is free for business visitors during business days when you register online at www.zitf.net

Entry is \$20 at the gate during business days and \$5 during public day.

Opening times: 9am – 5pm



Follow us on:

Join the Conversations

ZITF 2017 - #ZITF2017

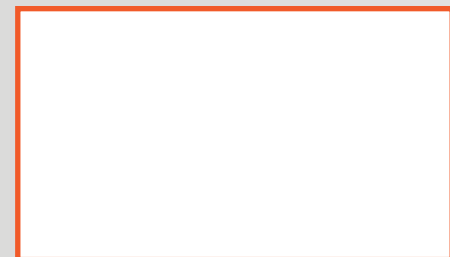
ZITFIBC- #ZITFIBC2017

OEM Forum- #ZITFOEMF2017

Golf Challenge -#ZITFGolf2017

OFFICIAL ZITF AGENT

Place stamp here



2017 Exhibition Calendar



ZIMBABWE INTERNATIONAL TRADE FAIR
Multi-sectoral International Exhibition
25-29 April 2017

A'SAMBENI

Africa Business Tourism Expo
25-29 April 2017



PAKPRINT

Packaging & Printing Industry Expo
25-29 April 2017

SCHOLASTICA

Education, Careers & Training Exhibition
25-29 April 2017



ULTIM8 HOME

Home Improvement Expo
25-29 April 2017

MINE ENTRA

Mining, Engineering & Transport Exhibition
19-21 July 2017



WASHEN

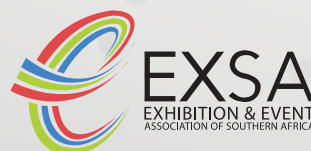
Water, Sanitation, Hygiene & Energy Confex
21-22 September 2017

The Zimbabwe International Trade Fair (ZITF) is recognised by the following bodies and organisations:

Ministry of Industry and Commerce, Zimbabwe National Chamber of Commerce, Zimtrade, Confederation of Zimbabwe Industries, City of Bulawayo, Zimbabwe Investment Authority, Bulawayo Agricultural Society, Zimbabwe Tourism Authority and the Zimbabwe Council for Tourism

ZITF 2017 is organised and hosted by the Zimbabwe International Trade Fair Company

Affiliations



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Email: zitfmktg@zitf.co.zw, Web: www.zitf.net

charisma

