

# Grow your circle. Grow your business.

Through its specially-curated events and activities happening alongside the exhibition, ZITF 2023 will provide attendees with access to quality contacts, content and communities.



## ZITF International Business Conference – 26 April 2023

Typically attracting around 1000 delegates, the IBC is Zimbabwe's biggest commercial assembly. Its main purpose is to set the tone on how to leverage opportunities to stimulate economic growth and infrastructural development by facilitating a discourse between government, business leaders and other key economic stakeholders. Participants include the country's President, senior government officials, foreign-embassy representatives and captains of industry. To register for participation, email us on [ibc@zitf.co.zw](mailto:ibc@zitf.co.zw)



## ZITF Charity Golf Challenge – 27 April 2023

The golf tournament merges business and leisure exchanges away from the hive of activity in the exhibition halls. Players are able to make meaningful and lasting connections whilst refreshing and supporting a charitable cause. Some of the causes that have been supported by the ZITF Charity Golf Challenge include:

- Khayelihle Children's Home
- Tshoatsho Flood Victims
- Ingutsheni Central Hospital
- Ekuphumleni Geriatrics Home
- Esandleni Sothando
- Cyclone Idai Victims

For more information on how to participate, contact us on [golf@zitf.co.zw](mailto:golf@zitf.co.zw)



## ZITF Diplomats Forum – 27 April 2023

Hosted in partnership with the Ministry of Foreign Affairs & International Trade, the ZITF Diplomats Forum brings together high-level delegates to discuss trade and investment opportunities in Zimbabwe. It also provides participating diplomats the opportunity to strengthen existing relations between Zimbabwe and its international allies. The forum takes the form of a multi-stakeholder dialogue facilitating economic and commercial exchanges between Zimbabwe and its strategic partners. For more information on how to participate, contact [market@zitf.co.zw](mailto:market@zitf.co.zw)



## Connect Africa Symposium – 27 April 2023

The Symposium is dedicated to bringing African political leaders, key economic players and investors together in discussing and sharing solutions to the socio-economic challenges across the African continent. It is a platform for various stakeholders to present their experiences, research and possible solutions to challenges in areas such as investment, education, governance and security which consequently feed into overall economic development. The ultimate goal of the event is to drive conversations around how to create a prosperous African continent. To participate, contact [zitfmktg@zitf.co.zw](mailto:zitfmktg@zitf.co.zw)



## Official Opening Ceremony – 28 April 2023

This is the main highlight of the show during which winners of the exhibition competition are announced and awarded prizes for their impressive exhibits in different categories of the week-long exhibition show. The ceremony is officiated by a high-profile guest, usually Zimbabwe's Head of State accompanied by the Head of State of a visiting country. Ultimately, the official opening ceremony spotlights the ZITF show as an essential event contributing positively towards trade, investment and tourism activity. For your invitation contact us on: [gmsecretary@zitf.co.zw](mailto:gmsecretary@zitf.co.zw)





**expodesigns**  
BY THE ZITF COMPANY

Expodesigns has the knowledge, experience and drive to ensure that your brand stands out and your exhibition stand delivers the results you envisage.



#### True to our promise

Our team will deliver on time, to spec, every time, all the time.



#### Full service

We offer a complete range of affordable options from shell scheme to designer and custom-built stands of all sizes, as well as an extensive range of exhibition furniture and infrastructure for transformation of large venues into more user-friendly spaces.



#### From conception to execution

By listening & understanding your objectives, we will gladly conceptualise a customised solution. As your single point of contact, Expodesigns covers the entire supply chain - from receipt of your requirements right up to the delivery of your exhibition stand.



#### We go above and beyond

The Expodesigns team will travel to any city in the country and beyond Zimbabwe's borders to provide our exhibition infrastructure services where they are needed.



#### A flexible approach

Clients profit from our versatile project management and the digitally organised administration process, ensuring that you receive the flexibility you need in response to your exhibition presentation needs. Expodesigns is your trusted partner for exhibitions, trade show concepts, stand-building and events infrastructure.



#### We furnish your needs

Through Expodesigns, we can also provide you with furniture, including: chairs, counters, tables, cupboards, showcases, brochure holders and lockable storerooms.



Let Us Help You  
**Put On  
a Show**



Contact us for more information on [designs@zitf.co.zw](mailto:designs@zitf.co.zw)

# Adopt Game-changing brand-profiling strategies

We offer a wide range of advertising and promotional opportunities across our numerous customer touch-points which will not only complement your marketing campaigns; but breakthrough the clutter. If you want to position your brand for guaranteed success, partner with us TODAY!



## Advertising your products & services through our:

- Website and social media pages
- Exhibition hall signage
- Conference and Golf Tournament functions
- Outdoor media
- Catalogue & Bulletin Publications

Contact [marketing@ziff.co.zw](mailto:marketing@ziff.co.zw) to book your advertising space.



## Sponsor the following during concurrent events to enjoy brand visibility benefits:

- Corporate wear
- Delegate bags and goodies
- Lanyards
- Tickets & Badges
- Wi-Fi and Connectivity
- Refreshments for exhibitor lounges

Contact [ziffmktg@ziff.co.zw](mailto:ziffmktg@ziff.co.zw) for more information.



## Partner with us by providing:

- Print, electronic & online media
- Excursions & city tours
- Entertainment
- Shuttle & Transport Services
- Accommodation

Contact [marketing@ziff.co.zw](mailto:marketing@ziff.co.zw) for more information

## Other Services

### 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, Wi-Fi and have your branding displayed in strategic positions in the room.

For more information contact us on: [marketing@ziff.co.zw](mailto:marketing@ziff.co.zw)

### Networking Zones

These are dotted around the exhibition halls, providing the perfect place for you to 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 function on the sidelines of ZITF 2023, please do not hesitate to contact us on: [logadmin@ziff.co.zw](mailto:logadmin@ziff.co.zw)

## Gain Brand Recognition

## Some Interesting Facts About The Host City Did You Know?

- Affectionately referred to as the City of Kings and Queens, Bulawayo is at the geographical centre and economic hub of three provinces: Matebeleland North, Matebeleland South and the Bulawayo Metropolitan Province. It is also Zimbabwe's principal industrial hub.
- Strategically located at the centre of the SADC region, the city houses one of the region's biggest railway companies (NRZ), which oversees an extensive rail network connecting Botswana, South Africa and Zambia.
- Bulawayo is surrounded by mining activities of numerous minerals significant of which is gold, offering investors mineral beneficiation opportunities.
- Bulawayo is also known for its lovely architecture, rich heritage and cultural diversity. The city offers numerous tourist attractions and things to do after a full day at the exhibition.





# ZITF 2023 EXPODIARY

<b>TUE - THU 25 - 27 APRIL</b>	Exclusive Business Days ZITF Hosted Buyer Programme	Business Days
<b>WED 26 APRIL</b>	ZITF International Business Conference	Business Days
<b>THU 27 APRIL</b>	ZITF Charity Golf Challenge CZI/ZITF Manufacturers Breakfast Meeting Connect Africa Symposium Diplomats Forum	Business Days
<b>FRI 28 APRIL</b>	ZNCC Business Luncheon Official Opening Ceremony	Business Days
<b>FRI - SAT 28 - 29 APRIL</b>	Public Days Public Entertainment Programme	Public Days

**ZITF 2023 is organised and hosted by:**

**The Zimbabwe International Trade Fair Company**

Zimbabwe International Exhibition Centre

P.O. Fomona, Bulawayo, Zimbabwe

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# 2023 EXHIBITION CALENDAR

## Did you know?

Exhibitions are the only marketing medium that brings qualified buyers and suppliers together for face-to-face interaction.



Zimbabwe International Trade Fair  
Multi-sectoral International Exhibition  
**25 - 29 April 2023**



Mining, Engineering and Transport  
Expo  
**28 - 30 June 2023**



Africa Infrastructure & Built  
Environment Conference & Exhibition  
**6 - 8 September 2023**



Climate Change Conference  
**5 - 6 October 2023**

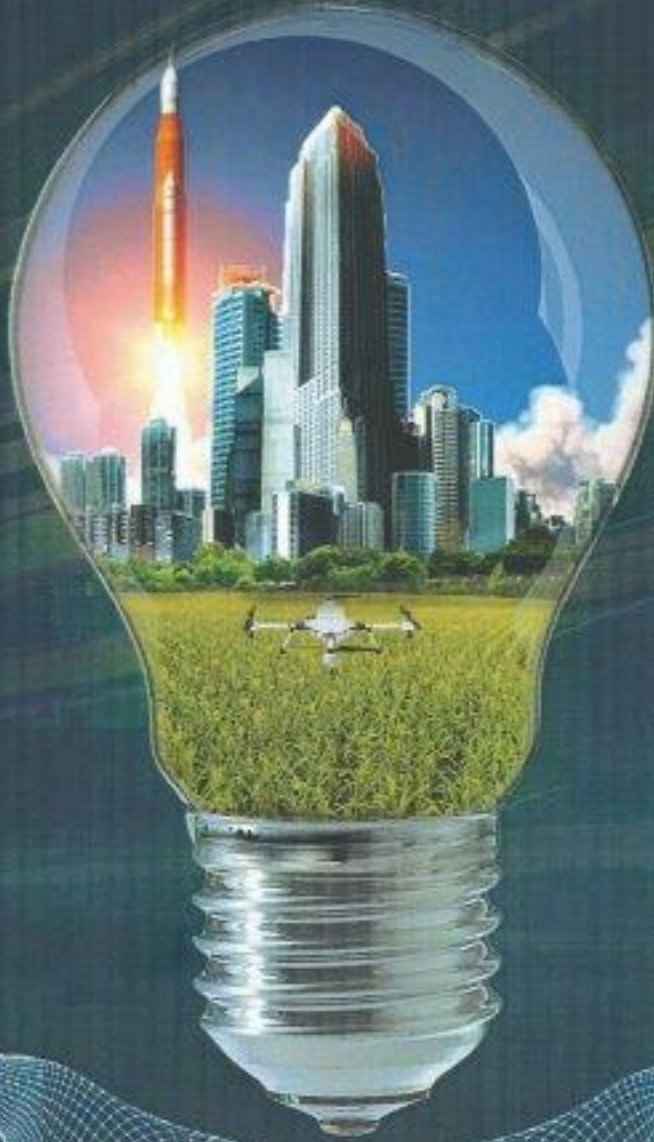
The Zimbabwe International Trade Fair is recognised by the following bodies and organisations

Ministry of Industry & Commerce, Ministry of Foreign Affairs & International Trade, Ministry of Finance & Economic Development, Confederation of Zimbabwe Industries (CZI), Zimtrade, Zimbabwe National Chamber of Commerce (ZNCC), Zimbabwe Investment & Development Agency (ZIDA), Zimbabwe Tourism Authority (ZTA), Zimbabwe Council of Tourism, Bulawayo Agricultural Society, City of Bulawayo



**ZITF** APRIL 25-29  
**2023**  
Business days April 25-27

**CONTINUOUS INNOVATION,  
GLOBAL COMPETITIVENESS**



**ZIMBABWE INTERNATIONAL EXHIBITION CENTRE**

**ZITF**  
ZIMBABWE  
INTERNATIONAL  
EXHIBITION CENTRE

# THE FUTURE ILLUMINATED

ZITF 2022 was premised on laying the foundation for the process of rebuilding and recalibrating the future of business and reinventing processes in a post-disrupted world. As we look forward, the hyper-connected world brings with it a new era of opportunities for industrial and economic growth. Economic players worldwide must therefore heed the call to invest in the innovation economy as a conduit to unlocking sustainable value from the global economy.

## ZITF 2023: Spotighting Innovative Ideas

**"Continuous Innovation, Global Competitiveness."** The theme is apt as it posits innovation as the driving force, which will push our society into the future where new ideas are increasingly becoming the currency of achieving success. ZITF 2023 is taking place in the epoch of the Fourth Industrial Revolution (4IR) which represents changes in work, everyday life and relationships with innovation and technological advancements at the heart of it all. Consequently, economic mobility and impactful entrepreneurship will be key indicators of a positive trajectory in this revolution while sustainable economic confidence and global competitiveness are the ultimate end goals.

ZITF 2023 is undoubtedly the ideal platform to position for global competitive through innovation exploration and information interchange for economic visionaries determined to make a difference through entrepreneurship, intrapreneurship and positively disruptive economic development contributions in their various fields.

*Ready to make your mark? Take part in this multi-dimensional show to find out how you can leverage opportunities to regain your business confidence and give your organisation a competitive edge!*

Tap into the Innovation economy and broaden your global reach



## Exhibitor Stats



### Top Reasons for Participation

- 84% exhibited to promote their brands
- 75% participated to develop new markets
- 67% exhibited to establish new contracts
- 62% exhibited to introduce a new product/service

Countries that participated at ZITF 2022

Angola	Japan
Austria	Kenya
Belarus	Luxembourg
Belgium	Nigeria
Bosnia and Herzegovina	South Africa
Ethiopia	Tanzania
Indonesia	United Kingdom
Iran	United States of America
Italy	Zambia

## Visitor Stats



### 2022 Top Reasons for Visiting

- 74% attended to look for new ideas and business opportunities
- 73% attended to network with industry peers and make new contacts
- 68% attended as part of their vendor/supplier management strategy
- 62% attended to identify new products

# TAKE A STAND FOR YOUR BUSINESS

## WHY TAKE PART?

Ready to gain global confidence and out-compete your peers on the global arena? Then take part in ZITF 2023 to access the following:

**G**et a bird's eye view of the local and international competition in order to pivot according to emerging global market trends.

**L**earn more about mitigating supply chain and market risks for new products and services.

**O**rganise strategic meetings with potential partners and clients outside the boardroom.

**B**uild business connections through knowledge-sharing activities to understand the innovations and technological advancements needed to penetrate the global market.

**A**ccess a diverse range of platforms for brand visibility and recognition by multi-sectoral exhibitors and business visitors in one location.

**L**everage the networking opportunities to build strategic and sustainable trade, investment and marketing partnerships.

## WHO CAN TAKE PART?

Give your business a competitive edge by taking part in #ZITF2023

The multi-sectoral exhibition targets the following sectors:

- Agriculture: value-addition, products and services
- Construction and infrastructure development
- Education, professional and entrepreneurial development
- Financial services
- Information and Communication Technologies (ICTs)
  - Manufacturing
  - Mining
  - Printing and packaging
  - Publishers: print and digital
  - Renovation specialists and suppliers
  - Tourism: Meetings, Incentives, Conferences, and Events (MICE)

## Get Noticed

Showcase your products/services to a captive audience of over **62 000** buyers, public, and business visitors

## HOW TO VISIT ZITF 2023

To enjoy FREE entry during business days:



Pre-register online via our website [www.zitf.co.zw](http://www.zitf.co.zw)



Produce a completed Business Invitation Ticket which is available from the Marketing and PR Department at the ZITF Offices or from a participating exhibitor.

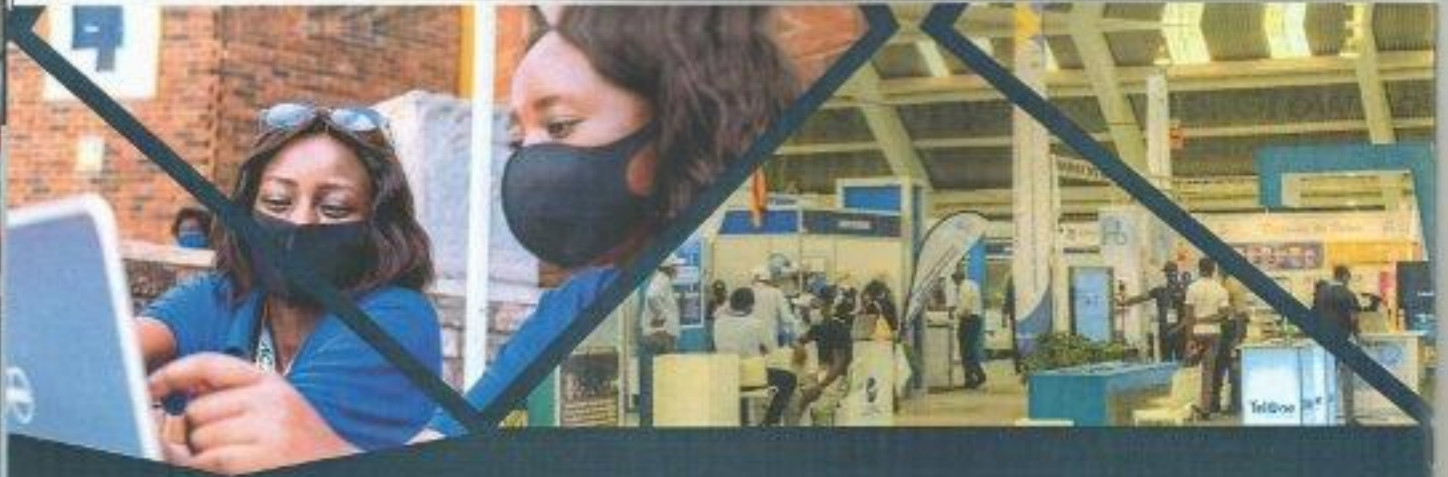
**Opening Times: 9am – 5pm**  
**Contact: [marketing@zitf.co.zw](mailto:marketing@zitf.co.zw)**

## WHY TRADE WITH ZIMBABWE?

Zimbabwe is enriched with:

- A heterogeneous economic system
- A highly skilled and globally competitive labour force
- An abundance of essential natural and mineral resources
- A favourable climate for a diverse range of sustainable enterprises
- Access to global markets (SADC, COMESA, ACP, EU Convention, WTO)





## Bringing a whole new light...across Multiple Trade Sectors

ZITF is the quintessential multi-sector trade-show allowing local and international participants to test, explore and optimise both inbound and outbound trade opportunities across diverse sectors particularly through the following industry-specific exhibitions which are co-located within the ZITF



26 - 29 April 2023

**Scholastica** is Zimbabwe's leading education, careers, and training expo that supports the sector to become an industry solutions-provider. This year's expo brings together institutions, career consultants, industry experts, continuous development professionals and students to adopt innovativeness, critical and creative thinking, and an entrepreneurial mindset.



25 - 29 April 2023

**a'sambeni** provides a focused platform for the display of and sharing ideas on the latest trends, products and solutions for each industry segment, including: destinations, hotels & lodges, travel & mobility, activities & attractions, meeting venues, incentive travel, conference and events consultancy, business travel, and leisure & culture travel.



26 - 29 April 2023

**Ultim8 Home** is the go-to exhibitor for anyone passionate about and/or providing that new look to interior design, renovation or construction projects in a new era. The expo showcases an array of fixtures and finishings for comfortable indoor living as well as modern construction methods and materials.



26 - 29 April 2023

**Pakprint** is the premier printing and packaging expo that connects printing and packaging specifiers and buyers with the suppliers, new materials and formats and the expert knowledge to create the future of their brand's printing and packaging needs. Pakprint 2023 will focus on promoting efficiency, waste reduction, recycling and eco-friendly production.

### Early Bird Special

Take advantage of our early bird booking discounts. Discount is offered on full payment of the stand.

### The Bulawayo Agricultural Show

The Bulawayo Agricultural Show takes place annually concurrent to the ZITF. This year's edition will provide an interactive platform for sharing knowledge and ideas on advancing innovation and agricultural development. The show will feature displays by commercial & non-commercial farmers showcasing livestock, crop produce as well as fruits and vegetables as well as cutting edge innovations products and services such as agri-tech solutions. It also incorporates home industries displays and school projects for juniors.

To participate contact [byoagricsoc@netconnect.co.zw](mailto:byoagricsoc@netconnect.co.zw)