

**ZITE** APRIL 23 - 27  
**2024**  
Business days April 23-25

# ENTREPRENEURSHIP: The Catalyst for Industrialisation & Trade







# ACCELERATING ENTREPRENEURIAL PURSUITS

## ZITF 2024: THE OPPORTUNITIES PLATFORM

*The entrepreneur always searches for change, responds to it and exploits it as an opportunity ~ Peter Drucker*

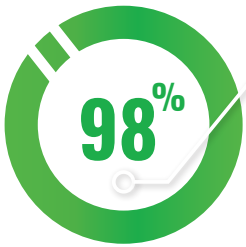
The 64<sup>th</sup> edition of the Zimbabwe International Trade Fair (ZITF) will proffer a kaleidoscope of opportunities for the driving force behind innovation, job creation, and sustainable development – “the entrepreneur”. Rooted in the recognition of the vital role that entrepreneurship plays in driving economic growth, fostering innovation, and propelling industrialisation and trade, ZITF 2024 will run under the theme, “Entrepreneurship: The Catalyst for Industrialisation and Trade.” Whether it is through the creation of new business ventures or the pursuit of corporate entrepreneurship within established organisations, these visionaries who dare to dream big, and act on it, have the power to ignite industrialisation and propel economies forward across all 7 continents.

The premier exhibition will showcase various industries and sectors that exemplify the entrepreneurial spirit. From manufacturing and technology to agriculture and value-added services, ZITF 2024 will provide a platform for local and international delegates and exhibitors to connect, collaborate, and explore new business opportunities.



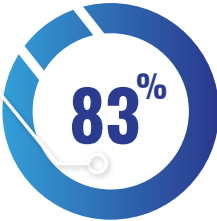
Take the first step towards unleashing your entrepreneurial spirit by participating in ZITF 2024. Register now and secure your place in this extraordinary journey of discovery, collaboration, and success!

### 2023 EXHIBITOR STATS

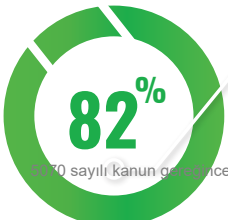


Likely to exhibit during ZITF 2024.

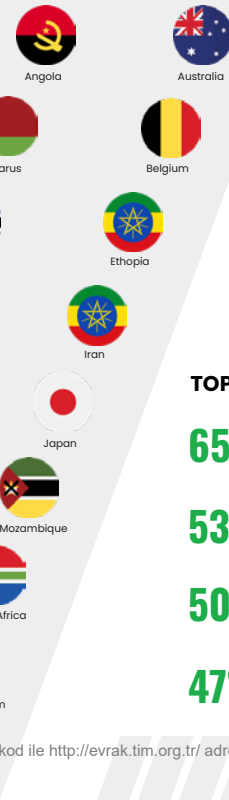
Likely to recommend other companies to exhibit during ZITF 2024



Expressed satisfaction with their participation in 2023



### Countries that participated in ZITF 2023



### 2023 VISITOR STATS



Felt that their fields of interest were well represented at the show.

### TOP REASONS FOR VISITING

- 65% attended to look for new ideas & business opportunities
- 53% attended to network with industry peers & make new contacts
- 50% attended as part of their vendor/supplier management strategy
- 47% attended to identify new products







# GROW YOUR NETWORK, GROW YOUR NETWORTH

Explore the diverse range of concurrent events at ZITF 2024 as you engage with industry experts, gain valuable insights, and unlock the keys to success in the ever-evolving landscape of entrepreneurship.



## ZITF International Business Conference

24 April 2024

Discover the power of entrepreneurship, industrialisation and trade at Zimbabwe's largest commercial assembly, the ZITF International Business Conference, where influential government figures, business leaders, and key stakeholders come together to leverage opportunities and set the tone for economic growth. To register for participation, email: [ibc@zitf.co.zw](mailto:ibc@zitf.co.zw)



## ZITF Innovators Forum

23 - 24 April 2024

Join the ZITF Innovators Forum, a dynamic event that unites young entrepreneurs and innovation enthusiasts to showcase local innovations, foster business networking, and share knowledge, with a focus on revitalizing industries and driving economic transformation. Featuring a Pitch Competition and Hackathon, the event serves as a valuable platform for harnessing entrepreneurial talent. To register for participation, email: [innovatorsforum@zitf.co.zw](mailto:innovatorsforum@zitf.co.zw)



## ZITF Charity Golf Challenge

25 April 2024

Experience the perfect blend of business and leisure at the golf tournament, where networking opportunities abound away from the bustling exhibition halls. Enjoy a refreshing game of golf while forging valuable connections, all while supporting a worthy charitable cause. To register for participation, email: [golf@zitf.co.zw](mailto:golf@zitf.co.zw)



## ZITF Diplomats Forum

25 April 2024

The ZITF Diplomats Forum, in collaboration with the Ministry of Foreign Affairs & International Trade, convenes influential delegates to explore trade and investment prospects in Zimbabwe, fostering stronger relations between the nation and its global allies. Through multi-stakeholder dialogues, this platform facilitates economic and commercial exchanges, nurturing strategic partnerships for mutual growth and success. For more information on how to participate, email: [market@zitf.co.zw](mailto:market@zitf.co.zw)



## Connect Africa Symposium

25 April 2024

Collaborate with African political leaders, economic players, and investors at the Connect Africa Symposium in addressing socio-economic challenges and fostering investment, education, governance, and security, to drive industrialisation, trade, and entrepreneurship for a prosperous African continent. This platform brings together diverse stakeholders to share experiences, research, and solutions, contributing to overall economic development and paving the way for a thriving Africa. To register for participation, email: [connectafrica@zitf.co.zw](mailto:connectafrica@zitf.co.zw)



## Official Opening Ceremony

26 April 2024

Be part of the prestigious official opening ceremony, where winners of the exhibition competitions are honoured and awarded for their outstanding exhibits across various categories throughout the week-long event. This exclusive ceremony, graced by high-profile dignitaries, including Zimbabwe's Head of State and esteemed guests from visiting countries, showcases the ZITF show as a vital platform for fostering trade, investment, and tourism. For an invitation, email: [gmsecretary@zitf.co.zw](mailto:gmsecretary@zitf.co.zw)



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

### Full service

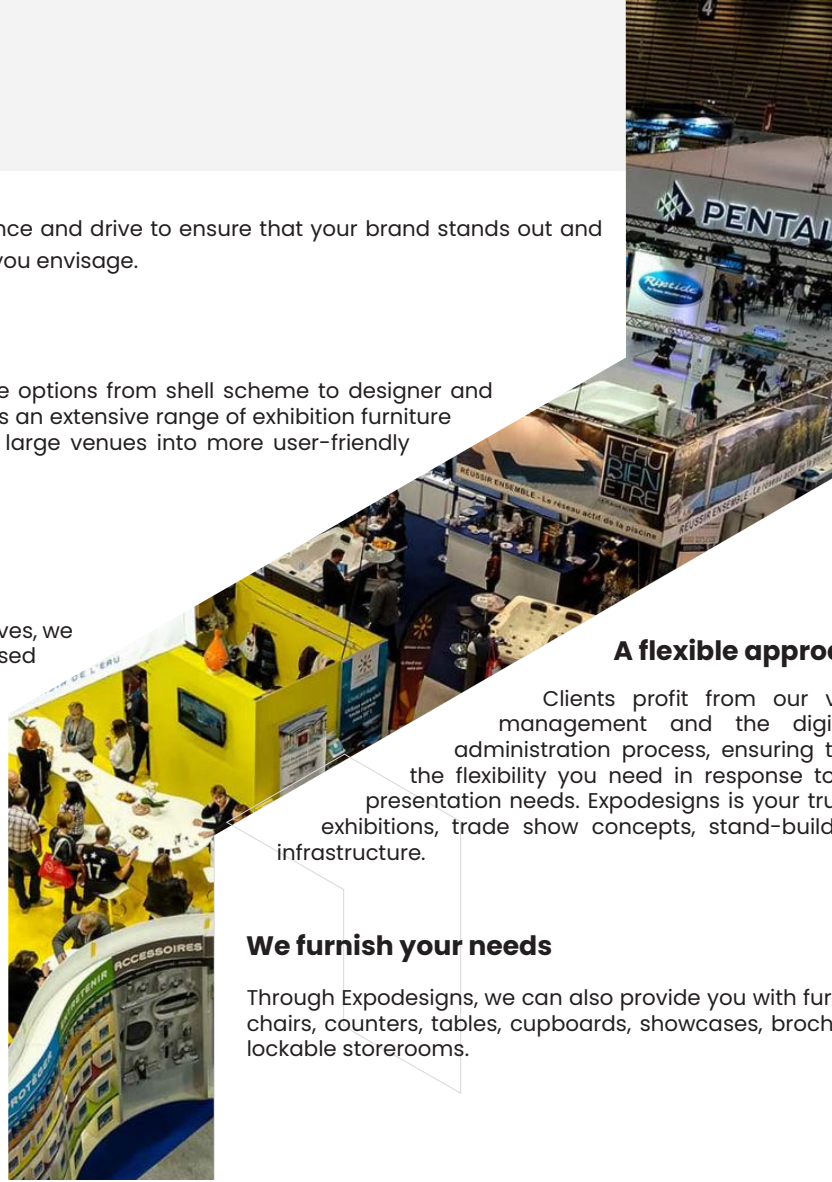
We offer a complete range of affordable options from shell scheme to designer and custom-built stands of all sizes, as well as an extensive range of exhibition furniture and infrastructure for transformation of large venues into more user-friendly spaces.

### 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**







# OPPORTUNITIES ABOUND!!!

With various customer touchpoints available, we provide the perfect platform to position your brand for guaranteed success. Don't miss out on this chance to partner with us and make a lasting impact on your target audience. Contact us today to get started!



## 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@zitf.co.zw](mailto:marketing@zitf.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 [pr@zitf.co.zw](mailto:pr@zitf.co.zw) for more information.

## Partner with us by providing:

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

Contact [marketing@zitf.co.zw](mailto:marketing@zitf.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@zitf.co.zw](mailto:marketing@zitf.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 2024, please do not hesitate to contact us on: [salesbyo@zitf.co.zw](mailto:salesbyo@zitf.co.zw)

## Trade Revolution Starts Here!

## Discover Bulawayo: The City of Kings and Queens

**Geographical and Economic Hub:** Bulawayo holds a central position in three provinces: Matebeleland North, Matebeleland South, and the Bulawayo Metropolitan Province. It serves as Zimbabwe's principal industrial hub.

**Strategic Location:** Situated at the heart of the SADC region, Bulawayo is home to one of the largest railway companies, NRZ. Its extensive rail network connects Botswana, South Africa, and Zambia, facilitating seamless trade and transportation.

**Mining Opportunities:** Surrounded by mining activities, Bulawayo boasts the extraction of various minerals, including significant quantities of gold. Investors have ample opportunities for mineral beneficiation in the city.

**Architectural Marvels and Cultural Diversity:** Bulawayo is known for its enchanting architecture, rich heritage, and vibrant cultural diversity. Explore the city's stunning landmarks and immerse yourself in its captivating cultural experiences.

**Abundant Tourist Attractions:** After a productive day at the exhibition, Bulawayo offers numerous tourist attractions and activities. Indulge in the city's charm and discover the many delightful experiences it has to offer.



# ZITF 2024 EXPO DIARY

TUE  
23  
APRIL

ZITF Innovators Forum  
ZITF Hosted Buyer Programme  
Scholastica

Business Day

WED  
24  
APRIL

ZITF International Business Conference  
ZITF Innovators Forum  
Scholastica

Business Day

THU  
25  
APRIL

ZITF Charity Golf Challenge  
Scholastica  
Connect Africa Symposium  
Diplomats Forum

Business Day

FRI  
26  
APRIL

ZNCC Business Luncheon  
Scholastica  
Official Opening Ceremony

Public Day

SAT  
27  
APRIL

Public Entertainment Programme  
Scholastica

Public Day

## ZITF 2024 is organised and hosted by;

### The Zimbabwe International Trade Fair Company

Zimbabwe International Exhibition Centre

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Website: www.zitf.co.zw



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# 2024

# 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  
23 - 27 April 2024



Mining, Engineering and  
Transport Exhibition  
17 - 19 July 2024



Green Business Expo  
25 - 27 September 2024



AfriConfex  
Africa Infrastructure & Built Environment Confex

Africa Infrastructure & Built  
Environment Confex  
9 - 11 October 2024

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 and Investment Promotion, Ministry of Information, Publicity & Broadcasting Services, 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



Affiliations

