# ZITF 2026

APRIL 20-25

Business days April 20-22

## Connected Economies, Competitive Industries.

**REGISTER TODAY!**


**Zimbabwe International Conference and Exhibition Smart City (ZICES)**

P.O Famona, Bulawayo, Zimbabwe | **Tel:** +263 29 2884911 - 6 | **VOIP:** +263-86-77000450

**Email:** marketing.mgr@zitf.co.zw | zitf@zitf.co.zw | sales.mgr@zitf.co.zw | **Website:** www.zitf.co.zw


**ZIMBABWE INTERNATIONAL TRADE FAIR COMPANY**


5070 sayılı kanuna değişiklik getiren kanunla ilgili kararname ile 2709 sayılı Anayasa'nın 66. maddesinin değiştirilmesine dair kanun

ZITF APRIL 20 - 25 2026

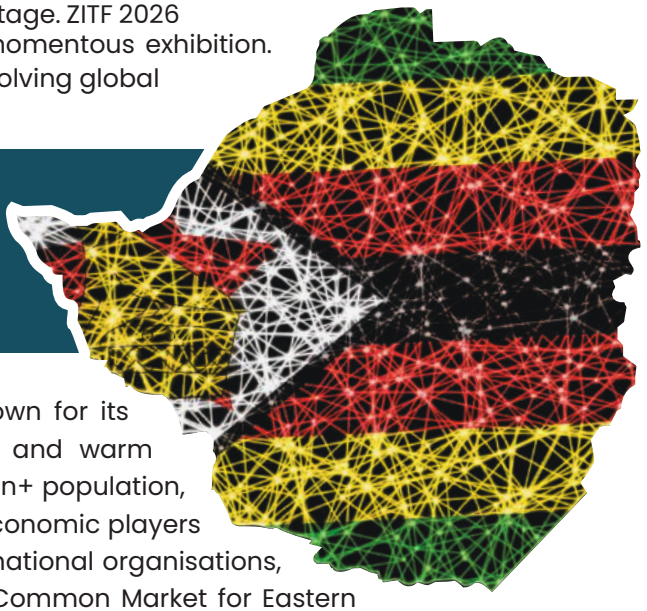
Business days April 20-22

# CONNECTED ECONOMIES, COMPETITIVE INDUSTRIES

The 66th edition of the Zimbabwe International Trade Fair (ZITF) convenes under the visionary theme: **Connected Economies, Competitive Industries**. This year, the show promotes partnerships designed to anchor economic vitality and forge high-value connections that define the modern commercial landscape. ZITF 2026 serves as a platform for catalysing innovation, regional trade advancement, and global competitiveness through the showcasing of diverse industries and their contribution to the local, continental and global economy.

ZITF 2026 is the definitive meeting ground for Africa's industrial heavyweights and emerging disruptors. It is more than a simple exhibition, connecting manufacturing breakthroughs and digital shifts directly to global value chains. This is where local ingenuity meets international capital to build scalable, cross-border partnerships that define the next decade of African trade.

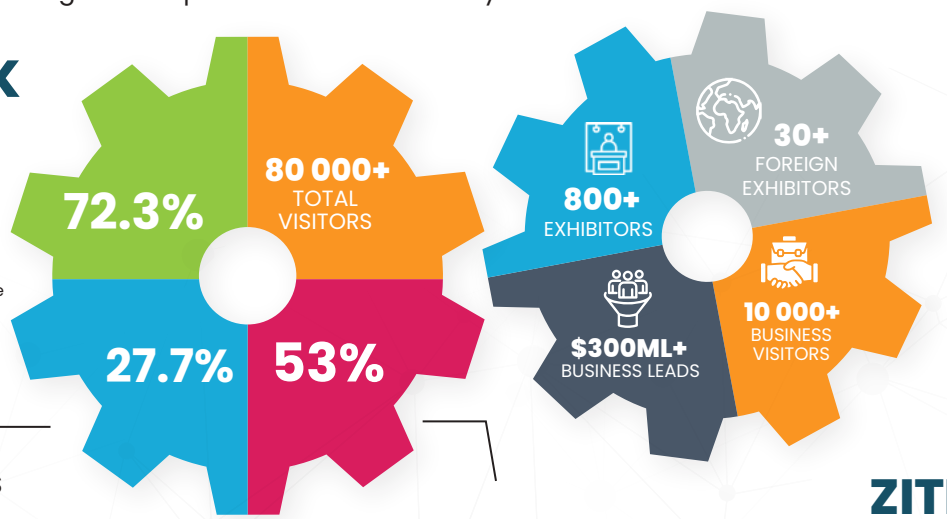
Sixty-six years of countless partnerships on one definitive trade stage. ZITF 2026 celebrates a long-standing legacy by delivering yet another momentous exhibition. This is your space to connect, compete, and lead in a rapidly evolving global economy.



## ABOUT THE HOST COUNTRY: ZIMBABWE

Zimbabwe is a culturally diverse Southern African country known for its dramatic landscape, diverse wildlife, vast mineral resources and warm people. With a skilled labour force that forms part of the 15 million+ population, and easy access to regional trade routes, it is a prime hub for economic players from across the globe. The country is a member of many international organisations, including the African Development Bank (ADB), African Union, Common Market for Eastern and Southern Africa (COMESA), International Monetary Fund (IMF); Southern African Development Community (SADC); and the United Nations (UN) as well as a party to a number of trade agreements. The country has diversified economy which offers ample opportunities for backward and forward linkages across different sectors that include tourism, mining, agriculture, education, transport and infrastructure development, manufacturing, information, communication and technology among others. But don't just take our word for it, come through and experience Zimbabwe for yourself!

## A LOOK BACK AT ZITF 2025




EXHIBITOR RETENTION

reflecting the achievement of measurable ROI, quality leads, smooth operations and meaningful brand visibility.

INCREASE IN NEW EXHIBITORS

rising from 195 in 2024 to 249 in 2025, demonstrating growing market interest and effective outreach efforts.

PRIVATE SECTOR PARTICIPATION

demonstratingt enhanced confidence in the trade fair as a business development platform.

## ZITF 2026 PROJECTIONS

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# HOW TO TAKE PART

### EXHIBITOR
Showcase your bold ideas, unique products, and exceptional services to drive innovation and lead in growth, sustainability, and global economic progress.

### VISITOR
Connect with industry leaders and unleash the potential to forge valuable partnerships that can elevate your success.

### BUYER
Grow your network of reliable and high-quality Zimbabwean and international suppliers eager to cater to your unique needs!

**SCAN HERE FOR MORE!**
zitfevents.com

## BENEFITS OF PARTICIPATION

### COMPETITOR INSIGHTS
Gain unparalleled insights into global and local market dynamics to inform strategic decisions.

### RISK MITIGATION
Strengthen your risk management strategies by analysing the competition and market to minimise business disruptions.

### ASSOCIATION BUILDING
Engage with like-minded professionals, fostering valuable partnerships and capitalising on mutually-beneficial opportunities.

### FUTURE-FOCUSED INNOVATIONS
Stay ahead of the curve by learning about vital industry advancements, ensuring seamless global market entry and sustainable growth.

### TRADE VISIBILITY
Maximise your reach and influence to drive your business forward in an ever-evolving marketplace

C R A F T

expodesigns
BY THE ZITF COMPANY

# Let us help you put on a show!

Get in touch with us on **designs@zitf.co.zw** for all your:
**Exhibition Stand Design | Stand Building & Branding | Exhibition Logistics | Exhibition Furniture**

## FOCUS AREAS

***Immerse yourself in a showcase of cutting-edge innovations across various sectors, including:***

**Agriculture** (value-addition, products, and services) | **Construction and infrastructure development** | **Education and Human Capital Development** | **Financial Services** | **Innovation and Information and communication technologies** (ICTs) | **Infrastructure development** (energy, transport and telecoms) | **Manufacturing** | **Mining** | **Printing and packaging Publishing** (print and digital) | **Renovation specialists and suppliers, and, Tourism** (Meetings, Incentives, Conferences, and Events-MICE)

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## INDUSTRY AND TRADE PLATFORMS

### ZITF INTERNATIONAL BUSINESS CONFERENCE - 22 APRIL 2026

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***

### CONNECT AFRICA SYMPOSIUM
23 APRIL 2026

Join African political leaders, economic players, and investors at the Connect Africa Symposium to address socio-economic challenges and industrialisation, trade, and entrepreneurship. This platform unites diverse stakeholders to share experiences and solutions, contributing to overall continental development. To register, ***connectafrica@zitf.co.zw***

### ZITF DIPLOMATS FORUM 2026
23 APRIL 2026

The ZITF Diplomats Forum, organised in collaboration with the Ministry of Foreign Affairs & International Trade, convenes the diplomatic corps, government, and business leaders 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***

## YOUTH-FOCUSED EVENTS

### ZITF YOUTH IN BUSINESS CONFERENCE
20 APRIL 2026

Launching in 2026, the ZITF Youth in Business Festival kicks off the Trade Fair Week, spotlighting young entrepreneurs through exhibitions, networking, and collaborative opportunities designed to integrate them into the business ecosystem. Through interactive sessions and showcases, attendees will gain valuable insights and connections to enhance their entrepreneurial journeys. To register for participation, email:
***marketing.mgr@zitf.co.zw***

### ZITF INNOVATORS FORUM
21-22 APRIL 2026

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***

## PUBLIC ENTERTAINMENT AND SPORTS

### ZITF CHARITY GOLF CHALLENGE
23 APRIL 2026

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***

### OFFICIAL OPENING
24 APRIL 2026

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, a visiting 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***

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# AMPLIFY YOUR BRAND!

***With a variety of customer touchpoints available, we offer the perfect platform to position your brand for guaranteed success. Don't miss this opportunity to partner with us and make alasting impact on your target audience.***

## ADVERTISE YOUR PRODUCTS & SERVICES THROUGH OUR:

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

**Contact bizdev@zitf.co.zw to book your advertising space.**

## SPONSOR THE FOLLOWING TO ENJOY BRAND VISIBILITY BENEFITS:

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

**Contact bizdev@zitf.co.zw to discuss available opportunities.**

## PARTNER WITH US BY PROVIDING:

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

**Contact marketing.mgr@zitf.co.zw to discuss available opportunities.**

# 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 (refreshments, Wi-Fi and furniture etc.); providing additional prospects to amplify your brand presence.

Contact: **marketing@zitf.co.zw** to discuss available opportunities.

## 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 .

## VENUE HIRE

If you would like to host a cocktail, conference, product launch, workshop or any other corporate function on the sidelines of ZITF 2026, please do not hesitate to contact us on: **salesbyo@zitf.co.zw**

## GAIN BRAND RECOGNITION

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# ZITF 2026
# EXPO DIARY

| | |
|---|---|
| MON 20 APRIL | Exhibition Begins<br>ZITF Youth In Business Conference |
| TUE 21 APRIL | Welcome Cocktail (in partnership with the British Embassy in Zimbabwe)<br>Buyers' Speed Networking<br>ZITF 2026 Innovators Forum and Hackathon<br>Rural Industrialisation Conference. |
| WED 22 APRIL | ZITF International Business Conference<br>B2B Meetings<br>ZITF 2026 Innovators Forum and Hackathon |
| THU 23 APRIL | Connect Africa Symposium<br>ZITF Diplomats' Forum<br>ZITF Charity Golf Challenge |
| FRI 24 APRIL | Official Opening Ceremony<br>ZNCC Business Luncheon |
| SAT 25 APRIL | Public Entertainment Programme<br>Exhibition Ends |

: ZITF Company

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# ZITF Company 2026 Events

The Zimbabwe International Trade Fair Company (ZITF Company) is the leading international exhibition organiser in the country. Our exhibitions and events are the first place where industry trends, ideas and innovative products are unveiled. We bring together a diverse audience to promote trade and investment in the country. As part of our portfolio, we also offer stand building, venue hire and business consultancy services.

## LIVESTOCK CONFERENCE

19-20 MARCH 2026

The Livestock Conference is a strategic platform designed to address the critical challenges and opportunities in Zimbabwe's livestock sector. It brings together key stakeholders, farmers, researchers, policymakers, and development partners to share insights, innovations, and practical solutions aimed at enhancing livestock productivity and building climate resilience. Informed by initiatives like the LIPS-Zim project, the conference focuses on promoting drought-tolerant fodder, sustainable mechanisation, and funding mechanisms to safeguard livestock and rural livelihoods, especially in the face of climate change and disease threats.

## ZITF APRIL 20 - 25 2026

### Business days April 20-22

The Zimbabwe International Trade Fair (ZITF) is the country's premier multi-sectoral exhibition and one of the largest trade showcases in Southern Africa. Held annually in Bulawayo, ZITF serves as a strategic platform for local, regional and international businesses to connect, collaborate, and explore trade and investment opportunities across various industries.

Organised by the ZITF Company under the Ministry of Industry and Commerce, the fair features exhibitions, high-level conferences, networking events, and product launches. It supports national development by promoting industrial growth, innovation, and global partnerships in line with Zimbabwe's Vision 2030.

Scholastica Expo is a three-day exhibition dedicated to education, training, and career development in Zimbabwe. It connects students, educators, and industry leaders to explore career pathways and promote Heritage-Based Education and Innovation. The expo aims to bridge the gap between academia and industry, support skills development, and create a central platform for recruitment and educational opportunities.

## 16-18 SEPT

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# MINE ENTRA | JULY 29-31

MINING, ENGINEERING & TRANSPORT EXPO

Mine Entra is a mining, engineering and transport expo which offers a unique chance to spotlight your productivity solutions and efficient services to an interested and captive audience. The exhibition showcases the leading technologies and solutions for the mining industry today. The conferences that run alongside the expo attract the nation's policy makers, captains of the mining industry, as well as other stakeholders as they deliberate on the pertinent issues surrounding mining and its mutually exclusive industries.

# GREEN BUSINESS EXPO

23 -25 SEPTEMBER 2026

The Green Business Expo is a three-day event that combines a climate change conference with an exhibition focused on sustainability. It brings together key stakeholders to explore and promote green technologies, renewable energy, and ESG-aligned industries. The expo aims to raise awareness, showcase innovation, encourage collaboration, inspire action and drive investment in sustainable solutions to build climate-resilient communities and businesses.

# AfriConfex

Africa Infrastructure & Built Environment Confex

**7 - 8 October**

AfriConfex is an annual infrastructure and built environment expo and conference. It brings together stakeholders from across Africa to discuss sustainable infrastructure, showcase innovations and promote investment. The event features exhibitions, workshops, and networking sessions focused on areas like smart cities, construction technology and urban planning.

AfriConfex aims to support regional development goals fostering collaboration and driving growth in the infrastructure sector.

Zimbabwe International Conference and Exhibition Smart City
P.O Famona, Bulawayo, Zimbabwe
Tel: +263 29 2884911 - 6
VOIP: +263-86-77000450
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