



**ORTA ANADOLU
İHRACATÇI BİRLİKLERİ
GENEL SEKRETERLİĞİ**

Sayı: 70430465-TİM.OAİB.GSK.İDARİ.2024/615-2904
Konu: Zimbabve ZITF 2024 Fuarı

Ankara, 05/03/2024

Sayın Üyemiz,

Türkiye İhracatçılar Meclisi (TİM)'den alınan bir yazıda, T.C. Ticaret Bakanlığından alınan bir yazıya atıfla, ülkenin önde gelen fuarlarından ZITF 2024 Fuarı'nın bu yıl **23-27 Nisan 2024** tarihlerinde Bulawayo şehrinde düzenleneceği belirtilmektedir.

Yazıda devamla, diğer sektörlerin yanı sıra inşaat ve altyapı geliştirme, eğitim, finansal hizmetler, bilgi ve iletişim teknolojileri ile turizm sektörlerine yönelik düzenlenmesi öngörülen fuara ilişkin broşürün ekte yer aldığı ifade edilmektedir.

Bilgilerine sunulur.

S. Tansel KÜNBİ
Genel Sekreter A.
Şube Müdürü

Ek: Zimbabve ZITF 2024 Fuar Broşürü



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

ENTREPRENEURSHIP:

The Catalyst for Industrialisation & Trade





ACCELERATING ENTREPRENUERIAL PURSUITS

ZITF 2024: THE OPPORTUNITIES PLATFORM

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

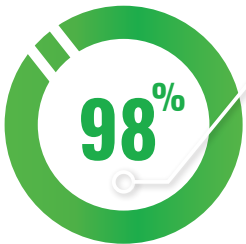
The 64th edition of the Zimbabwe International Trade Fair (ZITF) will proffer a kaleidoscope of opportunities for the driving force behind innovation, job creation, and sustainable development – “the entrepreneur”. Rooted in the recognition of the vital role that entrepreneurship plays in driving economic 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!

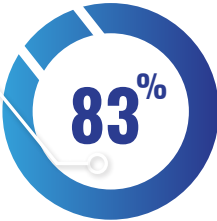


2023 EXHIBITOR STATS



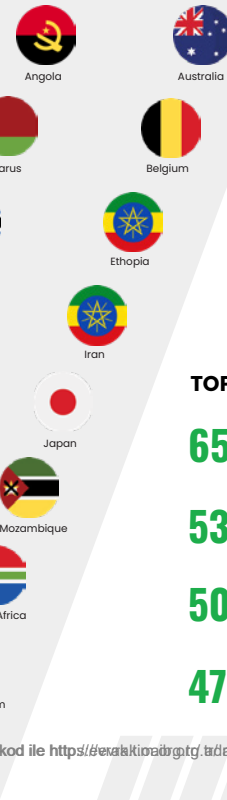
Likely to exhibit during ZITF 2024.

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

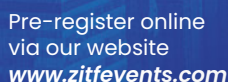
- 65% attended to look for new ideas & business opportunities
- 53% attended to network with industry peers & make new contacts
- 50% attended as part of their vendor/supplier management strategy
- 47% attended to identify new products



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!**



To enjoy FREE entry during business days:

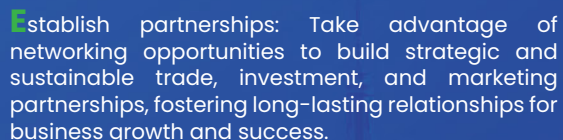
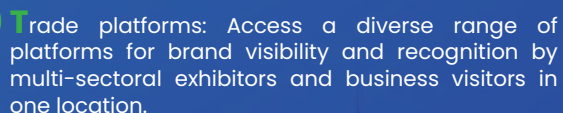
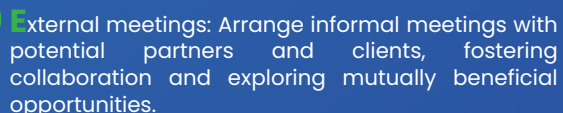


Produce a completed Business Invitation Ticket which is available from the Marketing and PR Department at the ZITF Offices or from a participating exhibitor.

Opening Times: 9am – 5pm

Contact: marketing@ziff.co.zw

Competitor analysis: Gain comprehensive insights into the local and international competitive landscape, and make informed business strategy adjustments based on market trends.



WHO CAN TAKE PART?

The multi-sectoral exhibition focuses on various sectors including:

- 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, and,
- Tourism (Meetings, Incentives, Conferences, and Events – MICE).

Early Bird Special

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

TAPPING INTO THE INNOVATION ECONOMY...ACROSS MULTIPLE INDUSTRIES

Immerse yourself in a vibrant trade showcase, uniting local and international participants to optimise and seize inbound and outbound trade opportunities. Explore a realm of diverse sectors and boundless potential through our conveniently co-located, industry-specific exhibitions where entrepreneurship takes center stage as the driving force behind industrialisation and trade.



23 - 27 April 2024

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. To register for participation, email: scholastica@zitf.co.zw



23 - 27 April 2024

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.



23 - 27 April 2024

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



23 - 27 April 2024

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 2024 will focus on promoting efficiency, waste reduction, recycling and eco-friendly production.

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 in agricultural development. The show will feature displays by commercial & non-commercial farmers showcasing livestock, crop produce, 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.

For more information get in touch with us on WhatsApp at 095 555 5555 or email at byoagricsoc@netconnect.co.zw. Bu kod ile <https://www.zitf.co.zw> koodu kopyalayarak girebilirsiniz.

To participate contact: byoagricsoc@netconnect.co.zw

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 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



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: amsecretary@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

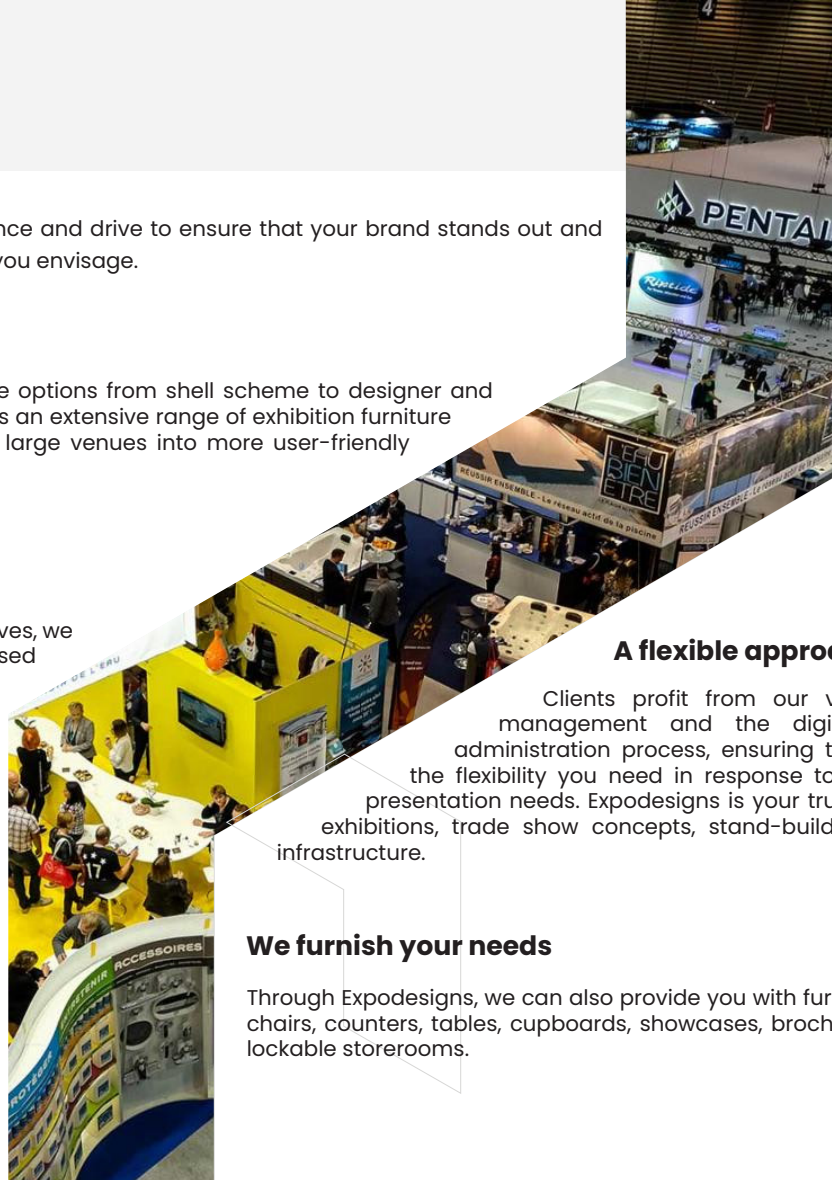
We offer a complete range of affordable options from shell scheme to designer and custom-built stands of all sizes, as well as an extensive range of exhibition furniture and infrastructure for transformation of large venues into more user-friendly spaces.

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 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 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 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

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

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.



Did you know?



MINEENTRA
MINING, ENGINEERING & TRANSPORT EXPO

The logo for Green Business Expo features a green circular icon on the left containing a white grid pattern and a leaf. To the right of the icon, the words "GREEN BUSINESS" are stacked vertically in a bold, black, sans-serif font, and the word "EXPO" is positioned below them in a bold, green, sans-serif font.

AfriConfex
Africa Infrastructure & Built Environment Conference

Business Day

Business Day

Business Day

Public Day

Public Day



5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. ID:80B9E0027D2B4986898D. Bu kod ile <https://www.kurum.trc.tdresistedu.gov.tr/teblihisiniz>

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



EXSA

