

**ZITF** APRIL 26-30  
**2022**  
Business days April 26-28

# RETHINK, REIMAGINE, REINVENT

VALUE CHAINS FOR ECONOMIC  
DEVELOPMENT

ZIMBABWE INTERNATIONAL EXHIBITION CENTRE (ZIEC)

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# RETHINK, REIMAGINE, REINVENT

## VALUE CHAINS FOR ECONOMIC DEVELOPMENT

The global COVID 19 pandemic has provoked widespread dialogue about the kind of future the world should look forward to after the crisis. Many of the changes wrought by the pandemic are transient while a significant number will form the basis of our "next normal." However, what is undisputed is that the crisis marks a critical juncture that could lead to decisive changes in the world's trajectory. In particular, it can open the door to new, more sustainable ways of producing and working as well as to a rethinking of how and where we want to live.

### ZITF: A Constant in an Uncertain World

Six decades into its existence, the Zimbabwe International Trade Fair remains the country's leading trade & investment platform and premier networking event, connecting Zimbabwean businesses to the region and beyond. Following the safe and successful hosting of the 2021 show (the first international trade show to be held within the region in the midst of COVID 19 pandemic); the fast paced and dynamic trade show returns to its usual calendar placement. The event theme **Rethink, Reimagine, Reinvent, Value Chains for Economic Development** rallies participants to adaptability and resilience by highlighting the need to be able to identify future disruptors, craft and implement change strategies as well as inculcate the agility to adapt the game plan as the environment and needs of our businesses/economies change.

During the last two years, supply chains, which lacked global resilience, broke down in the face of multi-country lockdowns. The disruptions highlighted the need for organisations to understand their supply chains extensively and in broader dimensions. The ZITF 2022 theme locates the event as the ideal platform to focus on the structural transformation required for supply chain optimization. By coming together at the trade showcase, various economic players can strengthen existing value chains and create newer, more resilient ones.

*Join other game-changers and create organisations and economies which can not just survive future disruptions but also thrive.*

**"Never let a good crisis go to waste." ~ Winston Churchill**

**BOOK**  
YOUR STAND  
**NOW**

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.

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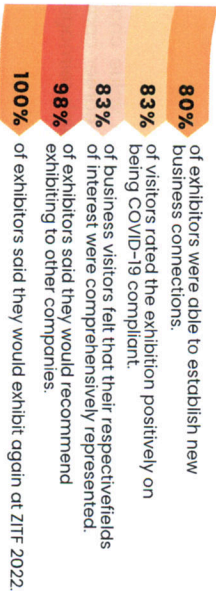


# WHY TAKE PART?

Ready to reinvent the future of your business?  
Then take part in #ZITF2022 to enjoy the following:

- Vetting the local and international competition in order to pivot according to emerging global market trends.
- Assessing market risk for new products and services while learning innovative ways to mitigate supply chain and market risks.
- Leveraging the networking opportunities to build strategic and sustainable trade, investment and marketing partnerships.
- Utilising knowledge-sharing opportunities to understand the innovations and technological advancements needed to penetrate the global market.
- Exploring opportunities for brand visibility and recognition by multi-sectoral exhibitors and business visitors in one location.

## ZITF 2021 Facts and Figures



465 local and international exhibitors occupied 42,223 square metres of exhibition space. Angola, China, DRC, Indonesia, Kenya, Malawi, Mauritius, South Africa and Zimbabwe were represented in the exhibitor and visitor pool.

# HOW TO VISIT THE EXPO

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)

### DOWNLOAD the ZITF MOBILE APP and enjoy the following:

- Scheduling meetings with buyers and suppliers
- Access to exhibitor lists with stand location and company profiles
- Previews of conference information, programmes and speakers
- Capturing sales leads for your business

### FOLLOW these simple steps:

- Register on [www.zitf.co.zw](http://www.zitf.co.zw) to get the log-in details.
- Download and install the ZITF 2022 App from Google Play Store or Apple Store
- Log-in using the email address you registered with.





# MORE THAN ONE SHOW

With the aim of strengthening value chains for economic development, the ZITF 2022 experience will be complemented by a variety of activities and events to provide participants with additional networking platform. These include the following industry-specific expos:



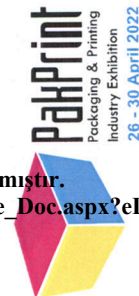
**Scholastica** is Zimbabwe's leading expo that seeks to strengthen value chains in education, careers and training. This year's expo brings together institutions, career consultants, industry experts, continuous development professionals and students to rethink, reimagine and reinvent the sector.



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



**Ultim8 Home** is the place to be 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.



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

## The Bulawayo Agricultural Show

The Bulawayo Agricultural Show takes place annually concurrent to the ZITF. A platform to strengthen value chains for economic development in the agricultural sector with a display for commercial & non-commercial farmers to showcase livestock, crop produce as well as fruits and vegetables. It also incorporates home industries displays and school projects for juniors.

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

### Special Discounts on Offer!

Take advantage of our USD payment promotion and enjoy upto **40%** off for cash payments and **30%** off for Nostro





# STRENGTHEN YOUR NETWORKS

ZITF offers individuals and organisations an opportunity to network and engage with various business leaders and key economic stakeholders. This is achieved through specially curated events and activities that occur simultaneously with the main trade show. These include:

## ZITF International Business Conference – 27 April 2022

Typically attracting around 1,000 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 officials, 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 – 28 April 2022

The golf tournament merges business and leisure exchanges away from the hype 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:

- Khayelilhe Children's Home
- Ekuphumnleni Geriatrics Home
- Tsholotsho Flood Victims
- Esandleni Sothando
- Ingutsheni Central Hospital
- Cyclone Idai Victims

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

## ZITF Diplomat's Forum – 28 April 2022

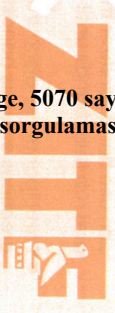
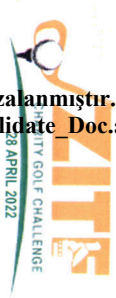
Hosted in partnership with the Ministry of Foreign Affairs & International Trade, the ZITF Diplomat's Forum brings together high-level delegates to discuss trade and investment opportunities in Zimbabwe. It also provides participating diplomats the opportunity to strengthen existing relations between 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 – 28 April 2022

This is an event dedicated to bringing African political leaders, key economic players and investors together in discussing and sharing solutions to solve the socio-economic problems plaguing the African continent. Held annually during the Zimbabwe International Trade Fair, the Connect Africa Symposium will provide a platform for various stakeholders to present their research and possible solutions to problems in the areas of: *Infrastructure Development, Agriculture Development, Education, Mining Opportunities, Health Care, Poverty, Investment in Africa, Peace and Security* as well as *Corporate Governance*. To participate, contact or [zitfmarketing@zitf.co.zw](mailto:zitfmarketing@zitf.co.zw).

## Official Opening Ceremony – 29 April 2022

This is the main highlight of the show whereby 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 will be 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: [gmssecretary@zitf.co.zw](mailto:gmssecretary@zitf.co.zw).



Visit our website [www.zitf.co.zw](http://www.zitf.co.zw) for more insights all our events

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# COVID-19 RESPONSE



ZITF 2022 takes place at a time when the exhibition organiser is better informed on hosting a show in the midst of a pandemic and regards the safety of all our exhibitors, partners, visitors, contractors and staff with high priority. In line with the latest guidance from the Ministry of Health & Child Care we have put in place the following measures in place:

## Testing

- All participants will be required to produce a negative COVID-19 test result (PCR or Antigen) taken within 48 hours of the beginning of the show.
- Mobile testing points will also be available at the venue, and these will be at participants cost.

## Sanitization

- Temperature checks will be done at all entrance points and randomly around the exhibition centre.
- Use of hand sanitizers at gates, exhibition hall points of entry and exit, registration and information desks as well as other strategic locations within the venue.
- Frequently touched surfaces within the venue will be cleaned and disinfected at least daily or in-between uses as much as possible – for example, door handles, sink handles, hand railings, and cash registers. Similarly, shared objects will be cleaned and disinfected between uses – for example, public terminal, tables, and countertops.

## Hand Hygiene and Respiratory Etiquette

- Face covering (safely covering nose and mouth) is mandatory for exhibitors, visitors, contractors, and exhibition staff throughout the duration of the event.
- Participants are encouraged to practice frequent handwashing using soap and water for at least 20 seconds. Handwashing stations will be available at numerous strategic locations throughout the venue.
- If handwashing station is not ion easy reach, participants can use hand sanitizer that contains at least 60% alcohol and rub their hands until dry.
- Participants are discouraged from using physical contact greetings such as handshakes, fist bumps, and high-fives or hugs

## Numbers Management

- Ticketing and issuance of badges from both our Bulawayo and Harare offices will be done a month in advance and mailed to exhibitors to avoid office congestion in the days leading to the show.
- Number of people per stand/hall/venue at any given point in time will be limited depending on the size of the stand/venue/hall. Participants are encouraged to pre-schedule their meetings.
- Hybrid format (on-site + virtual) will be adopted for our conferences to reduce numbers of people physically present at the conference venue.

## Communication

- Participants can expect to see numerous signs in highly visible locations (e.g., at entrances, in restrooms) that promote everyday protective measures and describe how to stop the spread of germs. Additionally, COVID-19 Safety Police will be on-site to monitor and encourage compliance with regulations.
- Regular announcements on reducing the spread of COVID-19 will be broadcast on the public address systems.
- Frequent communication with attendees via advertising media, etc. about health and safety expectations during the exhibition.

## Modified layouts

- Venue layouts will be modified to limit attendance based on seating capacity and allowing for social distancing.
- There will be use of multiple entrances and exits, and crowded waiting areas will be strongly discouraged.

# ZITF 2022 EXPO DIARY

TUE - THU  
**26 - 28**  
APRIL

Exclusive Business Days  
ZITF Hosted Buyer Programme

WED  
**27**  
APRIL

ZITF International Business Conference

THU  
**28**  
APRIL

Connect Africa Symposium  
ZITF Charity Golf Challenge  
ZITF Diplomats Forum

FRI  
**29**  
APRIL

Public Day  
Official Opening Ceremony

SAT  
**30**  
APRIL

Public Day



Expo designs 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 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

### Full service

The Expodesigns team will travel to any city in the country and beyond Zimbabwe's borders to provide our 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.

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



## Make your Brand Prosperity a Priority

#ZITF2022 offers numerous brand visibility opportunities before, during and after the show. Position your brand for success by working with us.

### 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 [marketing@zitf.co.zw](mailto:marketing@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

### Hire a venue to host the following corporate events during #ZITF2022:

- Cocktail parties
- Conferences
- Product Launches
- Workshops & Seminars

Contact [logadmin@zitf.co.zw](mailto:logadmin@zitf.co.zw) for more information.



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

Ministry of Industry and Commerce, Zimbabwe National Chamber of Commerce (ZNCC), Zimbabwe Trade, Confederation of Zimbabwe Industries (CZI), City of Bulawayo, Zimbabwe Investment Authority, Bulawayo Agricultural Society, Zimbabwe Tourism Authority (ZTA), Zimbabwe Council of Tourism

**Affiliations**



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Website: [www.zitf.co.zw](http://www.zitf.co.zw)

**ZIMBABWE INTERNATIONAL TRADE FAIR**

