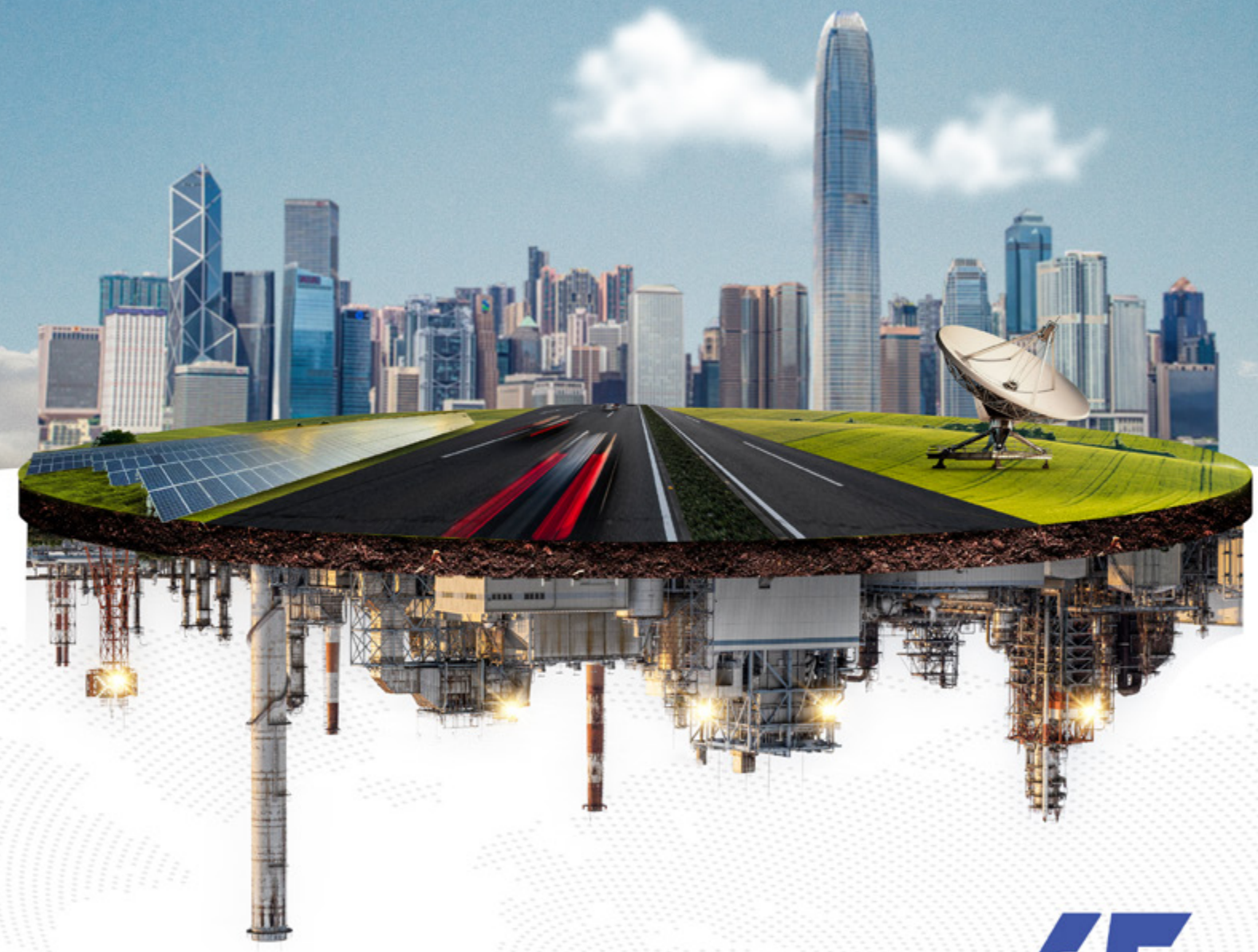
ZITF APRIL 21 - 26 2025

Business days April 21-23

INDUSTRIALISATION:

Crafting an Integrated Economic Landscape



65 years

BLUE SAPPHIRE EDITION

ZIMBABWE INTERNATIONAL EXHIBITION CENTRE



ZITF 2025:
CRAFTING THE ECONOMIC LANDSCAPE

Experience the future of Zimbabwean industry at the 65th Zimbabwe International Trade Fair (ZITF). This year's theme, '**Industrialisation: Crafting an Integrated Economic Landscape,**' underscores the critical role of industrialisation in driving Zimbabwe's economic growth. Beyond a traditional trade show, ZITF 2025 (the 'blue sapphire edition') will be a dynamic platform where innovation and opportunity converge.

This year's focus will be on showcasing cutting-edge advancements in manufacturing, technology, agriculture, and value-added services, emphasizing the need for a robust and competitive industrial base. Key areas of exploration will include strategies to maximise the manufacturing industry's contribution to the growth of upstream and downstream industries, specifically by focusing on tooling and re-tooling, infrastructure development, access to finance, market expansion, and export diversification.

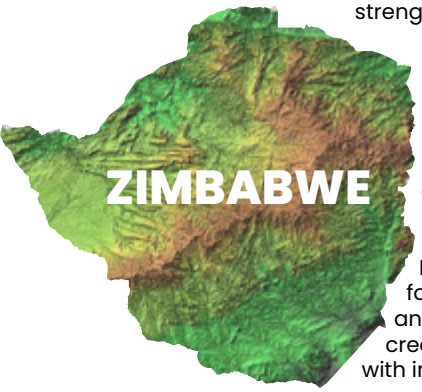
By prioritising partnerships, technology adoption, skills development, and sustainability, ZITF 2025 aims to foster collaboration, attract investment, and stimulate innovation. This exhibition provides a unique opportunity to connect with Zimbabwean businesses, explore investment prospects, and gain valuable insights into the country's evolving economic landscape.

Be part of the Blue Sapphire Edition and embark on a revolutionary journey towards economic revitalisation and advancement!

ZITF 2025 PROJECTIONS

800+	30+	10 000+	75 000+
TOTAL EXHIBITORS	EXHIBITING COUNTRIES	BUSINESS VISITORS	TOTAL VISITORS

Zimbabwe, derived from the Shona word Dzimbadzemabwe, meaning "the great houses of stone," is a vibrant nation known for its resilience, rich heritage, natural beauty, and economic potential. At the heart of this progress is the spirit of Zimbabwe's people—warm, hardworking, and determined—whose cultural heritage and collective strength of will are foundational to the nation's ongoing development and success.



The country boasts breathtaking landscapes that captivate travelers and investors alike. From the majestic Victoria Falls, one of the Seven Natural Wonders, to the serene shores of Lake Kariba, its natural beauty presents boundless opportunities for tourism and eco-friendly ventures.

Zimbabwe's agricultural sector is robust, with fertile lands supporting the cultivation of a variety of crops. This sector remains a cornerstone of the economy, helping to diversify the nation's economic base and enhance global competitiveness, contributing to a balanced and resilient economy.

Rich in mineral resources, including gold, platinum, lithium, and diamonds, Zimbabwe is primed for exploration and mining investment. Yet, the nation's true potential lies in its emerging tech and manufacturing sectors, key drivers of economic growth. The country's commitment to creating a conducive business environment is evident in its focus on industrial development, with innovation at the core of its economic strategy.

Situated in the heart of Southern Africa, Zimbabwe serves as a vital gateway for trade and commerce in the region. As the current Chair of the Southern African Development Community (SADC), Zimbabwe plays a pivotal role in promoting regional integration and sustainable growth. This leadership underscores Zimbabwe's dedication to being a supportive global neighbor, recognizing the power of collaboration in creating a stable and prosperous Southern Africa, Africa, and the world.

POPULATION	SIZE
16.7M	390,757 KM^2

GDP	GDP/CAPITA
US$35.2 BILLION	US$2,114

Facts and figures (2023) Source – World Bank



ZITF 2025: SHAPING THE FUTURE THROUGH INDUSTRIALISATION

99%

of exhibitors are eager to return for ZITF 2025 — a testament to the event's impact!

82%

of business visitors felt their goals were achieved — proving ZITF is the place to connect and grow!

80%

of conference delegates rated the quality and content of the sessions as outstanding — demonstrating our commitment to excellence!

A LOOK BACK AT ZITF 2024

GET SET FOR ZITF 2025: ELEVATE YOUR EXHIBITION EXPERIENCE!

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).

BENEFITS OF PARTICIPATION

C — Competitor Insights

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

R — Risk Mitigation

Strengthen your risk management strategies by analyzing the competition and market to minimize business disruptions.

A — Association Building

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

F — Future-focused Innovations

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

T — Trade Visibility

Maximise your reach and influence to drive your business forward in an ever-evolving marketplace.

HOW TO TAKE PART

EXHIBITOR

Showcase your bold ideas, unique products, and exceptional services as we co-create a future of boundless possibilities.

BOOK YOUR STAND NOW

VISITOR

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

REGISTER TO VISIT

BUYER

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

REGISTER YOUR INTEREST

expodesigns
BY THE ZITF COMPANY

Let us help you put on a *show!*



Get in touch with us for all your **Exhibition Stand Design | Stand Building & Branding | Exhibition Logistics | Exhibition Furniture**

ZITF 2025: CURATING TRANSFORMATIVE DIALOGUES ON INDUSTRIAL ADVANCEMENT

Immerse yourself in the concurrent events that bring together industry leaders, innovators, and visionaries, creating a dynamic environment for collaboration and growth.

Industry and Trade Platforms



ZITF International Business Conference

23 April 2025

This is Zimbabwe's largest and premier business conference where government leaders, policymakers, and industry experts converge. Engage in crucial discussions on pertinent economic issues, including integrated industrialisation for sustainable growth, and unlock global business opportunities. Register your interest on ***ibc@zitf.co.zw.***



Connect Africa Symposium

24 April 2025

Inspired by the vision of the AfCFTA, this dynamic platform brings together diverse ideas to shape a prosperous Africa. Engage with key stakeholders, share insights, and explore innovative solutions that drive economic growth across the continent. Register your interest at ***connectafrica@zitf.co.zw.***



ZITF Diplomats Forum

24 April 2025

This prestigious event convenes members of the diplomatic corps, development bodies, and international organisations to explore trade and investment opportunities in Zimbabwe, fostering stronger relationships between the nation and its global allies. For more information, please email ***market@zitf.co.zw***

Innovation and Youth-focused Events



ZITF Innovators Forum

22 -23 April 2025

A dynamic event uniting young entrepreneurs and innovation enthusiasts. This platform showcases local innovations, sparks business connections, and fosters knowledge-sharing to drive industry revitalization and economic transformation. Featuring a Pitch Competition and Hackathon, it offers key opportunities to spotlight entrepreneurial talent and groundbreaking ideas. Register your interest on: ***innovatorsforum@zitf.co.zw***



Scholastica Indaba

24 April 2025

A premier platform that seamlessly connects industry and academia, fostering insightful discussions and valuable networking opportunities with key stakeholders in Zimbabwe's higher education sector. This event presents a unique opportunity for students to learn from industry leaders, share their perspectives, and gain essential insights that will help them shape their educational journeys and map their career paths. Register your interest on ***scholastica@zitf.co.zw***

Public Entertainment and Sports



Official Opening Ceremony

25 April 2025

This exclusive event, attended by high-profile dignitaries including Zimbabwe's Head of State and esteemed international guests, highlights the ZITF's role in fostering trade, investment, and tourism in the region. It also includes the celebration of winners of the exhibition competitions and features various entertainment acts. For more information, emai ***gmsecretary@zitf.co.zw***



ZITF Charity Golf Challenge

24 April 2025

Tee off at the ZITF Charity Golf Challenge, where business meets leisure in a perfect blend of networking and recreation. Enjoy a refreshing day on the green while forging valuable connections away from the bustling exhibition halls—all in support of a worthy charitable cause. To register for participation, please email: ***golf@zitf.co.zw***

CONCURRENT EXHIBITIONS

a'sambeni
AFRICA BUSINESS TOURISM EXPO

Scholastica

Ultim8 Home
Home Improvement Expo

PakPrint
Packaging & Printing
Industry Exhibition



We have APPtastic news!

Supercharge your ZITF experience with the ZITF App! Effortlessly schedule meetings, plan your participation, and secure valuable business connections. Don't miss out—register today and unlock the full potential of networking!

CLICK TO DOWNLOAD



65 Years of Connecting Zimbabwe to the World

In the heart of Zimbabwe's industrial hub, where dreams of commerce and innovation intertwine, is a story that spans over six decades—a tale of ambition, growth, and transformation. Each April, as the sun graces Bulawayo with its warmth, the Zimbabwe International Trade Fair (ZITF) unfolds, inviting the world to witness a vibrant tapestry of trade, investment, and ingenuity. It all began in 1960, when Bulawayo was bustling with the promise of a burgeoning manufacturing sector. The founders envisioned a "shop window," a platform where local and international businesses could showcase their innovations. They called it the Central Africa Trade Fair. What started as a modest extension of the Bulawayo Agricultural Show quickly evolved into a beacon of opportunity, illuminating the path for countless entrepreneurs and industries.

Over the years, the show has morphed and expanded, embracing the changing tides of commerce and culture, becoming ZITF as we know it today. A fresh theme breathes life into the fair each year, fostering new ideas and discussions. At its core, ZITF is not just an exhibition but a vital force driving Zimbabwe's economic landscape. With a mission to promote industrial and commercial growth, ZITF has become synonymous with opportunity, attracting investments and nurturing a conducive environment for business expansion. Each exhibition celebrates resilience and innovation, showcasing groundbreaking products and ideas that reflect the spirit of a nation determined to thrive. As we commemorate the 65th anniversary of ZITF, we reflect on the countless stories of entrepreneurs who found their footing and communities that flourished through the connections made here—a testament to Zimbabwe's potential.

Looking forward, ZITF continues to evolve, embracing new technologies and trends while remaining committed to fostering trade and investment. The next chapter promises even greater excitement, as we explore uncharted territories and redefine the boundaries of possibility. In this grand celebration of 65 years, we invite you to join us in honouring the past while embracing the future. Let us gather once again in Bulawayo, where the spirit of innovation thrives, and the promise of opportunity knows no bounds. Together, we will write the next great chapter in the ongoing story of the Zimbabwe International Trade Fair.













ZITF 2025: EXPAND YOUR REACH BEYOND THE EXHIBITION FLOOR

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 a lasting impact on your target audience. Contact us today to get started!

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

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 othercorporate function on the sidelines of ZITF 2025, please do not hesitate to contact us on:
salesbyo@zitf.co.zw

Gain Brand Recognition

ZIEC
ZIMBABWE INTERNATIONAL EXHIBITION CENTRE



ZITF 2025 EXPO DIARY

MON 21 APRIL	Exhibition Begins
TUE 22 APRIL	Welcome Cocktail (in partnership with the British Embassy in Zimbabwe) Buyers' Speed Networking ZITF 2025 Innovators Forum and Hackathon
WED 23 APRIL	ZITF International Business Conference B2B Meetings ZITF 2025 Innovators Forum and Hackathon
THU 24 APRIL	Connect Africa Symposium ZITF Diplomats' Forum ZITF Charity Golf Challenge CZI OEM Breakfast Meeting Scholastica Indaba
FRI 25 APRIL	Official Opening Ceremony ZNCC Business Luncheon
SAT 26 APRIL	Public Entertainment Programme Exhibition Ends

ZITF 2025 is organised and hosted by;

The Zimbabwe International Trade Fair Company

Zimbabwe International Exhibition Centre

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Fax: (+263-29) 2884 921

VOIP: +263-86-77000450
Email: zitfmktg@zitf.co.zw
Website: www.zitf.co.zw

2025 EXHIBITION CALENDAR

LIVESTOCK CONFERENCE
Livestock Conference
5 - 6 March 2025

ZITF
Zimbabwe International Trade Fair
Multi-sectoral International Exhibition
21 - 26 April 2025

TECHEXPO
Technology Expo
4 - 6 June 2025

MINEENTRA MINING, ENGINEERING & TRANSPORT EXPO
Mining, Engineering and Transport Exhibition
16 - 18 July 2025

Scholastica ZITF
Education, Careers & Training Exhibition incorporating Professional Training & Consultancy
30 July - 1 August 2025

Sanganai Hlanganani WORLD TOURISM EXPO
Sanganai/Hlanganani World Tourism Expo
TBA

GREEN BUSINESS EXPO
Climate Change Conference & Green Business Expo
24-26 September 2025

AfriConfex Africa Infrastructure & Built Environment Confex
Africa Infrastructure & Built Environment Confex
8 - 10 October 2025

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, 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

EXSA ufi Member AAXO