

Welcome to the Zimbabwe International Trade Fair

ZITF 2013

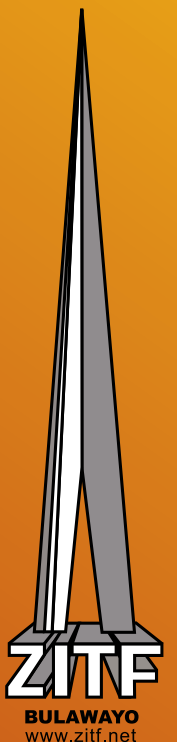
Building Value, Enhancing Growth



Weaving a tapestry of
international business networks

ZITF APRIL 23-27
2013

Business Days April 23-25





The answer to sustainable growth lies in value addition

Find local and international markets for your products and services at the 54th edition of the Zimbabwe International Trade Fair.

Whether you are a manufacturer, buyer, investor, sponsor or advertiser, ZITF 2013 is a cost-effective marketing opportunity to unlock the market potential of Sub-Saharan Africa and beyond.

Need one more good reason to participate in ZITF 2013? We'll give you 3!

- **To gain business contacts of substance** - take advantage of a variety of corporate networking events, matchmaking sessions and interactive platforms to meet like-minded business leaders and decision makers looking for profitable collaborations.
- **To maximise business development potential** - tap into the wealth of Zimbabwe's resource base and interest investors in your projects.
- **To exploit opportunities through innovation** - update yourself on the latest trends and discover sources of appropriate technology for value-addition to grow your business.

2013 Focus Sectors

ZITF 2013 is a multi-sectoral trade fair featuring the following product groups, among others:

- Machinery and expertise for infrastructure development (energy, road, rail, water and sanitation)
- Manufacturing ideas, processes and equipment for value addition
- Automation and supplies for agro-processing
- Knowledge and services relevant to education and tourism
- Equipment and innovation to advance ICT development

Key Dates to Diarise

23-25 April - three exclusive business days

24 April - International Business Conference

25 April - ZITF Charity Golf Challenge

26 April - ZITF 2013 Official Opening Ceremony

26-27 April - two days open to the general public

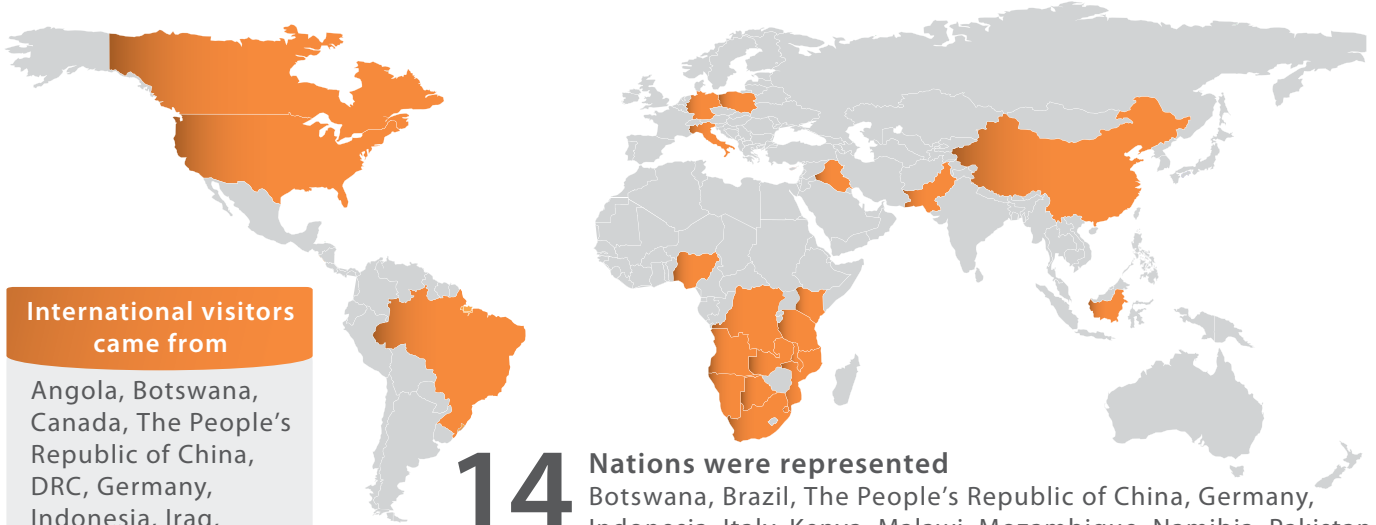
23-27 April - concurrent Bulawayo Agricultural Show featuring equestrian events, livestock, agricultural produce and home industries displays

ZITF 2012 Fast Facts

A platform that means serious business !

549 Local exhibitors
38% were first-time exhibitors

206 Foreign exhibitors
17% up on 2011 performance



International visitors came from

Angola, Botswana, Canada, The People's Republic of China, DRC, Germany, Indonesia, Iraq, Kenya, Malawi, Namibia, Nigeria, Poland, South Africa, Swaziland, Tanzania, USA and Zambia.

14 Nations were represented

Botswana, Brazil, The People's Republic of China, Germany, Indonesia, Italy, Kenya, Malawi, Mozambique, Namibia, Pakistan, Poland, South Africa and Zambia.

- Show closed at 94% capacity - higher than last three consecutive years
- Over 40,000 business visitors and 80,000 non-business visitors went through the gates

ZITF 2012 SURVEY SNAP-SHOT

Exhibitor profile

- **Profile by job function** - 64% hold senior-to-middle-level management positions
- **Top 3 categories displayed** – education and training, clothing, leather and textiles and mining
- **Top 3 reasons for participation** – advertise the company, promote brands recognition and develop new markets.

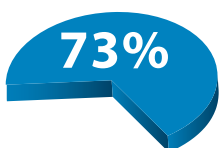
What exhibitors said

- 84% rated the organisation of the show as being good to excellent
- 80% conducted a fair to considerable amount of inter-exhibitor trade
- 61% achieved their set marketing objectives
- 87% met their target visitors and established new links
- 83% established prospects for future sales
- 91% will be at ZITF 2013
- 92% will recommend ZITF 2013 to other companies

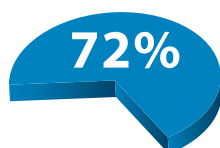
Business visitor profile

- **Profile by job function** – 26% from sales and marketing, 24% from executive management
- **Decision-making authority** – 47% contribute to the final decision-making and 32% occupy an advisory capacity
- **Top 3 sectors of interest** – manufacturing industry, service industry, wholesale/retail industry
- **Top 3 reasons for visiting** – to explore future participation, identify new sources of supply and general interest

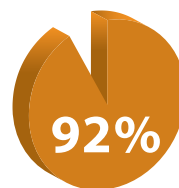
What business visitors said



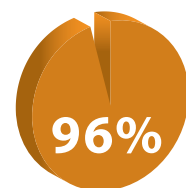
found that their fields of interest were comprehensively represented



met the relevant market leaders in their product focus groups



will visit ZITF 2013 (up from 87% in 2012)



96% will recommend ZITF to their business peers (up from 92% in 2012)



Towards sustainable tourism



a'sambeni
AFRICA TOURISM & TRAVEL EXPO

This exhibition will run concurrently with ZITF 2013 from 23 to 27 April at the Zimbabwe International Exhibition Centre in Bulawayo, Zimbabwe. (Business days 23-25 April.)

Since 1999, A'sambeni Africa Tourism and Travel Expo is the country's first-rate tourism exhibition showcasing the best of Zimbabwe's domestic tourism industry.

It provides a unique platform for networking, doing business and keeping abreast of developments as Zimbabwe joins the world in the move towards sustainable tourism through the protection of our tourist destinations and the preservation of the richness of the indigenous cultures around them.

A'sambeni (Let's travel!) offers an efficient way to come face-to-face with industry leaders in the local and regional tourism sector while experiencing the warmth of Zimbabwe's hospitality.

Who should exhibit?

We invite a cross-section of exhibitors in tourism and travel including:

Accommodation & resorts

Hotels, motels, guest houses, bed & breakfasts, safari lodges and camps, private estates, national parks and resorts e.g. hot springs, caravan and camping parks.

Adventure and special-interest holiday experiences

Hiking, climbing, bungee, kayaking, sailing, flying, hot air ballooning, riding, potholing, birding, angling, art dealers, music/theatre groups, craft workshops, hunting and safari.

Must-have equipment and supporting services to the industry

Travel agents, tour operators, transport (air, train, coach, car hire), national tourist authorities, equipment & goods supplied to the tourism industry - anything from mosquito repellent, to camping equipment, to telecoms, to leisure - specific vehicles, to specialist supplies e.g. catering, furniture, plants, decorators, landscapers, insurance, security firms & specialist construction sectors e.g. thatching, gazebos, pools & fencing, travel accessories, travel guides & magazines.

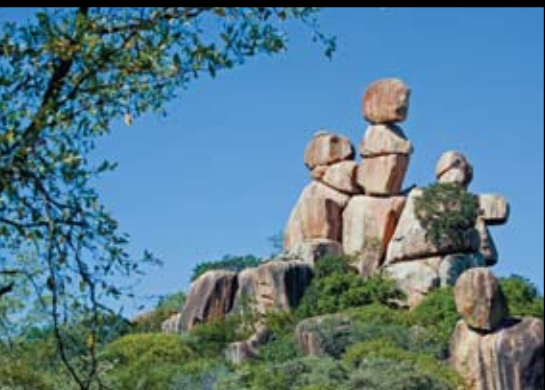
For stand bookings and enquiries: email zitf@zitf.co.zw

Who should attend?

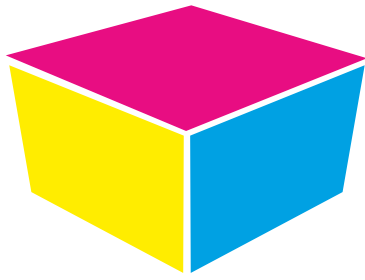
With the 2013 UNWTO being held in Zimbabwe, A'sambeni is the perfect stop-spot for corporate travel decision makers, potential investors, business travellers and holiday makers.

Register on-line to visit A'sambeni 2013 at www.zitf.net

A'sambeni is recognised by the Government of Zimbabwe, the Zimbabwe Tourism Authority and the Zimbabwe Council for Tourism



Reduce, Reuse, Recycle



PakPrint
Packaging & Printing
Industry Exhibition



This exhibition will run concurrently with ZITF 2013 from 23 to 27 April at the Zimbabwe International Exhibition Centre in Bulawayo, Zimbabwe. (Business days 23-25 April.)



Now in its 16th year, PakPrint is Zimbabwe's only packaging-and-printing industry exhibition. It's a comprehensive marketplace, bringing together players from the printing and packaging sectors and associated industries. In line with global trends, PakPrint 2013 will feature the latest technologies which promote efficiency, reduction of waste, recycling and eco-friendly production.

Exhibitor profile

Exhibitors are invited for the following products:

- Packaging machines, equipment, materials, devices and systems
- Ready-made packaging
- Measuring tools and devices
- Material-handling machines, equipment and systems
- Warehouse devices, machines and equipment, storing systems, transport and shipping
- Complimentary services: books and magazines, contract packaging, consultants, software
- Machinery and equipment for printing, labelling, binding, laminating and stamping
- Design software, digital media, desktop and electronic publishing
- Recycling technology

For stand bookings and enquiries: email zitf@zitf.co.zw

Business visitor profile

The exhibition offers a unique opportunity to interact with a buying audience of representatives from manufacturers, trade companies and service providers including:

- Agri-industries
- Manufacturing: food and beverages; chemical products; consumer goods; cosmetics; electronics; industrial products; pharmaceutical products
- Retailers, wholesalers and distributors
- Education, Government and related trade associations
- Machinery and output importing, dealing and distribution
- Printing
- Refrigeration and cold-storage systems
- Services and consultancy: graphic and creative designers, financial institutions

Register online at www.zitf.net to visit PakPrint 2013.

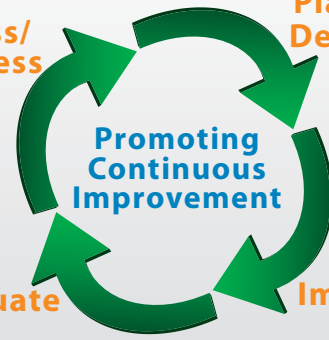




Scholastica is a dedicated education, careers and training expo attracting the region's leading universities, colleges and professional training institutions. It brings together suppliers, experts and career advisers to help you improve your work processes, personal efficiency and quality of life.

Assess/
Reassess

Plan &
Design



Evaluate

Implement



This exhibition will run concurrently with ZITF 2013 from 23 to 27 April at the Zimbabwe International Exhibition Centre in Bulawayo, Zimbabwe. (Business days 23-25 April.)

Why you can't afford to miss **Scholastica 2013** !

Your destiny is too important to be left to chance. Scholastica 2013 will provide you with the latest trends and innovations to help you take charge of your career and support your quest for continuous self improvement. The exhibition attracts a cross-section visitors ranging from high school students to university graduates looking for career options to professionals looking for a career change or career advancement.

Register online to visit Scholastica 2013 at www.zitf.net

Who should **exhibit**?

Scholastica 2013 will feature highlights in the following areas:

Specialised equipment, clothing and accessories

Software, computers, overhead projectors, audio visual equipment, laboratory and chemistry equipment, memory training systems, school furniture & clothing, binders and laminators, scholastic stationery, musical requisites, sportswear and sport equipment, products/ services for the disabled.

Educational aids

Educational toys and training aids, educational and training stimulators, publications and books.

Training and consultancy services

Corporate and industrial training programmes, technical skills training, personal development, workshops, vocational, academic and business training institutions, starting a business, business advice, financial planning, universities, colleges and technical schools.

For stand bookings and enquiries:
email zitf@zitf.co.zw

Expo **Highlights**:

There is no better time to improve your life than now! Participate in highly-interactive sessions over the five expo days:

23-25 April – seminars and presentations for tertiary-level students and business professionals on entrepreneurship, career advancement and redirection from inspirational speakers.

26-27 April – mini career-guidance workshops from industry experts. Plus! Schools can arrange group visits for their students to attend tailored workshops and tour the exhibition.

For speaking slots and more information: contact zitfmktg@zitf.co.zw

Your Style, Your Way



Your home is a reflection of you!

Find your inspiration at the 3rd edition of Ultim8 Home, Zimbabwe's premier home improvement expo. If you're looking for, or providing, products and services for planning, constructing, converting, extending or renovating homes and living spaces, Ultim8 Home will provide you with great ideas for your projects.

Add your own personal touch!

Regardless of the size of your home, project, dream or budget, Ultim8 Home will have the latest trends, techniques and advice to bring out your signature style.

Who should visit?

This expo is for the home builder, contractor, project manager, retailer, renovator, property developer, interior designer, home owner, professional builder, artisan, architect, general public or if you simply have a keen interest and are looking to be inspired.

Register to visit by going to our website at www.zitf.net

This exhibition will run concurrently with ZITF 2013 from 23 to 27 April at the Zimbabwe International Exhibition Centre in Bulawayo, Zimbabwe. (Business days 23-25 April.)



Who will be exhibiting?

We invite exhibitors providing solutions for renovating and decorating home interiors and outdoors including:

- **Mini showrooms** to inspire kitchens, bathrooms, bedrooms, lounges, dining rooms.
- **DIY demonstrations** of indoor repairs, accessories, tools.
- **Advice and services** for home improvement, project funding options, insurance cover, architecture and design, energy-efficiency advice.
- **Building accessories:** lighting, flooring, doors, windows, paint, taps, sinks, tubs, showers, tiles, shelving, glazing, piping, home textiles - carpeting, curtaining, blinds, wood products - fixtures, finishings, fittings.
- **Outdoor features:** gardening and landscaping, swimming pools, waterfalls and fountains, fish ponds, patios and decks.
- **Eco-friendly options:** energy-efficiency products, solar products, heating, air conditioning, refrigeration, alternative energy.

For stand bookings and enquiries: email zitf@zitf.co.zw



2013 International Exhibition Calendar



Zimbabwe International Trade Fair
Multi-sectoral International Exhibition
April 23 - 27 (23 - 25 Business Days)



African Tourism And Travel Expo
April 23 - 27 (23 - 25 Business Days)



Zimbabwe's Premier Packaging and Printing Industry Exhibition
April 23 - 27 (23 - 25 Business Days)



Education
Careers and Training Exhibiton
Incorporating Professional Training and Consultancy
April 23 - 27 (23 - 25 Business Days)



Premier Home Improvement Expo
April 23 - 27 (23 - 25 Business Days)



Mining, Engineering and Transport Exhibition
July 24 - 26 (Business Days only)



Health, Fitness & Lifestyle Expo
September 27 & 28

Facilities and services

The Zimbabwe International Exhibition Centre (ZIEC) offers the following facilities provided by any highly-rated exhibition company:

- Net exhibition area of 55,952m² encompassing six exhibition halls, ranging from 1,200 to 5,600m²
- Four restaurants and seven fast-food catering outlets serving over 100,000 meals a day during large exhibitions.
- Crowd capacity of around 45,000 a day.
- Parking space of around 6,500 vehicles, two taxi ranks and bus parking bays.
- Numerous sponsorship and advertising opportunities.

Services include:

- Accommodation and travel bookings-in partnership with Eco Logical Safaris.
- On-line and face-to-face business match-making service.
- Complimentary exhibitor's manual, catalogue and business day invitations
- Special customs clearing facility for show goods.
- Exhibitor training workshops.
- Assistance with visas and special customs clearing facility for show goods.
- Modular and custom stand building and a full range of exhibition furniture-in partnership with Oasys Innovations (RSA).



oasys
Innovations

**ECO LOGICAL
SAFARIS & TRAVEL**



Contact zitf@zitf.co.zw about options for custom-built stands to suit your marketing objectives.

ZITF is recognised by the following organisations:

Ministry of Industry and Commerce, Zimbabwe National Chamber of Commerce, Zimtrade, Confederation of Zimbabwe Industries, City of Bulawayo, Zimbabwe Investment Authority, Bulawayo Agricultural Society, Ministry of Regional Integration and International Co-operation.

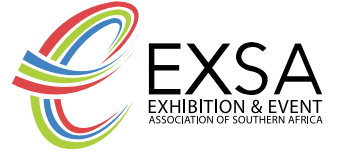
Endorsements & affiliations

The Zimbabwe International Trade Fair has been a full member of UFI (Union des Foires Internationales) since 1982. This Paris-based organisation recognises only established



international exhibitions with a strict set of standards and rules. UFI comprises leading fair organisers around the world and its members represent over 60 countries.

The Zimbabwe International Trade Fair is also a member of the Exhibition and Event Association of Southern Africa (EXSA) with over 130 members conforming to high standards of ethics.



ZITF 2013 is organised and hosted by The Zimbabwe International Trade Fair Company.

Vision:

To be the world's first choice in offering innovative opportunities for social and business interaction.

Mission:

We delight our customers by delivering seamless service.

Values:

Professionalism, Teamwork, Passion, Innovation.



OFFICIAL ZITF AGENT
Place stamp here

Zimbabwe International Trade Fair Company
P.O. Fomona, Bulawayo, Zimbabwe.
Tel: (+263-9) 884911-6 Fax: (+263-9) 884921
For bookings email: zitf@zitf.co.zw
For information email: zitfmktg@zitf.co.zw
Internet: <http://www.zitf.net>

