

# ZITF 2011 GENERAL MANAGER'S REPORT

## 1. **INTRODUCTION**

Zimbabwe International Trade Fair, which ended on Saturday evening, 7<sup>th</sup> May 2011, was in all respects very successful. ZITF Management received accolades regarding the overall outcome of the exhibition from a wide spectrum of exhibitors and visitors who were satisfied with their participation. It was described as “*refreshingly*” different from recent editions of the event.

## 2. **Facts and figures**

- 2.1 *Date and duration* : 3 – 7 May  
: 2 days open to business only  
: 3 days open to the public  
: Open 0900 to 1700 hours daily
- 2.2 *Theme* : **Optimising Business Synergies – Now and Beyond**

The theme was a strong and persuasive rallying point, both as a marketing and participation focus. Exhibitors and visitors were enthusiastic and buoyed into action by the theme, hence the high levels of participation, the imaginative ideas and originality of the exhibits and the overall positive atmosphere that permeated the exhibition from the beginning to the end. Outlined below is a summary on the outcome of the event.

- The total area occupied by the exhibition (51 362m<sup>2</sup>) was higher than the last 2 consecutive editions of ZITF.
- All halls were in use for the exhibition.
- Although only a marginal increase of 1.45% over last year's figures was achieved, the total number of exhibitors was also the highest in 4 years i.e. 834; 822; 653 and 758 for 2011, 2010, 2009, 2008 respectively
- Foreign-exhibitor participation increased substantially from the previous editions, with 12.65% growth compared to last year.
- The quality and standard of exhibits was high throughout the exhibition.
- The manning of the exhibits was improved. Many organizations deployed knowledgeable and trained staff.
- Many reported having made good contacts.
- The ZITF 2011 International Business Conference attracted 193 participants up from 180 last year. Participation in the conference was lively and many good ideas on improving the economy were proffered and discussed frankly.

2.3 **Number of exhibitors compared to performance in the last 3 editions of ZITF along with comparative percentages of each to the immediate preceding edition.**

	1. 2011	2. % of Pr/E	3. 2010	4. % of Pr/E	5. 2009	6. % of Pr/E	7. 2008
Zimbabwe Direct	445	91.9%	484	127.3%	380	80.8%	470
Indirect/ Zimbabwe Exhibitors	215	119%	180	95%	189	79%	238
<b>Sub Total</b>	<b>660</b>	<b>99.3%</b>	<b>664</b>	<b>116%</b>	<b>569</b>	<b>81.3%</b>	<b>708</b>
Foreign Direct	29	87.8%	33	150%	22	220%	10
Indirect/Exhibitors Foreign	147	117%	125	201%	62	155%	40
<b>Sub Totals</b>	<b>186</b>	<b>117%</b>	<b>158</b>	<b>188%</b>	<b>84</b>	<b>168%</b>	<b>50</b>
<b>Grand Totals</b>	<b>834</b>	<b>101%</b>	<b>822</b>	<b>125%</b>	<b>653</b>	<b>86%</b>	<b>758</b>

Pr/E = Previous Edition

3. **Summary of space occupied during ZITF 2011 compared to the 3 most recent editions of the event**

1	2	3	4	5
	2011	2010	2009	2008
<b>Net Area Available for sale</b>	<b>55 952m<sup>2</sup></b>	<b>52 639m<sup>2</sup></b>	<b>54 712m<sup>2</sup></b>	<b>55 858m<sup>2</sup></b>
<b>Area Occupied</b>	<b>51 362m<sup>2</sup></b>	<b>48 179m<sup>2</sup></b>	<b>38 997m<sup>2</sup></b>	<b>53 299m<sup>2</sup></b>
<b>% of space occupied</b>	<b>91.79%</b>	<b>91.52%</b>	<b>71.2%</b>	<b>95%</b>

**Note**

Although the percentage of space occupied appears only marginally higher than last year's figures, the net area available for sale in 2011 was larger. In essence therefore ZITF 2011 was much bigger than ZITF 2010.

#### 4. **Exhibitor Profile**

##### 4.1 ***Local Exhibitors***

Although ZITF is a multi-sectoral exhibition open to all players in our economy, the ZITF 2011 Marketing strategy focused on the following specific areas:-

- Equipment and expertise for agricultural development.
- Machinery supplies for infra-structural development.
- Value addition ideas and equipment for the mining, manufacturing and tourism sectors
- Technology for ICT development
- Consultancy services and products for energy and water provision.

All sectors were represented in the exhibition and focus on the above sectors was apparent. A concerted effort was made to group participants in ZITF 2011 according to sectors and /or product groups. The effort succeeded well among exhibitors that booked early. Towards the end of the sales effort, however, some of the exhibitors had to be placed as closely as possible to their sector or wherever space was still available.

The service sector dominated the exhibition, with a very high component of government and quasi-government organisations. Participation by the manufacturing sector was low. A number of firms that have permanent sites in the exhibition centre did not exhibit due to lack of product and finance.

##### 4.2 **Foreign Exhibitors**

12 countries participated in ZITF 2011 represented by 29 direct exhibitors which fielded 147 indirect exhibitors among them. The direct exhibitors comprised:-

<b>COMPANY</b>	<b>COUNTRY</b>
BASF c/o Trio Group Communication & Marketing GmbH	Germany
BMZ Import and Export Agencies	Republic of South Africa
Botswana – Botswana Export Development & Investment Authority (BEDIA)	Botswana
CFM – Mozambique Ports and Railways	Mozambique
Common Market for Eastern and Southern Africa, COMESA	Zambia
Department of Trade and Industry – South Africa	Republic of South Africa
Dunlop Belting Products (Pty) Ltd	Republic of South Africa
Embassy of Indonesia	Indonesia
Embassy of Iran	Iran
Embassy of the Republic of Kenya	Kenya
Embassy of Zambia	Zambia
Fairpros – International Trade Fair Marketing	Germany
French Engineering Works	Republic of South Africa
Ghana Trade Association	Ghana
HWL	Republic of South Africa
Lekoa Mining and Industrial (Pty) Ltd	
Limaqua (Pty) Ltd	Republic of South Africa
Malawi Export Promotion Council (MEP)	Republic of South Africa

Mjayeli	Malawi
Namibia Ministry of Trade and Industry	Republic of South Africa
Obuobi Eunice Odeki	Namibia
Obuobi Eunice Odeki	Ghana
Pearl Stan Co.	Republic of South Africa
Republic of Zambia – Ministry of Commerce, Trade and Industry	Zambia
SASOL	Republic of South Africa
Sesli Textiles	Republic of South Africa
South African Footwear & Leather Export Council (SAFLEC)	Republic of South Africa
Southern African-German Chamber of Commerce and Industry/Afrika – Verein der deutschen Wirtschaft e.V.	Republic of South Africa
Trade and Investment Limpopo	Republic of South Africa
Turkel Fair Organisation Inc.	Turkey

## 5. **Visitors profile**

A higher number of both business and non-business visitors participated in ZITF 2011. The following table gives a summary of visitors in comparison to 2010 figures:

	<b>2011</b>	<b>2010</b>
Business days (1 <sup>st</sup> 2 days)	32 953	21 830
Public days (last 3 days)	112 693	119 420
Totals	145 646	141 250

The reduction in public attendance figures has been attributed to relatively high admission fees at US\$5 for adults and US\$3 for children. The total figure of 145 646 visitors recorded compares favourably with 141 250 and 137 482 in 2010 and 2009 respectively

## 6. **Special Highlights in ZITF 2011**

### 6.1 **A'Sambeni Tourism and Travel Expo**

6.1.1 A'Sambeni Tourism and Travel along with related exhibits occupied 33.3% of Hall 3. The participation was a further reduction from 74% of the Hall in 2010 and 90% in 2009. The reduction is attributed to lack of foreign sponsored buyers who are usually brought into the country by Zimbabwe Tourism Authority (ZTA). ZTA pulled out of the A'Sambeni marketing programme this year. The fact that A'Sambeni coincided with Indaba in Durban, the largest travel exhibition in Africa, also affected participation.

### 6.1.2 **Scholastica**

Education and Training exhibits were well represented and occupied a large position of Halls 3 and 4. With the turn-around of the economy, there is no doubt that the expo will resume its stand-alone sectorial status in the near future.

### 6.1.3 **PakPrint**

The Packaging and Printing Expo occupied only a small portion of Hall 4. This highlight will remain subdued for some time, particularly as our manufacturing sector is still struggling with capacity-utilization challenges.

### 6.1.4 **Ultim8 Home Expo**

The expo was launched this year and sold very well. A total of 24 companies confirmed participation but only 14 actually participated. A number of reasons were proffered for non-attendance, including late arrival of imported products meant for display and last-minute hitches in organising participation. The expo has a lot of potential that can be exploited towards a stand-alone expo in the near future.

## 7. **Levels of Business conducted**

This is usually very difficult information to gather from both exhibitors and potential buyers. Firstly, it is impossible to reach every exhibitor and buyer during the 5 days of the exhibition. Secondly, very few participants give a conclusive answer to this item on the marketing survey conducted during the show. Finally a lot of contacts made only translate into business deals after the show.

The overall impression gained throughout the show, particularly among foreign participants, is that the majority of exhibitors made good contacts.

## 8. **Accommodation facilities in Bulawayo**

Hotel accommodation in Bulawayo during ZITF continues to be a challenge, that dampens participation. All hotels and accredited lodges in the city were fully booked at the beginning of the exhibition. ZITF partnered with Ecological Safaris to coordinate available lodge accommodation.

Efforts towards development of additional accommodation facilities have moved a step further in that the Bulawayo City Council has now offered the ZITF Company a 3-hectare piece of land in the vicinity of the Exhibition Centre for the construction of a hotel.

## 9. **International Business Conference**

### 9.1 **Objective**

- To provide a platform for the exchange of ideas on pertinent economic, social and political policy issues that impact the development of Zimbabwe's economy.
- To attract participation in ZITF by local and foreign senior public and private sector leaders.

### 9.2 **Theme and Focus of the Conference**

"Optimising Growth Synergies In An Emerging Investment Destination: Turning Opportunities Into Value"

### 9.3 Participation

193 delegates attended, drawn from the following sectors:- manufacturing, agriculture, mining, transport, energy, construction, communication and academia.

Hon J. Mujuru, Vice-President of Zimbabwe, presented the key-note address. Foreign delegates came from Namibia, South Africa and Zambia. The Embassy of Britain and Malawi sent representatives.

### 9.4 Overall Impression

The conference was well attended and attracted the desired audience. Papers presented generated lively and frank discussions on a number of pertinent issues.

NECF is in the process of compiling a full report.

### 10. Livestock and Produce Exhibition

The Bulawayo Agricultural Society held its annual show concurrently with ZITF 2011. The following were on display:

- ***Cattle***

- Pedigree
- Slaughter Stock
- Produce
- Small Livestock

### 11. Conclusion

ZITF 2011 was without doubt a very good trade show during which serious contacts were made between exhibiting organisations and their target markets.

As organisers we used every opportunity to learn how we can improve the exhibition and a lot of information has been gathered from questionnaires and other manners of feedback. We hope our exhibitors will notices the changes in the future.

ZITF Board and Management sincerely thank all participants in this event for their support and cooperation. Without you ZITF would not have any raison d'être! Now we look forward to ZITF 2012, which will be held from 24 to 28 April.

**D J CHIGARU**  
**GENERAL MANAGER**  
11/05/2011