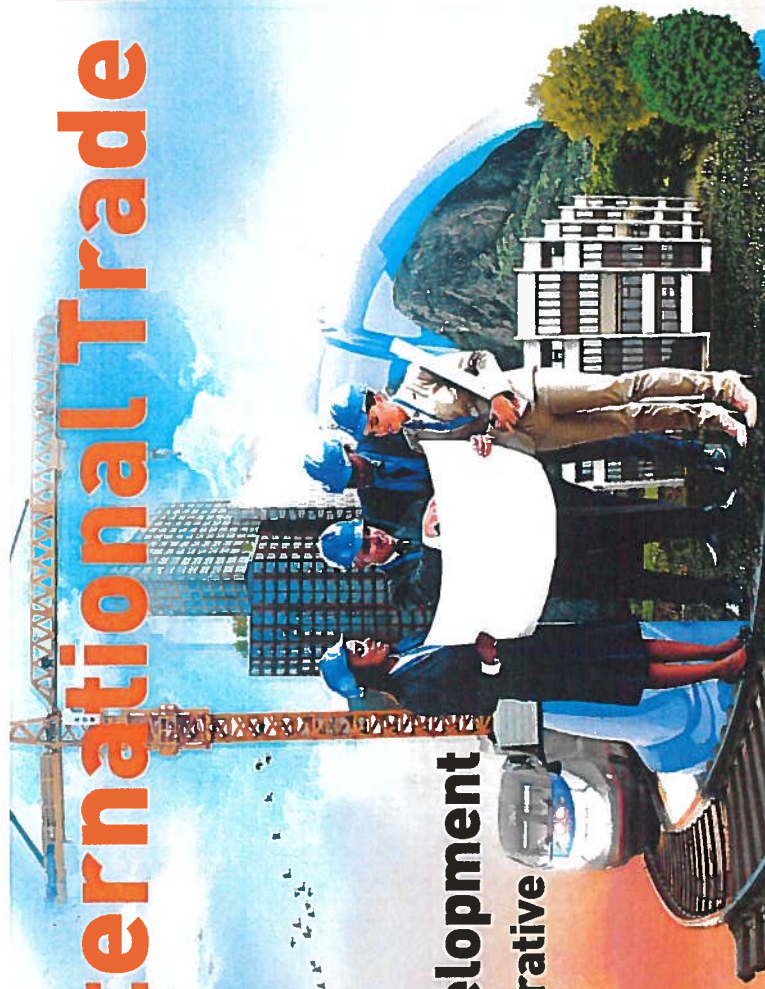


Zimbabwe International Trade Fair

Sustainable Industrial Development

Inclusive. Competitive. Collaborative



ZITF APRIL 24 - 28
2018
Business days April 24-26



Zimbabwe International Exhibition Centre (ZIEC), Bulawayo

ZITF
BULAWAYO



Sustainable Industrial Development Inclusive. Competitive. Collaborative

As the world converges at the Zimbabwe International Trade Fair 2018, focus will be on how reinvigorating businesses is critical in achieving more rapid and inclusive industrialisation. Business growth and industrial development are key in promoting overall economic growth. In Zimbabwe, industrialisation is being spearheaded through a number of policies notably, the Zimbabwe Agenda for Socio- Economic Transformation (ZimAsset), National Industrial Development Policy, at SADC and COMESA levels as well as the African Union Agenda 2063. Therefore, ZITF 2018 is your ultimate opportunity to showcase how your products and services are contributing to this agenda.

The 59th edition of the premier exhibition provides a platform for exhibitors and business visitors from around the world to network, explore new markets and share ideas to enable business growth.

Join the rest of the world and profile your products, brands and services on the global stage.

Talk to us TODAY on zitfmarketing@zif.co.zw



ZITF 2018

DIARY

24 – 26 April	Exclusive Business Days
25 April	ZITF International Business Conference
26 April	ZITF Charity Golf Challenge
26 April	CZI/ZITF Original Equipment Manufacturers Forum
27 April	ZITF Official Opening Ceremony
27 – 28 April	Public Days



ZITF 2018: Reaching for Global Territories



To book
your stand,
contact us
zitf@zitf.co.zw



Exhibit at ZITF 2018,

The perfect place for companies wishing to;

DISPLAY

- Develop new markets
- Increase brand visibility
- Set themselves above their competitors
- Promote their image for increased brand recognition
- Launch new products and services
- Activate and achieve notable sales leads
- Yield a positive return on marketing investment

Who can Exhibit?

The multi-sectoral exhibition targets the following sectors;

- 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
- Tourism (Meetings, Incentives, Conferences and Events)

Join the hunt for new markets and new partnerships

ZITF 2018 visitors will have a chance to;

NETWORK

- negotiate and clinch business deals with top business professionals
- experience live demonstrations of innovative products
- talk to industry experts and leaders to gain expert knowledge on business issues
- weigh their options after gaining full market knowledge
- optimise the exhibition platform to place orders
- reinforce existing relationships while creating new ones
- keep abreast of the latest technology and trends

**Download the ZITF 2018 Mobile App
to view exhibitors list, schedule meetings and receive
the latest updates on the exhibition and concurrent events**



We help you Put on a Show!



expodesigns
BY THE ZITF COMPANY

The ZITF Company offers professional stand-building services through our subsidiary division, Expodesigns. We have 3 stand options on offer:

- Basic shell scheme stands/modular package
- Walk on Packages (WOPs)
- Designer or custom-built stands

The modular package consists of:

- Stands constructed of white panels of 2.5m high
- Carpet tiles
- 1 x 15 amp. power socket
- 1 x blue fascia with name and stand number in white vinyl per stand
- 150w spotlights (Minimum 2; the number of spotlights/sockets increases with the size of the stand)
- Extras (e.g. logos, furniture, plants) are optional and are charged separately

We also provide exhibition furniture to suit your requirements:

- Chairs, counters, tables, cupboards, showcases, brochure holders and lockable store rooms

Contact us to find out more about our service on zitf@zitf.co.zw

Profile Your Brands

Take advantage of our offerings to increase mileage and visibility of your brand during and after ZITF 2018. We help you take your brand to the top through:

1. Exhibitor Training

The ZITF Company runs exhibitor training courses twice a year in February and June. These are designed to help exhibitors make the most of any exhibition, by offering practical tips for easy implementation before, during and after the exhibition.

To book your place, contact the marketing department on zitfrnktg@zitf.co.zw

2. Sponsorship Opportunities

An array of sponsorship opportunities exist to suit your branding needs in the following areas:

- Corporate wear
- Delegate bags and goodies
- Lanyards
- Marketing and PR functions (conferences and golf)
- Tickets and badges
- Wi-Fi and connectivity

Contact zitfrnktg@zitf.co.zw for a tailored solution in line with your budgetary needs

3. Advertising Opportunities

- Exhibition halls
- Marketing and PR functions (conferences and golf)
- Outdoor media
- Publications (catalogue and daily bulletin)
- Website and social media

To book your advertising space, contact marketing@zitf.co.zw

Talk to us today for these and other exciting branding opportunities available at ZITF 2018!



Turning the wheels of industry for sustainable growth

ZITF 2018 will run concurrently with the following sector-specific expos;



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



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.



Scholastica is Zimbabwe's leading expo for education, careers and training. It brings together institutions, career consultants, industry experts, continuous development professionals and students to harness personal and career development prospects.



Ultim8 Home provides inspiration to everyone embarking on interior design, renovation or construction projects.



The Bulawayo Agricultural Show takes place annually concurrent to the ZITF. It provides a platform for commercial and 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.

Value Adding Services

ZITF is organised by the The Zimbabwe International Trade Fair Company (ZITF Company), the leading international exhibition organiser in the country. The company provides services to help enhance your experience before and during the exhibition. These include;

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, WiFi and have your branding everywhere in the room.

Contact zitfmarketing@zitf.co.zw for more information.

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 2018, please do not hesitate to contact us.

Contact logadimin@zitf.co.zw for more information.

Get in touch on zitfmarketing@zitf.co.zw to exhibit and increase your brand's awareness!

ZITF 2018: A mixed bag of networking opportunities

Network with similar-minded people and potential customers at the following events:



ZITF International Business Conference 25 April 2018

This is the premier business conference held in conjunction with the National Economic Consultative Forum. Every year it sets the tone on how to leverage opportunities to stimulate growth for industrial development.

The ZITF IBC attracts over 600 delegates annually with various senior government ministers, foreign-embassy representatives and captains of industry in attendance helping enrich the discussions as they provide a platform for policy change, knowledge exchange and dialogue



ZITF Charity Golf Challenge - 26 April 2018

The Golf Challenge is open to exhibitors and business visitors alike and provides delegates with an additional opportunity to network and conduct business while supporting a worthy cause.

ZITF Official Opening Ceremony - 27 April 2018

The main highlight of the ZITF is the official ceremony which will be officiated by a high-profile guest, usually a Head of State. Winning exhibitors are awarded prizes for their stands under their different categories.

What to do at ZITF 2018

Enjoy the warm embrace of Bulawayo at the ZITF, we provide you the best leisure facilities to make you feel at home.

There are restaurants and attractive surroundings to give you a homely aura, after the long busy days of ZITF 2018.

Bulawayo is the natural gateway to the Victoria Falls, Hwange National Park and Great Zimbabwe. Closer to Bulawayo, you can visit Khami Ruins and the Matobo Hills which are 2 World Heritage Sites just 30 minutes from the CBD for a perfect gateway. Contact the Zimbabwe Tourism Authority Regional Office: ztabyo@ztazim.co.zw.

Accommodation

Contact Eco Logical Safaris & Travel ZITF's appointed Zimbabwean travel agency for your accommodation and travel bookings. Eco Logical Safaris & Travel is based in Bulawayo and is IATA accredited.

Contact: travel@ecologicalafrica.com

Take advantage of these platforms to make connections and grow your network



2018

International Exhibition Calendar



Zimbabwe International Trade Fair
Multi-sectoral International
Exhibition



African Business Tourism Expo



Zimbabwe's Premier Packaging and
Printing Industry Exhibition



Education, Careers & Training
Exhibition incorporating Professional
Training & Consultancy



Premier Home
Improvement Expo



Mining, Engineering and
Transport Exhibition

18-20
JULY



Water, Sanitation, Hygiene
and Energy Conference and Exhibition

20-21
SEPT

Affiliations



The Zimbabwe International Trade Fair (ZITF) is recognised by the following:
Ministry of Industry and Commerce, Zimbabwe National Chamber of Commerce, Zimbabwe Confederation of Zimbabwe Industries, City of Bulawayo, Zimbabwe Investment Authority, Bulawayo Agricultural Society, Zimbabwe Tourism Authority and

How to visit ZITF 2018



Entry is free for business visitors during business days when you register online at www.zitf.co.zw. Entry is \$20 at the gate during business days and \$5 during public days.

Opening times: 9am - 5pm



Join the conversations:
ZITF2018 - #ZITF2018



OFFICIAL ZITF AGENT
Place Stamp Here

ZITF 2018 is organised and hosted by:

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