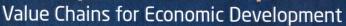


MERSIN TICARET VE SANAYI ODASI

RETHINK, REINVENT





7 February 2022

H.E Mr Alfred Mutiwazuka

The Ambassador Embassy of the Republic of Zimbabwe 39 Filistin Caddesi Cankaya, Ankara **Turkey**

Your Excellency,

Official Invitation to Participate in the 62nd Edition of the Zimbabwe International Trade Fair 26-30 April 2022

On behalf of the ZITF Company, I have the pleasure of extending this formal invitation to your embassy to canvass participation of Turkish companies in the 2022 edition of the Zimbabwe International Trade Fair (ZITF) scheduled for 26-30 April.

ZITF 2022 will be the 62nd edition of the multi-sectoral trade showcase. The exhibition is being held at a time when the world is gradually experiencing an economic rebound post the devastation wrought by COVID-19. Disruptions over the last two years exposed fissures in local and international supply chains thereby highlighting the need for organisations and economies to understand their supply chains extensively and in broader dimensions. Running under the theme "Rethink, Reimagine, Reinvent Value Chains for Economic Development," the trade show rallies participants to become future disruptors who are able to craft and implement strategies for agility, adaptability and resilience as the environment and needs of our economies change. This theme positions ZITF 2022 as the ideal platform to drive "next" normal thinking as well as focus on the structural transformation required for supply chain optimization. By coming together at the trade showcase, various economic players can reinforce existing value chains and create more flexible, agile and resilient ones. In addition to offering unparalleled opportunities for the international community to interact with Zimbabwean brands, products, services and business people, the show will be an opportunity to buttress the success of the previous edition and reaffirm the exhibition's positioning as the premier platform for business exchange.

EVENT DETAILS

The first three days (26-28 April) of the show are reserved specifically for business-to-business interaction thereby providing a networking platform for suppliers and visitors to conclude business deals at the highest decision-maker level. The show will be open to the general public from 29-30 April.

Venue:

Zimbabwe International Exhibition Centre, Bulawayo

Dates:

26-30 April 2022 (5 days)

Format:

Live event with hybrid (on-site + virtual) formats for concurrent conferences.

Concurrent Events:

International Business Conference - 27 April

Charity Golf Challenge - 23 July Connect Africa Symposium

Diplomats Forum

Official Opening Ceremony – 22 July (strictly by invitation)

2/...



Zimbabwe International Exhibition Centre P.O.Box Famona, Bulawayo, Zimbabwe Tel: +263 29 2884911 - 6

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











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-2-

Four sector-specific exhibitions will run alongside ZITF 2022, namely

- A'sambeni Africa Business Tourism Expo- MICE (meetings, incentive travel, conferences and exhibitions) tourism exhibition
- PakPrint packaging, publishing and printing exhibition
- Scholastica education, careers and training exhibition, workshops and presentations
- Ultim8 Home home improvement and renovations exhibition

EXHIBITION PARTICIPATION COSTS

In order to assist potential exhibitors, buyers and delegates in planning participation in ZITF 2022, attached are the following:

- ZITF 2022 Brochure
- ZITF 2022 Booking Form
- 2022 Exhibition Calendar

The booking form indicates the product groupings that will be housed in each hall to assist exhibitors in choosing the most appropriate area in the exhibition centre for their exhibit.

We are in the process of allocating stands for the exhibition on a first-come, first-served basis and we would invite them to secure their booking as soon as possible. The ZITF Marketing and Sales teams are at their service and will be pleased to facilitate this as well as to respond to any questions they may have.

BUSINESS DELEGATIONS

In addition to an exhibition from that country, we would also welcome a business delegation of buyers, financiers and investors to visit the show to see our local industry and possible investment opportunities all under one roof. Please keep us informed about the businesspersons intending to participate, in order for us to make the necessary arrangements for them to enjoy their visit to Zimbabwe.

We look forward to welcoming you to Bulawayo and to ZITF 2022.

Yours faithfully,

ZIMBABWE INTERNATIONAL TRADE FAIR COMPANY

DR NICHOLAS NDEBELE

CHIEF EXECUTIVE OFFICER

ZIMBABWE INTERNATIONAL EXHIBITION CENTRE (ZIEC)

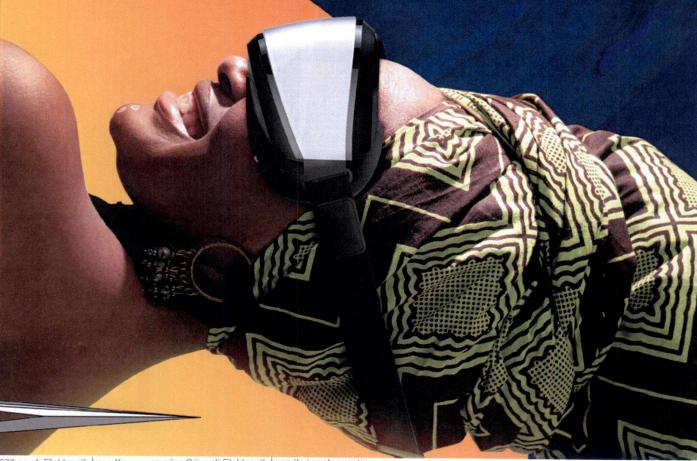
MERSIN TICARET VE SANAYI ODASI

Gelen Evrak Tarih Sayı: 15/03/2022 - 370

Business days April 26-28

VALUE CHAINS FOR ECONOMIC

DEVELOPMENT



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

Evrak sorgulaması https://odahorsaehvs.tohb.org.tr/tso-mersin-envision/Validate_Doc.asnx?eD=BSR1MRFKK&eS=3707.adresinden vanılahilir



VALUE CHAINS FOR ECONOMIC DEVELOPMENT

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



Six decades into its existence, the Zimbabwe Bix decades into its existence, the Zimbabwe Binternational Trade Fair remains the country Six decades investment platform and premier a networking event, connecting Zimbabwe Dispusinesses to the region and beyond. Following the safe and success hosting of the 2021 shaped I within the region in the midst of COVID ABOVE Within the region in the midst of COVID ABOVE Planking Bandemic); the fast paced and dynamic trade show returns to its usual calendar placement. Six Decades pandemic); the fast paced and dynamic trade show returns to its usual calendar placement. Show returns to its usual calendar placement. The event theme **Rethink, Reimagine, Reinvert, 2** The event theme **Rethink, Reimagine, Reinvert, 2** Value Chains for Economic Development rallies A participants to adaptability and resilience BYO highlighting the need to be able to identify futured disruptors, craft and implement change strate— A disruptors, craft and implement change strate— A disruptors, craft and implement change strate— A disruptors, craft and implement change strate— A disruptors, craft and implement change strate— A disruptors, craft and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change strate— A disruptors and implement change and implemen gies as well as inculcate the agility to adapt 🖰e game plan as the environment and needs of Our ZITF: A Constant in an Uncertain World Six decades into its existence, the Zimbab businesses/economies change.

transformation required for supply chain optimization. By coming together at the trade showcase, various economic players can strengthen existing value chains and create During the last two years, supply chains, which lacked global resilience, broke down in The 21TF 2022 theme locates the event as the ideal platform to focus on the structural the face of multi-country lockdowns. The disruptions highlighted the need for organisations to understand their supply chains extensively and in broader dimensions. 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



MERSIN TICARET VE SANAYI ODASI

sustainable trade, investment and marketing partnerships

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

WHY TAKE PART?

- according to emerging global market trends Vetting the local and international competition in order to pivot
- Leveraging the networking opportunities to build strategic and innovative ways to mitigate supply chain and market risks Assessing market risk for new products and services while learning
- Utilising knowledge-sharing opportunities to understand the

ATO enjoy FREE entry during business days:

www.zitf.co.zw

Department at the ZITF Offices or Invitation Ticket which is available Produce a completed Business from the Marketing and

from a participating exhibitor.

Contact: marketing@zitf.co.zw Opening Times: 9am – 5pm

FOLLOW these simple steps:

- Register on 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



Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır. aspx?eD=BSR1MREKK&eS=3707 adresinden yapılabilir 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 platformS. These include the following industry-specific expos:



26 - 30 April 2022

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.





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

To participate contact: 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

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

ZITF International Business Conference – 27 April 2022

To register for participation, email us on ibc@zitf.co.zw. Presidium, senior government officials, foreign-embassy representatives and captains of industry. discourse between government, business leaders and other key economic stakeholders. Participants include the country's the tone on how to leverage opportunities to stimulate economic growth and infrastructural development by facilitating a Typically attracting around 1,000 delegates, the IBC is Zimbabwe's biggest commercial assembly. Its main purpose is to set



ZITF Charity Golf Challenge – 28 April 2022

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: The golf tournament merges business and leisure exchanges away from the hype of activity in the exhibition halls. Players

Khayelihle Children's Home

Esandleni Sothando

- Ekuphumuleni Geriatrics Home
- Ingutsheni Central Hospital
- - Tsholotsho Flood Victims
- Cyclone Idai Victims

ZITF Diplomat's Forum – 28 April 2022

partners. For more information on how to participate, contact market@zitf.co.zw a multi-stakeholder dialogue facilitating economic and commercial exchanges between Zimbabwe and its strategic the opportunity to strengthen existing relations between Zimbabwe and its international allies. The forum takes the form of 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

Connect Africa Symposium – 28 April 2022

Zimbabwe International Trade Fair, the Connect Africa Symposium will provide a platform for various stakeholders to and sharing solutions to solve the socio-economic problems plaguing the African continent. Held annually during the This is an event dedicated to bringing African political leaders, key economic players and investors together in discussing present their research and possible solutions to problems in the areas of:

Africa, Peace and Security as well as Corporate Governance. To participate, contact or zitfmktg@zitf.co.zw Infrastructure Development, Agriculture Development, Education, Mining Opportunities, Health Care, Poverty, Investment in



Official Opening Ceremony – 29 April 2022

investment and tourism activity. For your invitation contact us on: gmsecretary@zift.co.zw the official opening ceremony spotlights the ZITF show as an essential event contributing positively towards trade high-profile guest, usually Zimbabwe's Head of State accompanied by the Head of State of a visiting country. Ultimately, 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





COVID 19 RESPONSE



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 ZITF 2022 comes at a time when the exhibition organiser is better informed on hosting a show in we have put 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, payment terminals, 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

Numbers Management

- Ticketing and issuance of badges from both our Bulawayo mailed to exhibitors to avoid office congestion in the days and Harare offices will be done a month in advance and leading to the show.
- point in time will be limited depending on the size of the Number of people per stand/hall/venue at any given 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

- promote everyday protective measures and describe how visible locations (e.g., at entrances, in restrooms) that to stop the spread of germs. Additionally, COVID-19 Safety Participants can expect to see numerous signs in highly 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.
- media, etc. about health and safety expectations during the Frequent communication with attendees via advertising 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.

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26 - 28 TUE - THU

APRIL

ZITF Hosted Buyer Programme Exclusive Business Days

ZITF International Business Conference

WED 27

Connect Africa Symposium ZITF Charity Golf Challenge ZITF Diplomats Forum

THU 28 APRIL

Public Day

Official Opening Ceremony

FRI 29 APRIL

30

Public Day

APRIL



Make your
Brand Prosperity
a Priority

during and after the show. Position your brand for success by

Advertising your products & services through our

#ZITF2022 offers numerous brand visibility opportunities before

working with us.

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Full service

True to our promise

and beyond Zimbabwe's borders to provide our infrastructure services where they are needed

A flexible approach

exhibition presentation needs. Expodesigns is your trusted Clients profit from our versatile project management and partner for exhibitions, trade show concepts, standthat you receive the flexibility you need in response to you the digitally organised administration process, ensuring building and events infrasstructure

We furnish your needs

Chairs, counters, tables, cupboards, showcases, brochure Through expodesigns we can also provide you with furniture, including:

holders and lockable storerooms.

Contact us for more information on designs@zitf.co.zw



Expo designs has the knowledge, experience and drive to ensure that your brand stands out and

your exhibition stand delivers the results you envisage.

The Expodesigns team will travel to any city in the country

to enjoy brand visibility benefits: Sponsor the following during concurrent events

Contact marketing@zitf.co.zw to book your advertising space

Catalogue & Bulletin Publications

Conference and Golf Tournament functions

Exhibition hall signage

Website and social media pages

- Corporate wear
- Delegate bags and goodles
- Lanyards
- Tickets & Badges
- Wi-Fi and Connectivity
- Refreshments for exhibitor lounges

Contact zitfmktg@zitf.co.zw for more information

Partner with us by providing:

- Print, electronic & online media
- Entertainment Excursions & city tours
- Shuttle & Transport Services

Accommodation

Contact marketing@zitf.co.zw for more information

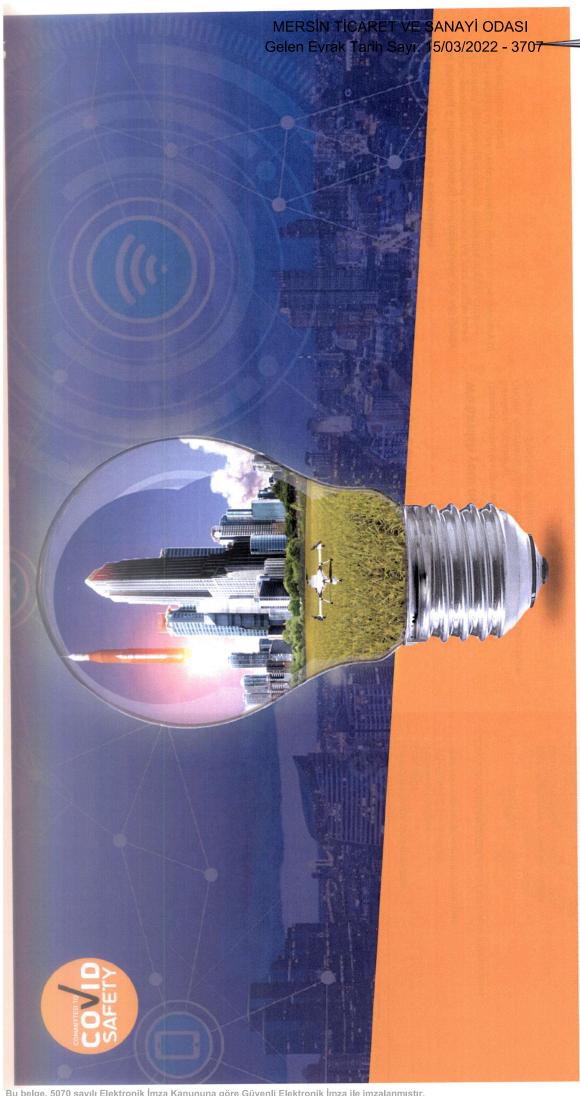
Hire a venue to host the following corporate events

Conferences **Product Launches** Cocktail parties

Contact logadmin@zitt.co.zw, for more information

Workshops & Seminars

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır. sorgulaması https://odaborsaebys.tobb.org.tr/tso-mersin-envision/Validate_Doc.aspx?eD=BSR1MREKK&eS=3707 adresinden yapılabilir.



Zimbabwe International Exhibition Centre

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

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

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

ZIMBABWE INTERNATIONAL TRADE FAIR

VFRICAN EXHIBITION

PO.Box Famona, Bulawayo, Zimbabwe Tel: +263 29 2884911 - 6



Affiliations









MERS VE SANAYİ ODASI Gelen VA Taril Sayı: 15/03/2022 - 3707 Business days April 26-28



Incorporating A'Sambeni, Pakprint, Scholastica, Ultim8 Home

P.O. Famona, Bulawayo, Zimbabwe - Tel: (+263-9) 884911-5 - Fax: (+263-9) 884921

e-mail Bookings: zitf@zitf.co.zw/coordinator2@zitf.co.zw - Website: http://www.zitf.co.zw

EXPRESSION OF INTEREST - FOREIGN EXHIBITORS A. ALL EXHIBITORS PLEASE COMPLETE ALL THE FOLLOWING DETAILS (MANDATORY):

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MERSelNeTicoARETyMerSANAgenQDASId timelines applicable during ZITF 2022.

Gelen Evrak Tarih Sayı: 15/03/2022 - 3707

F. STAND DESCRIPTION

Basic stand:

space only with one 15 amp power outlet (both in Halls and on External space)

Modular stands: (in Halls only)

constructed of 2.5m high white panels, carpet tiles, 1×10 blue fascia with name and stand number in white vinyl; 150W spotlights (minimum 2) and 1×15 amp power socket. Furniture in 4. consists of 2 chairs and 1 round table. All exhibitors who book space of $18m^2$ or less in halls shall use the modular stand as in column 3 in the table above.

External stands:

May be on grass, gravel, paving, concrete. Supplied with 1 x 15amp power outlet.

G. BOOKING GUIDELINES

Steps to	follow:
a.	Decide on amount of space required (Items 1. or 2.)
b.	Decide on dimensions (Item 3.)
c.	Decide on stand position (Item 4.)
d.	Complete Expression of Interest (separate page)
e.	Pay at least 50% deposit into ZITF account as in Item 6 to secure the booking.
f.	Scan & email Proof of Payment stamped by the bank to zitf@zitf.co.zw OT fax to (+263 9 884921, with clear depositor details)

H. PLACEMENT OF PRODUCT GROUPS IN HALLS (PROVISIONAL)

HALL 1: International and Zimbabwe: Agriculture, Automotive, Electrics, Light/Heavy Industry, Mining; **ULTIM8 HOME** – Home improvements, Furniture, Interior Décor, Construction.

HALL 2A: Zimbabwe: Civic organisations, local government and Rural District Councils.

HALL 3: International and Zimbabwe: A'SAMBENI (Business Tourism), SCHOLASTICA (Education, Training, Consultancy),

HALL 4: International and Zimbabwe: PAKPRINT (packaging and printing), *Plastics, Stationery, Business Services, Consumer Goods, Chemicals, Health-related exhibits, Insurance, Medical Aid, Pharmaceuticals, non-Manufacturing, IT/Hi-tech, Electronics; Clothing/Textiles, Leather ware/Footwear Cosmetics, Toiletries.*

HALL 5: Zimbabwe

EXTERNAL SITES: International and Zimbabwe: Agriculture, Automotive, Light/Heavy Industry, Leisure, Mining.

I. PAYMENT INSTRUCTIONS

Payment in US\$ into the following account:						
Name: ZITF	Account number: 9140000929041 (USD)	SWIFT Code: SBICZWHX				
Bank: Stanbic Bank	Address: 11 Plumtree Road, Belmont,	Belmont Branch Code: 1010				
	Bulawayo					

J. PLEASE NOTE

a. <u>Until 15 February 2022</u> To secure a stand the non-refundable 50% of the rental fee *plus the full VAT component* SHALL be paid within 1 week from the date of booking.

<u>From 16 February 2021 onwards</u>: the deposit SHALL be paid within 3 working days from the day of booking. Stands shall not be allocated until this deposit has been received within the stipulated times.

Exhibitors should check if the stand is still available before making payment as all space is sold on a first come first served basis. The booking form shall be read in conjunction with the Rules and Regulations pertaining to the hire of sites, specifically clauses 2, 23 and 27.

- b. The remainder of the rental shall be paid by 31 March 2022. Neither Exhibitors nor their contractors will be given access to their stand, nor will any stand building be undertaken, if ZITF has not received the full payment.
- c. All unpaid or partially paid rentals will increase by 20% on 31 March 2022.

ZITF is affiliated to





