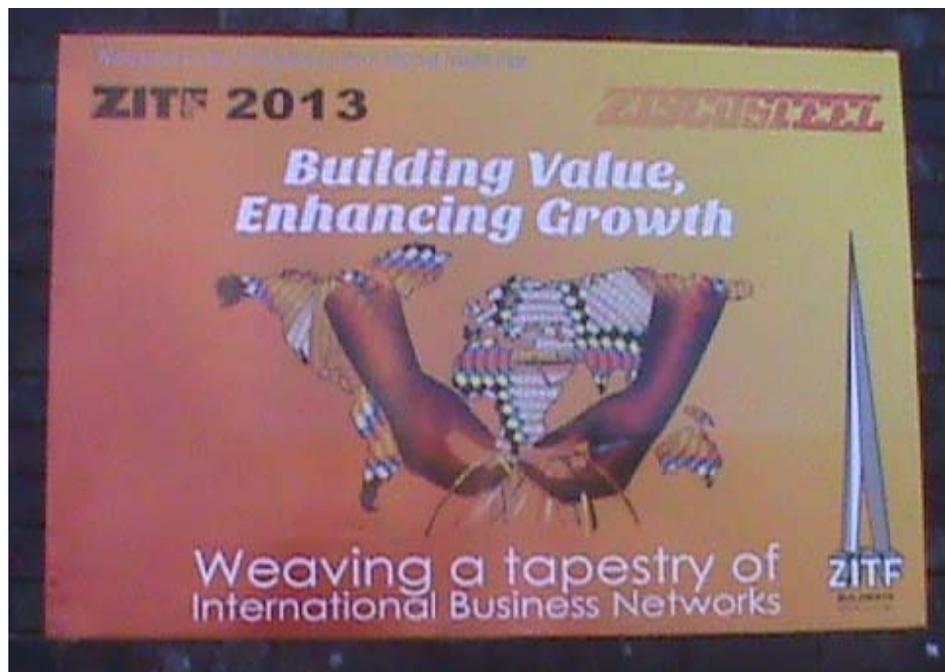




**Common Market for Eastern and Southern Africa –
Leather and Leather Products Institute
(COMESA/LLPI)**



**Report (Brief)
on the
Zimbabwe International Trade Fair (ZITF)**

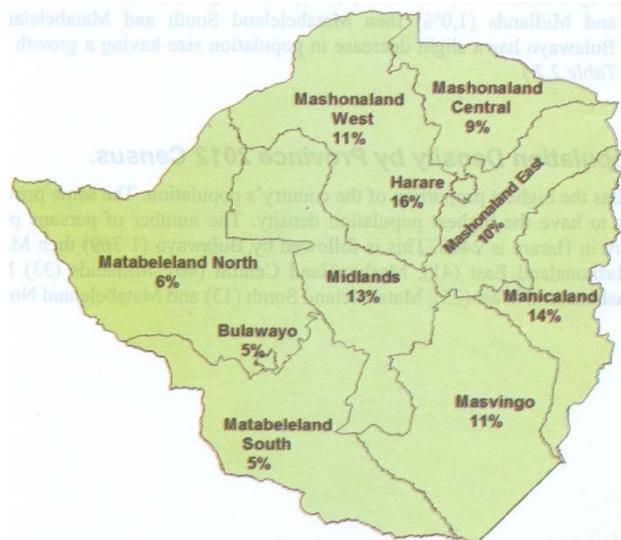
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**30th April 2013
Bulawayo, Zimbabwe**

I. Introduction

1. Zimbabwe, holding a land mass size of 391,090 km square, strategically located in the heart of Southern Africa is home to Victoria Falls, one of the natural wonders of the World. The population of Zimbabwe on 18th August 2012 was 12,973,808. Of this population 6,234,931 were males and 6,738,877 were females (with sex ratio of 93 males per every 100 females).

Map of Zimbabwe – Population by Provinces (2012)



2. ZITF 2013, 54 Edition under the Theme “Building Value, Enhancing Growth”, was officially opened by Dr. Joyce Banda, President of the Republic of Malawi on 26th April 2013, accompanied by President Dr. Robert G. Mugabe of the host country, Republic of Zimbabwe.

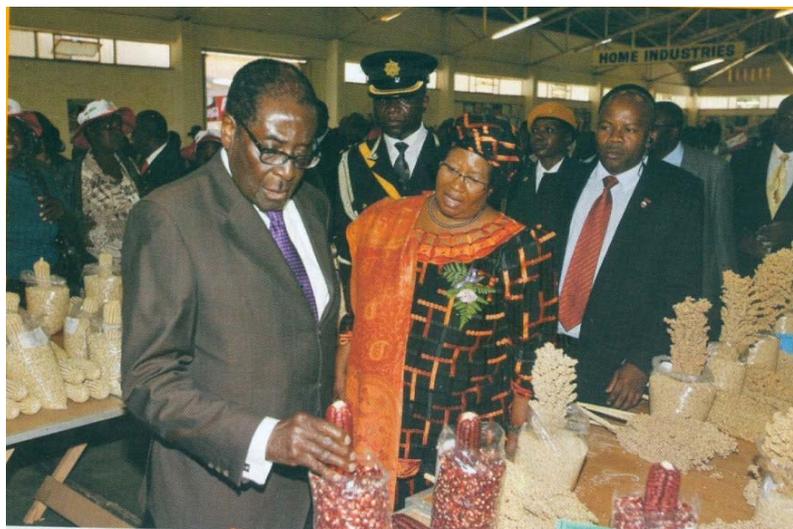


Photo 1: President Dr. G. Mugabe and President Dr. Banda admiring some of the exhibits at the home Industries stand (26th April 2013)

3. Malawi, which is one of the biggest trading partners of Zimbabwe, is an exporter of various products like tea, tobacco and sugar.



Photo 2: Part of the Crowd that had gathered to catch a glimpse of Dr. Joyce Banda at ZITF (26th April 2013)

4. 650 exhibitors had attended the show with 430 being direct exhibitors, holding a total 4,800 square meters space. 16 foreign nations, such as, Botswana, Brazil, China, Ethiopia, Germany, Indonesia, Italy, Kenya, Malawi, Namibia, Pakistan Poland, South Africa etc. had participated in the Fair.
5. Local firms which exhibited, 57% are from Harare, 35% from Bulawayo and the remaining 8% are from other cities. 200 companies from diversified sectors of whom 121 had exhibited their products. Conferences and Seminars including International Business Conference, the Water Summit, Zimbabwe – South Africa Investment Conference, Zimbabwe – China Investment Conference and the SMEs Conference were part and parcel of the 54th Edition, organized by ZITF.



Photo 3: Partial View of Visitors at ZITF, 54th Edition (23 – 27 April 2013)

6. COMESA/LLPI, sponsored by COMESA/RISP, was represented by Dr. Tadesse H. Mamo, the Reporter of this Brief Note, and Mr. Nicholas Mudungwe, Cluster Development Programme Expert.



Photo 4: Visitors stopover at the COMESA/LLPI stand

II. Main Objectives of LLPI Participation in ZITF

7. As a mechanism of increasing the linkages of SMEs in the leather sector in the COMESA region, COMESDA/LLPI had crafted a plan to participate in international fairs that will be held in Kenya, Zambia, Malawi, Rwanda, Uganda and Zimbabwe in 2013 fiscal year.

The main objectives are as follows:

- Enhance contacts between African sellers of leather and leather products and buyers from around the world and integrate the continent's industry into the global market intelligence network.
- Create global market opportunities for Africa's upstream leather goods industry and enhance the continent's benefit in exporting value added consumer goods of leather.
- Expose investment opportunities in the leather sector in Africa and build the image of the industry as a credible partner to work with.

III. COMESA/LLPI and Participating SMEs' Performance/Status

8. COMESA/LLPI/RISP invited several private leather products manufacturing SMEs from Sudan, Ethiopia, Uganda, Kenya, Zimbabwe and Zambia. Except two Ethiopian (Ethio-Leather Industry Private Ltd. Company/ELICO and Tikur Abay Shoe Share Company) and one Zimbabwean (Femline Leather Craft) enterprises, the rest invited SMEs did not show-up.

The “No show” needs to be verified, in order to learn lesson(s) from the current arrangement’s deficiencies to forthcoming National Trade fairs to be conducted in Lusaka, Kampala, Nairobi, Kigali and Lilongwe.

Sponsorship included payments to cover stand fee, registration and partial transportation and facilitation expenses.



Photo 5: Partial View of LLPI and SMEs stand

9. The Reporter of this Brief Note arrived in Harare on the 22nd April and travelled to Bulawayo, 6 hours, on road (Coach) on the 23rd April and using the same route returned to Harare on 29th April and back to Addis Ababa on 30th April 2013.
10. ELICO, Tikur Abay Shoe Share Co. of Ethiopia and Femline Leather Craft of Zimbabwe displayed their respective samples of leather goods, articles, leather garments, including casual, dressing, walking, safety, sandal, schoolchildren and different military shoes.
11. The COMESA/LLPI and SMEs stand could attract approximately between 4500-5000 visitors, and from visitors perception it could be concluded that the price and quality of the two Ethiopian SMEs’ products samples (in particular) were beyond their expectation.
12. The 18m² space of COMESA/LLPI pavilion was decorated with different banners. Visitors were provided with information on COMESA, LLPI, regional leather industry development etc. LLPI and SMEs brochures were distributed to visitors and other stakeholders. LLPI Delegation, at its capacity, had managed to promote the mandates of LLPI and interviewed some visitors to learn their views.

IV. Lessons Learnt

13. ZITF is organized annually in the month of April. This annual forum is organized by the **Zimbabwe International Trade Fair Company**.
14. The fair ground is busy throughout the year with various events (stock exchanges, wedding, specific sector trade show etc.).The company is profitable and managed by Board of Directors and CEO.
15. ZITF annually invited Presidents and/or equivalent officials from neighboring countries as Guest of Honor.
16. Among visitors are school children, university students, town dwellers from different parts of country, tourists etc.
17. Stands are occupied with all Ministries of Local Government, Authorities, Agencies, Commissions, Associations, Higher Educational Institutions, Large, Medium and Small Enterprises engaged in various development sectors, Embassies of different countries, Information Technology displays, Offices of the President and the Prime Minister, Constitutional and Parliamentary Affairs, National Defense, Prison Service and Police etc.
18. Special hospitality and recreation center provided for official visitors and exhibitors.
19. Visitors enjoyed the annual ZITF and were very anxious to get information and to learn from various Stands.

V. Recommendation

20. Participation of LLPI in such locally organized Trade Fairs is of paramount importance to enhance the visibility of the Institute and lobby member States.
21. As a means of strategy for Intra-Trade promotion among CMESA member States, LLPI should facilitate and encourage the participation more SMEs and Government Delegate from each Member State in locally organized Trade Fairs at their own expenses.
22. Taking into consideration the above weakness (number of participating countries and SMEs in ZITF), formal communication and early preparatory works is highly recommended in order to have sufficient time for organizational and logistical arrangements.

VI. Acknowledgment

23. For the success the Mission to Bulawayo, Zimbabwe, the COMESA/LLPI delegation would like to express it's appreciation to:

- LLPI Management (the Director& Mr. Mudungwe in particular)
- The Government of Zimbabwe for hosting the Delegation
- The COMESA Secretariat for sponsoring the delegation and selected SMEs.
- Particular recognition is extended to ZITF participating SMEs from Ethiopia and Zimbabwe for their indefatigable efforts in exhibiting their respective products (display) and providing clarification for numbers of visitors from 23rd-27th April 2013.
- ZITF Company also deserves particular appreciation for its efficient and well organized Trade Fair.

THANK YOU!