



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 62<sup>nd</sup> 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 62<sup>nd</sup> 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 ( <i>strictly by invitation</i> )

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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**