SA heads to Zimbabwe trade fair

South Africa's Department of Trade and Industry is heading to Zimbabwe with South African companies to the Zimbabwe International Trade Fair.

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The companies that are part of the delegation will be assisted by the dti through its Export Marketing and Investment Assistance Scheme (EMIA), which aims to develop export markets for South African products and services and to recruit new foreign direct investment into the country.

The dti will lead the business delegation today, 24 April 2017, to the 2017 Zimbabwe International Trade Fair (ZITF), which will be taking place in Bulawayo, Zimbabwe from 25-30 April 2017.

South Africa’s participation at the ZITF follows on the heels of a successful participation in 2016 where a reported total of 431 trade leads were secured by exhibitors, with a total of 21 Zimbabwean agents appointed, and export sales totalling R10 million recorded through participation.

The Minister of Trade and Industry, Dr Rob Davies, says that the ZITF is one of the largest intra-regional trade fair shows in sub-Saharan Africa and that it provides the largest and most convenient trade hub in the region. In addition, an investment seminar will be held on the margins of the ZITF.

“The ZITF aims to promote intra-Africa trade as well economic integration of the continent,” says Davies.

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