

ZITF APRIL 20-25 2026

Business days April 20-22



**Connected
Economies,
Competitive
Industries.**

**REGISTER
TODAY!**



Zimbabwe International Conference and Exhibition Smart City (ZICES)

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ZIMBABWE INTERNATIONAL TRADE FAIR COMPANY

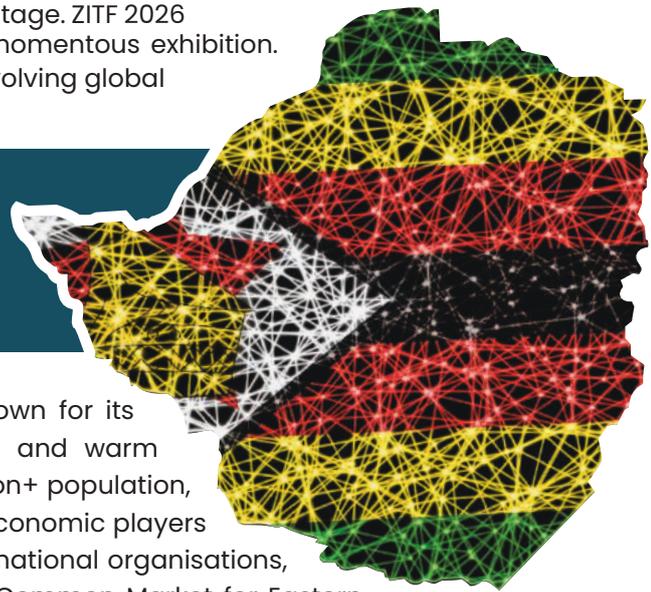
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The 66th edition of the Zimbabwe International Trade Fair (ZITF) convenes under the visionary theme: **Connected Economies, Competitive Industries**. This year, the show promotes partnerships designed to anchor economic vitality and forge high-value connections that define the modern commercial landscape. ZITF 2026 serves as a platform for catalysing innovation, regional trade advancement, and global competitiveness through the showcasing of diverse industries and their contribution to the local, continental and global economy.

ZITF 2026 is the definitive meeting ground for Africa's industrial heavyweights and emerging disruptors. It is ^{more} than a simple exhibition, connecting manufacturing breakthroughs and digital shifts directly to global value chains. This is where local ingenuity meets international capital to build scalable, cross-border partnerships that define the next decade of African trade.

Sixty-six years of countless partnerships on one definitive trade stage. ZITF 2026 celebrates a long-standing legacy by delivering yet another momentous exhibition. This is your space to connect, compete, and lead in a rapidly evolving global economy.



ABOUT THE HOST COUNTRY: ZIMBABWE

Zimbabwe is a culturally diverse Southern African country known for its dramatic landscape, diverse wildlife, vast mineral resources and warm people. With a skilled labour force that forms part of the 15 million+ population, and easy access to regional trade routes, it is a prime hub for economic players from across the globe. The country is a member of many international organisations, including the African Development Bank (ADB), African Union, Common Market for Eastern and Southern Africa (COMESA), International Monetary Fund (IMF); Southern African Development Community (SADC); and the United Nations (UN) as well as a party to a number of trade agreements. The country has diversified economy which offers ample opportunities for backward and forward linkages across different sectors that include tourism, mining, agriculture, education, transport and infrastructure development, manufacturing, information, communication and technology among others. But don't just take our word for it, come through and experience Zimbabwe for yourself!

A LOOK BACK AT ZITF 2025

EXHIBITOR RETENTION
reflecting the achievement of measurable ROI, quality leads, smooth operations and meaningful brand visibility.

INCREASE IN NEW EXHIBITORS
rising from 195 in 2024 to 249 in 2025, demonstrating growing market interest and effective outreach efforts.



PRIVATE SECTOR PARTICIPATION
demonstrating enhanced confidence in the trade fair as a business development platform.

ZITF 2026 PROJECTIONS

HOW TO TAKE PART



EXHIBITOR

Showcase your bold ideas, unique products, and exceptional services to drive innovation and lead in growth, sustainability, and global economic progress.



VISITOR

Connect with industry leaders and unleash the potential to forge valuable partnerships that can elevate your success.



BUYER

Grow your network of reliable and high-quality Zimbabwean and international suppliers eager to cater to your unique needs!



SCAN HERE FOR MORE!

zitfevents.com

BENEFITS OF PARTICIPATION

COMPETITOR INSIGHTS

Gain unparalleled insights into global and local market dynamics to inform strategic decisions.

RISK MITIGATION

Strengthen your risk management strategies by analysing the competition and market to minimise business disruptions.

ASSOCIATION BUILDING

Engage with like-minded professionals, fostering valuable partnerships and capitalising on mutually-beneficial opportunities.

FUTURE-FOCUSED INNOVATIONS

Stay ahead of the curve by learning about vital industry advancements, ensuring seamless global market entry and sustainable growth.

TRADE VISIBILITY

Maximise your reach and influence to drive your business forward in an ever-evolving marketplace



Let us help you put on a show!

FOCUS AREAS

Immerse yourself in a showcase of cutting-edge innovations across various sectors, including:

Agriculture (value-addition, products, and services) | Construction and infrastructure development | Education and Human Capital Development | Financial Services | Innovation and Information and communication technologies (ICTs) | Infrastructure development (energy, transport and telecoms) | Manufacturing | Mining | Printing and packaging Publishing (print and digital) | Renovation specialists and suppliers, and, Tourism (Meetings, Incentives, Conferences, and Events-MICE)



Get in touch with us on designs@zitf.co.zw for all your:

Exhibition Stand Design | Stand Building & Branding | Exhibition Logistics | Exhibition Furniture

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INDUSTRY AND TRADE
PLATFORMS



**ZITF INTERNATIONAL BUSINESS
CONFERENCE - 22 APRIL 2026**

Discover the power of entrepreneurship, industrialisation and trade at Zimbabwe's largest commercial assembly, the ZITF International Business Conference, where influential government figures, business leaders, and key stakeholders come together to leverage opportunities and set the tone for economic growth. To register for participation, **email: ibc@zitif.co.zw**



**CONNECT AFRICA SYMPOSIUM
23 APRIL 2026**

Join African political leaders, economic players, and investors at the Connect Africa Symposium to address socio-economic challenges and industrialisation, trade, and entrepreneurship. This platform unites diverse stakeholders to share experiences and solutions, contributing to overall continental development. To register, **connectafrica@zitif.co.zw**



**ZITF DIPLOMATS FORUM
23 APRIL 2026**

The ZITF Diplomats Forum, organised in collaboration with the Ministry of Foreign Affairs & International Trade, convenes the diplomatic corps, government, and business leaders to explore trade and investment prospects in Zimbabwe, fostering stronger relations between the nation and its global allies. Through multi-stakeholder dialogues, this platform facilitates economic and commercial exchanges, nurturing strategic partnerships for mutual growth and success. For more information on how to participate, **email: market@zitif.co.zw**

YOUTH-FOCUSED
EVENTS



**ZITF YOUTH IN BUSINESS CONFERENCE
20 APRIL 2026**

Launching in 2026, the ZITF Youth in Business Festival kicks off the Trade Fair Week, spotlighting young entrepreneurs through exhibitions, networking, and collaborative opportunities designed to integrate them into the business ecosystem. Through interactive sessions and showcases, attendees will gain valuable insights and connections to enhance their entrepreneurial journeys. To register for participation, email: **marketing.mgr@zitif.co.zw**



**ZITF INNOVATORS FORUM
21-22 APRIL 2026**

Join the ZITF Innovators Forum, a dynamic event that unites young entrepreneurs and innovation enthusiasts to showcase local innovations, foster business networking, and share knowledge, with a focus on revitalizing industries and driving economic transformation. Featuring a Pitch Competition and Hackathon, the event serves as a valuable platform for harnessing entrepreneurial talent. To register for participation, **email: innovatorsforum@zitif.co.zw**



PUBLIC ENTERTAINMENT
AND SPORTS



**ZITF CHARITY GOLF CHALLENGE
23 APRIL 2026**

Experience the perfect blend of business and leisure at the golf tournament, where networking opportunities abound away from the bustling exhibition halls. Enjoy a refreshing game of golf while forging valuable connections, all while supporting a worthy charitable cause. To register for participation, **email: golf@zitif.co.zw**



**OFFICIAL OPENING
24 APRIL 2026**

Be part of the prestigious official opening ceremony, where winners of the exhibition competitions are honoured and awarded for their outstanding exhibits across various categories throughout the week-long event. This exclusive ceremony, graced by high-profile dignitaries, including Zimbabwe's Head of State, a visiting head of state, and esteemed guests from visiting countries; showcases the ZITF show as a vital platform for fostering trade, investment, and tourism. For an invitation, **email: gmsecretary@zitif.co.zw**



AMPLIFY YOUR BRAND!

With a variety of customer touchpoints available, we offer the perfect platform to position your brand for guaranteed success. Don't miss this opportunity to partner with us and make alasting impact on your target audience.



ADVERTISE YOUR PRODUCTS & SERVICES THROUGH OUR:

- Website, podcast & social media pages.
- Exhibition hall signage.
- Conference & Golf Tournament functions.
- Outdoor media.
- Catalogue & Bulletin Publications.



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

SPONSOR THE FOLLOWING TO ENJOY BRAND VISIBILITY BENEFITS:

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



Contact bizdev@zitf.co.zw to discuss available opportunities.

PARTNER WITH US BY PROVIDING:

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



Contact marketing.mgr@zitf.co.zw to discuss available opportunities.

Other Services

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 (refreshments, Wi-Fi and furniture etc.); providing additional prospects to amplify your brand presence.

Contact: marketing@zitf.co.zw to discuss available opportunities.

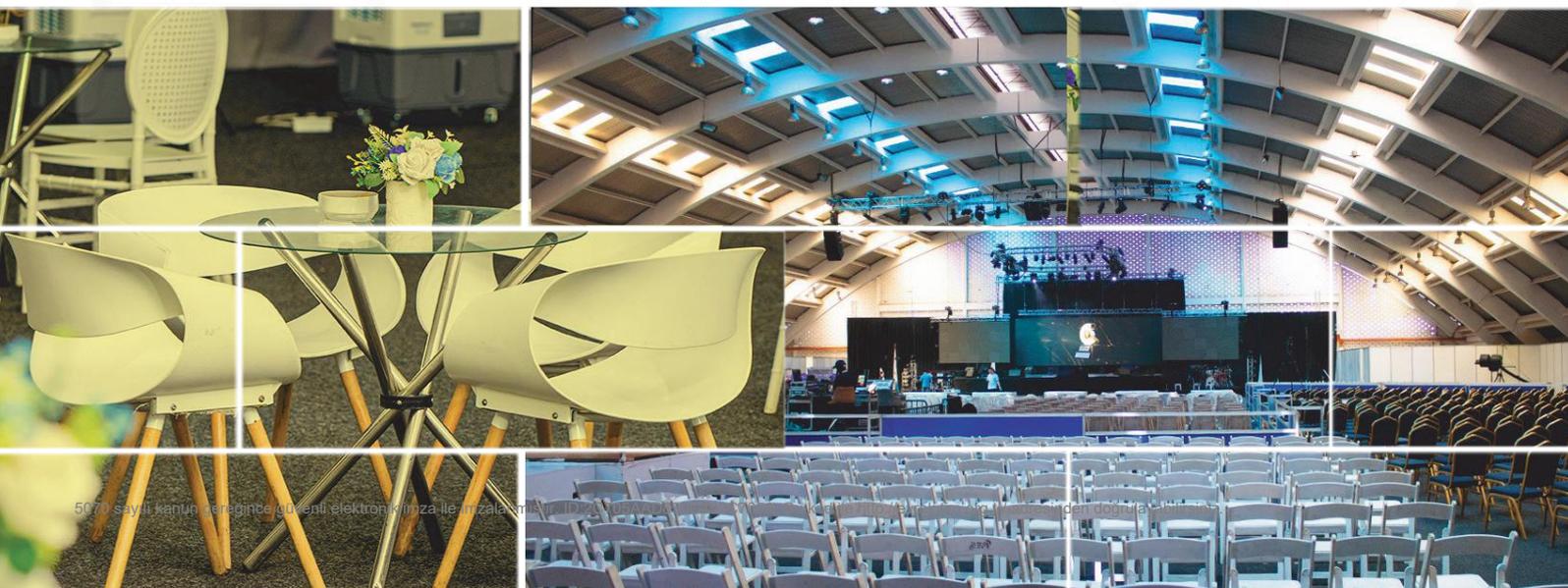
NETWORKING ZONES

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.

VENUE HIRE

If you would like to host a cocktail, conference, product launch, workshop or any other corporate function on the sidelines of ZITF 2026, please do not hesitate to contact us on: salesbyo@zitf.co.zw

GAIN BRAND RECOGNITION



ZITF 2026

EXPODIARY

MON
20
APRIL

Exhibition Begins
ZITF Youth In Business Conference

TUE
21
APRIL

Welcome Cocktail (in partnership with the
British Embassy in Zimbabwe)
Buyers' Speed Networking
ZITF 2026 Innovators Forum and Hackathon
Rural Industrialisation Conference.

WED
22
APRIL

ZITF International Business Conference
B2B Meetings
ZITF 2026 Innovators Forum and Hackathon

THU
23
APRIL

Connect Africa Symposium
ZITF Diplomats' Forum
ZITF Charity Golf Challenge

FRI
24
APRIL

Official Opening Ceremony
ZNCC Business Luncheon

SAT
25
APRIL

Public Entertainment Programme
Exhibition Ends

     : ZITF Company

ZITF Company 2026 Events

The Zimbabwe International Trade Fair Company (ZITF Company) is the leading international exhibition organiser in the country. Our exhibitions and events are the first place where industry trends, ideas and innovative products are unveiled. We bring together a diverse audience to promote trade and investment in the country. As part of our portfolio, we also offer stand building, venue hire and business consultancy services.

LIVESTOCK CONFERENCE

19-20 MARCH 2026

The Livestock Conference is a strategic platform designed to address the critical challenges and opportunities in Zimbabwe's livestock sector. It brings together key stakeholders, farmers, researchers, policymakers, and development partners to share insights, innovations, and practical solutions aimed at enhancing livestock productivity and building climate resilience. Informed by initiatives like the LIPS-Zim project, the conference focuses on promoting drought-tolerant fodder, sustainable mechanisation, and funding mechanisms to safeguard livestock and rural livelihoods, especially in the face of climate change and disease threats.



ZITF APRIL 20 - 25 2026 Business days April 20-22

The Zimbabwe International Trade Fair (ZITF) is the country's premier multi-sectoral exhibition and one of the largest trade showcases in Southern Africa. Held annually in Bulawayo, ZITF serves as a strategic platform for local, regional and international businesses to connect, collaborate, and explore trade and investment opportunities across various industries.

Organised by the ZITF Company under the Ministry of Industry and Commerce, the fair features exhibitions, high-level conferences, networking events, and product launches. It supports national development by promoting industrial growth, innovation, and global partnerships in line with Zimbabwe's Vision 2030.

Scholastica Expo is a three-day exhibition dedicated to education, training, and career development in Zimbabwe. It connects students, educators, and industry leaders to explore career pathways and promote Heritage-Based Education and Innovation. The expo aims to bridge the gap between academia and industry, support skills development, and create a central platform for recruitment and educational opportunities.



16-18
SEPT

