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Join the European Union - Zimbabwe Business Mission 23-25 April 2025



bit.ly/4e8URZY

The European Union (EU) Delegation to the Republic of Zimbabwe, in partnership with European Union Member States, has the pleasure to invite European companies to participate in a business mission to Zimbabwe from 23 – 25 April 2025 in the context of the 65th edition of the Zimbabwe International Trade Fair (ZITF), which will take place from 22 to 26 April 2025.

ZITF is one of the largest annual, multi-sectoral trade fairs in Southern Africa, showcasing products and services from various sectors including Manufacturing, Mining, Tourism, Services and infrastructure. It is a premier business event that brings together local and international exhibitors, buyers, and investors to explore trade and investment opportunities in Zimbabwe and the region.

In 2024, ZITF brought together 760 exhibitors, with 159 representing the international business community, providing a platform for 8,124 visitors to engage in high-level business networking, interactions, and engagements.

This initiative aims to promote trade and investment between the EU and Zimbabwe, within the framework of the Global Gateway (the EU's contribution to narrowing the global investment gap worldwide). The EU offers a multi-sector range of financial guarantees to de-risk investments, thus supporting private European investors to explore opportunities in challenging markets, particularly in Africa and the EU Neighbourhood.

Who should participate:

- Infrastructure & Energy, Agriculture & Agribusiness, transport & logistics, construction, tourism, Mining, Engineering services, ICT) interested in exploring trade and investment opportunities in Zimbabwe. If there is specific demand in certain sectors, the panel discussions will be tailored to match sector needs.
- European companies already based in Southern Africa looking to expand their presence in Zimbabwe.
- European Development Financial Institutions

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Registration Open Until : 15 Nov 2024

What to expect from the Mission?

- **A platform for EU companies (through a Business Conference)** to gain a deeper understanding of the Zimbabwean business environment and investment climate as well as available opportunities and possible challenges.
- **Meetings with local Zimbabwean businesses (B2B)** to explore potential partnerships, joint ventures, and investment opportunities.
- **Networking with key stakeholders**, including government officials, business organisations, and industry experts.
- A possibility for **EU companies to exhibit** their products under the “Team Europe” stand. A limited number of both will be available on a first come, first serve basis.
- Sector specific events such as **field visits** in the critical raw materials space.

Support from the EU Delegation:

The EU Delegation, in coordination with the EU Member States, will:

- Provide exhibiting space for EU companies at the ZITF, to promote their businesses and expertise;
- Organise, together with national partners, contacts between European and Zimbabwean companies through structured B2B networking events;
- Facilitate the links between European companies, Zimbabwean government and national business organisations through B2G networking events;
- Facilitate pre & post factory/site visits on request.

The EU Delegation to Zimbabwe will cover the costs of a **joint exhibition stand (i.e. space, stand, branding)** and conferencing for participating European companies, whilst the companies are expected to cover their own **travel and accommodation** costs. Companies that may require larger stands will be assisted in booking these, at their own cost.

For more information on tentative costs for travel, accommodation and extra exhibition space, please contact the EU Delegation in Zimbabwe.

Opportunities in Zimbabwe:

- Zimbabwe is strategically located in Southern Africa, with access to a large and growing regional market, and contributing significantly to regional trade and connectivity.
- The country is rich in natural resources, including an abundant and diverse mineral resource base”;
- There are opportunities for investment in agriculture, infrastructure development, manufacturing, tourism and other services;
- Government is making effort to improve the business environment. An array of fiscal incentives that investors can enjoy have been put in place including tax holidays, duty free importation of raw materials, intermediate products, equipment, and machinery.

Follow the link for more information: <https://zidainvest.com/why-zimbabwe/>

Expression of Interest:

To express your interest in participating in the EU-Zimbabwe Business Mission 2025, please contact the EU Delegation to Zimbabwe by **15 November 2024**. Registration is limited, and participation will be confirmed on a first-come, first-served basis.

Contact Information:

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