



Energising Zimbabwe's Export Growth

# Unlocking Trade Between Zimbabwe & Bulgaria

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[www.tradezimbabwe.com](http://www.tradezimbabwe.com)



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# Presentation Roadmap



1

**Zimbabwe &  
ZimTrade in Brief**



2

**Trade Performance**



3

**Trade Opportunities**



4

**Synergies**

# Zimbabwe – A World of Wonders



Land linked nation linking Southern Africa to the rest of Africa and the world



The Heartbeat of Southern Africa with a locational advantage and a gateway for business in the region



Population **15M+**



Area **390,757sqm**





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## WHY ZIMBABWE?

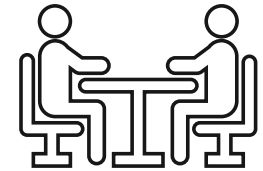


### DIVERSE EXPORT SECTORS



### HUMAN RESOURCE ENDOWMENT

Highly literate and hardworking workforce that has critical skills



### PROGRESSIVE ETHOS

Renewed thrust to build partnerships and rebuild the economy



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# ABOUT ZIMTRADE

[www.tradezimbabwe.com](http://www.tradezimbabwe.com)



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Who are  
we?

ZimTrade is the National Trade Development and Promotion Organisation that was formed in September 1991 through a partnership between Government and the Private Sector.

OUR MANDATE

to **Energise Zimbabwe's Export Growth**

OUR VALUES

**Focused, Bold, Connected, Trusted**



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# Our service portfolio



Market Intelligence



Export  
Development



Export Promotion



Advocacy





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# Zimbabwe's Trade Performance

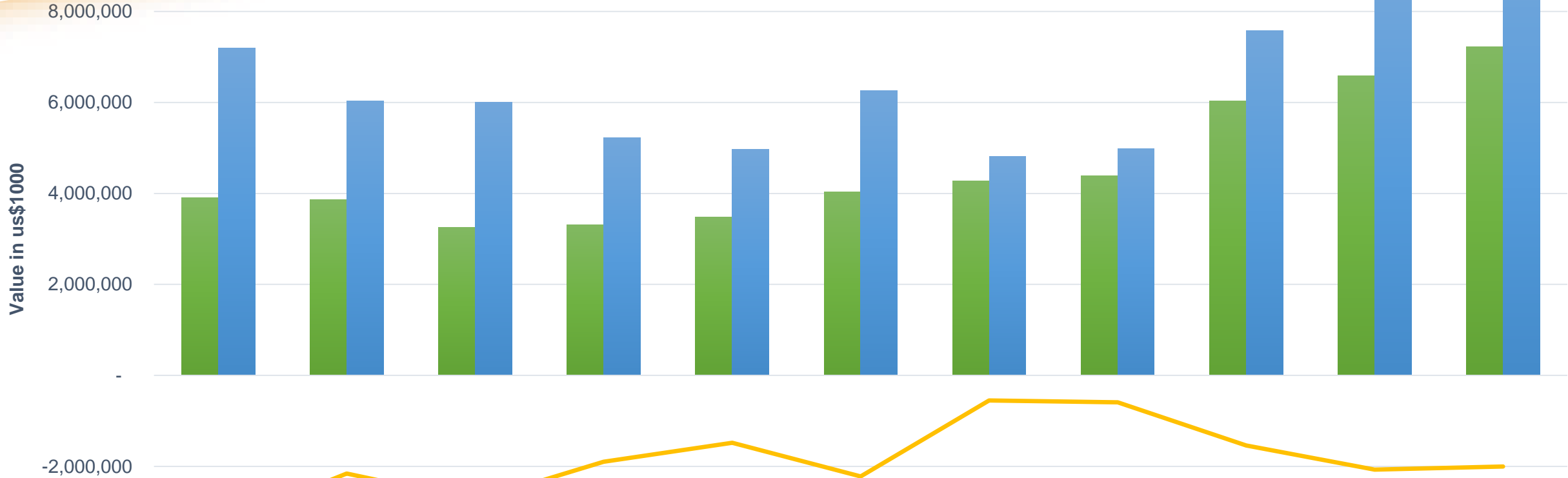
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# Zimbabwe's 2013 - 2023 export performance

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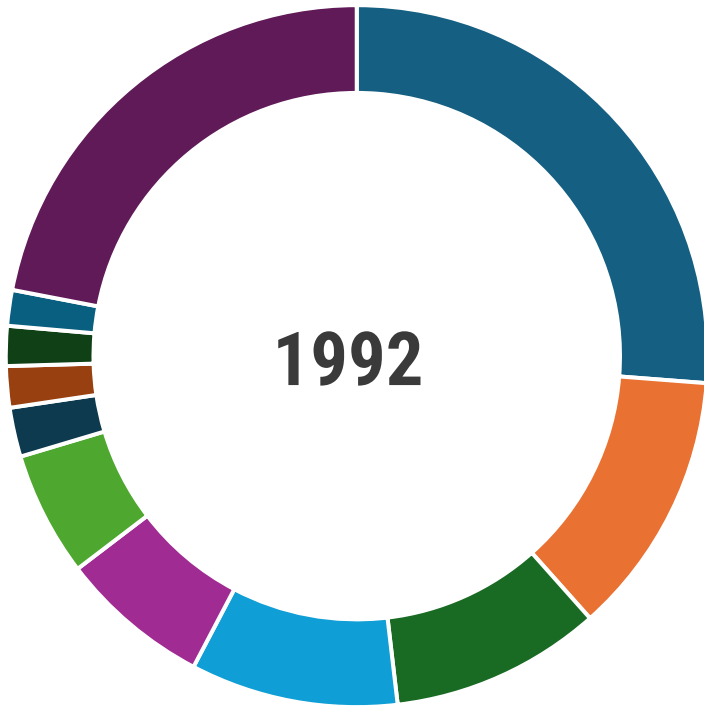
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Exports	3,907,074	3,866,377	3,248,239	3,318,642	3,480,381	4,037,880	4,269,012	4,394,833	6,033,116	6,585,522	7,223,505
Imports	7,195,006	6,023,629	6,000,936	5,216,341	4,962,102	6,258,856	4,817,222	4,984,508	7,571,526	8,652,701	9,223,497
Trade Balance	-3,287,932	-2,157,252	-2,752,697	-1,897,699	-1,481,721	-2,220,976	-548,210	-589,675	-1,538,410	-2,067,179	-1,999,992

Source: Zimstats

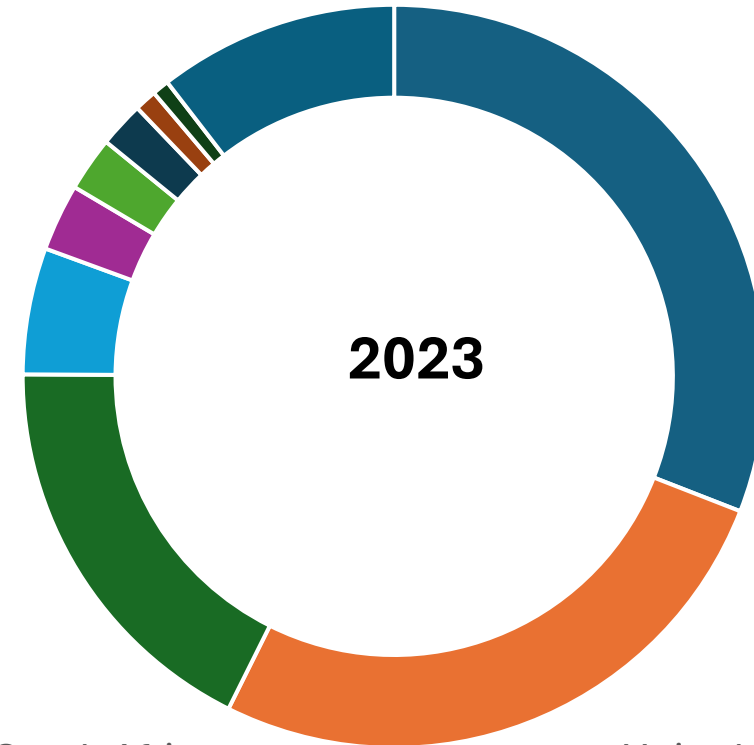


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# Zimbabwe's Export performance



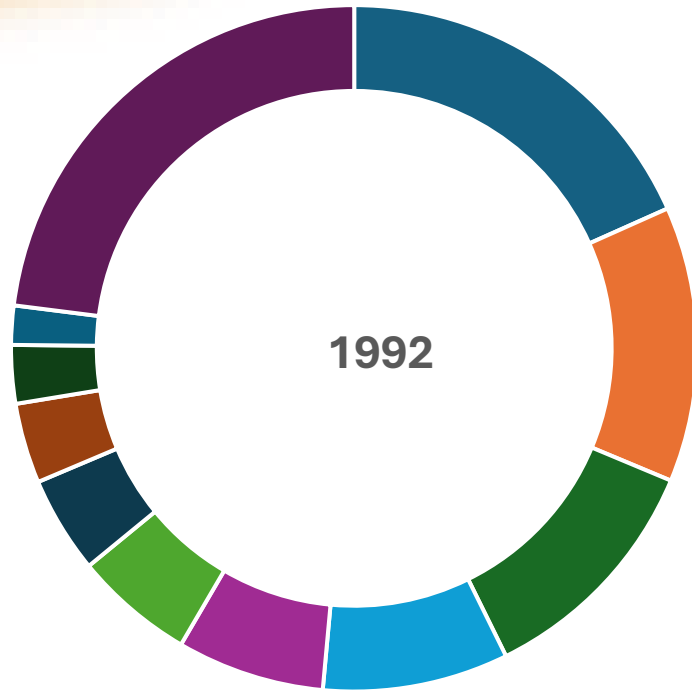
- South Africa
- UK
- USA
- Argentina
- Germany
- Japan
- Italy
- Switzerland
- France



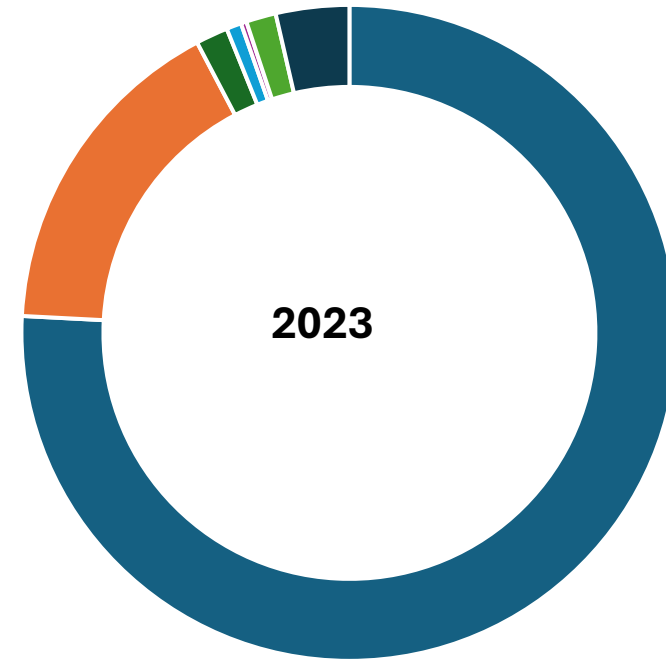
- South Africa
- United Arab Emirates
- China
- Mozambique
- Belgium
- Hong Kong
- Zambia
- Netherlands

Source: Zimstats

# Zimbabwe's Export performance



- Machinery
- Fuels
- Transportation Equipment
- Chemicals
- Base Metals and Products
- Electrical Products



- Minerals and Alloys
- Unmanufactured tobacco
- Processed Foods
- Horticulture
- Clothing and Textiles
- Manufactured tobacco
- Other Manufactured products



# Trading blocs & trade agreements



**BOTSWANA**  
DUTY FREE ACCESS



**MALAWI**  
DUTY FREE ACCESS



**MOZAMBIQUE**  
DUTY FREE ACCESS



**NAMIBIA**  
DUTY FREE ACCESS



**UK**  
UK-ESA EPA

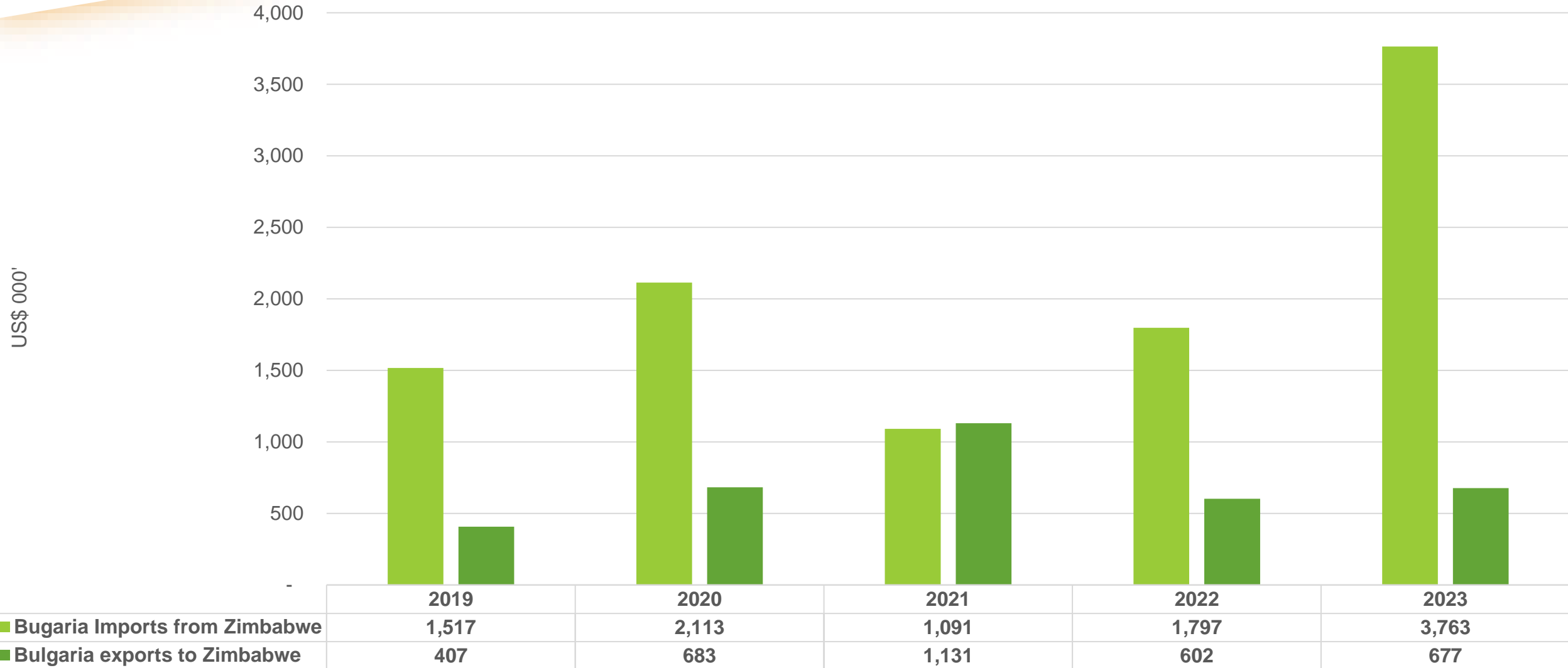


**ZIMBABWE-  
BULGARIA  
TRADE  
OVERVIEW**



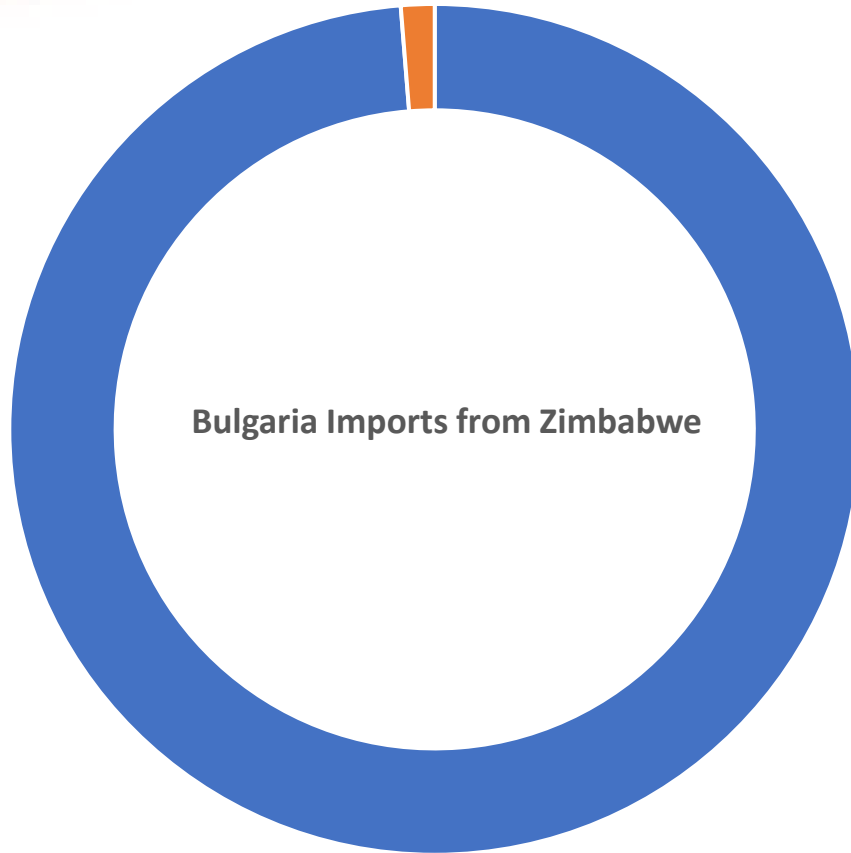
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# Zimbabwe's Trade with Bulgaria 2019-2023

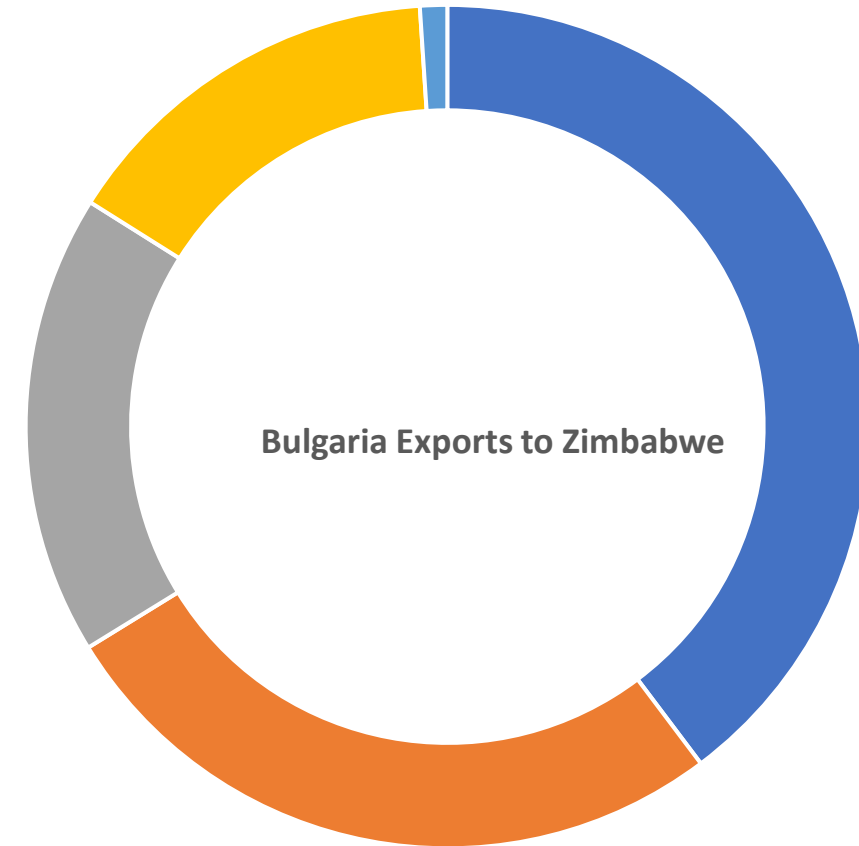




# Zimbabwe's Trade with Bulgaria 2019-2023



- Tobacco & manufactured tobacco substitutes
- Works of art, collectors' pieces and antiques



- Toys, games & sports requisites
- Pharmaceutical products
- Machinery & mechanical appliances
- Medical or surgical instruments
- Electrical machinery

# Bulgaria's Imports from SADC 2021-2023 (US\$000)

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Products	2021	2022	2023
<b>All products</b>	<b>63 378</b>	<b>222 464</b>	<b>265 266</b>
Sugars and sugar confectionery	14175	19356	43076
Mineral fuels, mineral oils and products of their distillation; bituminous substances	5076	25403	22459
Wool, fine or coarse animal hair; horsehair yarn and woven fabric	7482	20751	10263
Vehicles other than railway or tramway rolling stock, parts and accessories	5656	4171	7828
Tobacco and manufactured tobacco substitutes; products, whether or not containing nicotine	2294	3439	7066
Edible fruit and nuts; peel of citrus fruit or melons	1969	1446	1539
Nuclear reactors, boilers, machinery and mechanical appliances and parts	313	609	1064
Plastics and articles of plastics	266	263	806
Fertilisers	345	199	800
Man-made staple fibres	1315	828	761
Aircraft, spacecraft, and parts thereof	36	162	724

Source: Zimstats



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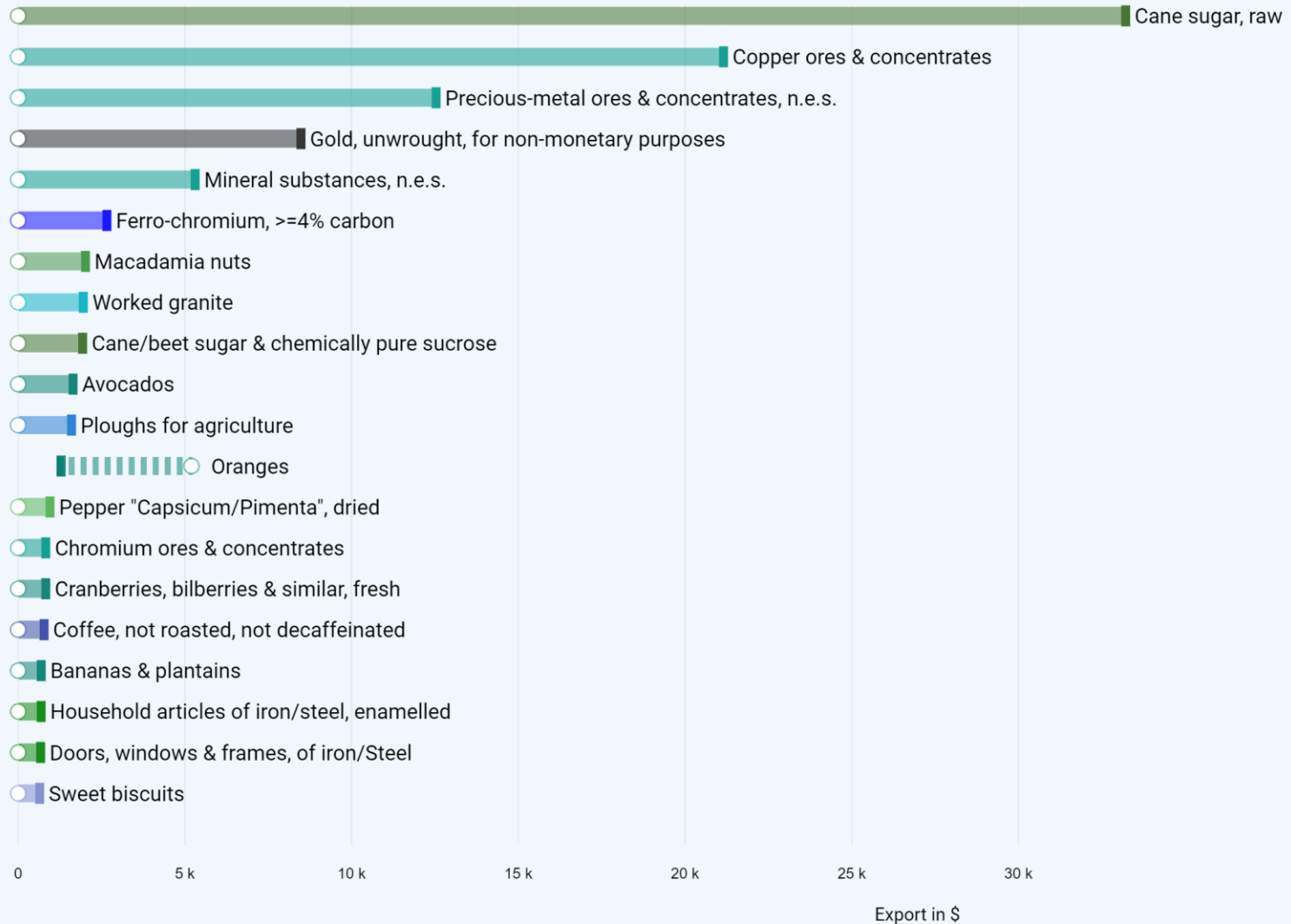
# Bulgaria's Imports from SADC 2021-2023 (US\$000) cont...

Products	2021	2022	2023
Beverages, spirits and vinegar	363	766	485
Electrical machinery and equipment and parts, sound recorders and reproducers, television	724	2102	466
Coffee, tea, maté and spices	1318	2118	461
Organic chemicals	0	216	300
Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical	99	188	197
Wood and articles of wood; wood charcoal	0	0	143
Miscellaneous chemical products	16	1	116
Preparations of vegetables, fruit, nuts or other parts of plants	331	400	112
Works of art, collectors' pieces and antiques	75	105	111
Essential oils and resinoids; perfumery, cosmetic or toilet preparations	90	87	90
Other manufactured products			344

Source: Zimstats



# ZIMBABWE'S EXPORT POTENTIAL IN BULGARIA



## Zimbabwe's products with potential to Bulgaria

### Legend

- Export potential
- Actual exports
- ◌ Potential to actual exports gap
- Mineral resources
- Sugar
- Precious metals
- Fruits
- Ferrous metals
- Nuts
- Mineral products
- Machinery, electricity
- Metal products
- Spices
- Coffee
- Food products n.e.s. (processed or preserved)



# **Export Opportunities**





The organic food market has been on a continuous growth trajectory for more than 7 years and is estimated to reach over US\$300 billion by 2025.

**Zimbabwe has the potential to grow and export organic produce to Bulgaria due to its organic soil and favourable climatic conditions.**



# Export Opportunities in Horticulture



- **Global Market** – US\$603 million
- **Current Exports** – US\$17.177 million
- **Over 6000 hectares of Macadamia**



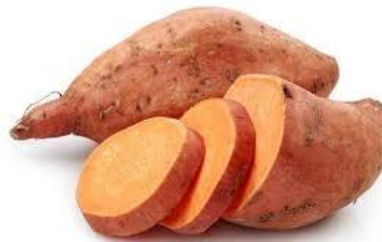
- **Global Market**– US\$14.9 Billion
- **Current Exports** – US\$34.1 million
- **Over 3000 hectares of export citrus**



- **Global Market** – US\$7 billion
- **Current Exports** – US\$14 million
- **Over 2000 hectares of export Avocados**



- **Global Market** – US\$445 million
- **Current Exports** – US\$23 million



- **Global Market**– US\$685 million
- **Current Exports** – at infancy



- **Global Market** – US\$19.9 billion
- **Current Exports** – US\$8.7 million

# HERBS

Zimbabwe produces herbs. Some are known to reduce diabetes, heart disease & cancer



***Saffron***



***Moringa***



***Thyme***



***Hibiscus***



***Basil***



***Cinnamon***

# OUR HERITAGE-BASED SUPERFOODS

## Opportunity to value add:

- ✓ Superfoods
- ✓ Organic foods

## Into:

- ✓ Veggie Snacks
- ✓ Convenience packs





# PROCESSED FOODS



**Sauces & Condiments**



**Herbal Teas**



**Juices, Crushes & Cordial Drinks**



**Cookies and Biscuits**



**Dried Fruits & Vegetables**



**Honey**







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# LEATHER

**Bags, Wallets, Animal Skin, Animal Trophies and Belts**



Zimbabwe's vibrant leather sector can supply Bulgarian traders with world class leather products



Collaborations between Zimbabwean producers and fashion buyers, retailers and designers in Bulgaria can create leading products that are globally competitive.





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# ARTS & CRAFTS



## Basketry



## Metal Art



## Wearable Art



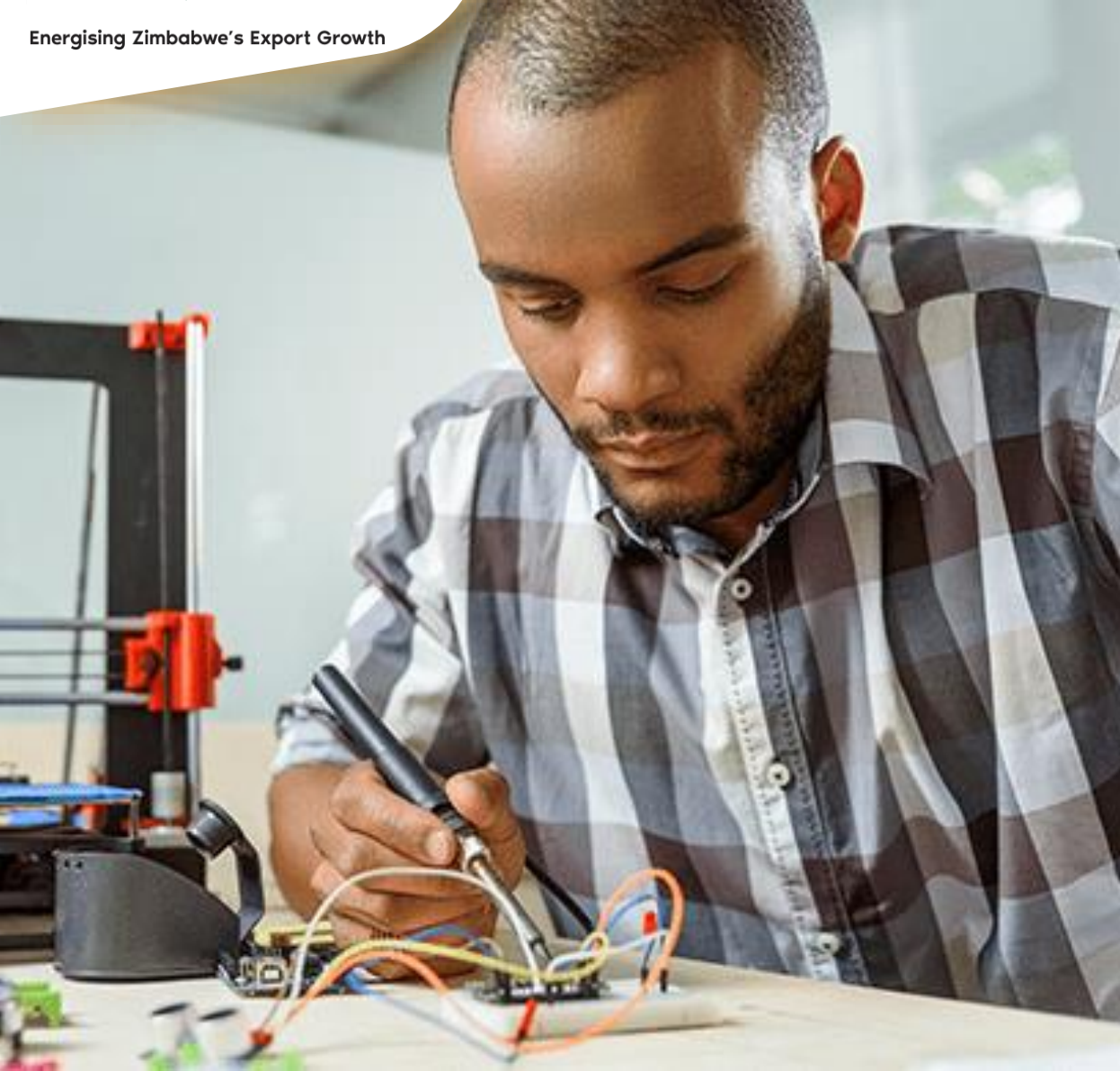
## Stone Sculpture



## Wire Art



# EXPORT OF SERVICES



Technology  
Transfer



Finance and  
Accounting  
Advisory



Research &  
Development



Transport and  
Logistics



Agricultural  
services



Business Process  
Outsourcing



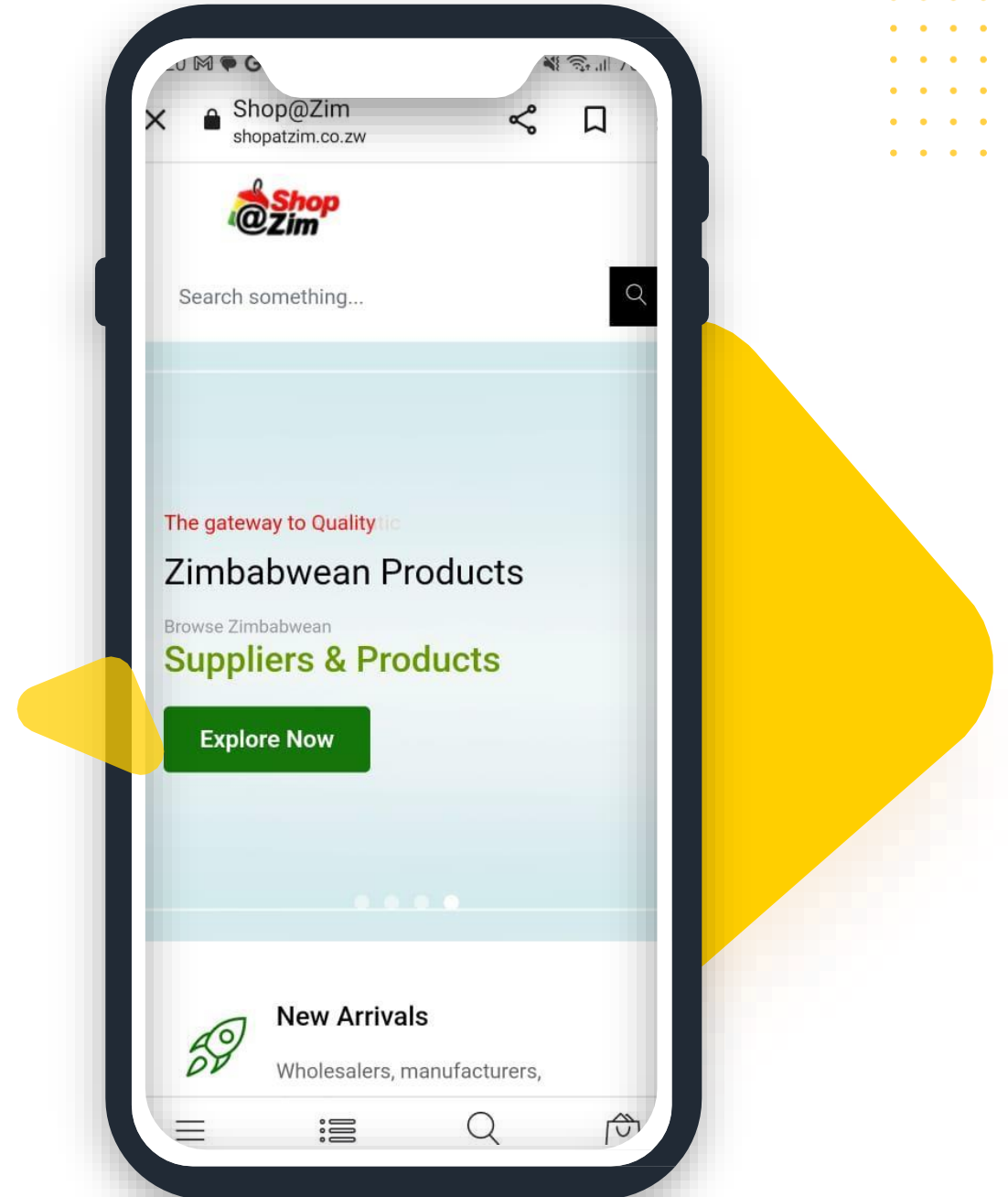


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# GOING DIGITAL

Zim online marketplace

[www.shopatzim.co.zw](http://www.shopatzim.co.zw)





## In Conclusion...

- Zimbabwe is a good source market for organic superfoods and services.
- ZimTrade continues to pursue its mandate of energizing Zimbabwe's exports by linking the global buying community with Zimbabwean producers.
- Collaboration between ZimTrade and the Bulgarian Chamber of Commerce & Industry could prove mutually beneficial to both our nations



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Thank You

[www.tradezimbabwe.com](http://www.tradezimbabwe.com)