ZCMA seeks to reverse the trend of a precipitous decline in the clothing manufacturing industry of Zimbabwe as well as the related industries, such as fashion design, fabric production, accessories production, haberdashery, etc.

To this end we have decided to organize an annual event that will enable industry participants to come together to:

- increase awareness among the relevant audiences about the capabilities of the sector in the country
- deal with some of the misperceptions about industry capacity and ability to supply
- portray the opportunity to the country that the industry represents
- demonstrate how importing is often counter-productive and destructive
- promote stakeholder cooperation on such issues as import replacement, labor costs, finance etc.
- attract domestic and international investments
- allow for a common understanding of the strengths, weaknesses, opportunities and threats.
- address other areas of general concern

The first event will take place in Harare on June 21 and 22, 2013
ZCMA Mission

- ZCMA seeks to become a driver of the clothing and manufacturing industries – historically, one of the largest employers in the country – to create momentum to stimulate supply of and demand for local products, and supply of and demand for local raw materials, thereby creating significant employment, contribution to GDP and closing of the balance of payments gap.

- Growth in the local clothing and accessories production for domestic and export markets will create an effect of economic stimulus, by triggering demand, up-stream and down-stream, for all the raw material components, such as textiles, haberdashery, leather, packaging, and other goods. Taking it one level further, this will also stimulate local demand for the locally grown cotton.

- By increasing the awareness about the capabilities of the local manufacturers, ZCMA seeks to replace imports with local products, attract investment to the sector, make the industry viable and competitive again

- To achieve its goals ZCMA is bringing the industry players together to resolve key issues such as lack of awareness, import preference, lack of consumer loyalty, lack of import compliance, no government local buying policy and other concerns

Jeremy Youmans - Chairman, ZCMA
Management and Industry Magazine and Social Media

Management

- ZCMA is engaging professionals to handle all aspects of the event planning and execution

STITCH Magazine

- As part of the Clothing Indaba the second issue of Stitch Magazine will be distributed. Stitch is a high quality industry/fashion magazine which will be produced quarterly under various themes relevant to the time of year.

- The Magazine is being published by Mediaserv Advertising and Marketing. They are very experienced in publishing and preparing editorials. Industry players will be advertising in the magazine which will also be distributed through retails outlets.

Social Media

- The website for ZCMA is up and running and will be constantly updated and enhanced. The address is www.zcma.co.zw.
- ZCMA also has Facebook, Twitter and Linkedin pages which are constantly updated.

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“Firstly, we are accepting that the world, and our world, have changed, and we must change the way we do business. We also recognize that we are not an island and only by getting other parties to buy into the rebirth of our industry are we going to succeed. We are identifying our competitive advantages and maximizing those. We are getting closer to our customers and supporting our local suppliers. We are increasing our opportunities in the international market, whilst defending our own local market. We need to increase our capacity utilization to maximize overhead recovery and control costs. We need to invest in training of our employees where there are skills shortages and develop innovative production incentives to reward those employees that are giving us international level efficiency and quality. We need to get more proactive with our liaison with Zimra and become a catalyst to their better control of the importation of goods. We need to generate more direct, and better quality, support from the Ministry of Finance and other Government entities. We must ensure that our NEC works for the benefit of the industry and that our workers are truly represented. So there is an enormous amount of work to be done. But a journey of a thousand miles starts with one step and we have taken that first step. We will keep going, and intend to complete the journey. If we sit still, we will die.” (Mr. Jeremy Youmans: Sunday Mail – 23 October 2011)

The first ever “Clothing Indaba” presented by the ZCMA will take place under the theme “Made In Zimbabwe”. In an effort to promote the local manufacturing industry ZCMA’s focus will be on promoting the purchasing and retailing of locally manufactured clothing. “Show me the label,” a sub-theme, calls to action not just the retailers but also the consumers to take responsibility for what they buy. “Zim Clothing – a family business”, another sub-theme, emphasizes the responsibility of everyone to support the industry due to its wide inter-connectivity to someone in the “family”.

The Theme: “MADE IN ZIMBABWE” - “Show me the label” “A family business”
Who Can Participate?

**Trade participants**
- Clothing manufacturers (all sizes)
- Accessories manufacturers
- Fashion designers
- Fabric manufacturers
- Store buyers / distributors
- Haberdashery producers

**Government Officials**
- Ministry of Industry, Ministry of Finance, NECF, Zimtrade, ZimRA
- Trade attaches from relevant embassies
- Other stakeholders eg COMESA, SADC

**Investors**
- Bankers
- Investment funds (Old Mutual, Renaissance Capital, etc.)
- Sector investors
- Private equity, angel, and venture capital investors

**Media**
- Trade press
- National press
- Internet media
- Regional press and associations

The growing participation of women and establishing employment conduits for young trainees, both professional and non-professional are key objectives of ZCMA.
Timeframe and Activities

In order to extract maximum benefit from the event, ZCMA has elected a multi-format approach, which will include discussion forums with specialist panelists, and exhibition of manufacturers and suppliers of related products, as well as progressive fashion shows, and entertainment elements.

ZCMA will bring to the forum international industry players, relevant government officials, and other guests, so that industry participants and other stakeholders can receive broad exposure to the relevant audiences. The event will be spread over a two-day period:

Schedule:

**June 21 Indaba (industry participants / by invitation only, 200 people):**
- 08.00 Participant registration and coffee, opening of exhibition space
- 08.30 Welcome speeches
- 09.00 Plenary Sessions (The importance of the Clothing industry, Foundation stones, Competing in the global village.)
- 12.30 Lunch
- 13.30 Plenary Sessions (Defending our own market, Import Compliance, Realizing the Opportunity)
- 17.00 Discussion panels
- 17.30 Opening cocktail reception – Guest Of Honor – The Honorable Minister of Industry and Commerce, Professor Welshman Ncube

**June 22 Exhibition (industry participants / by invitation or payment of entrance fee):**
- 08.30 Opening of Exhibition
- 08.35 Participant presentations, exhibition space opening to the public
- 14.00 Fashion Shows
- 16.00 Awards ceremony
- 16.30 Closing remarks by guest of honor
- 17.00 Event closing
Exhibition Style

- Various sized tents will be set up on the grounds of our venue, which will serve as the exhibition floor for the trade fair.

- Exhibition stands will be open from 9am – 6pm on both event days.

- A fantastic stage will feature choreographed dance shows, luxurious fashion shows from existing and upcoming designer collections as well as clothing manufacturers. The Clothing Indaba will play host to top clothing industry professionals, buyers, retailers, designers as well as performances from music acts, live on stage. With world class models, more than 20 manufacturers will be showcasing to select industry participants.
On-site Advertising Packages

Advertising space for static displays and banners will be available to be presented around the event areas and common areas at the following costs:

- Entrance Gate: US$500.00
- Tear Drop banners along driveway: US$200.00
- Parking Signage: US$200.00
- Front Entrance of Venue: US$500.00
- Front Entrance of Indaba Tent: Reserved for sponsors
- Stage: Reserved for sponsors
- Exhibition Grounds: Reserved for sponsors
- All Common Areas (Bar, Pool): US$300.00
The Venue

- The event will be held at Platinum Lifestyle Estate in Borrowdale, Harare.
- The choice of venue took into account such factors as:
  - Exhibition space
  - Conference room space
  - Meetings space
  - Fashion show auditorium
  - Logistical convenience
- The venue will enable those participants that would like to display their production capabilities to find the appropriate space to position their kiosks and/or products (subject to prior coordination with the event producer).

"Platinum Lifestyle Estate is the most exclusive Clubhouse for people who wish to enjoy true peace and tranquility whilst discussing business issues away from their usual offices. Drawing on a wealth of experience, our professional team provides the very best service. We boast of a magnificent garden view and a peaceful surrounding. We are capable of connecting business people through our full conference facilities, private functions, corporate events and promotions. We believe the Zimbabwean market is growing and Platinum Lifestyle Estate is uniquely positioned to play its role by hosting both locals and internationals who wish to dine and attend business meetings. We are located within the plush suburb of Borrowdale, close to the Borrowdale Village Shops, which is a 15-minute drive from CBD."

www.PlatinumLifestyle.biz

Address:
No. 7 Dungarvan Close
Borrowdale, Harare

Phone: +263 (0)4 884 823
Why Participate in the Clothing Indaba?

- The Clothing Indaba offers a fantastic opportunity to launch a new product, increase brand awareness, reach a new audience, improve sales, meet fashion buyers, build your database of clientele and prospects, increase circulation, retail your product ranges, feature your brands in a high profile industry event, benefit from 12 months of pre and post marketing and PR campaign combined.

- In addition, the Clothing Indaba provides a platform for industry participants to speak in one voice to the regulators and government officials concerning the support required for the industry and collaborate on structural and strategic issues affecting the industry.

- Individual exhibitors and participants will have a chance to interact with prospective investors, who are interested in the industry.
Important Information

- Deadline for registration: 7th June 2013.
- Exhibitors must submit their company’s profile, logo and press kit with their application forms.
- There are limited spaces and slots for participation.
- Participation fee: US$150.00/stand (standard size 3m x 3m)

- Exhibition stand fees for the various tents available will be as follows:
  - 3m x 3m – US$ 150.00
  - 4m x 4m – US$ 200.00
  - 6m x 6m – US$ 350.00
  These fees are due upon handing in of signed application forms.
- Because of limited space, spaces to manufacturers and exhibitors will be allocated based on first come - first serve basis.
- Exhibitors must be prompt for all mandatory meetings.
- The Producers, and ZCMA reserve the right to refuse any of exhibition materials deemed inappropriate for the event and to withdraw any submissions at anytime.
- Exhibitors grant the Producers the right to use photos and company logos for advertising purposes prior to and post ZCMA events, including those taken during the event.
- The organizer reserves the right to cancel any exhibit without any liability to the participants. In case of cancellation, the liability of the Producer and ZCMA will be limited to the refund of the application fee.
- No one other than the models, hair stylist, makeup artist and show co-coordinators are to enter backstage without prior permission from the Producer or ZCMA.

- Participation fee: US$150.00/stand (standard size 3m x 3m)
Get in touch

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zimclothing

ZimbabweClothingManufacturersAssociation