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Export orders firming

By **Makomborero Mutimukulu**

GOVERNMENT efforts to market the country and achieve a rapid economic turnaround programme have begun to have a positive trickle-down effect on local companies as export orders were now firming, a senior business executive told Sunday Business last week.

The co-ordinator of Business Network International, a worldwide business networking body, and general manager of Dezign Incorporated, Mr Laputa Hwamiridza, cited his organisation, which he said was receiving export orders worth millions of US dollars from various parts of the world.

"We have received bulk orders from European, American and Asian companies who have all expressed interest in the country's products such as shoes, cotton and hides," he said.

Mr Hwamiridza added that he expected the trend to continue next year if the interest shown by delegates at the recently held world BNI conference was anything to go by.

"We are linked to over 21 countries and I am proud to say that delegates from all these countries expressed keen interest in Zimbabwean products.

"Our main objective at the moment is to ensure that we get companies who are able to meet the export requirements," he said.

The Dezign Incorporated boss said the country's horticultural produce attracted most interest, with some foreign business people expressing interest to engage newly resettled farmers through contract farming and assisting them enter the export market.

Mr Hwamiridza said the local chapter of BNI was succeeding in its endeavour to encourage more networking among local businesses.

The chapter presently has more than 125 members.

"Local business people are now beginning to realise the benefits of networking and the enormous opportunities it brings, especially to upcoming businesses.

"Networking is also essential in today's competitive global environment as it affords companies and business persons an opportunity to meet face-to-face with their customers and suppliers," he said.

Mr Hwamiridza called on local companies, including small to medium-scale enterprises, to join Business Network International as they will also be offered various training programmes such as marketing, customer relations and exporting.

"We also have export orders which have not yet been met and this is a golden chance for those who have always wanted to enter the export market to do so and play their part in the current efforts to turn around the country's economy," he said.

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