Business Promotion Bulletin

Facilitated by the Department of Economic Affairs and Investment Promotion (OPC)

MASVINGO PROVINCE

January 2026 - June 2026



The cradle of our national heritage.

Table of Contents

Chpter1 ..... **1**

Chapter2 2

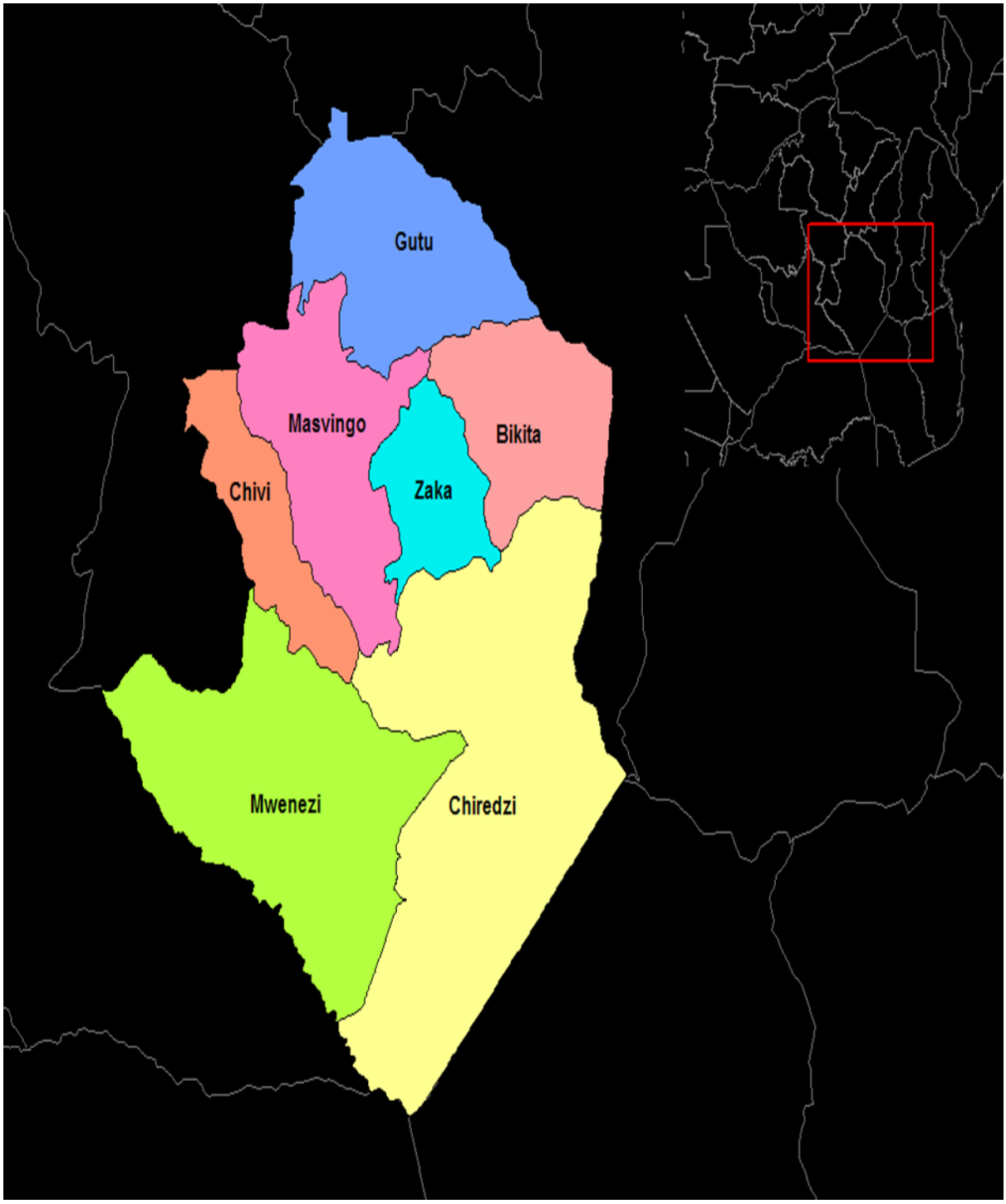
Chapter 3..... 3

Chapter 4 ..... **4**

Chapter5 5

Chapter 6..... 6

THE MAP OF MASVINGO PROVINCE





Hon E.R Chadzamira (MP).

Masvingo Province stands as a beacon of resilience, innovation, and opportunity. Our business community continues to demonstrate remarkable adaptability, driving growth that not only strengthens our local economy but also contributes meaningfully to the national vision of an empowered and prosperous Zimbabwe.

This booklet reflects our collective efforts to promote investment, nurture entrepreneurship, and showcase the diverse opportunities available in Masvingo. From agriculture and tourism to manufacturing and services, the province is rich with potential waiting to be harnessed. The Government remains committed to creating an enabling environment for businesses to thrive, guided by the principles of inclusivity, sustainability, and innovation.

I commend the dedication of our entrepreneurs, investors, and stakeholders who continue to place Masvingo at the forefront of economic transformation. Together, we are building a province that is not only competitive but also a model of collaboration and progress.

May this publication inspire confidence, encourage partnerships, and serve as a roadmap for continued prosperity in Masvingo Province.



DR A. Pazvakavambwa.

Permanent Secretary for Provincial Affairs and Devolution Preface.

This Business Development Update has been prepared to provide stakeholders with a comprehensive overview of the economic activities and opportunities within Masvingo Province. It serves as both a record of progress and a guide for future engagement, highlighting the diverse sectors that continue to drive growth and transformation.

The publication underscores the importance of coordinated efforts between Government, private sector, and communities in fostering an environment where investment and entrepreneurship can flourish. By documenting initiatives in agriculture, tourism, manufacturing, and services, it offers valuable insights into the province's potential and the pathways available for sustainable development.

Our objective is to ensure that this booklet becomes a practical resource for investors, entrepreneurs, and policymakers alike. It is intended to inspire confidence, encourage collaboration, and support informed decision-making as we collectively work toward building a competitive and prosperous Masvingo.

Investment Promotion 1.

World Consumer Rights Day Commemorations

Consumer Rights Day was commemorated at Urban Lifestyles Hotel in Masvingo through exhibitions, awareness campaigns, and interactive activities promoting consumer rights and fair trade. The event was officiated by the Minister of Industry and Commerce, Mangaliso Ndlovu, reaffirming the government's commitment to consumer protection and informed decision-making.











The benefits extracted from the commemoration.

- Raise consumer awareness
- Protect customers on goods and services delivery
- Reduce risks on dangerous products and services



Investment Promotion 2.

Masvingo Business Showcase

Masvingo business showcase was hosted by a private player called Elite Experiences and escapes under the theme: "***Unlocking Investment, Innovation and Sustainable Growth.***"











- 32 exhibitors showcased products and services.
- Guest of honour Minister of State for Provincial Affairs and Devolution
- There were presentations by various MDAs
- Promotion of investment, innovation, And business networking

Investment Promotion 3.

Disability Expo

The national disability expo was officiated by vice president Comrade Kembo Mohad, bringing together over 500 exhibitors from across Zimbabwe. The expo celebrated the talents, innovations, and achievements of persons with disabilities while promoting inclusion, empowerment and equal participation in socio-economic development







The national disability expo was officiated by vice president Comrade Kembo Mohad, bringing together over 500 exhibitors from across Zimbabwe. The expo celebrated the talents, innovations, and achievements of persons with disabilities while promoting inclusion, empowerment and equal participation in socio-economic development

Investment Promotion 4.

Budula Cultural Festival Commemmoration.

Budula festival took place in Chiredzi where culture was embraced. The Minister of Tourism and Hospitality Industry Hon. B Rwodzi there to grace the occasion as the guest of honor.







The purpose of the festival was to:

- Promoting culture and heritage
- To promote unity
- Improve tourism as well as economic development

Events which took place

- Traditional dance and music performances
- Traditional food exhibitions
- Cultural attire and fashion displays
- Arts and crafts exhibitions

Business Management for Women Entrepreneurs.

The event featured 12 exhibitors showcased their products and services, alongside business growth sessions for women entrepreneurs.





Benefits.

- Promote women-owned business.
- Increased product and brand visibility.
- Created networking opportunities.
- Encouraged innovation and entrepreneurs.
- Connected women with potential customers
- Opened doors to new markets and opportunities.
- Enhanced financial and markets and opportunities.





Investment Promotion 6.

Zimbabwe International Trade Fair.







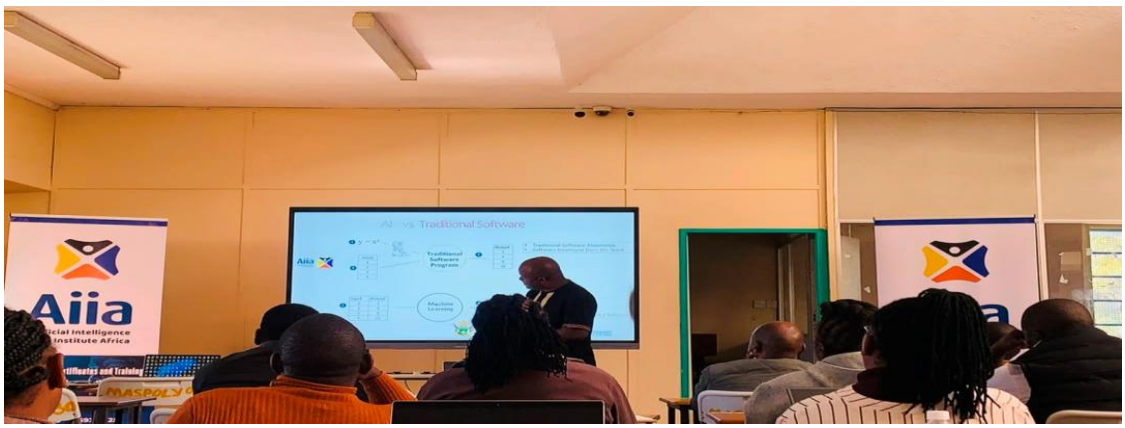
Masvingo Province participated at Zimbabwe International Trade Fair which took place in Bulawayo.



Investment Promotion 7.

AI Summit.

An articial intelligence Summit was successfully held in Masvingo, bringing together participants to explore the transformative role of AI in driving innovation,entrepreneurship and economic development. The summit equiped 60 people with foundational knowledge and practical insights into artificial intelligence, enhancing their digital skills and preparingthem to leverage AI technologies in business, education and the workplace.







Empowering people with AL skills today is an investment in a smarter, more innovative future for Masvingo

Conclusion



Masvingo Province stands at a pivotal moment in its economic journey. The collective efforts across agriculture, tourism, mining and manufacturing, supported by strategic infrastructure development, demonstrate both resilience and potential for diversification. The Province's integrated economic landscape offers fertile ground for investment, innovation and sustainable growth.

This booklet has outlined opportunities and recommendations designed to enhance competitiveness, strengthen inter-industry linkages, and build long-term resilience. By fostering collaboration among government, private sector and communities, Masvingo is well-positioned to adapt to global market shifts while ensuring inclusive prosperity for its people.

Ultimately, these business development promotion activities are not only a reflection of current achievements but also a roadmap for future progress, guiding stakeholders toward a vibrant, diversified and sustainable Provincial Economy.