



The Securities and Exchange Commission of Zimbabwe (SECZim) will be part of the many exhibitors at the Zimbabwe International Trade Fair (ZITF) which is set for the 26th to the 30th of April 2022.

This year marks ZITF's 62nd edition and it will be running under the theme, 'Rethink, Reimagine, Reinvent Value Chains for Economic Development.'

Following the set theme for ZITF 2022, SECZim will exhibit under the theme 'The Securities and Exchange Commission of Zimbabwe – Providing Investment and Capital Options for Value Chain Actors for Economic Growth.'

Having been established in 2008, SECZim is a regulatory body for Zimbabwe's capital markets.

Its participation at the ZITF will help the organisation in fulfilling its obligations which include raising awareness in the capital markets sector, promoting Investor Education, reaching out to the public and specific groups like women, the youth and the marginalised, as well as highlighting the benefits of participating in capital markets.

The ZITF is also a great platform for SECZim to network with business executives and community leaders who are also potential and existing investors. Hence this will make SECZim achieve raising awareness in capital markets.

A 36m/sq. (6x6) exhibition stand will be used for SECZim's exhibits where visitors who want to learn more about the organisation will be entertained. Fliers and other basic information will also be available at the stand.

In 2021, 124 people visited the SECZim exhibition stand, and this year's goal is to reach out to more people including the ZITF management, Bulawayo business leaders as well as the media.

Delegates manning the stand shall include the Corporate Communications Manager, Investor Education officer, Procurement, Information and Communication Technology, Supervision and Surveillance staff.

The SECZim ZITF delegates will be part of the set-up team and they will make sure that all management is registered and all covid protocols are adhered to. Amongst other duties that will be carried out on the ground, the delegates will be explaining the history (background) of SECZim, outlining the functions and role of SECZim, explaining about the Securities Markets in Zimbabwe as well as the Investor Education campaign, they will ensure that any general questions that the visitors might have related to capital markets are fully answered. To make the interactions more interesting, they will conduct competitions/ interactive quizzes wherein flashsticks with the Investor Education material will be handed out to the winners. To weigh the percentage of

people who have some knowledge about capital markets, a mini survey to assess the basic knowledge of the capital markets by the public will be administered. They will also visit other stands to share information as well as interest others in coming to the SECZim stand.