



INSURANCE AND PENSIONS COMMISSION

Date of Issue: 04 July 2023

Circular No. 21 of 2023

To: All Insurers and Reinsurers

Cc: Insurance Council of Zimbabwe (ICZ)

Zimbabwe Association of Funeral Assurers (ZAFA)

Life Offices Association of Zimbabwe (LOA)

Zimbabwe Association of Reinsurance Organisations (ZARO)

OFFICE OF THE PRESIDENT AND CABINET: INVITATION FOR INVESTORS TO ATTEND THE MASHONALAND EAST PROVINCE INAUGURAL INVESTMENT INDABA AND BUSINESS EXPO WEDNESDAY 12 JULY 2023

1. The Office of President and Cabinet is inviting the Insurance and Pensions industry to the Inaugural One Day Investment Indaba and Business Expo in Marondera on Wednesday 12 July 2023 at Marondera Showgrounds. The Investment Indaba and Business Expo is being held under the theme "*Unlocking Mashonaland East Investment Opportunities towards the Achievements of Vision 2030*".
2. The event will be attended by business community (from SMEs to large corporates), potential investors both local and international, Ministries

Departments and Agencies, Business Associations, Local Authorities, business member organizations and the media among others.

3. Insurance and pensions industry attendance of the event will increase the visibility of the Insurance and Pensions industry to the market and provide a platform to showcase initiatives that are underway to build confidence.
4. Attached is the concept note for the expo with available conference packages for your information.
5. We Sincerely hope that you will accept the invitation, and look forward tp your presence.



Grace Muradzikwa

COMMISSIONER IF INSURANCE, PENSION AND PROVIDENT FUNDS

MASHONALAND EAST PROVINCE

INVESTMENT INDABA AND BUSINESS EXPO (MEPIIBE) WEDNESDAY 12 JULY

2023 CONCEPT NOTE:

“Unlocking Mashonaland East Investment Opportunities towards the Achievement of Vision 2030”

1.0 Introduction

Mashonaland East is located on the North Eastern side of Zimbabwe. The province has a population of 1.7 million (2022 census). It has a total of nine (9) districts namely the capital Marondera, Hwedza, Chikomba, Mudzi, Uzumba Maramba Pfungwe (UMP), Seke, Mutoko, Murehwa and Goromonzi. Agriculture is the economic backbone of the Province. Key activities in agriculture include crop cultivation; horticulture; floriculture; animal husbandry and dairy farming. Major crops grown in the province are maize; tobacco; soya beans, potatoes and small grains. The province produces high-quality beef, pork, sheep, goats and poultry for both domestic and international markets.

Mashonaland East is endowed with various rich minerals such as lithium, gold, black granite; limestone and iron ore. These minerals have not been fully exploited for the benefit of the people of the province. The Province is also endowed with tourist attractions. Key tourist attractions to the province are game viewing; historical sites such as rock paintings, ruins and caves; mountain climbing and biking and waterfalls. Mashonaland East is renowned for its unique cultural dances, the Mbende (Jerusarema) dance and the Mafuwe dance are some of the cultural dances.

Investment opportunities in the Province have remained untapped for a long time. Investors should take advantage of the competitive advantages the Province currently has. In light of the untapped investment opportunities, Mashonaland East Province intends to hold an Inaugural One Day Investment Indaba and Business Expo (MEPIIBE) where existing businesses will be accorded the opportunity to exhibit and market their businesses.

At the Conference, potential investors and businesses will also learn about the investment opportunities obtained in the province.

Who will attend

- v the business community (from SMEs to large corporates)
- v potential investors both local and international
- v MDAs (Ministries, Departments, Agencies (ZIDA)
- v Business Associations
- v Local authorities

v Media

v Business member organisations (ZIMTRADE, ZNCC, CZI, Chamber of Mines, Chamber of SMEs)

The Investment Indaba and Business Expo would accrue many benefits to would-be participants which include

- ü widening of the market base,
- ü investment expansion
- ü Awareness of the company's products and services leading to increased sales,
- ü widening of the tax base,
- ü Exposure to new technologies
- ü Knowledge of financial products and services available and
- ü ultimately the province will benefit from increased Gross Domestic Product (GDP) and employment creation

2.0 Programme Outcomes

1. Enhanced Ease of Doing Business
2. Improved service delivery for the public
3. Enhanced Private Sector Investment and Investor confidence leading to increased investor inflows for the province
4. Improved Economic Inclusion and Corporate Social Responsibility
5. Improved Awareness of Investment opportunities and procedures

3.0 Activities

- 1 Presentations on Investment Opportunities, bankable projects, investment processes, local and export markets, Investment incentives
- 1 Tours of some of the areas will be scheduled after the Expo for interested parties
- 1 Presentation by Line Ministries Departments and Agencies and how they support investment, business development, access to markets
- 1 Plenary
- 1 Mini-Exhibitions- Investors interact with Local Authorities and businesses
- 1 Documentation: Video, Print Media
- 1 **Cocktail**

Conference Packages

2023 PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

The Mashonaland East Investment Indaba and Business Expo (MEPIIBE) is a high-profile and high-visibility business platform with an audience from across Zimbabwe and beyond.

With an expected captive audience of close to 400 people as well as local and regional coverage through Press, TV and Radio, the event offers opportunities for brand visibility and market expansion.

In addition to monetary partnership for this event, sponsorship in kind is welcome for conference material, delegate mementoes, meals, refreshments, equipment hire and travel and accommodation for guest speakers.

Please confirm your sponsorship early to enjoy the full benefits of the packages below.

PLATINUM

USD 20,000

All the benefits of the GOLD package plus:

- Prime branding of the event.
- Prime acknowledgement during the event.
- Access to the participants' list.
- 5-minute in-person marketing/speaking slot
- Logo inclusion on Conference Program and revolving electronic banner.
- In and out – conference venue advertising with 5 pull-up banners.
- Promotional material distribution in conference delegates' packs.
- Free 1-page advert and 1-page editorial in the MEPIIBE catalogue
- Complimentary registration of 5 delegates

GOLD

USD 15,000

All the benefits of the SILVER package plus:

- Branding of ONE item/activity alongside the MEPIIBE logo
- Option for a small display in the conference lounge
- Free 1-page advert in the MEPIIBE catalogue
- Up to 2-minute electronic marketing slot.
- Logo inclusion on the program and revolving electronic banner.
- In & out conference venue advertising with 3- pull up banners.
- Acknowledgement during the event
- Complimentary registration of 3 delegates

SILVER

USD 10,000

- Logo featured on the projector screen and conference programme.
- Verbal recognition during conference intervals.
- 10 complimentary MEPIIBE entry tickets.
- Logo inclusion on the program and revolving electronic banner.
- In and out conference venue advertising with 2 pull-up banners.
- Complimentary registration of 2 delegates.
- Brochure distribution in conference delegates' packs.
- Distribution of promotional material to delegates.

Luncheon Tent(Tables,Chairs, Centre Pieces,Underplates)	1	\$ 4,500.00	\$ 4,500.00
Conference giveaways (Tshirts, Pens, Notepads..)	400	\$ 10.00	\$ 4,000.00
Cocktail Entertainment, P.A System & Stage		\$ 2,500.00	\$ 2,500.00
Cocktail Set Up (Cocktail tables, Stools and VIP sitting Area		\$ 3,000.00	\$ 3,000.00
Cocktail (Snacks & Refreshments)	400	\$ 35.00	\$ 14,000.00
Adminstration Costs	1	\$ 6,000.00	\$ 6,000.00
Invitation Cards	400	\$ 1.00	\$ 400.00
SubTotal			\$ 69,630.00

BRONZE

USD 5,000

- 0 Acknowledgement during the conference.
- 11 1 pull-up banner display.
- 0 Free entry for 1 delegate.
- 0 3 complimentary MEPIIBE tickets

BUDGET

Conference Expenditure	Qty	Unit Cost USD	Total Cost USD
Venue hire (for set up days)			
Conference Package (teas, lunches, cordials stationery)	400	\$ 45.00	\$ 18,000.00
PA System, LED Screen & Raised Platform)	1	\$ 3,000.00	\$ 3,000.00
400 seater tent, Backdrop & Lining (Conference Set Up)	1	\$ 2,500.00	\$ 2,500.00
Banqueting Chairs	400	\$ 10.00	\$ 4,000.00
Chair Covers	400	\$ 4.00	\$ 1,600.00
Conference Tables	100	\$ 10.00	\$ 1,000.00
Table Cloths	100	\$ 8.00	\$ 800.00
Mobile Toilets (2 vips 2 Ordinary)	4	\$ 400.00	\$ 1,600.00
Top table tub chairs (Raised Platform)	8	\$ 35.00	\$ 280.00
Top table coffe tables	4	\$ 50.00	\$ 200.00
Presenters Podium	1	\$ 250.00	\$ 250.00
Backdrop Banner & Teardrop banners	20	\$ 100.00	\$ 2,000.00