

ZITF REPORT | 25-30 APRIL 2023

INTRODUCTION

The Zimbabwe International Trade Fair (ZITF) is one of the largest annual multi-national expos in sub-Saharan Africa. This year it was held from Tuesday 25 to Saturday 30 April 2023, under the theme “Transformative Innovation, Global Competitiveness.” To emphasize transformative innovation, the Meteorological Services Department (MSD) was showcasing the transformations that have taken place in meteorological and seismological equipment, with an emphasis on the integration of all previously known equipment into the Automatic Weather Station (AWS). This was “killing two birds with one stone,” as the AWS is a globally competitive technology which meets the thrust of the “Minamata Convention” and World Meteorological Organization recommendations. The Government of Zimbabwe has been able to equip all meteorological stations across the country with this technology and has added 5 Doppler Weather RADARs to cover the country.



Objectives of Exhibition

- To educate and inform all visitors on the transformations that have taken place in seismological and meteorological equipment.
- To showcase Globally Competitive weather, climate and seismology products tailor-made by the MSD for different sectors of the economy.
- To highlight current and potential careers within the MSD.
- To increase the MSD’s visibility in and outside the country.
- To seek and establish partnerships with other stakeholders.

In this regard the MSD was represented by Agro-meteorology, Seismology, Engineering, Public Weather Services (including Meteorological Technicians who will use the Automatic Weather Stations), Human Resources, Administration, Accounting as well as Marketing, and External Relations.

BACKGROUND PREPARATIONS

Preparations for the ZITF started in March, with a three-member team (Gwaze T – Marketing and External Relations, Mapingure P - Accounting and Ndabambi H - Administration) being nominated by the Director to represent the Department in the Ministry's ZITF Committee meetings.

During these meetings, budgets (guided by Treasury Circular No.3 of 2023) for both the Ministry and MSD as well as a list of participants were prepared and submitted to principals for onward submission to the Permanent Secretary and Ministry of Industry and Commerce (the lead ministry for ZITF). Purchase requisitions for the exhibition stand, refreshments, regalia, banners, fuel, stand design, promotional material, staff regalia, and tickets were raised and submitted to the Procurement Management Unit (PMU) on the 31st of March 2023. Part of the requisitions were actioned and returned by PMU on the 20th of April 2023. Initiation of the payment process (Materials Management) using PFMS-SAP could not be done on the same day (20 April) as the funds were not enough to allow the processing of the documents in the system. Only the exhibition stand was processed on the 20th of April 2023.

As an addition to the initial team, Ngoma J – Public Weather Services and Chinyama P – Landscaping, were incorporated to form the advance team. The team's role was to monitor the stand design and make on-the-ground adjustments to ensure everything required for the exhibition was in place before the 25th of April 2023. The stand site was on a well-manicured green patch at a vantage point between two venues that the President and First Lady were scheduled to visit and along the path used by most dignitaries would use on their way to the main pavilion.

Stand design

The stand design for MSD was awarded to Remarkable Images (herein known as the supplier) and setting up was scheduled to commence on Friday the 21st of April. On this day, the supplier only mounted a tent, which though not part of the initial design, was later integrated to shield the exhibitor and the exhibition stand from weather elements. However, between Friday the 21st and Monday the 24th, the supplier did not carry out any other activities despite several follow-ups. On the 23rd of April, the supplier verbally indicated that they had many clients and were giving priority to clients who had made payments. Even, when the Director arrived on Sunday the 23rd and negotiated with the supplier nothing was done. Remarkable Images only started working on the stand design on the night of the 24th. The stand design was completed on the 27th of April, the last day of the ZITF business days. A number of items including a

refrigerator, flowers, and one couch for the VIP Lounge were not delivered by the supplier despite being part of MSD's stand design specifications.



SYNOPSIS OF THE EXHIBITION

Visitors Statistics

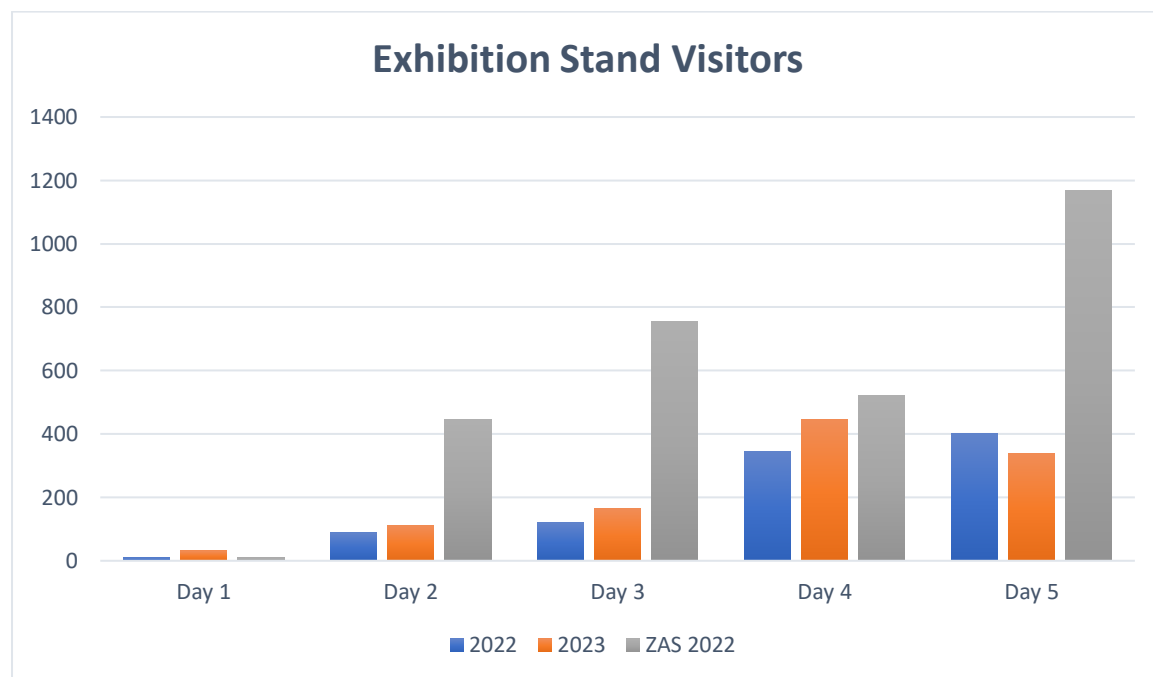


Figure 1: Analysis of Visitors to the MSD Exhibition Stand

A total of 1090 showgoers visited the MSD stand from a wide demography of age groups and professions. This is slightly more as compared to last year, with a number enquiring on career opportunities from a vast array of fields ranging from accounting, international relations, marketing, weather presenting, and statistical analysis. The numbers rose towards the close of the exhibition when the stand design had been almost completed. Celebrities, social media, and formal media personalities also visited the stand (see pictures in ANNEX D). However, ZITF judges were not observed at the stand.

The Minister of Environment, Climate, Tourism and Hospitality Industry, Honourable Mangaliso Ndhlovu; Minister of Transport, Communication and Infrastructure Development Honourable Felix T. Mhona; and Permanent Secretary in the Ministry of Environment, Climate, Tourism and Hospitality Industry, Ambassador Faranisi were among the dignitaries that graced the MSD stand.

Objective Tracking

1. Transformation in Meteorological Equipment

The Engineering section was able to mount and operate an Automatic Weather Station. This became the centerpiece of the exhibition, illustrating the transformative innovations that were taking place within the department. This AWS was able to display real-time data on a screen within the VIP Lounge. Other equipment that were on display included a model of the Doppler Weather RADAR, the Sunshine Recorder, the Tipping-Bucket Automatic Rain Gauge, the Evaporation Pan, the Autographic Wind Van, and the Cup Anemometer, Gunn Bellani, Stevenson Screen, the Wet Bulb Thermometer, the Maximum Thermometer, Minimum thermometer, Thermograph, and Barograph.

Notably, most of this well-kept equipment was sourced from the museum at Goetz Observatory.

2. Competitive Sector-specific Products

There were four main sections that were exhibiting, namely Agro-Meteorology (Climate Applications), Public Weather Services, Seismology as well as Marketing and External Relations. The Marketing and External Relations desk had a number of brochures indicating the products and services that the Department offers. It also highlighted the other sectors of the economy that the MSD aims to provide tailored products under the National Framework for Climate Services (NFCS). However, new brochures need to be produced, including electronic ones which can be shared using a scan or shown on the screens at exhibitions.

3. Career guidance

Meteorology and Seismology are central to the Department; however, the presence of the Human Resources, Administration and Accounting Sections underscored that careers within the MSD are not only for those with a science background. This accentuated interest

in career opportunities available within the Department and increased the volumes of visitors to the stand.

4. MSD Image improvement

Show-casing the new technology in both seismology and meteorology improved the image of the Department with a number of visitors indicating that they had seen a marked improvement in the accuracy of both the short and long-term forecasts given by the MSD.

The ability of dignitaries, celebrities, and ordinary visitors to be taken through the instruments and the processes of weather forecasting and also getting a chance to present the weather was a major boost in the visibility of the MSD.

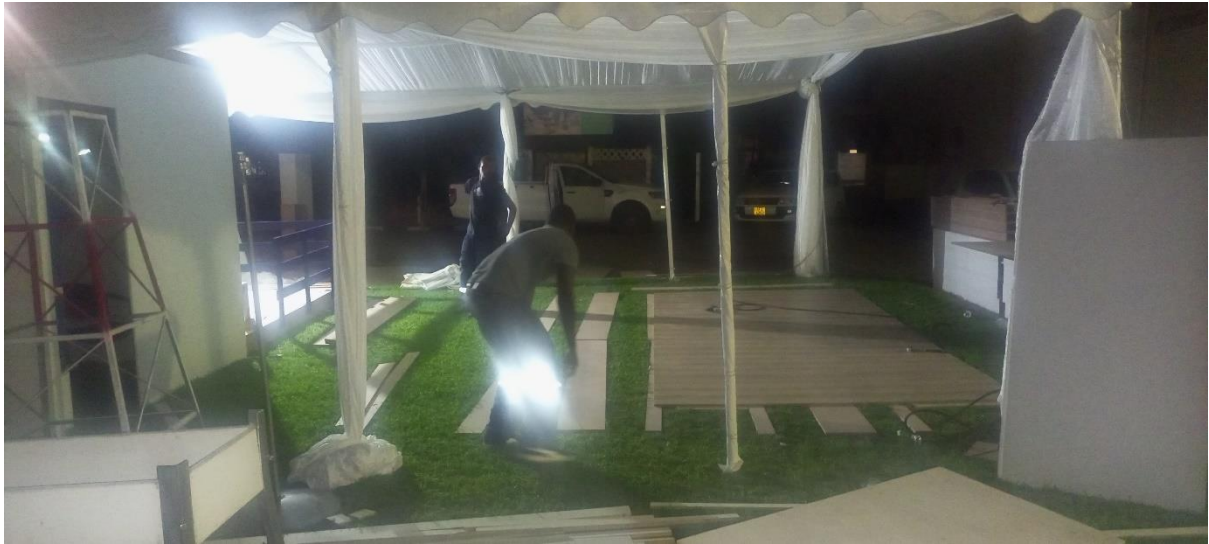
5. Partnerships

Among the possible partnerships noted at the ZITF, the ability to present weather in sign language through partnering with a sign language expert organization was one of the major highlights to be explored.

ZITF 2023 in Pictures



Met structure under construction



Construction during the night, though the Fair was now in its second day.



Finally, the stand is now ready, everything is now set in position, third day of the Fair



The front of the stand



From left to right; Mr. O. Chihombori, Deputy Director HR, Amb. R. T. Faranisi, Permanent Secretary, Mr. J. Ngoma, MSD Meteorologist explaining to the PS how the AWS works, Mrs Manzou, MSD Director and Mr. W. Magwaro, Engineer.



The ZITF team