



Energising Zimbabwe's Export Growth

Quality Standards as a Basis for Excellence

Tonderai Marufu
ZimTrade, Zimbabwe





PRESENTATION ROADMAP

1 About ZimTrade

2 The Journey

3 Benefits Realised

4 Impact to our Clients

Who are we?



- ZimTrade is a unique joint venture partnership between the Private Sector and the Government of Zimbabwe.

OUR MANDATE

to *Energise Zimbabwe's Export Growth*

ZimTrade Values



OUR VALUES

- **Focused**
- **Connected**
- **Trusted**
- **Bold**

Our Service Portfolio



Market Intelligence



Export
Development



Export Promotion



Advocacy



The Journey



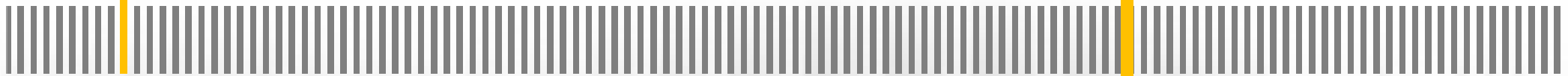
1994

- The first TPO in the world to be ISO certified.
- First certified under ISO 9001:2008

**ISO Certified TPO
for more than 20
continuous years.**

2017

- 1st Organisation in Zimbabwe to be certified under ISO 9001:2015





Benefits Realised

- Improved consistency of service provision
- Improved productivity and efficiency
- Cost reductions
- Improved communications, morale and job satisfaction
- Increased DCP engagement.
- Improved documentation and internal control environment
- Increased acceptance of ZimTrade brand

ZimTrade ranked #1 Trade Promotion Organisation in Africa and 10th in the World.

(International Trade Centre - 2017)

	Lowest Score	Average Score	Maximum Score	ZimTrade Score	ZimTrade Ranking (out of 63)
Leadership and Direction	18.84	51.70	94.01	70.50	9th
Resources and Processes	22.01	47.23	95.11	71.78	8th
Product and Service Delivery	17.35	46.48	95.56	52.98	19th
Measurements and Results	9.25	43.66	94.56	56.69	12th
Overall	19.49	47.27	94.81	62.99	10th

IMPROVED CONSISTENCY OF SERVICE PROVISION

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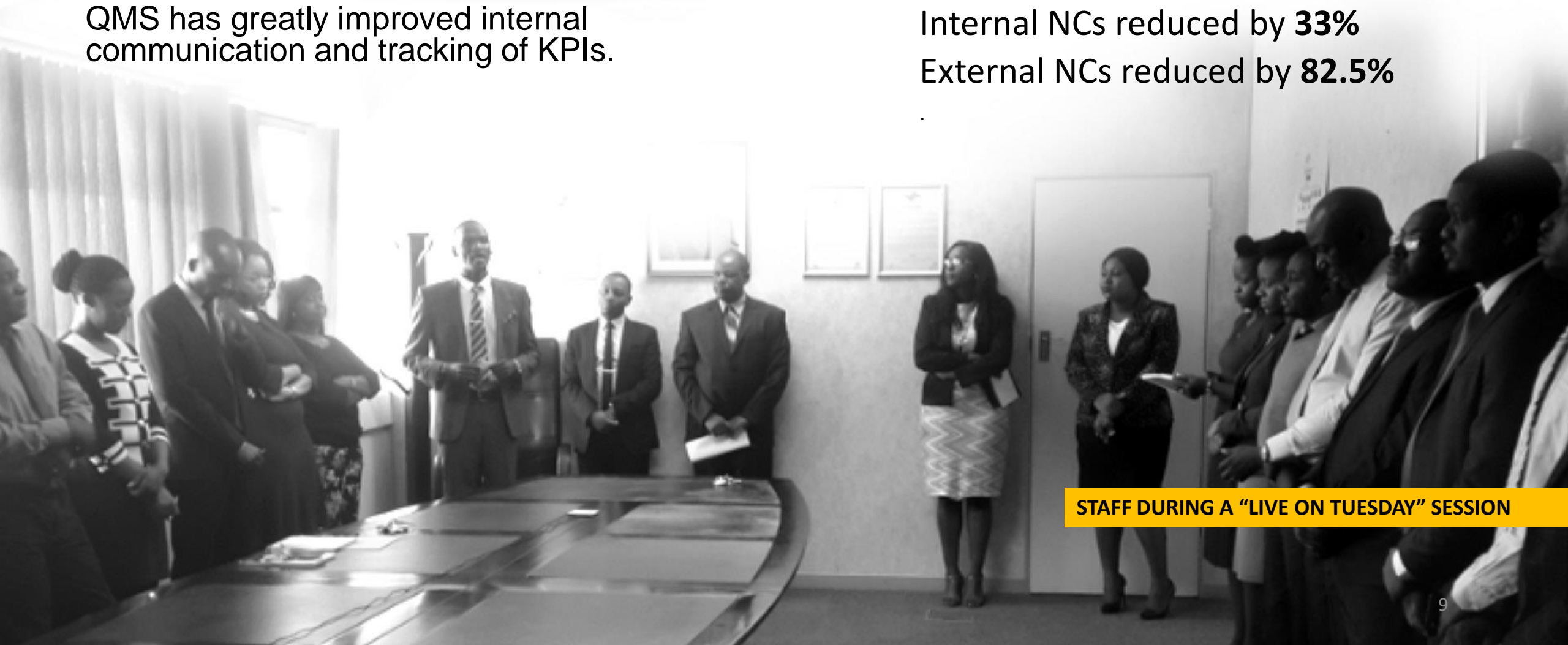
Quality is at the centre of all business processes and activities.

QMS has greatly improved internal communication and tracking of KPIs.

Employee engagement = **59.3%**

Internal NCs reduced by **33%**

External NCs reduced by **82.5%**



STAFF DURING A "LIVE ON TUESDAY" SESSION

Improved consistency of service provision



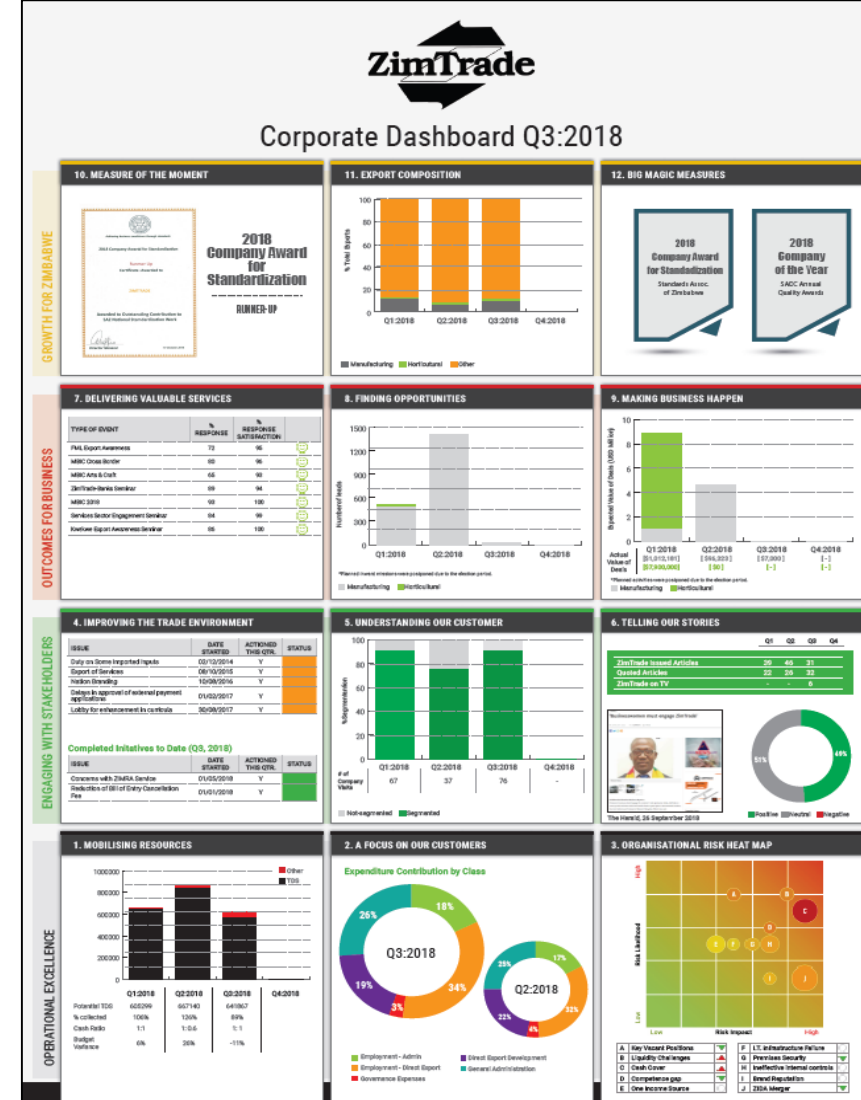
- Better tracking of Results during MRM

ZIMTRADE 2018 SECOND MANAGEMENT REVIEW MEETING STRATEGIC OBJECTIVES OUTPUT RAG MATRIX (11/10/2018)

Goal Ref	Outcome	Programme / Project/ Output(s)	Quantity	TARGET				Responsible Division	RAG Status
				BASE	2018	2019	2020		AS AT 11/10/2018
7	4	Baseline employee survey	3	1	1	1	1	HUMAN RESOURCES	
8	4	Employee satisfaction assessment	3	0	1	1	1	HUMAN RESOURCES	
	4	Number of Employee engagement solutions designed	3	0	1	1	1	HUMAN RESOURCES	
	4	% of staff on training programmes, coaching sessions etc	80%	80%	80%	80%	80%	HUMAN RESOURCES	
	4	Number of Organisation wide learning programmes conducted	4	4	4	4	4	HUMAN RESOURCES	
	4	Learning strategy produced (% of Initiatives implemented)	100%	0	50%	75%	100%	HUMAN RESOURCES	
	4	Number of leadership programmes conducted	3	0	1	1	1	HUMAN RESOURCES	
	4	Critical Skills Assessment Report	2	0	1	1	1	HUMAN RESOURCES	
	4	Compensation Model Recommendations Report	1	1	1	1	1	HUMAN RESOURCES	
	4	Pay performance model	1	1	1	1	1	HUMAN RESOURCES	
9	4	Cost reduction	80%	120%	80%	75%	75%	FINANCE	
	4	Internal Audit report	6	2	2	2	2	MONITORING & EVALUATION	
	4	MRM Minutes	2	2	2	2	2	MONITORING & EVALUATION	
10	4	% of people trained, training sessions on Systems	100%	100%	100%	100%	100%	MONITORING & EVALUATION	
	4	Number of surveillance audits done	1	1	1	1	1	MONITORING & EVALUATION	
	3;4	Corporate Dashboard produced	12	4	4	4	4	MONITORING & EVALUATION	
	4	Internal Audit report	2	2	2	2	2	MONITORING & EVALUATION	
	4	Number of people internal auditors trained	10	10	12	12	12	MONITORING & EVALUATION	
	4	Number of surveillance audits done Ratio of major to minor audit findings	333%	133%	1<50%	<50%1	<50%1	MONITORING & EVALUATION	
11	4	Competence profiles report produced	3	1	1	1	1	HUMAN RESOURCES	
	4	Competence map produced	3	1	1	1	1	HUMAN RESOURCES	

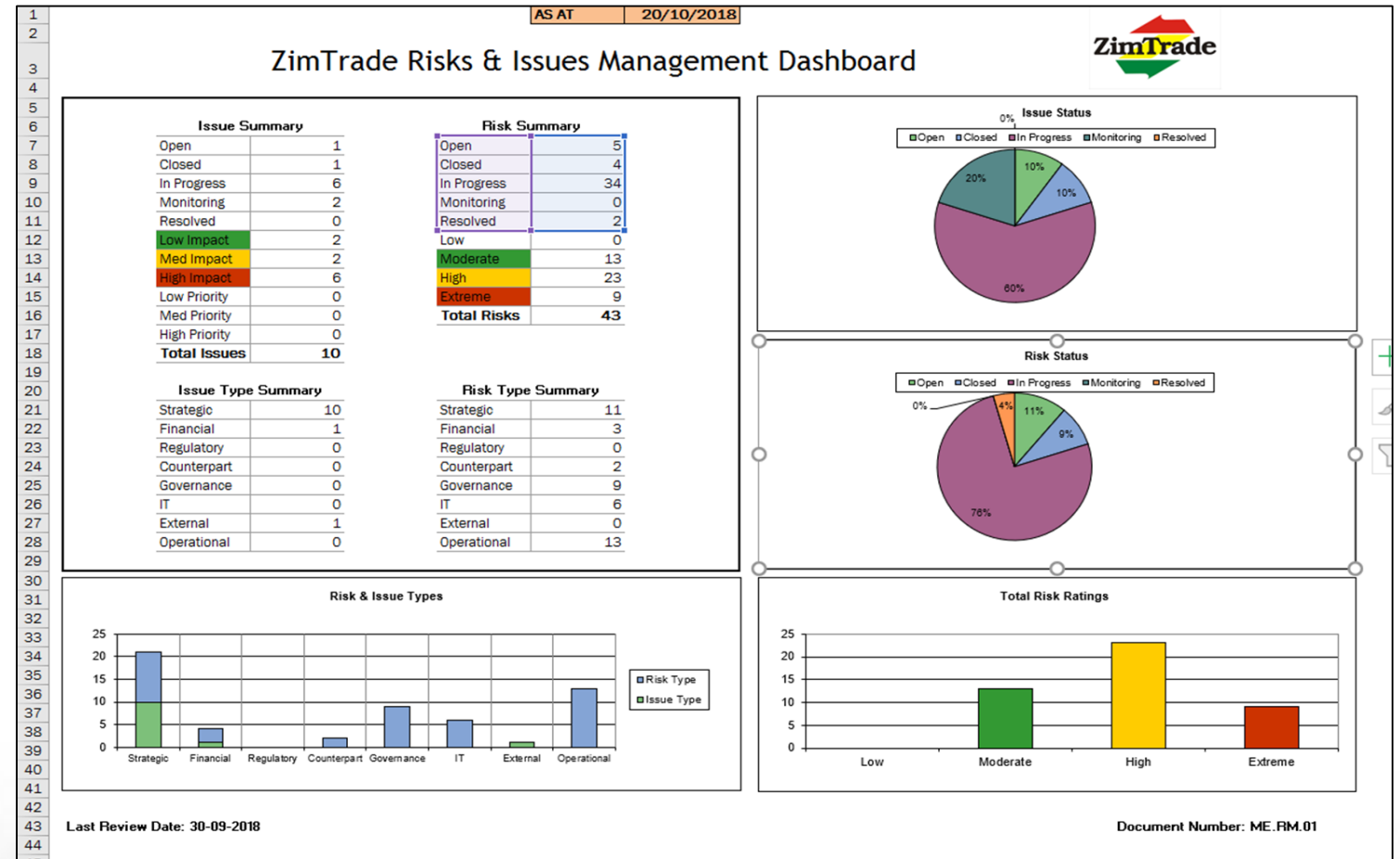
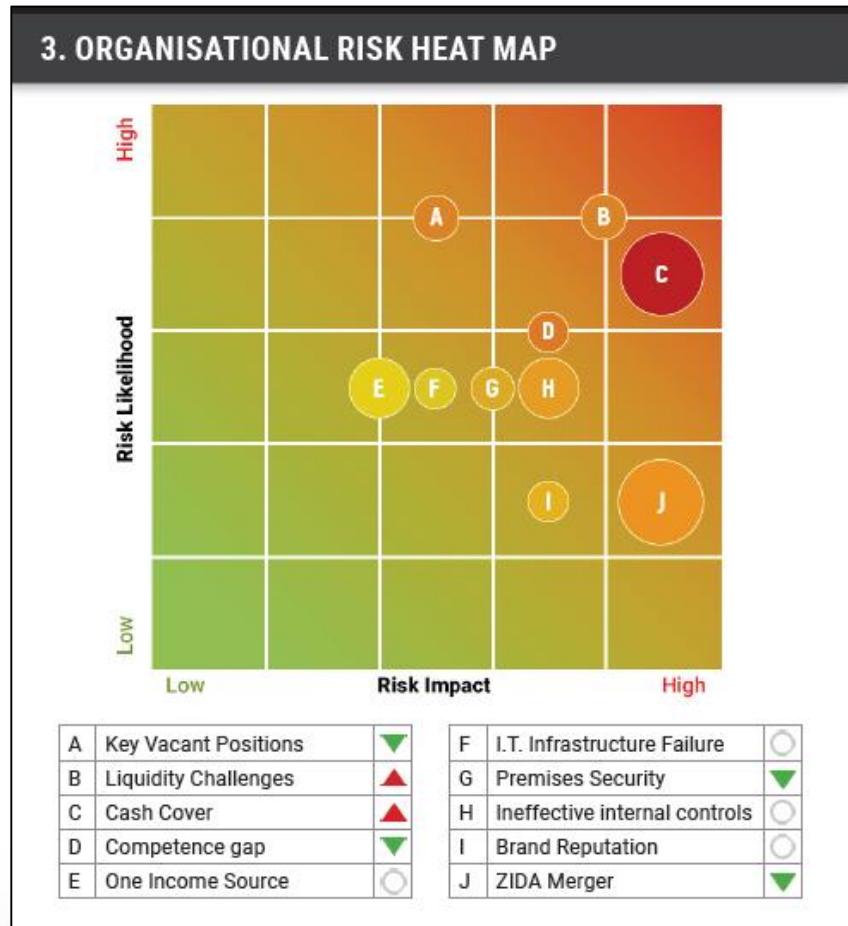
Red	15	25.4%
Amber	19	32.2%
Green	25	42.4%

Continual Improvement



Improved consistency of service provision

- Improved risk management





Impact

**Higher
customer
satisfaction
levels**

- Improved client needs identification and fit for purpose solutions.
- Number of clients with properly assessed needs has improved from **60%** to **91%**
- Net Promoter Score (NPS) **43%**
- Customer Satisfaction Index (CSI) **65.90%**

Increased DCP support. Some of the new international partners include:



Impact

**Improved
customer/
stakeholder
confidence**



Department for
International Trade



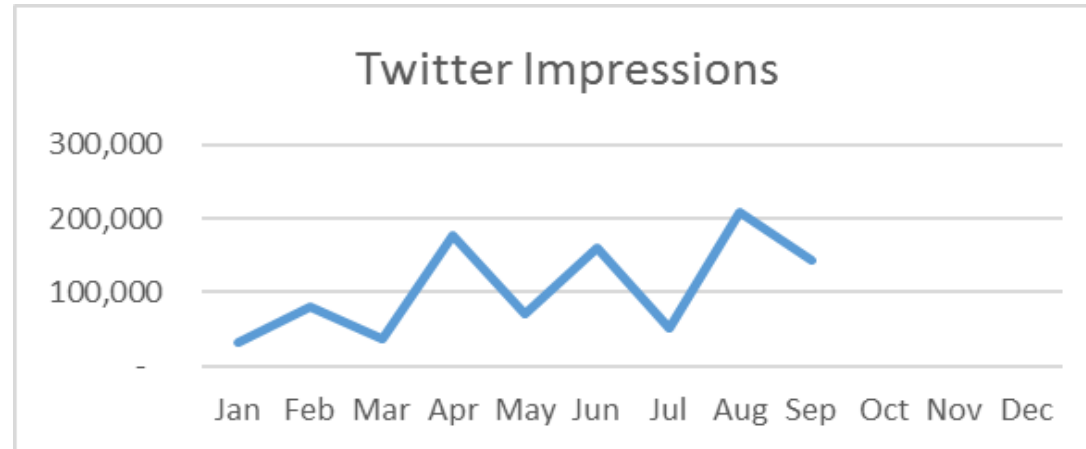


Impact

**Improved
communications
and customer
trust**



@ZimTradeAlerts



**227,000
impressions**

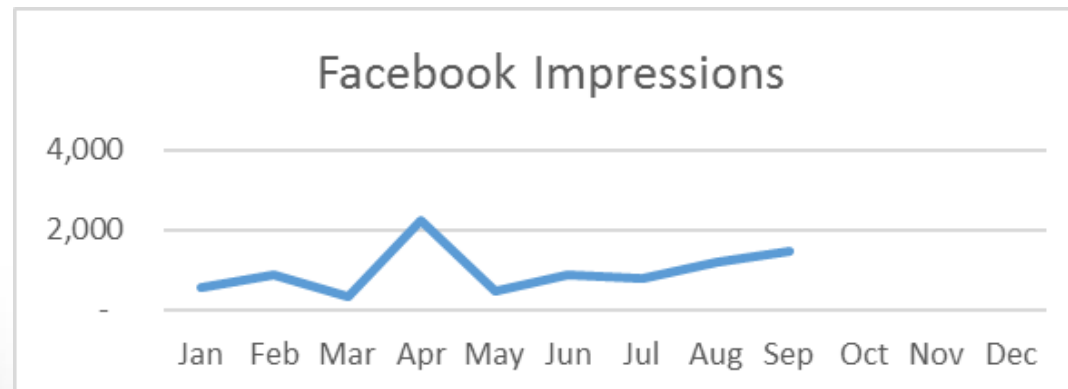
up from 32,000

9373 followers

from just 108



@ZimTrade Zimbabwe



8 821 reaches

up from 559

Technical Intervention Programmes

Through PUM/SES Partnership, we have been imparting practical Standards based quality knowledge on SMEs.



Number of Missions **50**

Sector Projects

- Model Farm
- Cold Chain
- Macadamia
- Leather



Number of Missions **79**

Sector Projects

- Arts & Crafts
- Fashion Design
- Clothing & Textile Manufacturing
- Engineering

BENEFITS REALISED BY OUR CLIENTS

Pursuing certification opens
Export Markets even for
small scale farmers.





Recognition

- **Rated No 1 TPO in Africa and 10th in the World** – ITC Geneva
- **Company of the Year 2019 (SMME) Category** - SADC Quality Awards, 2019
- **Advisory and Sector Representations Bodies** - **3rd place**, Caminex, Zambia, 2019
- **Best Country Pavilion** – Global Expo, Botswana 2018
- **Business Support Organisations and Regulatory bodies category, 3rd place** Zimbabwe International Trade Fair, 2017
- **Gold Medal Award for Best Non-Industrial/Commercial Zimbabwean Exhibitor** - Zimbabwe International Trade Fair, 2017
- **Merit Award for Best Corporate Governance Practice Disclosures**, (Chartered Secretaries and Administrators of Zimbabwe) - 2016

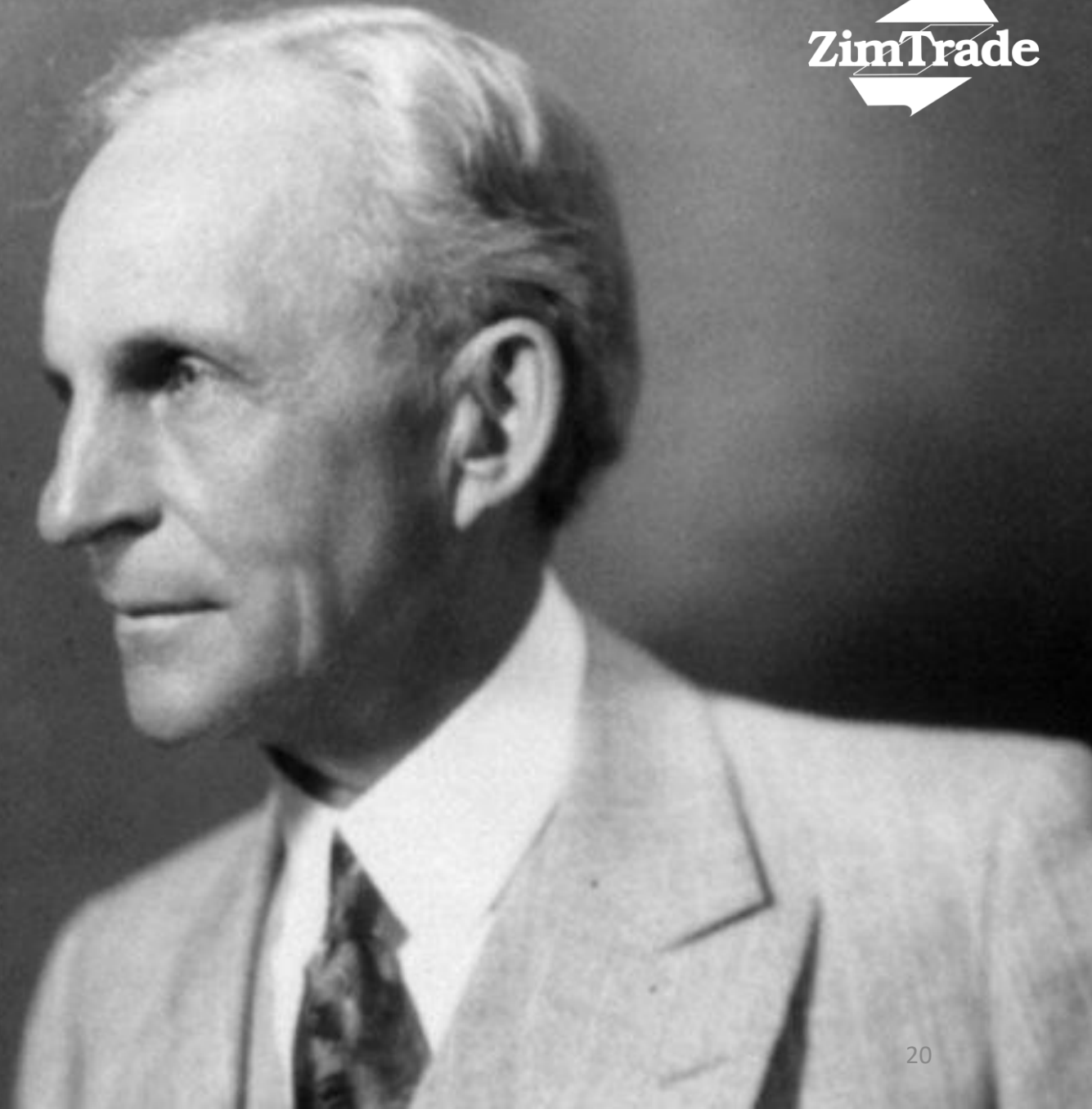
ZimTrade CEO, Mr. A. T. Majuru receiving the Company of the year award (SMME Category) at the 2019 SADC Quality Awards, Windhoek, Namibia.

(March 2019)



“Quality
means doing
it right when
no one is
looking.”

HENRY FORD



Thank you
