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The Securities and Exchange Commission of Zimbabwe(SECZim) was part of the many exhibitors at the Zimbabwe International Trade Fair (ZITF) which ran from the 26th to the 30th of April 2022.

This year marked ZITF’s 62nd edition and it was coiled under the theme, ‘Rethink, Reimagine, Reinvent Value Chains for Economic Development.’

Following the set theme for ZITF 2022, SECZim exhibited 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 was a way to help the organisation in fulfilling its obligations which includes 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 was also a great platform for SECZim to network with business executives and community leaders who are also potential and existing investors. Hence this made SECZim achieve raising awareness in capital markets.

A 36m/sq. (6x6) exhibition stand was used for SECZim’s exhibitions where visitors who wanted to learn more about the organisation were entertained. Fliers and other basic information was also availed at the stand.

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

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

The SECZim ZITF delegates were part of the set-up team and they made sure that all management was registered and all covid protocols were being adhered to. Amongst other duties that were carried out on the ground, the delegates got to share the history (background) of SECZim, outlined the functions and role of SECZim, explained about the Securities Markets in Zimbabwe as well as the Investor Education campaign, they also ensured that any general questions that the visitors had, relating to capital markets were fully answered. To make the interactions more interesting, they conducted competitions/ interactive quizzes wherein flashsticks with the Investor Education material were handed out to the winners. To weigh the percentage of people who had some knowledge about capital markets, a mini survey to assess the basic knowledge of the capital markets by the public was administered. They also got to visit other stands sharing information as well as interest others in coming to the SECZim stand.