

Zim: Marketers hold inaugural conference

By [Dumisani Ndlela](#)

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The Marketers Association of Zimbabwe (MAZ) is to hold its inaugural convention in the resort town of Nyanga from 21 - 23 October 2009, an announcement said.

Gillian Rusike, the MAZ executive secretary, said the convention would offer Zimbabwean marketers the opportunity to "sharpen their marketing prowess, providing them with the opportunity to establish valuable business networks".

Herbert Nkala, a top marketer who was involved in the rebranding of a hotel group and a banking institution, at which he was CEO and chairman respectively, will speak on rebranding.

Khusile Mthunzi-Hairwadzi, from South Africa, will speak on corporate social investment, while veteran journalist Bill Saidi will speak on media relations for marketers. There will be other speakers from Zimbabwe as well as a marketing expert from Zambia.

MAZ has managed to draw key listed institutions among its corporate members, including telecommunications giant, Econet Wireless, Beverages Delta Corporation, as well as Stanbic Bank, Rainbow Tourism Group, Nestle, medical aid firm CIMAS, African Sun, and state-controlled newspaper group, Zimpapers.

MAZ is contactable on .

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk.

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