

Zim marketers to hold annual convention

The Marketers Association of Zimbabwe (MAZ) is to hold its 2010 annual marketing convention from 9-11 November 2010 at The Troutbeck Resort in Nyanga. MAZ secretary general, Gillian Rusike, said the association had lined up a number of speakers, including a renowned brand expert and an advertising and marketing executive from Zambia.

By [Dumisani Ndlela](#) 15 Oct 2010

Regional marketing convention

"This will be a networking platform for marketers. We want to develop it into a regional marketing convention where we discuss new marketing concepts and things we must explore as marketers," said Rusike.

Branding expert, Thebe Ikalafeng, who has been recognised by the American Marketing Association and the Marquette University with an award for marketing excellence and by the Asia Brand Congress with an award for global brand leadership, has been lined up to speak at the convention.

He will be joined by David Kombe, president of the Zambia Institute of Marketing and CEO of advertising agency D&C Saatchi and Saatchi, Eve Gadzikwa, director general of Standards Association of Zimbabwe and Herbert Nkala, an astute marketing practitioner in Zimbabwe, as well as Grace Muradzikwa, the reigning Institute of Directors' Director of the Year and the CEO of the Zimbabwe Stock Exchange-listed Nicos Diamond Insurance Company.

"Serious business"

The convention will run under the theme 'Marketing orientation: the missing link for success in organisational strategies'.

"It's going to be serious business," said Rusike.

Registration details are obtainable from marketers@mweb.co.zw or on phone numbers +263 (0)4 2932213, (0)77 371040 (0)71 3092565.

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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