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**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

THE CONTRIBUTION MADE BY ZIMTRADE TO THE ECONOMIC  
DEVELOPMENT PROCESS: A STUDY INTO THE ROLE PLAYED BY THE  
INFORMATION CENTRE IN PROVIDING EXPORT INFORMATION TO THE  
CITY OF BULAWAYO

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## ABSTRACT

The Zimtrade Trade Information Centre in Bulawayo was established to provide trade information to companies and individuals interested in exporting. Zimtrade is a non-profit making organization set up by the government and the private sector to promote exports from Zimbabwe by making accessible export information.

This study was an analysis of the role that the Zimtrade Trade Information Centre, through the provision of export information, plays in promoting exports from the country. The study investigated the reasons behind the underutilization of the centre.

The Case study research method which allowed for an in-depth study of the Zimtrade Information Centre was used. The survey research method was used to gather data on the companies' attitudes towards the centre and their information needs. To collect this information, the questionnaire was used. Collected data was presented in tabular and graphic form.

This investigation revealed that the services offered by the centre were crucial to businesses which need this business information in decision-making processes. Responses gathered however also revealed that companies have negative attitudes towards the centre because of its ineffectiveness as an export information provider.

The researcher made recommendations to the Information Centre to come up with marketing activities to create awareness of the services in the business community. the researcher also recommended that the centre improve its collection by acquiring current information resources as discovered through user needs' surveys.