

Country Introduction



Located at the heart of Southern Africa, Zimbabwe is a nation of immense potential, rich heritage, and strategic importance. The country's name, derived from the Shona phrase "Zimba remabwe," meaning "big house of stone," reflects its cultural legacy, epitomized by the Great Zimbabwe ruins, a UNESCO World Heritage site.

Strategically positioned between the Limpopo and Zambezi rivers, Zimbabwe shares borders with five countries—Zambia, South Africa, Mozambique, Botswana, and Namibia—making it a pivotal gateway to the Southern African region.

Tourism thrives on Zimbabwe's unmatched natural and cultural attractions. The majestic Victoria Falls, Great Zimbabwe monuments, and pristine wildlife parks draw global visitors. National parks protect diverse species and showcase the country's conservation efforts. Zimbabwe's economy is diverse and resource-rich. Agriculture, the backbone of the economy, produces key exports like tobacco, horticultural products, and maize. The sector is bolstered by resilient policies addressing climate challenges. The mining sector positions Zimbabwe among Africa's top producers of gold, platinum, and lithium. With deposits of nearly 40 minerals, including the Great Dyke's vast chrome and platinum reserves, the country is vital to global mineral markets. Industrialization is advancing, supported by value chain development in agriculture, pharmaceuticals, and steel. Zimbabwe is a gateway to Southern Africa, offering excellent connectivity. Its road, rail, and air networks link regional and global markets. Education and culture further enrich Zimbabwe's identity. A strong education system underpins innovation, while a vibrant arts and culture scene generates global acclaim, particularly for its renowned stone sculptures and crafts.



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COMMONS-B PAVILION

ZIMBABWE PAVILION



ZIMBABWE
BEYOND THE LIMITS
EXPO 2025 OSAKA, KANSAI, JAPAN

Beyond the Limits

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Exhibition Concept

Zimbabwe: Beyond the Limits

Join Zimbabwe at Expo 2025 Osaka as we captivate the world under the theme “Beyond the Limits.” Our pavilion is a celebration of resilience, innovation, and the boundless potential of our people. Discover how Zimbabwe is tackling global challenges head-on in climate-proofing, waste management, healthcare, tourism, and hospitality, while building a sustainable and inclusive future. Zimbabwe's story is one of progress, optimism, and determination to shape

Begin your journey with “Experience,” where you'll be immersed in the beauty and diversity of Zimbabwe's culture, wildlife, and ingenuity. See how our communities are blending ancient traditions with cutting-edge technologies to create sustainable solutions to today's pressing issues.

Step into “Opportunities” and “Our Future” and uncover why Zimbabwe is a fast-emerging global destination for tourists and investment, as well as a source of diversified goods and services. The potential for meaningful partnerships is limitless.

Be inspired by a nation that redefines possibilities. Visit Zimbabwe's Pavilion at Expo 2025 Osaka and join us in going “Beyond the Limits” to create a brighter global future.

Zimbabwe: A legacy of heritage and resilience

The name “Zimbabwe” is a testament to the nation's rich history and civilisation, and is derived from the Great Zimbabwe heritage site in the south of the country. The Great Enclosure (Great Zimbabwe) is the largest ancient structure in Africa south of the Sahara, and stands as a monument to the rich legacy of achievement, innovation, co-operation, development and prosperity. Zimbabwe was the center of successor African states with economic, political and social systems extending back prior to the construction of the Great Zimbabwe site from about 1100AD until this was disrupted in

the late 19th century when the country was invaded and colonized by Britain through the British South Africa Company, and regained independence 90 years later on 18 April 1980 after several phases of protracted struggle by the indigenous people



Warm hospitality and unforgettable experiences

Zimbabwe is a very peaceful country at the heart of Southern Africa, and the friendly people, with our rich cultures, can make your visit special. Zimbabwe is renowned for internationally acclaimed tourist destinations that offer sightseeing, game and bird viewing, camping, sporting such as white-water rafting, zipline and bungee jumping, game hunting, fishing and boat cruising on lakes and rivers. Tourism is a pillar of the country's economic growth, contributing significantly to national income and employment, with pristine conservation areas teeming with wildlife, home to over 100 species of animals and 400 bird species. Zimbabweans have a well-deserved reputation for friendliness and visitors to the country are assured of a warm and sincere welcome.



Growing and resilient economy

Agriculture and mining are the largest contributors to formal

GDP, but small and medium enterprises and the informal business sector are lively in trade, micro-industry and production of goods. Despite upheavals exacerbated by climate change, the Zimbabwean economy remains anchored on agriculture, supported by firm policy frameworks that are instrumental in making the sector resilient, improving food self-sufficiency, reducing food insecurity and turning around the economy.

Zimbabwe is a mineral-rich country, with abundant deposits of as many as 60 minerals, including gold, platinum, diamonds, lithium, coal, chrome and nickel, among other valuable minerals. The country's diverse geological landscape has earned it a prominent place on the global mining map, among Africa's top 10 mineral-producing countries. Zimbabwe's geological make-up is characterised by two prominent features: Greenstone Belts and the Great Dyke.



Zimbabwe’s strategic connectivity and logistics hub

Zimbabwe lies at the centre of Southern Africa's road and rail network, connecting people, countries, and markets within SADC, COMESA, the East African Community (EAC), and beyond. Through the North-South Corridor which is the most extensive corridor system in the region, Zimbabwe links countries such as Mozambique, Botswana, Zambia, Malawi, Tanzania, and the Democratic Republic of Congo. Zimbabwe is upgrading several airport facilities that can handle domestic flights, and has three modern state-of-the-art international airports—Robert Gabriel Mugabe International Airport (Harare), Joshua Mqabuko Nkomo International Airport (Bulawayo), and Victoria Falls International Airport (Victoria Falls).

