

Metro Peech, 2016 Buy Zimbabwe Wholesale of the Year

Buy Zim celebrates local companies

... as Metro Peech & Browne dominates 2016 Buy Zim Awards

Nyasha Chingono

THE 2016 Buy Zimbabwe's fourth Annual Awards held at Cresta Sango Conference Centre, celebrated Statutory Instrument (SI) 64 promulgated which resulted in the 18 percent growth in the manufacturing sector capacity utilisation last year.

Capacity utilisation increased from 34,3 percent to 47,4 percent.

The SI64, a piece of legislation that was largely condemned by pressure groups was a timely intervention, according to Buy Zimbabwe chairman, Munyaradzi Hwengwere.

Buy Zimbabwe is a competitiveness and empowerment driver whose mandate is to unlock the country's potential through a structured aggressive support of the production and consumption of local goods and services. Buy Zimbabwe seeks to actively promote home-grown products for the domestic and global markets

Schweppes Zimbabwe, Spar, Metro Peech & Browne and Nestle were some of the big winners at the awards, with Metro Peech & Browne walking away with four awards.

Metro Peech & Browne won the Wholesaler of the Year award and Barry Browne of Metro Peech walked away with the Buy Zimbabwe Champion Award for 2016.

Nestle Zimbabwe was voted the Buy Zimbabwe Company of the Year while N. Richards received the Local Procurement Award.

The Buy Zimbabwe retailer of the Year went to OK Zimbabwe while Nyaradzo Group received the Customer Service Excellence Award.

Hwengwere said the import restrictions had already resulted in improved competitiveness of local products that have been failing to compete with cheap foreign products.

Speaking at Buy Zimbabwe Awards dinner, Hwengwere said: "For the first time Zimbabwe enacted SI64 and this has resulted in improved capacity utilisation. This is a first in many years."

Hwengwere however said although SI64 has resulted in improved industrial capacity, there was need for more import restrictions to reduce the burgeoning import bill.

"Our import Bill was too high so there is still a long way to go. Therefore we must convince Zimbabweans that they need to support local products," said Hwengwere.

Zimbabwe's import bill is expected to end 2016 at US\$5,3 billion against exports of about US\$3,3 billion.

Also speaking at the awards dinner, Institute of Directors of Zimbabwe chairman Benson Gasura said the country was heavily dependent on imports, which is unsustainable.

"It is no secret that our country is reeling under the burden of liquidity constraints, which are aggravated by our high import position. The deficit of US\$2 billion which largely comprises of consumptive expenditure, illustrates that our demand for local products is low," said Gasura.

Gasura said Buy Zimbabwe's campaign for local products was timely, as it would help grow exports.

"The awards are important because for many years, critics thought our message was not being understood. But now Zimbabweans understand why it is important to buy local products," Hwengwere said.

"We started the awards to underline the fact that we have local products that can compete on price, quality and on every other aspect around the world," he added.

"Buy Zimbabwe campaign is a competitiveness and empowerment driver for local industry, whose mandate is to unlock the country's economic potential through a structured aggressive support of the local production and consumption of local goods and services," Gasura said.

"The campaign seeks to actively promote home-grown products for the do-

mestic and global markets as production increases we should export," he added.

Gasura said advocating for local products should be done in the context of competitiveness on quality.

"By tirelessly advocating for consumption of local products, government and Buy Zimbabwe are in no way advocating for blind adherence to domestic products.

In fact, we are all for the enhancement of our local competitiveness in terms of pricing, delivery, quality and packaging," said Gasura.

Local products have over the years failed to compete with foreign products on quality and pricing as costs of production have continued to soar.

To Z3



Barry Browne, as Buy Zimbabwe's Business Person of the Year and Managing Director of Wholesaler of the Year Metro Peech & Browne, has long played a dynamic role in assisting our nation's less-resourced business community. On behalf of Zim-Kings Trading and Trade Kings Zimbabwe we warmly applaud these worthy awards that reflect his positive spirit and tenacity in doing, and growing, business despite these challenging times.

As suppliers of a quality range of Fast Moving Consumer Goods, including the popular Boom Washing Powder and Paste, we appreciate our happy and ever-evolving partnership with Metro Peech & Browne, nation-wide wholesalers whose bulk selling of food and non-food items is vital to small independent retailers and traders whose customers are mostly in small towns and many remote areas of Zimbabwe.

Makorokoto Mr Browne! We know your inspirational business will continue to BOOM!

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Our brands are created to make life **better, simpler and tastier.**

United Refineries Limited, management and staff would like to congratulate the Managing Director of Metro Peech, Barry Browne on winning the Business Person of the year and Metro Peech for winning the Wholesaler Of the Year Award at the Buy Zimbabwe Awards.



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Makorokoto, metro peech & browne - our pride flies high with your success!

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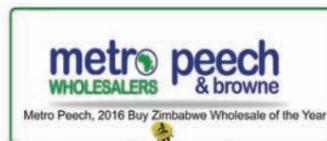
Tongaat Hulett congratulates metro peech & browne on winning the Wholesaler of the Year award and Mr Barry Browne, the Managing Director, on winning the Businessman of the Year award at the Buy Zimbabwe 2016 Awards.

We're proud to partner with you in our shared endeavours to promote all things great and Zimbabwean!



Pure Sugar - Pure Sweetness

A product of Tongaat Hulett TRIANGLE & Tongaat Hulett HIPPO VALLEY ESTATES



Zimbabwe Sugar Sales

Buy Zimbabwe Awards 2016 winners

Buy Zimbabwe Insignia Award

Sponsored by Mimosa Mining Company
Winner: Irvines
First runner-up: Rank Zimbabwe
Second runner-up: National Foods

Buy Zimbabwe Local Procurement Award

Sponsored by Pureoil industries
Winner: N. Richards
First runner-up: Metro Peech & Browne

Buy Zimbabwe SME Support Award

Sponsored by Gango Traditional Foods
Winner: N. Richards Group
First runner-up: Metro Peech & Browne
Second runner-up: OK Zimbabwe

Buy Zimbabwe Farmers Support Award

Sponsored by AB Communications
Winner: Beitbridge Juicing
First runner-up: Cairns Foods
Second runner-up: Probrands

Buy Zimbabwe Quality Award

Sponsored by Nyaradzo Group
Winner: Schweppes
First runner-up: Nestle
Second runner-up: BAT Zimbabwe

Buy Zimbabwe Customer Service Award

Sponsored by Nestle Zimbabwe
Winner: Nyaradzo Group
First runner-up: CBZ Bank
Second runner-up: OK Zimbabwe

Buy Zimbabwe CSR Award

Sponsored by the Financial Gazette
Winner: HigherLife Foundation
First runner-up: Nyaradzo Group
Second runner-up: Spar Zimbabwe

Buy Zimbabwe Manufacturer of the Year

Sponsored by N. Richards Group
Winner: Lafarge Cement
First runner-up: Schweppes
Second runner-up: BAT Zimbabwe

Buy Zimbabwe Retailer of the Year

Sponsored by ZimKings Trading
Winner: OK Zimbabwe
First runner-up: SPAR Zimbabwe

Buy Zimbabwe Wholesaler of the Year

Sponsored by Pureoil Industries
Winner: Metro Peech & Browne
First runner-up: N. Richards

Buy Zimbabwe Bank of the year Award

Sponsored by Daily News
Winner: Steward Bank
First runner-up: ZB Bank

Buy Zimbabwe Mining Award

Sponsored by Irvines Zimbabwe
Winner: Mimosa Mining Company
First runner-up: Zimplats

Buy Zimbabwe SME of the Year

Sponsored by N. Richards Group
Winner: Onsdale
First runner-up: Gango Traditional Foods
Second runner-up: Radio Solutions

Buy Zimbabwe Champion Award

Sponsored by ZimKings Trading
Winner: Mr Barry Browne

Buy Zimbabwe Product of the Year

Sponsored by Metro Peech & Browne
Winner: Nestle Cerevita
First runner-up: Mazoe Orange Crush
Second runner-up: ZimGold Cooking Oil

Buy Zimbabwe Company of the Year

Sponsored by Alpha Media Holdings
Winner: Nestle Zimbabwe
First runner-up: Dairibord
Second runner-up: Schweppes



Buy Zim celebrates local companies



Buy Zimbabwe Champion of the Year winner Barry Browne (left)



The 2016 Buy Zimbabwe award winners

From Z1
 "I am cognisant of the fact that we are operating in a global economy where we should be in a position to compete internationally. Gone are the days when mediocrity could be tolerated. People have choices with the advent of technology," Gasura said.

He said industry must advocate for the removal of restrictive measures that hinder competitiveness, adding that the Institute of Directors was ready to partner with Buy Zimbabwe to ensure good corporate governance.

"It is our national aspiration to remove all restrictive measures that might hinder our competitiveness and the private sector role in that regard is to uphold good corporate governance, embrace the correct mindset and completely shun corruption," said Gasura.

Gasura urged Buy Zimbabwe to

research into the dynamic requirements of the market.

"Our advice is that the campaign extends beyond simply calling citizens who are struggling to make a living to buy local goods and services but that we seek to pay closer attention to life circumstances that our population goes through on a day to day basis," he said.

Turning to the awards, Hwengwere said the fourth awards are a testimony of how Zimbabweans are slowly adopting the idea of buying local products.

"The awards are important because for many years, critics thought our message was not being understood. But now Zimbabweans understand why it is important to buy local products," Hwengwere said.

"We started the awards to underline the fact that we have local products that can compete on

price, quality and on every other aspect around the world," he added.

Gasura commended Buy Zimbabwe's initiative to reward local companies who have excelled in championing indigenous products.

"I wish to commend Buy Zimbabwe for continuously creating such platform to celebrate resilience and honour organisation that are still fighting for national economic growth and sustainability," said Gasura.

"With the country geared towards economic resuscitation as espoused by the Zimbabwe Agenda for Sustainable Socio-Economic Transformation (Zim-Asset) blue print, may we take today as an opportunity to form and strengthen linkages which will see our economy back on track, thereby laying a firm foundation for our prosperity," he added.

Over 80 companies were enlisted for this year's awards.

Mega Snax
 Puffed Corn Snacks
 Savoury Onion Rings

Mega Snax
 Puffed Corn Snacks
 Chicken Rings

Kusona Trading
 wish to congratulate
Metro Peech and Browne
Wholesalers
 for their achievements
 at the Buy Zimbabwe Awards

Tiggle's
 Assorted Flavours

1 of 5 Spurn Road, Ardbennie, Harare
 kusona@zol.co.zw

A reason to Celebrate

BAT Zimbabwe congratulates Metro Peech & Browne's Managing Director, Mr. Barry Browne, on being recognised as the 2016 Business Person of the Year and Metro Peech & Browne for winning the 2016 Wholesaler of the Year Award.

As a company that places value on our employees' and suppliers' enterprising spirits, we know this award is well-deserved. May you continue to serve, motivate and inspire.

BRITISH AMERICAN TOBACCO ZIMBABWE

VPCG #18263/1



Buy Zimbabwe Insignia Award winners Irvines Zimbabwe receiving their award.



Some of the guests who attended the 2016 Buy Zimbabwe awards ceremony at Rainbow Towers Hotel in Harare.

Buy Zimbabwe Awards: Promoting local production



Unilever

CONGRATULATIONS!

metro **peeche**
WHOLESALEERS & browne

Unilever Zimbabwe would like to congratulate Metro Peetch & Browne Wholesalers for scooping two awards at the 2016 Buy Zimbabwe Awards Ceremony:

1. Business person of the year – Mr. Barry Browne
2. Wholesaler of the year

We are proud to be associated with you.



THE Buy Zimbabwe Awards seek to honour outstanding local companies and individuals that have demonstrated resilience and commitment in creating jobs, reducing the import bill and raising the Zimbabwean flag.

The Buy Zimbabwe campaign champions the cause of local businesses with the hope of elevating quality local products and services in an environment where foreign products, most of them sub standard, are suffocating the local industry.

The awards define and celebrate vision, the spirit of achievement and excellence. The awards distinguish and honour local companies and individuals who have contributed significantly and shaped the Zimbabwean economy, and are visionaries behind today's outstanding businesses.

The Awards' primary purpose is to support the development of a stronger and more successful business community throughout Zimbabwe.

Buy Zimbabwe awards remarkable leadership and salute game changers of business in Zimbabwe for their continued commitment to excellence, developing best practices and innovative strategies.

Buy Zimbabwe is a competitiveness and empowerment driver whose mandate is to unlock the country's potential through a structured aggressive support of the production and consumption of local goods and services. Buy Zimbabwe seeks to actively promote home-grown products for the domestic and global markets.

Selection criteria

Step 1

Initial entry assessment and nomination stage

Anybody, company or individual can nominate a company of your choice in any category. However the nominated company qualifies for further processes only if it is a member of Buy Zimbabwe.

After the nominations, the nominated company is notified and is given a set of documents and ques-

tionnaires to complete. These are called entry or adjudication forms. The entry is read and the answer to each question is given a score. So it's important that every question is fully answered and includes as much detail as possible within the word count.

A vivid description will give the judges a clear idea of the business and what it has done to achieve success. This entry form is the first place where a business has a chance to be noticed.

Step 2

The creation of a shortlist

Once all the entries are read, the judges make a shortlist of the most outstanding candidates for every award category. The short-listed candidates and entrants who are not chosen as finalists receive notifications.

Step 3

The judges visit the business

If a business is shortlisted, arrangements will be made for two judges to come to the workplace for a site visit, if the judges feel there is need of such a visit. This is a way of building on the detail in the entry submission by meeting the key people who have created the business success. Site visits happen between October and November.

Step 4

Finalists announced

Step 4 consists of the final assessment of each entry and choosing of the finalists. This is a thorough process where a minimum of eight judges engage in a serious scrutiny of all the facts at hand. Supporting documents that accompany your entries are very critical at this stage in the sense that it gives the details extra detail that will distinguish the winners. Normally the competition is very tough and any extra detail counts.

Step 5

Announcement of the winners

As part of the awards announcement process, Buy Zimbabwe hosts a dinner in Harare, and this is the day, where the finalists are celebrated and the winners are announced.