



**For immediate release**

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**PRESS RELEASE**

**ZDA Rebrands and Repositions Itself**

The Zambia Development Agency (ZDA) has embarked on the process of re-branding in order to re-position itself as a more familiar and recognisable brand.

The Agency's new tagline 'Potential Made Possible' acknowledges the massive potential that the country has in terms of Natural resources, Human resources, exports in the region and being a regional trade Hub and envisages that all these attributes are certainly catalysts for accelerated economic growth and development.

Therefore, the role of the Agency is to identify potential and help our stakeholders realize their dreams, and helping the country achieve unlimited milestones due to the comparative and competitive advantage it has.

Through the new tagline, the Agency further encapsulates the aspirations of the Agency and helping the people of Zambia and the country as a whole to realize this great potential.

It is expected that the tagline will appeal to a broader spectrum of our clients and can be relatable across all levels.

Further, being an already established brand, the Agency is not completely moving away from the existing brand but just enhancing the familiarity of the brand to the various stakeholders and clients.

It is also focused on building an esteemed brand whose association delivers value, stands the test of time, and positions ZDA as the sole implementing agency of trade and investment.

With the new brand, the Agency is poised to be differentiated as a unique brand which links private and public sector and reassures our clients that our aim is to actualise dreams, ideas and potential.

The rebranding of the Agency was necessitated by the need to reposition itself in line with the Institutional strategic plan and in alignment with the 7th National Development Plan.

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**About the Zambia Development Agency [www.zda.org.zm](http://www.zda.org.zm)**

*The Zambia Development Agency is Zambia's premier economic development Agency with a multifaceted mandate of promoting and facilitating trade, investment and enterprise development in the country. The Agency is also responsible for building and enhancing the country's investment profile for increased capital inflows, capital formation, employment creation and growth of the Medium Small and Micro Enterprise (MSME) Sector.*



potential made possible