



FOR IMMEDIATE RELEASE

NCC, IN CONJUNCTION WITH ZIMSTAT, LAUNCHES THE FIRST-EVER COMPETITIVENESS BASELINE SURVEY

Harare, 30 April 2026 – The National Competitiveness Commission (NCC), in partnership with the Zimbabwe National Statistical Agency (ZIMSTAT), announces the launch of the Zimbabwe Competitiveness Baseline Survey, a nationwide exercise to measure and track the country’s economic competitiveness for the first time using locally adapted indicators.

Despite ongoing reforms, Zimbabwe is perceived to lag in global competitiveness rankings, being attributed to a lack of localized data. This survey seeks to change this narrative by domesticating competitiveness indicators, which will feed into global competitiveness rankings.

Guided by the World Economic Forum’s *Future of Growth* framework, which focuses on innovativeness, inclusiveness, sustainability, and resilience. The survey will collect data from formal and informal enterprises across all provinces. Over 80 indicators will be assessed to establish a national competitiveness database, which will be made publicly available through ZIMSTAT and NCC.

The survey will give Zimbabwe its own competitiveness baseline. Policymakers, investors, and businesses will finally have reliable, homegrown data to track progress within Zimbabwe.

ZIMSTAT, the custodian of official statistics, is committed to ensuring the collection of accurate data through a nationally representative sample and transparent process. NCC will ensure that the outcome of this exercise will be a priority list of short, medium, and long-term interventions.

The survey runs from April to July 2026, with initial findings expected in September 2026. ZIMSTAT and NCC, therefore, call upon all business membership organizations and enterprises to fully cooperate with enumerators and provide accurate and timely information throughout the data collection process. **The credibility and success of this baseline survey depend on the active participation of every business entity. Your cooperation is highly appreciated.**

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