

2009 CATALOGUE INTRODUCTION

THE STORY OF Z.A.ZEN

Z.A.ZEN started out of the realisation that founder Tamiko Sher had for the wonder and beauty in South African arts and crafts, and belief that people around the world would appreciate the cultural significance and beauty of hand-crafted items.

All Z.A.ZEN represented products are made by hand, or have some hand-made element, and have undergone specific quality checks and requirements. Producers are interviewed, and production sites are evaluated to ensure to the best of our capability that products are made under Fair Trade practices.

Goods are selected on the basis of quality and appeal, with a specific focus on choosing products that benefit development groups or individuals, and assist in providing income to rural women or others who do not have easy access to outside markets.

When you buy a product from Z.A.ZEN, your contribution will go to support local people in southern Africa in making a living, and allows them to continue a legacy of making beautiful things for everyday use.

ABOUT THE COMPANY – Z.A.ZEN

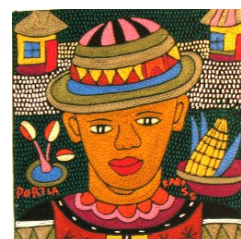
Z.A.ZEN is a closed corporation based in Johannesburg focused on identifying the best of southern Africa, applying an eastern twist, and marketing the creative and beautiful products of South Africa to Japan. We have been exporting to Japan since 2003.

In addition to its focus on Japan, Z.A.ZEN provides general marketing and business consulting services. We work with corporations, non profit organizations, local government and many other types of businesses.

Export marketing services include all elements of export marketing from product development and sourcing to shipping to destination.

Welcome 2010

South Africa will host the 2010 FIFA World Cup Soccer, and we look forward to many visitors to our country. Amongst our catalogues you will find many new 2010 products, and some with soccer themes. Z.A.ZEN seeks out products that highlight the country's specialness and emphasise its unique design.



About Southern African Suppliers

Z.A.ZEN represents over 40 suppliers from throughout Southern Africa, and has access to more than 100. We visit each supplier, assess manufacturing capability and inspect all product before shipment.

Most of our suppliers are small companies or individual crafters. Some are NGOs (non-profit organisations), and others are larger craft organisations. Many products use traditional methods of African craftsmanship, applied in modern designs and styles.

ZAZEN Products

Z.A.ZEN selects a wide range of products over several categories of goods, including beaded accessories, jewellery, beaded dolls, recycled vinyl products, baskets, greeting cards, grass and wire baskets, wire products, fashion bags, exhibition products and much more. We do custom orders as well.

All our products are hand-made, and we take pride in selecting goods that are creative, appealing, environmentally sensitive and made with care and thought. We also focus on building local brands, and many of our products are available only in South Africa.

Your feedback and thoughts are most welcome, and we look forward to your comments and orders!

Sincerely,

TAMIKO SHER

OWNER/CEO

Z.A.ZEN Marketing & Consulting CC

