

TIMB rebrands

The Tobacco Industry and Marketing Board (TIMB) has rebranded to communicate the Board's new strategic position that comes with a new vision, mission and values.

The Board repurposed itself towards sustainable tobacco production, enhanced marketing systems and improved livelihoods in Zimbabwe by 2025.

The mission being to promote the viable sustainable growth and marketing of the tobacco and related products through regulation and coordination of tobacco value chains.

The rebranding exercise defines TIMB's critical role towards the attainment of Vision 2030 guided by the NDS 1 (2021-2025); Agriculture and Food Systems Transformation Strategy (2020- 2025) and the Tobacco Value Chain Transformation Plan.

Since inception in 1936, The Board has grown immensely and rebranding comes with portfolio expansion with new Departments coming in to help achieve the set out goals. TIMB is not only a regulator anymore but has grown into a land use company with a mandate of promoting viability amongst tobacco growers by promoting the production of alternative crops.

TIMB launched the new brand on Friday the 25th of March 2022, with the Board's new tagline For Livelihoods. For Sustainability. It is inspired by the drive towards promoting viability and sustainable tobacco production without deforestation as well as without child and forced labour. TIMB is working towards protecting the future today through sustainable operations.

Giving life to the rebranding exercise, a new corporate logo has been adopted to provide stakeholders with the new look, feel and user experience that offers exciting premium quality with the modern and better TIMB.

TIMB repurposes to find and connect the right people across the globe and put them to work together with one goal. To make tobacco value chain actors even more successful in the production, marketing and exporting of Zimbabwe flavour tobacco.