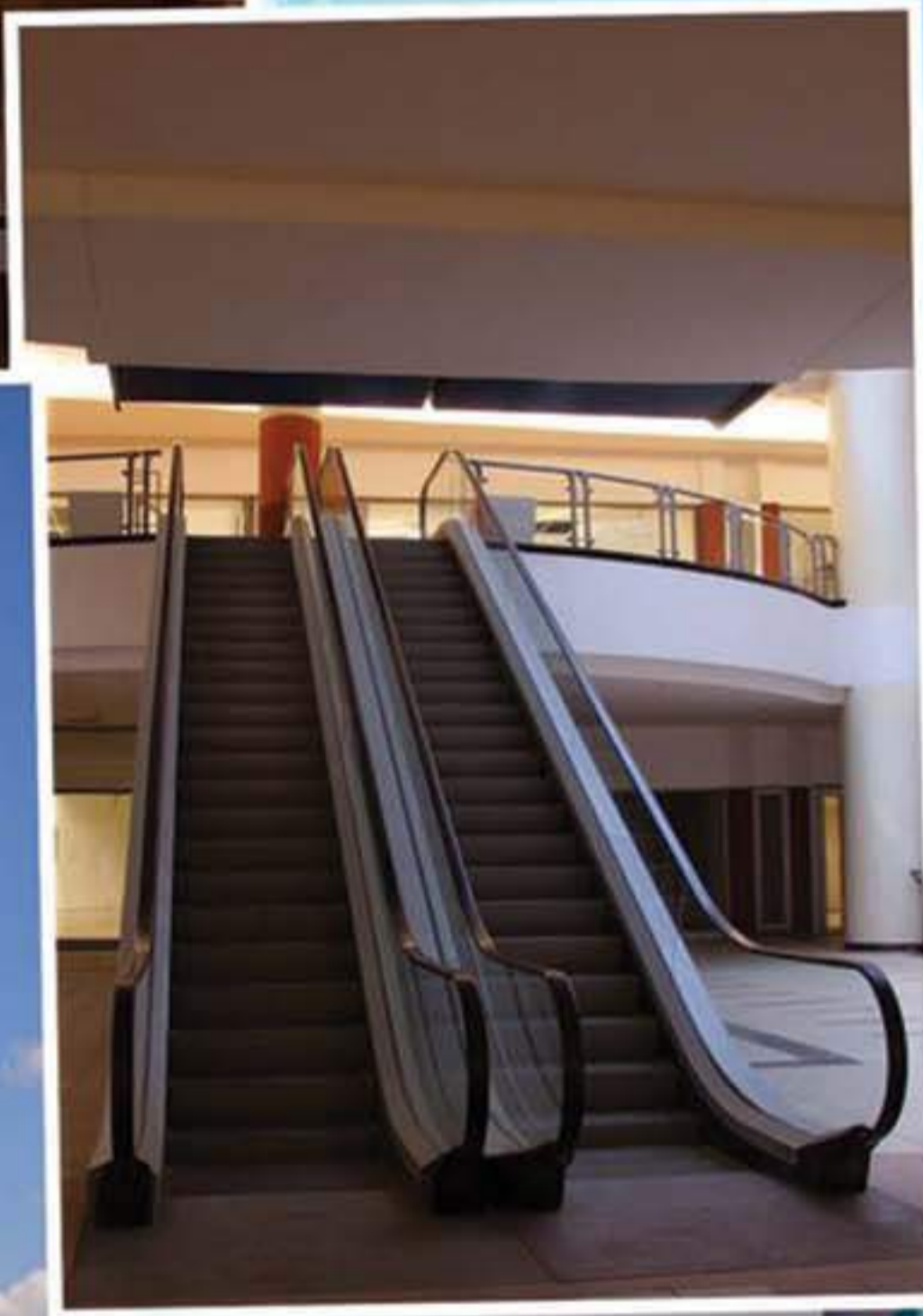


INSIDE:

- Joina City's 14th Anniversary
- Women's Empowerment Exchange

Joina's Insider

Volume 02 Issue 02



2010


years

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Present

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Editor's Note

05

Welcome to the third edition of the Joina Insider where we showcase the uniqueness of Joina City, a modern, vibrant, and iconic landmark in the heart of the city of Harare.

Joina City is an exceptional mall offering a wide variety of shops, businesses and amenities which appeal to people from all age groups and different backgrounds. It is a tourist attraction to both local and international visitors, a symbol of the country's resilience, vision, and ambition.



*"The Heart of
The City"*

As Joina City we are committed to serving our stakeholders, visitors, and customers. We continue to strive to maintain our standards and keep the mall running to the best of our abilities. Mahatma Gandhi once said, "The best way to find yourself is to lose yourself in the service of others." Joina City is determined to serve you. In this issue we take time to reflect on the activities that took place in the mall in the first quarter of the year 2024 and showcase the many opportunities available for advertising and marketing your products.

14th Anniversary Celebrations

Joina City opened its doors on the 10th of March in the year 2010 and this year marks 14 years in operation. We are sincerely grateful to all our stakeholders who have stood with us through the test of times over the years.

In celebration of the day, we had several mentions on Capitalk Radio throughout the day. The major celebrations were on the 11th of March 2024 in the mall. Customers were treated to an energetic live band performance from Tom Jazzy and The Lelolanga band. Free give aways were also distributed to lucky customers who were present. Furthermore, customers also witnessed the cutting of the anniversary cake which was given to the present crowd and stakeholders.

The anniversary celebrations culminated with a few words of thanksgiving from the Managing Director of the property appreciating the unwavering support of the Joina City stakeholders and customers at large who continuously visit the mall for work, shopping, and leisure.



Anniversary Day Celebrations





JOINA CITY

the heart of the city

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indoor shopping mall,
#the heart of the city



Foot traffic
+1 Million people



Joina City



Escalators



Centenary Bridge

AVAILABLE LOCATIONS

- Main Entrance Billboard ○
- Underground Parking Lot Pillars & Murals ○
- Centenary Bridge Billboards facing traffic ○
- Escalator Sides ○
- Digital Screens within Joina City ○

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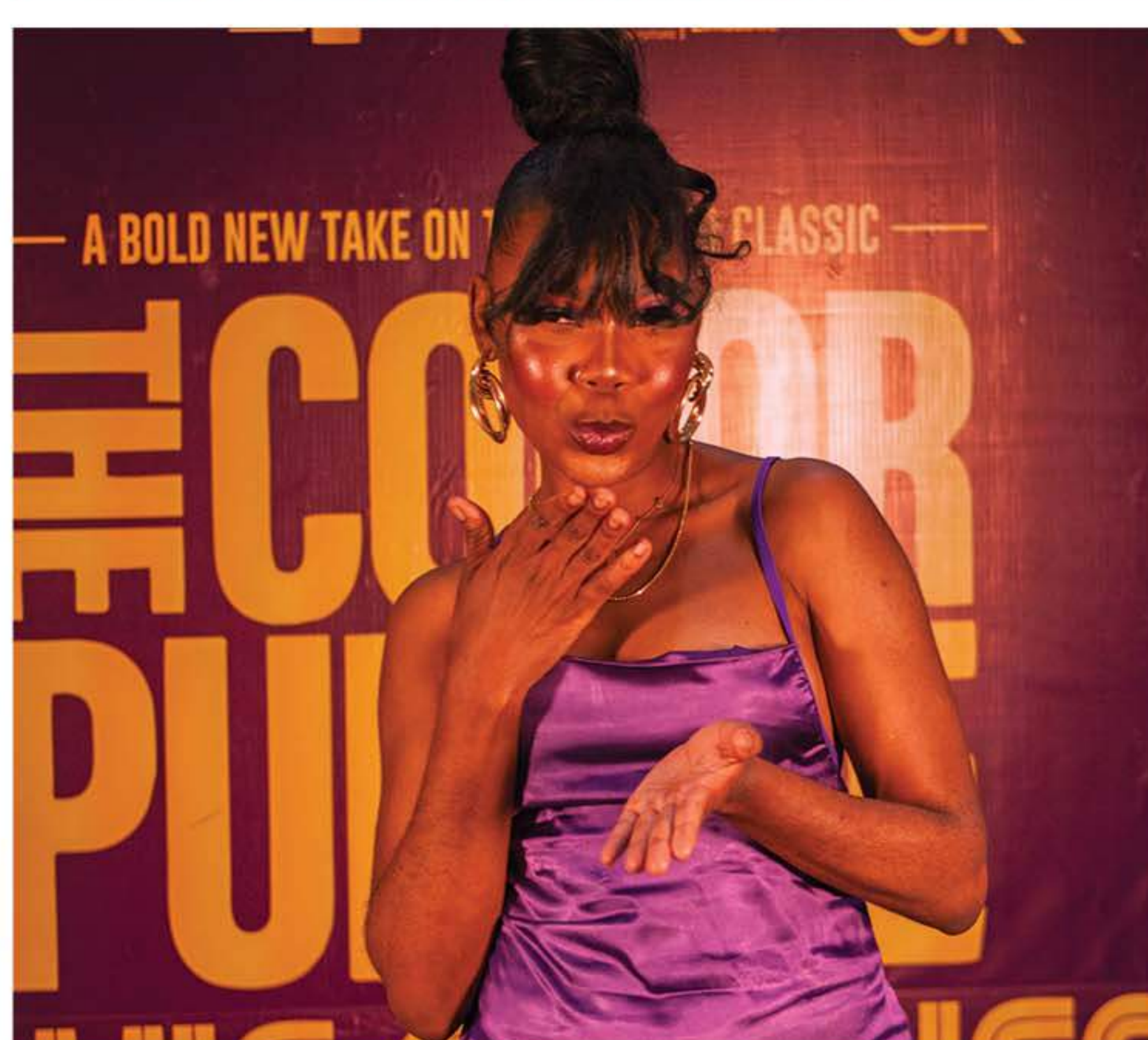
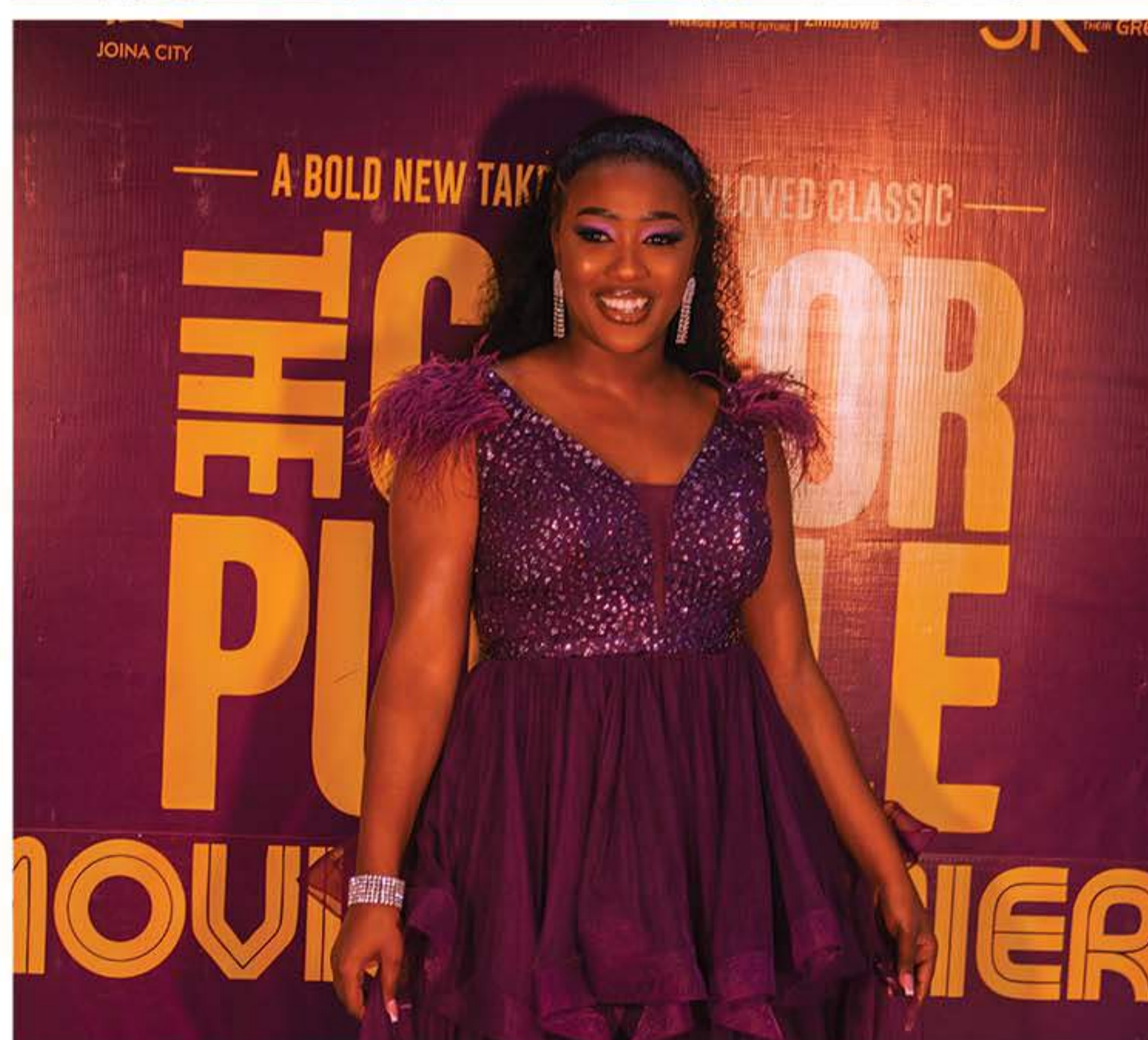
Cnr Julius Nyerere & Jason Moyo, Harare, Zimbabwe



Joina City Special Activations

The year started off on a good note with special activations and activities taking place within the mall to gain the attention of the public for the benefit of our stakeholders. Several activations and activities took place in the first quarter of the year 2024 to the benefit of our stakeholders. Amongst the activities that took place was the premiere of the movie the Color Purple at Ster Kinekor Cinemas where celebrities and social media influencers such as Jessesi Mungoshi, Prudence Katomeni-Mbofana, Madam Boss, Shingai Shoniwa, Tammy Moyo and Tariro Gezi graced the event.

The Color Purple Premiere:

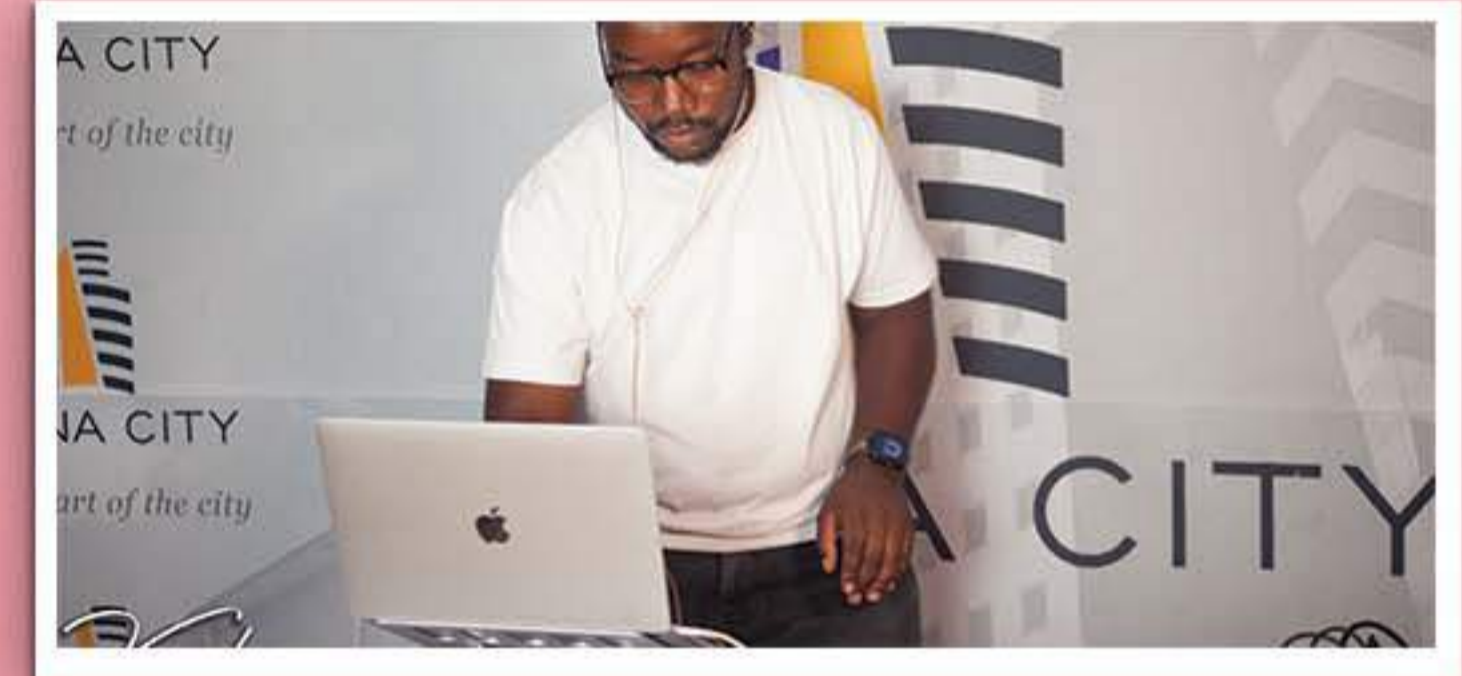
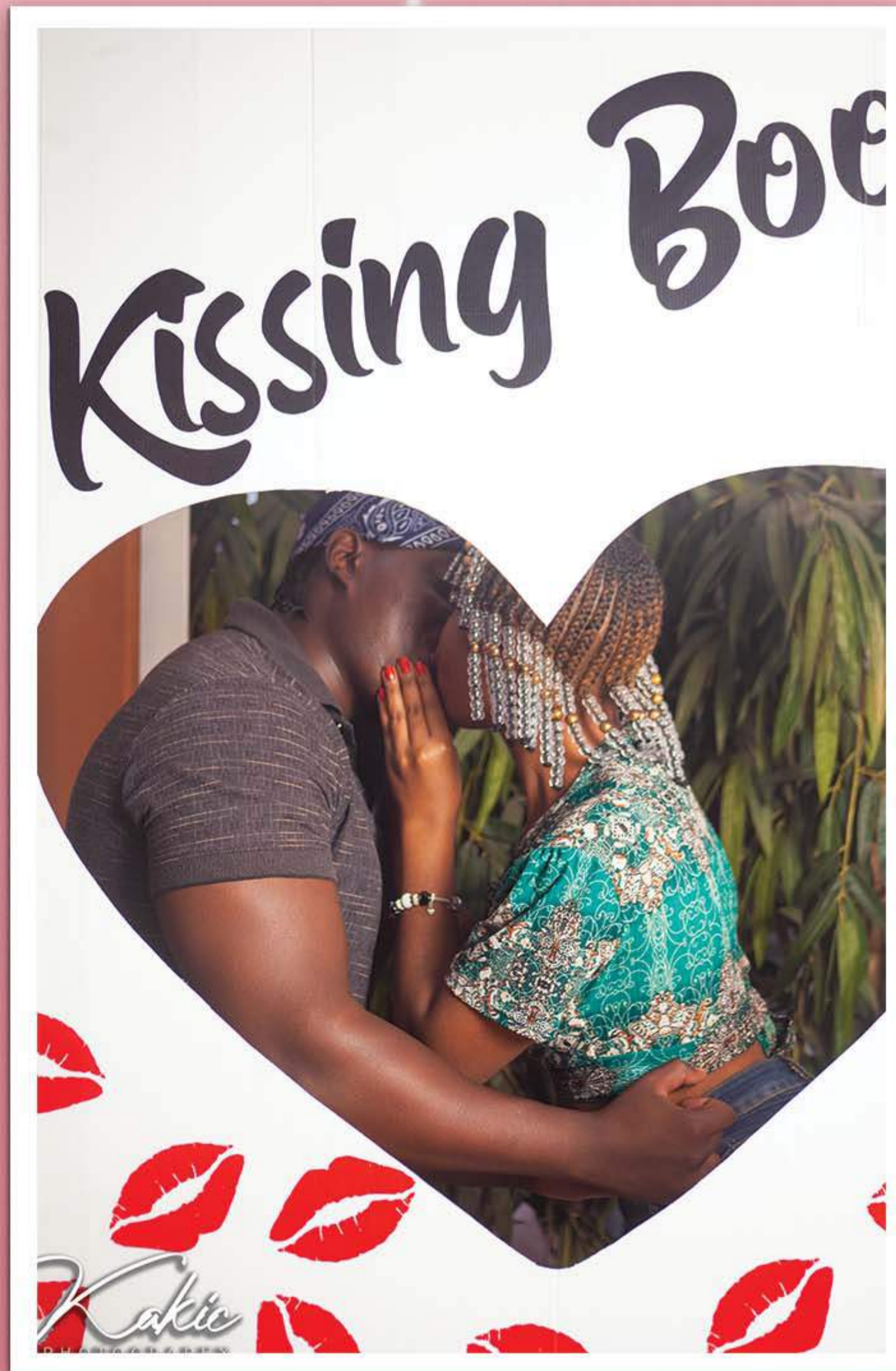
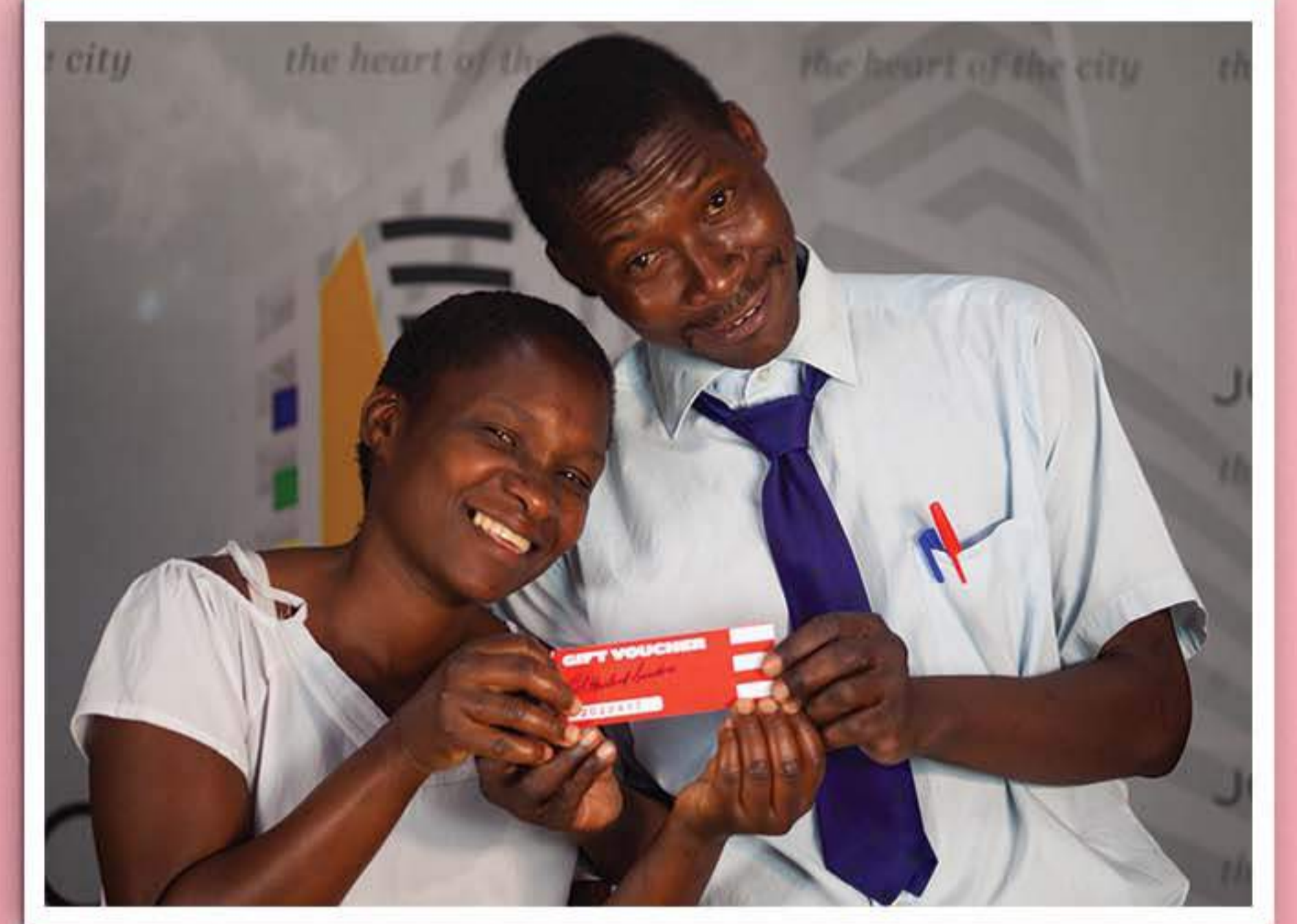
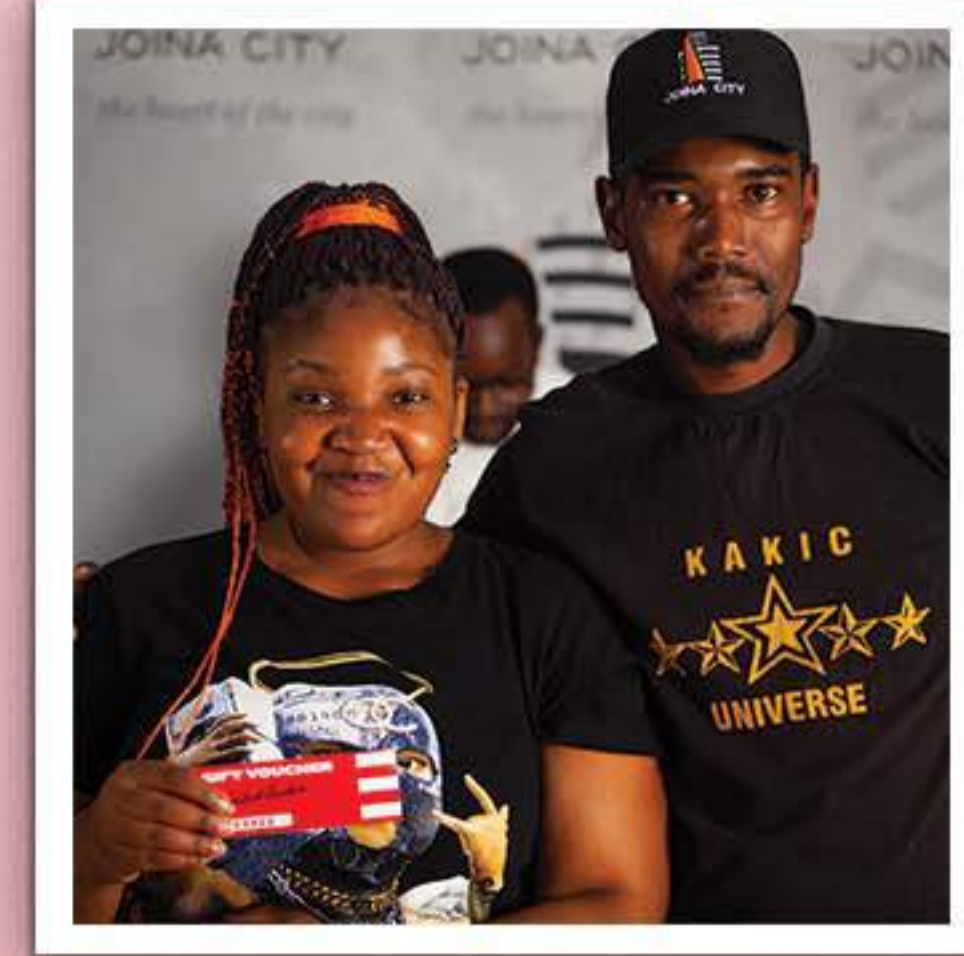


Breakfast Meeting at Saints and Sinners

We also had the Marketers Breakfast Meeting at Saints and Sinners where marketers from different corporate sectors got to interact and learn more on the marketing as well as advertising opportunities within Joina City.



Valentine's DAY

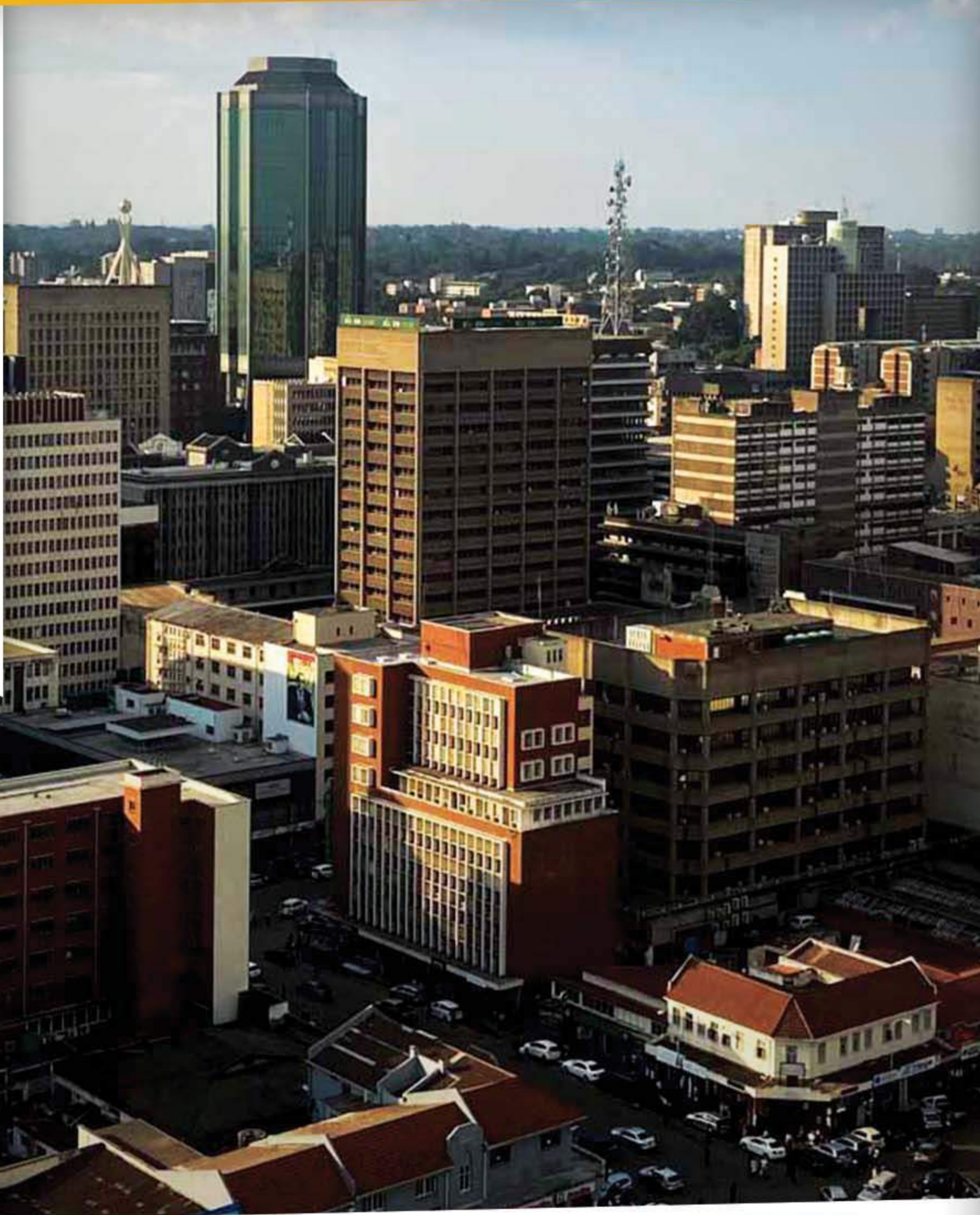
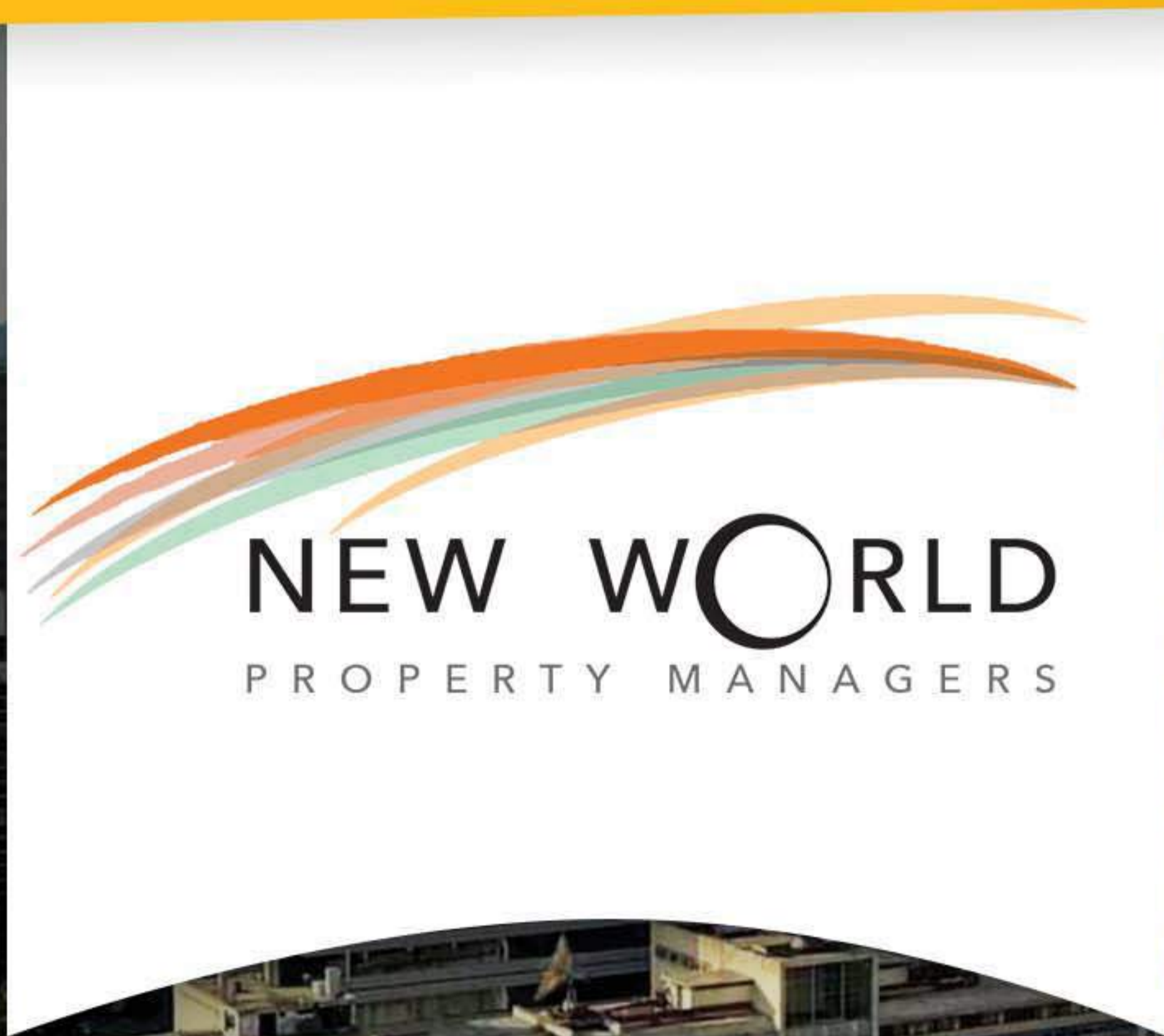


In addition, we also celebrated Valentine's Day at Joina City with a DJ and Mangoma infusion performance. There were also couple's games and competitions which took place during the day. We are grateful to Ster Kinekor and KFC for partnering with us during the event.

Advertise your Products at Joina City

Take advantage of the location and the 1 million people that visit Joina City mall monthly to advertise, market and activate your service or product within and outside the mall. We have several options to suite your marketing and advertising needs which includes placing billboards on the sides of the walls and the at footbridge. Corporate can also take advantage of the escalators and elevators to showcase their brands within the mall.

NEW WORLD PROPERTY MANAGERS



ABOUT US

New World Property Managers was formed by the investors of Joina City in 2007 to offer internal property management of the Joina City. However, since then, we have managed to perfect and create real estate solutions for the market and have successfully taken over management of other CBD and suburban properties. We have also facilitated development and management of properties on behalf of our clients. Please give us a call for a tailor-made solution to your investments.

Our Services

Property Management Services, Valuation & Advisory Services, Project Management
Facilities Management, Property Sales, Property Development.

Properties For Sale

Greendale Duplex Clusters-USD\$130k, 2 beds units on share transfer.

Eastlea, Pennywise- USD\$60K 3 beds flat, local government cession

Rainham Plot -USD\$45K- 1ha plot suitable for market gardening, council cession.

Chitungwiza-USD\$35k -5 beds, clean title deeds

Properties to let.

Joina City, medical centre, space available for a family clinic, negotiable rentals.

Ashley- 0771 956490 | **Amanda** -0778 330608 | **Lovemore** -0777 773179 | **Sharon-** 0772 634 844

2nd Floor, Joina City, Corner Jason Moyo & Julius Nyerere, Harare, Zimbabwe
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Women's Empowerment Exchange

The month of March marks the International Women's Month and the theme for this year was Inspire Inclusion. Joina City had several activities lined up in celebration of women's month which included social media inspirational quotes and a video to encourage women. The celebrations culminated with a Women's Empowerment Exchange program which aimed to inspire, Inform, and connect women from diverse backgrounds and sectors within the Joina City Community.



The empowerment exchange program featured keynote speakers who shared on different topics to educate as well as inspire the professional and business women at Joina City. The speakers included Mrs Sharon Bwanya, the Group General Counsel for Masawara Group, Mrs Mavu the General Manager of Cancer Association and Ms Sekayi Muvembi the Head of Security & Governance at Ecocash.





Ms Sekayi Muvembi shared on the important subject of cyber security and how to be safe when using the internet. She also touched on protecting children from accessing unsafe sights on the internet and guidelines that parents can take to protect their children.



Mrs Sharon Bwanya took the audience through basic law information that women must be well informed on from household level when dealing with house helpers, women cash cooperative groups and the importance of wills.

Mrs Mavu shared on the health issues affecting women particular cancer types and how women can safeguard their health. She implored women to normalise cancer screening regularly as early detection saves life.



Tips To Prevent Vision Loss

Your eyes are an important part of your health. Here are a few things you can do to keep them healthy and make sure you're seeing your best.



1. Have a Comprehensive Eye Exam - You might think your vision is fine or that your eyes are healthy, but visiting your eye care professional for a comprehensive eye exam is the only way to really be sure.
2. Maintain your blood sugar levels – According to Centre for Disease Control, 90% of blindness caused by diabetes is preventable thus its important to manage your blood sugar, blood pressure, and cholesterol.
3. Wear protective eyewear - Protective eyewear includes safety glasses and goggles, safety shields, and eye guards specially designed to provide the correct protection for the activity in which you're engaged.
4. Quit smoking or never start - Smoking is as bad for your eyes as it is for the rest of your body. Research has linked smoking to an increased risk of developing age-related macular degeneration, cataract, and optic nerve damage, all of which can lead to blindness.
5. Give your eyes a rest - If you spend a lot of time at the computer or focusing on a single thing, you sometimes forget to blink, and your eyes can get fatigued. Try the 20-20-20 rule: Every 20 minutes, look away about 20 feet in front of you for 20 seconds. This short exercise can help reduce eyestrain.

Motivational Corner



In the dynamic world of business, it's the unwavering spirit and relentless pursuit of excellence that sets the successful apart. Remember, every giant leap begins with a small step. Your journey towards greatness might start with a simple idea, a subtle shift in the way you think, or a small change in the way you operate. It's about embracing the challenges, for they are not roadblocks but steppingstones to your success. The path to achievement is often strewn with obstacles, but it's your determination to overcome them that will define your business.

Every day is a new opportunity to innovate, to be resilient, and to move one step closer to your goals. The path to success is not always straight; it's filled with twists, turns, and obstacles. But it's those challenges that shape us, that make our victories worth celebrating. Your determination, passion, and hard work are the driving forces that will lead you to success.

Remember, success is not just measured by the bottom line, but by the lives you impact, the communities you uplift, and the value you create. Build not just a business, but a legacy that stands the test of time. Invest in relationships, for they are the bedrock upon which enduring enterprises are built. Lead with integrity and operate with transparency; trust is the currency of commerce. Let's make today count and turn our aspirations into achievements!

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Business Centre

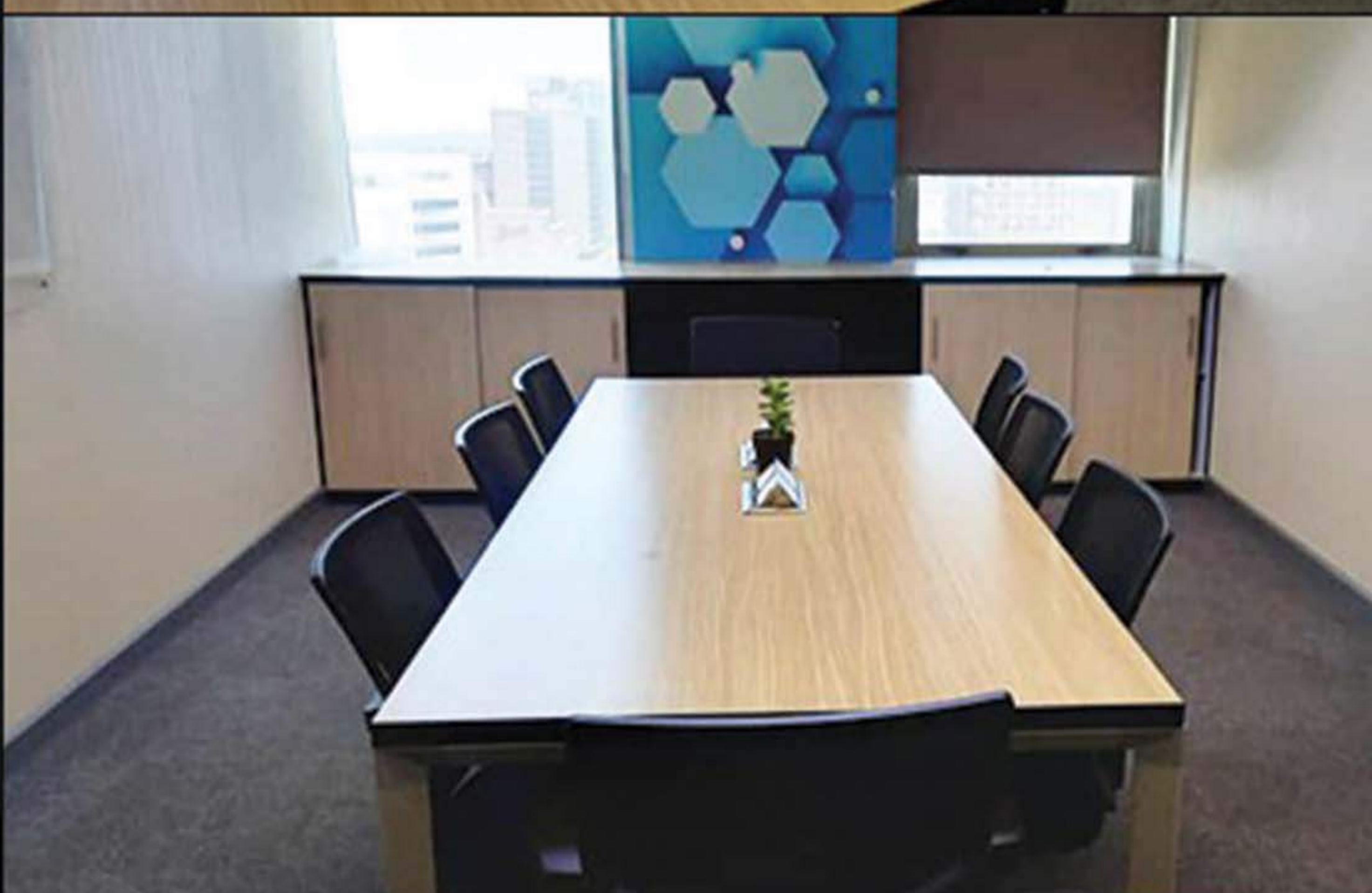
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