

MEMORANDUM OF COOPERATION

(hereinafter referred to as “the MOC”)

Between

THE JAPAN TOURISM AGENCY

(hereinafter referred to as “the JTA”)

And

THE REPUBLIC OF ZIMBABWE

(hereinafter referred to as “the ROZ”)

In

THE FIELD OF TOURISM

WHEREAS the JTA and the ROZ (hereinafter jointly referred to as “the Participants” and individually as “the Participant”);

RECOGNIZING the need to strengthen the existing friendly relations between their two countries;

CONVINCED that co-operation in the tourism sector greatly contributes to the economic development of their countries;

ACKNOWLEDGING that such co-operation is mutually beneficial to the Participants and will contribute to the growth of their tourism industries;

AND NOW THEREFORE, the Participants have reached the following recognition:

ITEM 1

OBJECTIVE

The objective of this MOC will be to encourage the Participants to enhance co-operation in the tourism sector with a view to increasing tourist exchanges between the two countries.

ITEM 2

MARKETING AND PROMOTION PROGRAMMES

The Participants will facilitate the development of joint marketing and promotion campaigns to boost domestic, regional and international tourist arrivals through:

- a) facilitation of effective participation at each other’s travel fairs and exhibitions;
- b) exchanging experience relating to the implementation of national marketing strategies and information relating to projects in the tourism sector; and
- c) exchanging various tourism PR materials that they have each produced.

ITEM 3

PROMOTION OF CULTURAL AND SUSTAINABLE TOURISM

The Participants will:

endeavor to exchange information on the promotion of their cultural and sustainable tourism.

ITEM 4

DEVELOPMENT OF HUMAN RESOURCES AND THE IMPROVEMENT OF SKILLS FOR THE TOURISM INDUSTRY

The Participants will

cooperate in facilitating the exchange of information and interactions between the organizations of both countries with the objectives of educating and developing human resources and improving their skills.

ITEM 5

CONFIDENTIALITY

All information recognized by the Participants as confidential will be treated as such, unless a Participant gives written consent waiving its claim to confidentiality in respect of that particular information. Unless there is a special written consent regarding the information received from the Participants, we will respect each other's confidentiality in accordance with the laws and regulations in the Participants' countries.

ITEM 6

APPLICABLE LAWS

All activities implemented within the scope of this MOC will be subject to the laws in force in the Participants' countries.

ITEM 7

INTELLECTUAL PROPERTY RIGHTS

Each Participants acknowledges that all intellectual property including any proprietary information developed pursuant to or existing prior to the commencement of this MOC will remain the sole property of the respective Participant; however, any intellectual rights resulting from the operation of activities under this MOC will be exercised in line with the laws and regulations of their respective country and will be further elaborated in separate arrangements if necessary.

ITEM 8

DIFFERENCE (S) RESOLUTION

Any difference(s) that may arise from the interpretation, application or implementation of this MOC between the Participants will be resolved amicably through dialogue and consultation between the Participants.

ITEM 9

NATURE OF THIS MOC

This MOC will not affect the validity of the execution of any obligations arising from other existing or future international tourism agreements, conventions and treaties to which either of the Participants' countries is a party, or the laws in force in the Participants' countries.

ITEM 10

MODIFICATION (S)

This MOC may be modified by mutual consent of the Participants in writing at any time.

ITEM 11

COMMENCEMENT

- a) This MOC will enter into operation on the signing date.
- b) This MOC does not constitute an international treaty and does not impose any binding rights or obligations on both sides.

ITEM 12

DURATION AND DISCONTINUATION

- a) This MOC will continue for five (5) years from the date of signature, and, unless either of the Participants gives notification in writing to the other side of its intention to discontinue it six (6) months before the discontinuation, will be automatically extended for a further five(5) year period.
- b) The discontinuation of this MOC will not affect the activities implemented under this MOC and initiated prior to such discontinuation.

ITEM 13

CORRESPONDENCE

All correspondence and communication between the Participants in respect of this MOC will be regarded as official through diplomatic channels.

SIGNED in Osaka on 15th July, 2025 in two (2) original texts in the Japanese and English languages, both texts having equal value. In case of any divergence in interpretation, the Japanese text will prevail.

**FOR AND ON BEHALF OF
THE JAPAN TOURISM AGENCY**

**FOR AND ON BEHALF OF
THE REPUBLIC OF
ZIMBABWE**