

Rokbak appoints Machinery Exchange as dealer for Zimbabwe

Machinery Exchange is a subsidiary of the larger Industrial Exchange Group (IEG) network of companies and will provide full sales and service support for Rokbak trucks in Zimbabwe. Interest is already high, thanks to ongoing growth in the country's infrastructure and mining sectors.

Building and construction is embedded in Zimbabwe's identity – in fact, the country's name is derived from the phrase 'dzimba dzemabwe', meaning 'stone buildings'. And the [Rokbak](#) name will now be enhancing that identity, thanks to the partnership between the articulated hauler manufacturer and earthmoving equipment specialist [Machinery Exchange](#) which is its new dealer for the country. Founded in 1954, Machinery Exchange is a subsidiary of [Industrial Exchange Group](#) (IEG) and has been celebrating 70 years of success in the earthmoving equipment sector across 2024.

"The partnership with Rokbak will help us meet the growing demands of our customers in the mining and construction industry, and further solidify our position as a leading earthmoving equipment supplier in the region," says Irene Khumalo, IEG Head of Marketing and PR.

Machinery Exchange has its headquarters in Zimbabwe's capital Harare, with further branches in Bulawayo and Hwange, from where the company offers a comprehensive range of equipment and support services. This will now include the proven and popular Rokbak [RA30](#) and [RA40](#) trucks, which are expected to prove popular with customers in Zimbabwe. The country's construction industry is on an upward trajectory, with dynamic, high-profile projects in dam construction, road rehabilitation and even the building of new cities. Similarly, mining in the resource-rich lands of the country offers huge opportunities.

"Mining and infrastructure are the backbone of Zimbabwe," explains Chetan Samji, IEG Commercial Manager. "The country's industries are growing domestically and we're also seeing increased investment from overseas, especially from economic superpowers such as China and India. It means we see positive opportunities for Rokbak trucks in the near term."

Diamonds in the rough

Mining in Zimbabwe is a multi-billion-dollar industry, fuelled by the rich and diverse range of key minerals available locally. These include diamonds, gold, lithium, chrome and iron ore. Since the launch of a [government blueprint in 2019](#), the mining sector has experienced notable growth. In 2021, mineral revenues surged to \$9.77 billion in 2023 – representing a remarkable 261% increase since 2017.

Infrastructure, too, is an area benefiting from huge investment. There are multiple ongoing projects to improve road and transport networks and facilitate regional integration. The construction market in Zimbabwe is [currently valued](#) at between \$3 billion and \$4 billion, and

with the staggering size of those numbers comes a demand for reliable, high-performance machinery.

“We’ve been keen to develop our presence in Zimbabwe and foster relationships with customers through an established dealer,” says Paul Culliford, Rokbak Regional Sales Manager EMEA. “Partnering with Machinery Exchange makes perfect sense. It’s a company that shares our commitment to quality and customer satisfaction, and benefits from the support of IEG’s extensive expertise and service network.”

Solid support

As part of the partnership with Rokbak, Machinery Exchange will provide comprehensive aftersales support, ensuring that customers receive the best possible service and maintenance. This support will be vital in maintaining the high performance and longevity of Rokbak haulers in Zimbabwe’s demanding operational environments.

To learn more about Rokbak haulers click [here](#), or for further detail on Machinery Exchange visit the company’s website [here](#).

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ABOUT ROKBAK

Rokbak is a manufacturer of off-highway articulated haulers that are used in mining, quarrying, and construction applications around the world. A member of the Volvo Group and headquartered in Motherwell, Scotland, UK, Rokbak has two models of articulated haulers, with payloads ranging from 28 to 38 tonnes (30.9 to 41.9 US tons).

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