

## **Zambia ZFE, growth in membership**

The Zambia Federation of Employers (ZFE) have made a steady increase in membership, going from under 400 members three years ago to 465. The growth has come from a systematic approach executed by ZFE-officers Clara Theu and Pondani Phiri. Recruitment is strongly supported by DECP-initiated market research executed in 2016. Also the 'membership package' – a marketing and advertisement tool – proves to be very helpful.