

THE ZAMBIA INSTITUTE OF MARKETING ACT, 2022

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ACT

No. 2 of 2022

Date of Assent: 8th April, 2022

An Act to continue the existence of the Zambia Institute of Marketing and redefine its powers and functions; promote and enhance the marketing profession; provide for the registration of marketers and regulate their practice and professional conduct; repeal and replace the Zambia Institute of Marketing Act, 2003; and provide for matters connected with, or incidental to, the foregoing.

[12th April, 2022

ENACTED by the Parliament of Zambia.

Enactment

PART I

PRELIMINARY PROVISION

1. This Act may be cited as the Zambia Institute of Marketing Bill, 2022, and shall come into operation on the date appointed by the Minister, by statutory instrument.

Short title
and
commence-
ment

2. In this Act, unless the context otherwise requires—

Interpretation

“associate” has the meaning assigned to the word in the Anti-Corruption Act, 2012;

Act No. 3 of
2012

“Board” means the Advertising Standards Board established under section 32;

“board member” means a person appointed as a board member under section 32;