

**THE ZAMBIA INSTITUTE OF MARKETING ACT, 2022**

ARRANGEMENT OF SECTIONS

PART I  
PRELIMINARY

*Section*

1. Short title and commencement
2. Interpretation

PART II  
THE ZAMBIA INSTITUTE OF MARKETING

3. Continuation of the Zambia Institute of Marketing
4. Functions of Institute
5. Constitution of Institute
6. President and Vice-Presidents of Institute
7. Meetings of Institute
8. Council of Institute
9. Functions of Council
10. Registrar and other staff

PART III  
REGISTRATION OF MARKETERS AND ISSUANCE OF PRACTISING CERTIFICATES

11. Registration of marketer
12. Prohibition of practising without registration
13. Application for registration as marketer
14. Issuance of certificate of registration
15. Disqualification from registration
16. Title for registered marketer
17. Change in details
18. Suspension and cancellation of registration
19. Re-registration
20. Prohibition of practising without valid practising certificate
21. Practising Certificate
22. Display of practising certificate

23. Renewal of practising certificate
24. Suspension and cancellation of practising certificate
25. Surrender of cancelled certificate of registration or practising certificate
26. Prohibition of transfer of certificate of registration or practising certificate
27. Duplicate certificate of registration or practising certificate
28. Register
29. Maintenance of non-practising marketer on register
30. Publication of copies of register
31. Offences relating to registration

#### PART IV

##### ADVERTISING IN MARKETING

32. Establishment of Advertising Standards Board
33. Proceedings of Board

#### PART V

##### DISCIPLINARY MATTERS

34. Code of ethics
35. Professional misconduct
36. Initiation of disciplinary action
37. Professional Conduct Committee
38. Referring of matters to Professional Conduct Committee
39. Functions of Professional Conduct Committee
40. Proceedings of Professional Conduct Committee
41. Sanctions for marketer by Professional Conduct Committee
42. Disciplinary Committee
43. Functions of Disciplinary Committee
44. Proceedings of Disciplinary Committee
45. Powers of Disciplinary Committee
46. Sanctions for professional misconduct by Disciplinary Committee
47. Reports by Disciplinary Committee
48. Rules relating to disciplinary proceedings

PART VI  
INSPECTORATE

- 49. Inspectors
- 50. Power of entry, search and inspection

PART VII  
GENERAL PROVISIONS

- 51. Branches of Institute
- 52. Professional fees
- 53. False or misleading statement
- 54. Appeals
- 55. Jurisdiction over acts committed outside Republic
- 56. Offences by principal officers of body corporate or unincorporate body
- 57. Administrative penalty
- 58. Guidelines
- 59. Regulations
- 60. Repeal of Act No. 14 of 2003

SCHEDULES



GOVERNMENT OF ZAMBIA

# 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 commencement

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;