



OVER A DECADE OF EXPONENTIAL GROWTH

Tasked with attracting investment and driving export growth by encouraging increased production of locally manufactured goods for international markets, Botswana Investment and Trade Centre (BITC) celebrates over a decade of exponential growth, with thousands of sustainable jobs created, while domestic and foreign direct investment attracted run into Billions of Pula.



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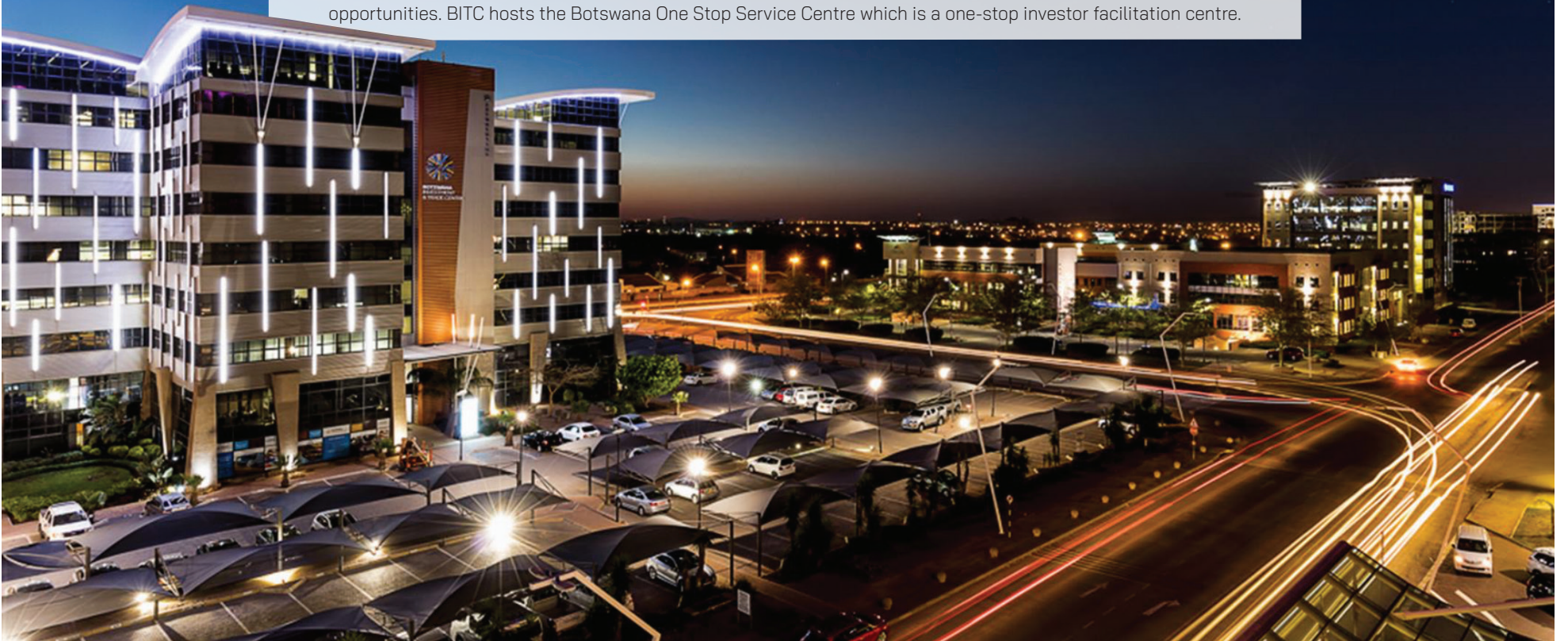
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BOTSWANA INVESTMENT AND TRADE CENTRE – BITC

The Botswana Investment and Trade Centre – BITC, was established by an Act of Parliament in 2012 as an integrated Investment and Trade Promotion Authority (ITPA) with a mandate encompassing investment promotion and attraction, export promotion and development, and management of the Nation Brand.

Through its critical role within Botswana's economy, BITC canvasses and facilitates domestic investment and expansions, promotes locally manufactured goods to regional and international markets, contributes towards improvement of the investment climate through policy advocacy, increases citizen participation in the economy and creates sustainable job opportunities. BITC hosts the Botswana One Stop Service Centre which is a one-stop investor facilitation centre.



DRIVING BOTSWANA'S ECONOMIC GROWTH

Botswana Investment and Trade Centre – BITC plays a crucial role in driving Botswana's economic growth by attracting foreign direct investment (FDI). The Centre stimulates domestic investment, facilitates business expansions, and promotes the growth of exports by promoting and securing export markets for locally produced goods in the region and internationally.

In its pursuit of becoming the apex Investment and Trade Promotion Agency (ITPA) driving the transformation of Botswana into a globally recognised trade investment destination, BITC approach to investment promotion is driven by market intelligence and research, identifying and profiling growth sectors, and developing strategic value propositions to attract investors to Botswana. Additionally, through the Botswana One-Stop Service Centre – BOSSC, BITC enables investors to set up businesses in Botswana with minimal red tape.

BITC has ensured availability and continues to advocate for a wide range of financial and non-financial incentives to investors, including exemptions and concessions. These incentives are granted to companies investing in the national priority sectors.

BRAND BOTSWANA

The Centre also oversees the Nation Brand. Botswana's nation brand concept aims to create a distinct and unique image of the country brand to expand its international reputation that will most effectively serve the nation's interests. Branding has become especially important for countries aiming to carve out particular niches for themselves in the international system, as international competition for trade, investment, tourism and, talent/skill is getting tougher. The successful management of a branding strategy for Botswana aims to boost trade performance and stimulate local and international investment, as well as accelerate innovation, new industry development and tourism.

Essentially, the purpose of nation branding for Botswana is to enhance economic growth by setting the country apart politically (governance), socially (people), economically (business) and culturally (tourism). It is about maximising appeal on the regional and international stage. Locally, it is about promoting pride and patriotism amongst the citizenry.

In addition, Brand Botswana is tasked with managing the PushaBW campaign with the aim to drive local market uptake for Botswana products and services



BITC MANDATE – KEY ROLES

INVESTMENT PROMOTION AND ATTRACTION

- Foreign Direct Investment
- Domestic Investment
- IFSC (Sec 137-142 of Income Tax Act)

TRADE PROMOTION

- Exporter Development
- Export Promotion
- Botswana Trade Portal
- Global Expo Botswana

GLOBAL MARKET RESEARCH & BUSINESS INTELLIGENCE

- Market Intelligence
- Export Audits
- Market Surveys
- Investment Opportunities Mapping

NATION BRANDING NATIONAL IMAGE BUILDING

- Global Awareness
- Active Global Citizen/ Diaspora
- #PushaBW
- Stakeholder collaborations

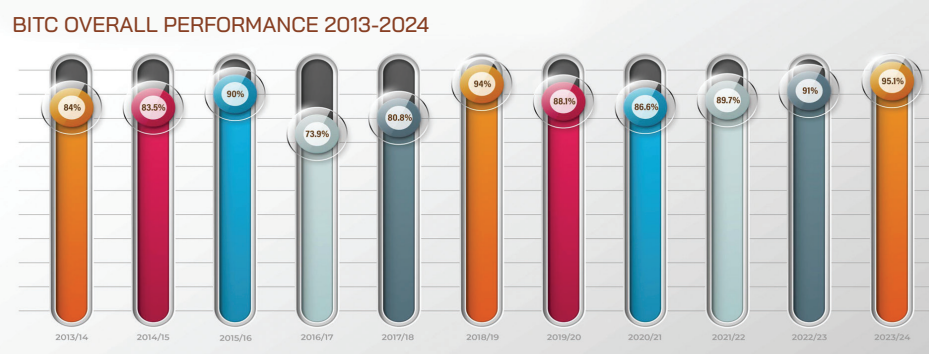
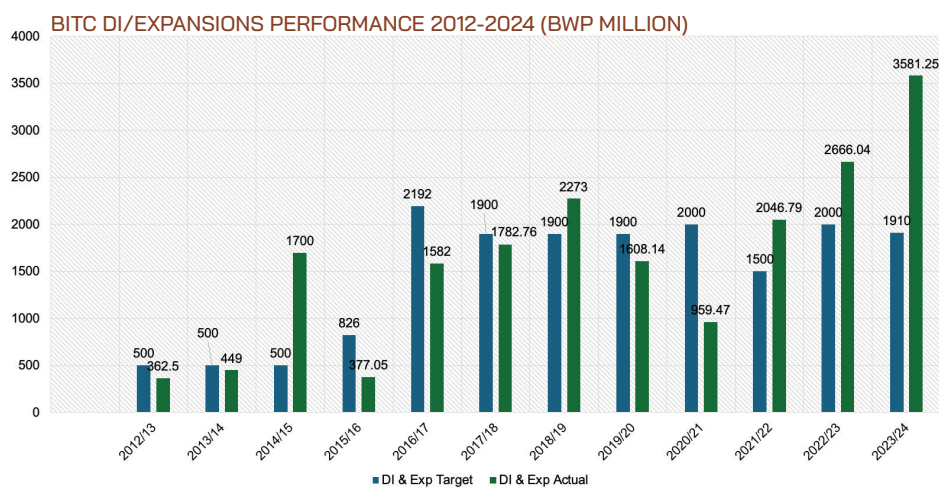
BOTSWANA ONE STOP BUSINESS SERVICES CENTRE (BOSSC)

- Investor Permits, Licensing, and Clearances
- Property and Land Facilitation
- Investor Aftercare Services
- Advocacy

BITC's DOMESTIC INVESTMENT STRATEGY SUCCEEDS



Botswana Investment and Trade Centre (BITC) CEO Mr. Keletsoitse Olebile



Domestic investment and expansions facilitated by the Botswana Investment and Trade Centre (BITC) have grown significantly over the past decade, rising from P362 million in 2015 to P3.58 billion in 2024.

As part of its strategy, BITC has focused on urging domestic companies to establish operations or expand their existing ones, specifically to manufacture products aimed at the export market.

In the 2012/2013 financial year, its first year of operation, the BITC set a target of P500 million in domestic investments and expansions value. Although the target was not met, BITC achieved P362.5 million. The agency maintained the same target of P500 million for the 2013/2014 reporting period, achieving an improved figure of P449 million, falling short by a small margin.

In 2016/2017, domestic investments and expansions rebounded significantly to P1.58 billion, though below the target of P2.19 billion. This period saw Botswana's products enter new markets, including Zambia, Angola, Zimbabwe, DRC, Malawi, Mozambique, South Africa, Namibia, the USA, Hong Kong, and the European Union. Additionally, six new products were added to the export portfolio, such as aluminum window designs (South Africa), latex condoms (South Africa), and cellular phones (Mozambique).

BITC continued its upward trajectory in 2017/2018, with domestic investments and expansions rising to P1.78 billion, narrowly missing the target of P1.9 billion. The launch of the Botswana One Stop Service Centre in October 2017 significantly improved efficiency, reducing bureaucratic hurdles for investors.

In 2018, BITC exceeded its target of P1.9 billion, achieving P2.27 billion in domestic investments and expansions. During this period, BITC advocated for sector-specific incentives, particularly for Business

Process Outsourcing (BPO) and Auto Component Manufacturing, to address unemployment and integrate Botswana into South Africa's auto value chain. BITC also facilitated 12 outward missions, including five specialised promotion missions, and launched a blueprint to diversify export markets, emphasising strategies like the African Growth Opportunities Act (AGOA).

The COVID-19 pandemic adversely impacted BITC's performance in 2019/2020 and 2020/2021, with domestic investments and expansions declining to P1.6 billion and P959 million, respectively, against targets of P1.9 billion and P2 billion. Despite these challenges, BITC facilitated two new export products and assisted two citizen-owned companies in achieving export capability.

The recovery began in 2021/2022, with actual domestic investments and expansions reaching P2 billion, surpassing the target of P1.5 billion. This upward trend

continued in 2022/2023, with values rising to P2.66 billion, exceeding the target of P2 billion. The 2023/2024 reporting period saw domestic investments and expansions balloon to P3.58 billion, far exceeding the target of P1.91 billion.

The mining services sector was the largest contributor to this growth, followed by manufacturing and agri-business. Expansions and reinvestments by 155 locally operational companies, particularly in the services, manufacturing, and agri-business sectors, further boosted domestic investments and employment. Many local firms introduced new products or increased production levels, reinvesting in the country's economy.



SOME OF THE NOTABLE DOMESTIC INVESTMENT & EXPANSIONS

COMPANY	SECTOR	PLACE OF OPERATION
African Agriculture	Manufacturing tractor assembly	Gaborone
MDB Pharma	Manufacturing- Pharmaceuticals	Tlokweng
Okavango Gin	Manufacturing-beverages	Maun
Kwenantle	Agribusiness-production	Tuli block
Barloworld Equipment Botswana	Services-Rebuild Centre for OEMS	Gaborone
Kwadiwa Ranch	Agribusiness-Production	Tuliblock
Minetech	Services-mining drilling and blasting	Francistown
Strides of Success	Manufacturing-paper	Mogoditshane
JP Roos	Agribusiness	Tuliblock
Estate Property	Services-property development	Gaborone
Oxygas	Manufacturing-medical gas health	Selebi Phikwe

FDI GROWS 357% OVER THE LAST 10 YEARS

For the past ten years, BITC's foreign direct investment attraction grew from P698.6 million to P2.49 billion, representing a growth of 357%.

BITC plays a critical role in driving Botswana's economic growth through the attraction of foreign direct investment (FDI). The organisation sets itself targets annually, which then motivates the BITC team to work hard and meet those targets.

During the 2012/13 financial year, BITC set itself a target of attaining FDI to the value of P600 million. BITC managed to beat that target and obtained an actual value of P698.67 million in FDI. These achievements were in spite of the fact that 2012/2013 was BITC's first year of operation.

under review ushered in a renewal of purpose and commitment. In 2019/2020 the value of the attracted FDI declined to P1.45 billion against a set target of P2 billion.

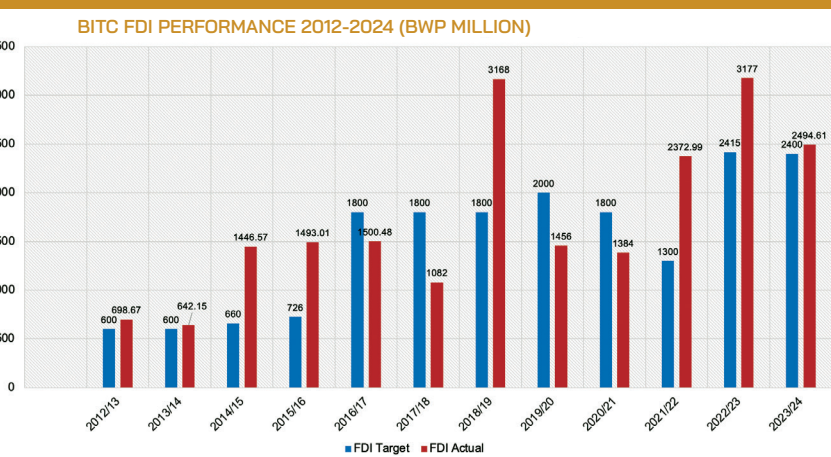
Financial year 2019/20, ended on a difficult note marked by the global outbreak of the COVID-19 pandemic and its resultant border closures, travel restrictions and lockdowns, which impacted businesses globally.

As the global economy emerged from the COVID-19 pandemic, BITC FDI performance also improved. In the year 2012/2022, the actual value of

FDI attracted by BITC spiked up to P2.37 billion, a significant growth against a set target of P1.3 billion. Its ambitious strategy resulted in yet another momentous growth in 2022/2023 when the actual value of attracted FDI shot up again to P3.11 billion. This growth was against a set target of P2.41 billion.

In 2023/2024 financial year, BITC set itself a target of P2.4 billion in FDI, but it surpassed the target and attracted an actual value of P2.49 billion. In its effort to become a leading high-performance investment promotion agency, BITC's focus on investment promotion leveraged on research, identification and profiling of growth sectors, the creation of a strategic go-to-market value propositions that attracts investors.

BITC placed great emphasis on pre-existing strategic national priorities that are focused on delivering economic growth, development and diversification. These include, mining, financial and business services, hospitality & tourism, manufacturing, ICT, agriculture and agro processing, education and skills development, healthcare services and many more.



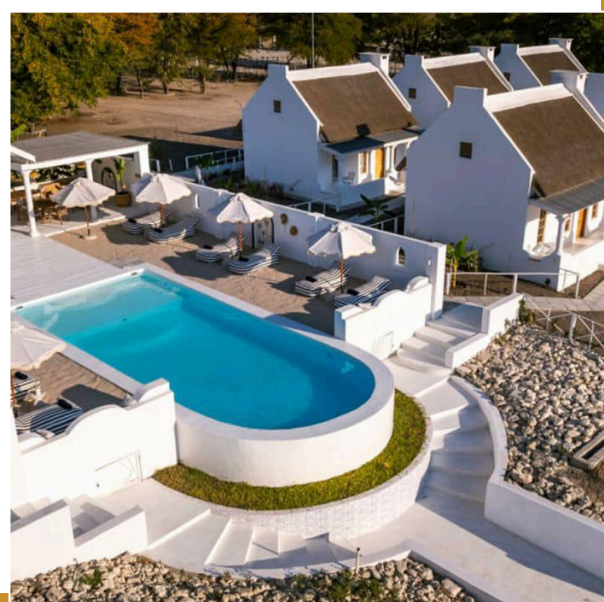
SOME OF THE NOTABLE FOREIGN DIRECT INVESTMENTS (FDI)

COMPANY	SECTOR	PLACE OF ORIGIN	PLACE OF OPERATION
Selebi Phikwe Citrus	Agribusiness- Citrus production	South Africa	Selebi Phikwe
Delta Automotive Technologies	Manufacturing: Harnesses	South Africa	Lobatse
Francistown Academic hospital	Health Care- Hospital	India	Francistown
Giyani Metals	Mining- manganese	Canada	Kanye
Sedleiga Private Hospital	Health services- Hospital	China	Gaborone
Eagle Ranch	Agric : Coffee beans & Grapes	South Africa	Pandamatenga
Parishi	Diamond cutting & polishing	India	Gaborone
Jindal Resources Botswana	Mining & Power generation	India	Mmamabula
Okavango Craft Brewery	Manufacturing-beverages	South Africa	Maun
Lucerne Fields	Agribusiness	South Africa	Tuilblock
Giant Experts	Agribusiness	South Africa	Mahalapye
Etolam	Manufacturing-transformers	China	Selebi Phikwe
Parishi	Tourism - Hospitality	United Kingdom	Maun
Dianco	Diamond cutting & polishing	India	Gaborone

Moreover, 2014/2015 marked BITC's 3rd year of operation since institutionalisation in April 2012. It is during this year that BITC firmly implemented key initiatives that would define a markedly new Investment and Trade Promotion Agency (ITPA) approach towards being more effective in their investment promotion efforts in order to achieve and deliver more impactful results. During this fiscal period, BITC saw its actual FDI achieved, surging significantly to P1.44 billion, against a target of P660 million. While the achieved FDI was twice the value of the set target, it was at the same time more than double the actual FDI achieved during the previous corresponding period.

BITC's investor value added services delivered through the Business Facilitation Service Centre (BFSC) continued to facilitate for investors to access Government authorisations. Through increased stakeholder engagements, BITC was vigorous in advocating for a conducive business environment, so as to attract increased FDI.

Under the captaincy of Mr. Keletsositse Olebile, the year 2018 was momentous for BITC as they witnessed the formulation of the new strategy after the elapse of the previous one. The year



BITC EXCEEDS 2023/24 TARGETS AMID GLOBAL CHALLENGES

"Key to implementing this is research and business intelligence, which guide BITC's strategic planning and direction," explains Olebile. The strategy also addresses deteriorating global economic conditions by focusing on greenfield investment opportunities and aligning with government priorities such as value chain development.

The strategy sought to respond to the deteriorating global economic conditions to come up with mitigating strategies that will enable the Centre to enhance efforts in attracting greenfield investment opportunities for Botswana.

For the 2023/2024 financial year, BITC set an FDI target of P2.4 billion and achieved inflows of P2.494 billion, contributed by 69 companies.

"This was geared towards greenfield investments and converting them into tangible results," says Olebile. Stakeholder engagements were instrumental, highlighted by the Swiss Federation State visit, the outward mission to Dallas, and participation in the 2023 World Economic Forum in Davos.

Additionally, BITC conducted 39 investment promotion missions, including the Botswana - Zimbabwe Business Forum, the Europe - Botswana Business Forum in Brussels and the Netherlands, IMF/World Bank meetings, and the Africa-Singapore Business Forum. Key sectors driving FDI included health, mining and mineral beneficiation, manufacturing, business services, and agribusiness.

On the domestic investment and expansions front, BITC achieved a total of P3.581 billion, surpassing its target of P1.910 billion.

"The greatest contributors to domestic investment were mining services, followed by manufacturing and agribusiness," says Olebile.

In total, 155 local companies expanded their operations or introduced new products, reinvesting within the country.

"We have previously announced our deliberate focus on domestic investment, and we are happy to see such an excellent performance in this area for the first time," Olebile adds. BITC's performance is also measured by export value, with a target of P4.5 billion for the year. The organisation exceeded this target, recording P6.044 billion.

"One thing to emphasise is that these figures do not reflect Botswana's overall economic performance,"



Driven by dedication and relentless pursuit of investors, through the “go-to-market strategy”, BITC has exceeded its target for the 2023/2024 fiscal period, says Chief Executive Officer (CEO) Keletsositse Olebile.

clarifies Olebile. “We only report on what BITC has facilitated.”

In terms of job creation, BITC had a target of 3,750 jobs but managed to create 6,636 positions, exceeding expectations. Key areas of focus included coal-bed methane extraction, and agro-processing, as well as manufacturing across sectors such as pharmaceuticals, automotive components, and general manufacturing.

Despite these successes, the 2023/2024 financial year presented significant challenges, particularly due to declining global economic growth and geopolitical tensions that disrupted supply chains. Domestically, Botswana’s GDP grew by 2.7 percent in 2023, down from 5.5 percent in 2022, mainly due to subdued performance in key sectors such as mining. However, Olebile remains optimistic, citing government stimulus packages in agriculture as a boost for production.

India emerged as the leading source of FDI, particularly in health services, mining, and power generation, followed by South Africa, Germany, Belgium, China, and Zimbabwe. “Because of Zimbabwe’s prevailing economic difficulties, many companies are establishing group structures in Botswana for fundraising,” notes Olebile.

BITC also recorded progress in domestic investment, with initiatives spreading beyond urban areas to benefit rural communities. However, challenges remain. “We have been advocating for the enactment of an investment law,” Olebile says. While the government has approved the establishment of a Board of Investment, it currently functions as an ad hoc committee rather than a full operational structure.

Additionally, BITC faces fierce global competition for FDI, which limits the beneficial effects such as increased employment, enhanced skills in the local workforce, and the adoption of new technologies. “But we continue to ensure Botswana’s presence on the global stage,” concludes Olebile.

FACILITATING TRADE THROUGH DIGITAL INNOVATION: THE BOTSWANA TRADE PORTAL

In the ever-evolving landscape of global trade, digital platforms are increasingly becoming fundamental in streamlining processes, promoting compliance and facilitating economic growth. The Botswana Trade Portal (BTP) stands as a testament to this transformation, providing a comprehensive digital resource designed to enhance the trade environment in Botswana. This article explores the origins, services, developments, and impacts of the Botswana Trade Portal, shedding light on its significance in modern trade facilitation.

The Botswana Trade Portal was launched back in 2016 as part of a broader initiative to modernize and digitize the country’s trade processes. Its establishment was driven by the need to create a more efficient, transparent, and user-friendly platform for traders, businesses, and stakeholders involved in import and export activities. The mandate of the portal is to consolidate all trade-related information and services into a single, accessible online platform, thereby reducing the complexity and time associated with trade procedures.

SERVICES PROVIDED

The Portal offers a wide array of services designed to support traders and facilitate smoother trade transactions and the key services include:

1. Trade Facilitation Enquiry Point
2. Regulatory Information
3. Tariff Schedules
4. Trade Procedures

5. Links to key resources necessary for trade
6. Market Access Reports

TARGET AUDIENCE AND IMPACT

The Botswana Trade Portal appeals to a diverse range of users, including:

- **Traders and Exporters:** Small and medium-sized enterprises (SMEs) and large corporations engaged in import and export activities.
- **Government Agencies:** Various government departments involved in trade regulation and facilitation.
- **Investors:** Potential investors seeking information on Botswana’s trade environment and opportunities.
- **General Public:** Individuals interested in understanding the trade processes and market dynamics in Botswana.

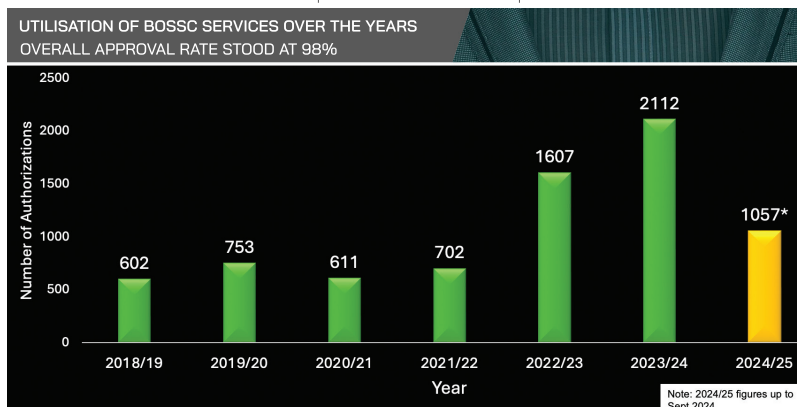
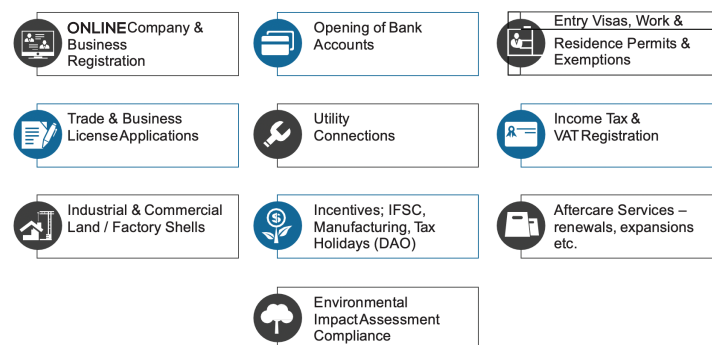
By providing a centralized and accessible platform, the Botswana Trade Portal helps address several trade-related challenges:

- Efficiency
- Transparency
- Market Access
- Compliance

www.botswanatradeportal.org.bw

BOTSWANA ONE STOP SERVICE CENTRE - BOSSC

BOTSWANA ONE STOP SERVICE CENTRE (BOSSC) INVESTOR VALUE ADDED SERVICES



The Botswana One Stop Service Centre (BOSSC) is an investment facilitation function within BITC which houses relevant government agencies as a single cohesive structure that coordinates and streamlines processes to provide prompt, efficient and transparent services to investors. BOSSC has made available shortened and simple administrative procedures and guidelines for issuance

of business approvals, permits and licenses, thereby removing bottlenecks faced by investors in establishing and running businesses in Botswana.

BOSSC assists investors to acquire government authorizations within the shortest possible time. Facilitation services through BOSSC will be made available to both new and existing projects. BOSSC receives applications for assistance from investors vetted/supported and accredited by Botswana Investment and Trade Centre (BITC), Botswana Development Corporation (BDC), Special Economic Zones Authority (SEZA) and SPEDU.

For the purposes of BOSSC, an Investor is defined as any lawful business/enterprise established, acquired or expanded by a domestic or foreign investor in accordance with the laws of the Republic of Botswana, committing resources of economic value over a reasonable period of time, in anticipation of profit.

Projects to be facilitated by BOSSC should also demonstrate the following in order to be eligible to receive services;

- Number and quality/level of employment created;
- Potential for skills and technology transfer;
- Utilization of local raw materials in the production process;
- Potential for export and import substitution;
- Potential to create backward and forward linkages;
- Innovation and creativity;
- Priority sector under the Economic diversification drive (EDD).

STAKEHOLDER ENGAGEMENTS, PARTNERSHIPS AND ADVOCACY

BITC has fostered and continues to nurture good relations with stakeholders across most sectors. Good stakeholder relations are a key enabler for BITC to achieve on its mandate. BITC has partnered with some key stakeholders to execute some initiatives and programmes. This results in cost sharing and use of expertise from other institutions, both private and public. Some notable partnerships include;

- Hosting of key departments (Immigration, Labor and Lands) at BOSSC
- Debswana MOU for CEEP programme

- Partnership with CEDA and CAAB for the opening of the #Pushabw Store
- Collaboration with University of Botswana for BEDP programme
- Engagements with Retailers for increased shelf space for local products
- MOU with BNOC and BNSC for elite athletes development
- BITC continues to influence policy development within the Ministry of Trade and Entrepreneurship, private

sector and public sector at large. The organisation has produced policy papers that have influenced fundamental shifts and or decision making by the legislators. Some of the key outputs are listed below;

- Motivation for Delta Automotive Technologies
- Motivation for Board of Investment Proposal (with Ministry of Trade and Entrepreneurship, SEZA and SPEDU) – resulted in the establishment of BOI
- New Sector Incentives proposal was completed and being considered at Ministry level

REPOSITIONING BOTSWANA AS AN INVESTMENT HUB

BITC Board Chairperson **Ms. GOMOLEMO LOLO MADIKGETLA** is spearheading a bold vision to reposition and transform Botswana into a destination of choice for investors.



BITC Board Chairperson Ms. Gomolemo Lolo Madikgetla

Under her leadership, BITC’s strategy is built on an enhanced project model approach. Madikgetla emphasises the importance of agility in business models and cultivating a lean, entrepreneurial mindset to navigate shifting market dynamics effectively.

She underscores that BITC has implemented a clearly defined, project-based revenue-generation strategy aimed not only at stimulating economic growth but also at establishing Botswana as a globally recognised, top-of-mind investment destination. This strategy, she explains, involves packaging feasible projects, presenting them to global investors, and expediting decision-making processes.

BITC CORPORATE PERFORMANCE

FOR YEAR 2024 – 2025 (as at Q2)

APEX MEASURES PERFORMANCE: 2024/25 FINANCIAL YEAR

MEASURE	TARGET	ACTUAL ACHIEVED	PERCENTAGE
Foreign Direct Investment (FDI)	BWP1200 million	BWP1304.3 million	100%
Domestic Investment & Expansions	BWP1150 million	BWP2517 million	100%
Total Export Value	BWP2,5 billion	BWP3, 173 billion	100%
Jobs Created	2182	3173	100%

FOR YEAR 2012/13 – 2023/24

APEX MEASURES PERFORMANCE: 12 – YEAR CUMULATIVE

MEASURE	TARGET	ACTUAL ACHIEVED
Foreign Direct Investment (FDI)	BWP17.9 billion	BWP 20.9 billion
Domestic Investment & Expansions	BWP17.6 billion	BWP19.3 billion
Total Export Value	32.5billion	BWP 34.7 billion
Jobs Created	35428	39991

Central to BITC’s approach is what Madikgetla defines as Nation Branding and Repositioning. She explains that as the custodian of Brand Botswana and the Pride Mark, BITC will act as the cohesive force bringing together the country’s diverse attraction points. These will be presented in a competitive and comprehensive manner to key industries across the globe.

“Focusing not only on foreign direct investment but also weighing heavily on the domestic market will be imperative,” she asserts, adding that increased multilateral collaborations and partnerships will further enhance BITC’s strategic initiatives.

BITC’s priorities also include leveraging research and data, driving innovation and technology, containing operational costs, and reinventing business models to remain competitive.

Madikgetla envisions setting BITC up for success by attracting and retaining top talent while maintaining a lean and innovative structure.

Her long-term plan involves repositioning and repackaging Botswana as the ultimate destination to live, work, invest, and play. She aims to boost Botswana’s market visibility and achieve sectoral dominance across key markets. Additionally, BITC will continue to play a pivotal role in the country’s diversification efforts and citizen economic empowerment programs, working in collaboration with local institutions.

Despite the ambitious vision, Madikgetla acknowledges the challenges ahead.

Madikgetla highlights Botswana’s fiscal constraints, which call for greater resourcefulness in achieving more with fewer resources.

Moreover, the diamond ecosystem presents increasing challenges, making economic diversification efforts even more urgent. Madikgetla stresses that Botswana must prioritise production and value chain optimisation to reduce its import bill, achieve self-sufficiency, and prepare for export opportunities, particularly through platforms such as the Africa Continental Free Trade Agreement (ACFTA).



BITC'S EXPORTER DEVELOPMENT PROGRAMME SPURS GLOBAL COMPETITIVENESS

The Botswana Investment and Trade Centre (BITC) has made significant strides in driving and diversifying Botswana’s export portfolio through its Botswana Exporter Development Programme (BEDP).

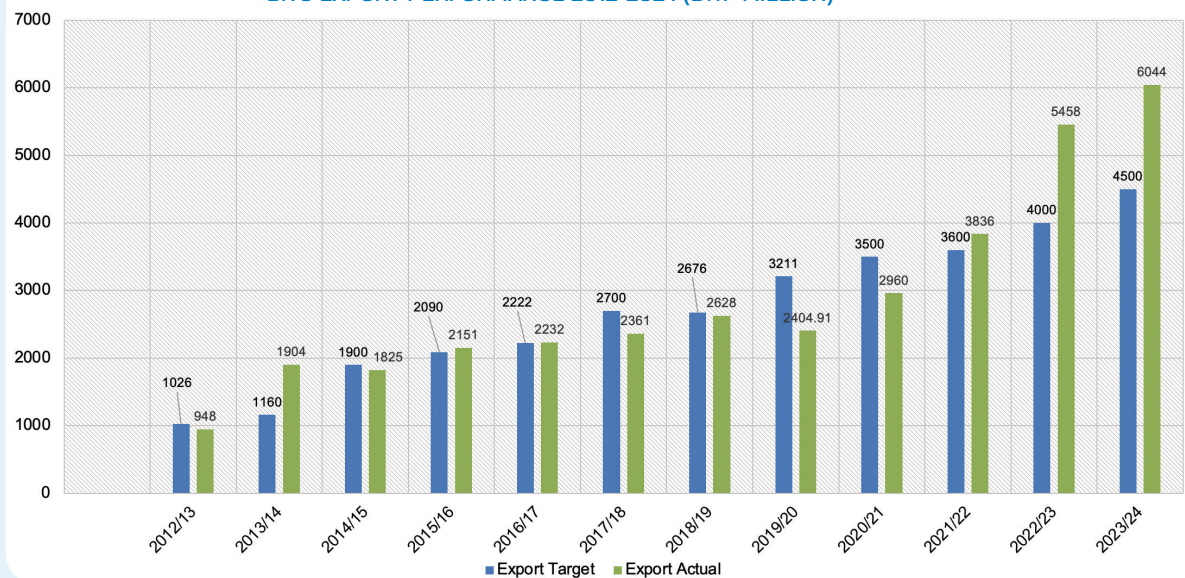
Launched a decade ago, BEDP is designed to empower local businesses, equipping them to compete effectively in the global market. Reformed in 2020 with support from the United Nations Development Programme (UNDP), the programme offers a comprehensive pathway for companies to become export-ready, with a focus on industries such as textiles, garments, leather, chemicals, and services.

The programme emphasises capacity building, compliance assistance, and fostering an export culture, with the ultimate goal of enhancing the competitiveness of Botswana’s businesses and promoting local products in international markets.

BITC CEO Keletsositse Olebile hailed BEDP’s impact, stating that it has played a pivotal role in shaping Botswana’s export sector. “Through diagnostic assessments, 117 companies have undergone targeted interventions to enhance their export readiness,” said Olebile.

Participants have benefited from compliance assistance, organic certification, and capacity-building initiatives, preparing them to meet the demands of

BITC EXPORT PERFORMANCE 2012-2024 (BWP MILLION)

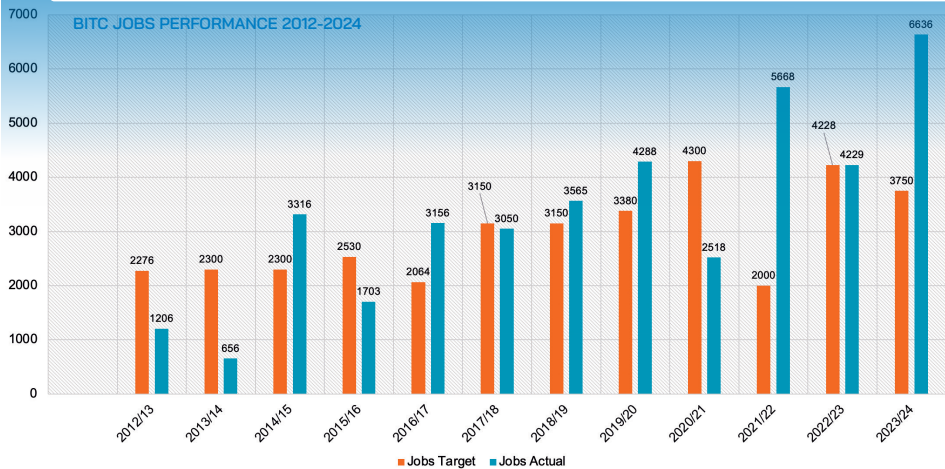


international markets. Olebile also praised the programme’s collaboration with the University of Botswana and other strategic partners such as the International Trade Centre, which has further strengthened its effectiveness.

“One of BEDP’s notable achievements is facilitating market access for local exporters through the Supplier

Development Programme and the #PushaBW drive,” Olebile added. Companies supported under the programme have successfully supplied products to major retailers such as Choppies, Square Mart, Woolworths, Sefalana, and Cash Bazaar, thereby expanding market reach and contributing to the national economy.

BITC: A CHRONICLE OF SUSTAINABLE JOB GROWTH



Since its inception in 2012, BITC has demonstrated remarkable progress in job creation through investment attraction, achieving an impressive growth from 1,205 jobs in its first year to 6,636 in the 2023/2024 financial period—a staggering 550 percent increase.

JOB CREATION MILESTONES

In its inaugural year in the 2012/2013 financial year, BITC aimed to create 2,276 jobs through investment promotion but successfully facilitated 1,206 jobs. In its second year, BITC created 655 jobs, falling short of the 2,300 target. BITC's third year in the 2014/2015 financial year marked a significant breakthrough with 3,316 jobs created, exceeding the 2,300-job target. Notably, 73 percent of these jobs were generated through business expansions,

including 900 from an automotive harness manufacturing plant.

Again in 2015/2016, BITC facilitated 1,703 jobs through investments in financial and business services, mining, and manufacturing.

Employment figures rose sharply, with 3,156 jobs created, in 2016/2017 compared to 1,709 the previous year. Domestic investments and expansions accounted for 2,208 jobs, while foreign direct investment (FDI) contributed 948.

In the 2017/2018 financial year, BITC

registered 3,050 jobs against an annual target of 3,150, but surpassed its target of 3,150 by creating 3,565 jobs in 2018/2019. The organisation largely attributed increased job opportunities to vigorous investment promotion campaigns.

In 2019/2020, BITC facilitated the creation of 4,288 jobs, a significant leap from the previous year's 3,150. The results exceeded the set target of 3,380, driven by increased domestic investments and business expansions.

However, during the 2020/2021 year, the COVID-19 pandemic slowed BITC's growth trajectory, with only 2,518 jobs created—far below the 4,300 target. Despite the challenges, BITC successfully facilitated the entry of two new products into export markets and supported two citizen-owned companies in achieving export capability.

As the effects of the pandemic subsided, BITC employed an aggressive marketing strategy, resulting in 5,668 jobs created—far surpassing the set target of 2,000 in 2021/2022 and continued its success into the 2022/2023 year when BITC facilitated 4,229 jobs, driven by investments in financial services, mining, and agriculture.

The 2023/2024 financial year was a banner period for BITC, with 6,636 jobs created—far exceeding the target of 3,750. Growth was led by the mining services sector, followed by manufacturing and agri-business. Expansions and reinvestments by locally operational companies in the services, manufacturing, and agri-business sectors further boosted domestic investments and employment.

BITC FACILITATES IMPACTFUL INVESTMENTS

BITC continues to facilitate notable investments across different sectors. In the past year, BITC facilitated amongst others; Giyani Metals and Barloworld Equipment Botswana, both of which have made significant investments that have contributed to the nation's economic landscape. Giyani Metals has reached critical milestones, further positioning Botswana as a hub for mining and resource development, while Barloworld Equipment Botswana has achieved pivotal advancements that reinforce its commitment to growth and innovation within the country.

These milestones not only demonstrate the success of BITC's facilitation efforts but also reflect Botswana's growing appeal as an attractive investment destination.



SELEBI PHIKWE CITRUS

The Selebi Phikwe Citrus project came about through the joint efforts of entities like BITC, SPEDU, Special Economic Zones Authority (SEZA) and the Mmadinare Multi-purpose Cooperative Society. It was launched in December 2020 and was facilitated by BITC through the Botswana One Stop Service Centre (BOSSC).

Selebi Phikwe Citrus is a flagship citrus for the country and has started exporting citrus products globally. The project on completion has the potential to yield 880 hectares of citrus. It currently employs close to 300 people and the number increases whenever there is a harvest. When fully operational, it will employ around 1 500 people. Not only that, but it will also create opportunities in its value chain such as opportunities in transport and freight services, packaging, production, processing, cleaning, and catering. This industry is also witnessing an spill over of other industries such production of fertilizers, honey and cosmetics production, fruit juice manufacturing and research and development.

The first harvest of citrus fruits from this farm was done in March 2024. The project has revitalized Selebi Phikwe, created employment, developed the value chain and is leading in developing the citrus industry in Botswana.



BARLOWORLD EQUIPMENT BOTSWANA

Barloworld Equipment Botswana is the sole dealer for Cat® earthmoving machines, power systems, and related equipment in Botswana. Barloworld Equipment has built its reputation and comprehensive customer base not on selling machines, but on providing high-end quality solutions. On 30th October 2024, Barloworld Equipment Botswana officially celebrated its 60th anniversary as the country's Cat earthmoving dealer: a major milestone and one that reflects a rich history of private and public sector partnerships that have helped to shape the country's mining and infrastructure landscape since 1964. The company has grown its footprint across the country with depots in Gaborone, Jwaneng Mine, Orapa (OLD) Mine, Maun, Francistown, and Motheo Copper Mine. Some of the company's highlights for 2024 include the recent completion of Phase 1 of its Green building at Phakalane which marks a significant investment in Botswana's economy and to enable the company to better service the market and expand the business's Sub-Saharan African footprint.



DELTA AUTOMOTIVE TECHNOLOGIES

Botswana aims to create a competitive and globally integrated automotive manufacturing sector. With a focus on long-term sustainability, the country has increased its component exports tenfold over the past 20 years and now supplies half of South Africa's imports of ignition wiring sets. This represents a significant growth opportunity. In recent years, there has been a rise in investment and trade, attracting several international auto component manufacturers, which include Delta Automotive Technologies.

Delta Automotive Technologies first visited Botswana on an exploratory mission in 2013 through the BITC-RSA office. The purpose of this visit was to conduct a feasibility study and explore potential site locations, as the company was considering expanding into Botswana, Lesotho, and Swaziland at the time. Following this mission, BITC developed a value proposition that encouraged PASDEC to relocate to Botswana. In 2014, BITC facilitated the establishment of PASDEC in Botswana with support from the Botswana Development Corporation (BDC).

In 2017, with customized investment facilitation services provided by BOSSC, PASDEC completed its relocation to Botswana, contributing to job creation for locals and bringing in foreign capital. In 2021, the company rebranded to Delta Automotive Technologies. Today, October 23, 2024, we celebrate the success of that advocacy agenda and the achievement of ambitious and robust expansion plans. As part of these efforts, Delta Automotive Technologies was awarded a contract in 2023 by Nissan Japan to produce wiring harnesses for the new Nissan Navara model. This expansion is expected to increase employment from the current 356 to 989 by 2027.



GIYANI METALS

Giyani Metals is on a mission to become a sustainable, low-carbon producer of battery materials for the electric vehicle ("EV") industry. The Company has developed a hydrometallurgical process to produce HPMSM, a lithium-ion battery cathode precursor material critical for EVs, directly from ore from its manganese oxide deposits using its assets in K.Hill and the Otse, and Lobatse in Botswana.

Giyani Metals, as a responsible battery metals developer, is committed to strive for carbon neutrality as per the Company's Environmental Policy and together with ARCH the Company will continue to expand its carbon neutral vision and net-zero strategy for the Project.



#PUSHABW CAMPAIGN BEARS FRUIT IN INCREASED UPTAKE OF LOCAL PRODUCTS!

Through its aggressive Buy Botswana campaign, dubbed #PushaBW, the Botswana Investment and Trade Centre (BITC) has achieved remarkable growth in awareness of local products and services, says **KUTLO MOAGI**, Executive Director - Brand Management.



Moagi highlights key milestones achieved by Brand Botswana, including successfully placing Botswana-branded products on the shelves of retailers and promoting domestic investment through stakeholder engagements.

Moagi explains that the success of the #PushaBW campaign is rooted in stakeholder support, with BITC engaging widely to ensure buy-in for the campaign's objectives. She notes that the campaign has gained widespread appreciation, with many establishments aligning themselves with its goals.

As part of the campaign, BITC has collaborated with retailers such as Fours Cash and Carry, Woolworths, Square Mart, and Clicks to brand in-store spaces where local products are showcased. This initiative

raises customer awareness of locally available products. BITC also engages retailers to allocate more shelf space for local products, resulting in an increased presence of Botswana-made goods in major retail outlets.

BITC has further activated campaigns to profile and promote local products and services, sharing the stories behind them through various channels, including mainstream media, social media, #PushaBW marketplaces, and product showcases.

Brand Botswana also hosts the annual #PushaBW Forum during the Global Expo Botswana. The Forum provides a platform for stakeholders to discuss key issues, such as consumer behavior toward local goods, the role of stakeholders in the buy-local initiative, quality standards, branding and packaging requirements, and strategies to

stimulate interest in local products and services. Some of the activations under the campaign include:

- The #PushaBW A Re Chencheng TV show which airs on Botswana Television and features local products and services producers from around the country with the intention to provide more exposure and awareness to drive local uptake.
- The #PushaBW Store at the Sir Seretse Khama International Airport is operational and provides shelf space for local products.
- Retailer engagements – BITC continues to engage local retailers, big and small to avail more shelf space for local products. This has resulted in an increase of local products in major retailers.



BITC FACILITATES CHAM WASHING POWDER TO PENETRATE EXPORT MARKET

At United Chem (Pty) Ltd, a thriving washing powder manufacturer, Solomon Rapelang Moyo beams with pride as his company rides the wave of success sparked by its registration with the Botswana Investment and Trade Centre (BITC).

"We registered our company with BITC in June 2022," Moyo said, beaming.

With a bold ambition to rival industry giants, United Chem (Pty) Ltd, led by its dynamic Managing Director, Solomon Rapelang Moyo, has transformed from a southern Botswana startup into a national brand. Its flagship product, Cham Washing Powder, is now a staple in major retail outlets across the country, fueled by strategic support from BITC.

Moyo is steering his company to new heights. The manufacturer of Cham Washing Powder has leveraged trade fairs and expos to expand its reach, recently introducing its products to Selebi Phikwe and surrounding villages.

"We managed to promote the brand and made sales and also expanded our market because of that trip.

We also managed to supply some shops in the region," Moyo testified.



He added that they have also been listed by some big chain stores such as Trans Cash and Carry, Food Lovers as a result of the BITC assistance.

Moreover, they have been promoting their brand at Metlhalala Ya Khumo events throughout the country under the BITC stall and at the Kusi Ideas Festival conference.

"This past week of 26 October 2024 we made our first export of Cham washing powder to South Africa and the value of export was P250 000," he revealed.

He added that BITC also sponsored an SES expert to visit their company from January 14 - February 13, 2025 to come and train them and exchange skills and knowledge.

He is excited, and said this is a big opportunity for them as a company because they are going to learn a lot and continue improving and growing the business.

"On behalf of the company we are grateful for the support we have been getting from BITC and we will continue valuing our relationship for the benefit of the company and the country. At United Chem we are committed to contributing to economic diversification and creation of employment for Botswana," he said.