

SEPTEMBER 2024



BOTSWANA INVESTMENT & TRADE CENTRE

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RETAIL GIANTS BOOST BOTSWANA MANUFACTURING

#PushaBW Campaign Drives Local Success

BUILDING BRIDGES:

Botswana's Trade
Mission to Zimbabwe

DRIVING INVESTMENTS INTO BOTSWANA:

KELETSOSITSE OLEBILE

BOTSWANA INVESTMENT AND TRADE CENTRE (BITC) CEO, KELETSOSITSE OLEBILE, SHARES INSIGHTS INTO THE ORGANISATION'S STRATEGIC DIRECTION, RECENT ACHIEVEMENTS, AND AMBITIOUS PLANS.



www.bitc.co.bw

BOTSWANA INVESTMENT AND TRADE CENTRE

SEPTEMBER 2024



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EDITOR'S NOTE

Welcome to the first quarter edition of the Botswana Investment and Trade Centre (BITC) Newsletter! This issue features exciting developments and highlights that underline our commitment to fostering economic growth and trade.

In this edition, we have the pleasure of featuring an exclusive interview with our CEO, Mr. Keletsoitse Olebile. Mr. Olebile shares insightful perspectives on BITC's strategic initiatives and future goals, offering a glimpse into the direction our organization is headed.

We also delve into our recent participation at the 64th Zimbabwe International Trade Fair (ZITF), where BITC proudly represented Botswana alongside our dynamic local companies.

In collaboration with the Embassy of Botswana in Germany, BITC hosted a high-profile roundtable that brought together distinguished delegates from various industries. This gathering was instrumental in forging valuable connections and discussing strategic opportunities for bilateral trade and investment. The event was notably graced by His Excellency President Dr Mokgweetsi E. K. Masisi, enhancing the visibility and impact of Botswana's presence on the international stage.

Our newsletter also highlights the successful #PushaBW campaign, which is making waves in the retail sector. This initiative aims to boost Botswana's manufacturing industry by increasing the availability of locally produced goods on retail shelves, driving both economic growth and consumer engagement.

Lastly, we are excited to introduce the Botswana Trade Portal, a digital innovation designed to facilitate trade and streamline business processes. This new platform is set to revolutionize how businesses engage with trade opportunities and resources.

We hope you enjoy this edition and find the updates informative and inspiring.

Enjoy the read.

By Tsogo Ealotse



WISHES YOU HAPPY
INDEPENDENCE HOLIDAYS



BITC CEO, Keletsositse Olebile

INVESTING IN BOTSWANA'S FUTURE: THE BITC VISION

In this exclusive interview, Mr. Keletsositse Olebile, CEO of the Botswana Investment and Trade Centre (BITC), shares insights into the organisation's strategic direction, recent achievements, and ambitious plans for Botswana's economic future. Discover how BITC is driving sustainable growth, attracting foreign investment, supporting local businesses, and positioning Botswana as a premier global brand.

Can you share with us the current strategic direction of BITC and what this means for Botswana's economic development?

At BITC, our strategic direction is centered around driving sustainable economic growth through targeted investment promotion, export development, and the promotion of Botswana as a premier destination for business, trade, and tourism. We aim to diversify the economy by focusing on sectors such as agriculture, manufacturing, financial services, and creative industries. Our goal is to attract high-quality investments that create jobs, transfer skills, and promote innovation. For Botswana, this means a more resilient and dynamic economy, with increased global competitiveness and a stronger foundation for future growth.

What are some of the key achievements for BITC in the past quarter?

Over the past quarter, BITC has made significant strides in several areas. We successfully facilitated a number of high-value investment projects, resulting in new job creation and capital inflows into the

country. Additionally, our export development programs have supported local businesses in accessing new markets and expanding their reach. We have also enhanced our investor aftercare services, ensuring that existing investors have the support they need to thrive and reinvest in Botswana. These achievements reflect our commitment to our mandate and the positive impact we aim to create.

What initiatives is BITC currently pursuing to boost Botswana's appeal to foreign investors?

To boost Botswana's appeal to foreign investors, we are pursuing several initiatives. One key area is improving the ease of doing business in Botswana by advocating for regulatory reforms that streamline business processes and reduce bureaucracy. We are also leveraging digital platforms and data analytics to enhance our investment promotion efforts, targeting high-growth markets and sectors. Additionally, we are focusing on branding Botswana as a safe, stable, and sustainable investment destination, emphasizing our political stability, skilled workforce, and strategic location in Southern Africa.

How is BITC supporting local businesses to increase their export potential?

BITC is dedicated to supporting local businesses in increasing their export potential through various programs and initiatives. We offer

export readiness training, market intelligence and business matchmaking services to help businesses identify and enter new markets.

Furthermore, we have established partnerships with international trade organizations to provide local exporters with access to global networks and opportunities. Our recent Export Development Program has been particularly successful in equipping local enterprises with the skills and knowledge needed to compete effectively in international markets.

What role does BITC play in promoting Botswana as a brand globally, and how does this align with the country's broader development goals?

Promoting Botswana as a brand globally is a core aspect of our work at BITC. Through initiatives like "Pula! Botswana – Our Pride," we aim to showcase Botswana's unique value propositions, including our rich culture, heritage, and the exceptional quality of our products and services. This aligns with the broader national development goals by positioning Botswana as a preferred destination for investment, tourism, and trade, thereby contributing to economic diversification, job creation, and sustainable growth. Our branding efforts are designed to compliment and reinforce other national strategies that foster innovation, sustainability, and global competitiveness.

What is your vision for BITC in the next five years, and what can stakeholders expect from the organization moving forward?

My vision for BITC over the next five years is to be a leading catalyst for economic transformation in Botswana. We aim to strengthen our role as a strategic partner to both the private and public sectors, driving impactful investment and export growth. Stakeholders can expect BITC to continue to innovate and adapt.



Taking Botswana's products to the world.

INVEST IN YOU
INVEST IN BOTSWANA
INVEST IN GROWTH

We have a task to ensure that Botswana is competitive and makes a mark in the global space.

We endeavour to ensure that Botswana products and services are recognised internationally for their quality, reliability and authenticity.

Speak to us today for more information about how our services can benefit you. Call 3633300 or visit our website.



[#AkolaBotswana](#) | [PushaBW](#)
www.gobotswana.com



RETAIL GIANTS BOOST BOTSWANA MANUFACTURING

Article by Alfred Masokola

Since its inception in 2018, the #PushaBW campaign driven by the Botswana Investment and Trade Centre (BITC) through Brand Botswana has worked closely with retail giants, convincing them to not only provide shelf space but also to support local manufacturers in meeting quality standards, and helping them compete with international brands on an even footing.

The initiative, designed to promote the uptake of locally produced goods, has not only promoted economic growth but also bridged the gap between producers and major retailers.

The #PushaBW campaign was launched with a clear objective of increasing the consumption and visibility of locally made products. Through encouraging Botswana to “push” local products, the campaign aimed to enhance economic independence and reduce reliance on imported goods. Botswana currently relies on imports across various industries, with South Africa being the main source of foodstuff and other products.

According to Statistics Botswana, in May 2024 Botswana imported goods worth P8,3 billion, with the SACU region contributing largest at 77,5 percent (P6, 4 billion) to the total imports. Food, Beverages & Tobacco and Machinery & Electrical Equipment made contributions of 17,6 percent (P1, 1 billion million) and 11,8 percent (P756,8 million) to total imports from the union respectively. Among the SACU member states, South Africa



was the largest source at 63,7 percent (P5,3 billion) of total imports. Namibia followed with 13,4 percent (P1, 1 billion) of total imports.

In 2019, as part of promoting local products, Brand Botswana, partnered with Trans Cash n Carry, a leading retail chain, to host an SME Expo. The event provided a platform for small and medium enterprises (SMEs) to showcase their products to potential buyers and retail partners.

One of the critical outcomes of the SME Expo was the identification of gaps in the local supply chain. It became evident that many local producers struggled with understanding and meeting the quality, consistency, and pricing standards required by major retailers. However, this feedback was invaluable,

as it provided Brand Botswana with the insights needed to address these challenges head-on.

Brand Botswana in response facilitated direct engagements between producers and retailers, creating opportunities for local businesses to pitch their products in one-on-one settings. These engagements helped demystify the listing process, making it more accessible for local producers to get their goods onto the shelves of major retail stores in Botswana.

The ongoing efforts of the #PushaBW campaign have yielded tangible results. Major retailers such as Clicks, Square Mart, Trans, Woolworths, and Fours have embraced locally produced goods, dedicating shelf space to these products. The campaign’s success is further exemplified by the listing

of products from companies like O3 and Earth Vitamins in Clicks stores and the availability of local snacks on Air Botswana flights.

These achievements underscore the importance of continuous engagement and collaboration between producers and retailers. Brand Botswana has enabled retailers to confidently stock and promote these goods, further driving consumer interest and sales, by ensuring that local products meet the necessary standards.

Looking ahead, the #PushaBW campaign continues to innovate and expand its reach. The National SMME Expo Roadshow, which has connected nearly 500 local producers with retailers across eight locations, is a testament to

the campaign’s commitment to empowering local businesses. Additionally, ongoing initiatives such as the “Eat Local” and “Visit Local” campaigns encourage Botswana to prioritise local products and destinations, fostering a culture of national pride and economic resilience.

As part of its ongoing #PushaBW campaign to encourage Botswana to empower, sustain, and grow the country by purchasing and using products made and grown in Botswana, Brand Botswana has partnered with the Department of Broadcasting and the Office of the President to produce and air the “#PushaBW A Re Chencheng” television show on Botswana Television. This show is aimed at promoting the mindset change for

Botswana and also aims at exposing existing government and private sector initiatives and programmes that support and enable local business to excel. Studio guests will be the local business community. “Through this show we aim to really give the audience a better understanding of what local businesses go through and also help change the mindset of Botswana. We understand that their journey’s are by no means easy and the #PushaBW A re Chencheng TV Show is a way in which we promote local and also give aspiring entrepreneurs insight into succeeding in Botswana,” said Kutlo Moagi, Executive Director, Brand Management.

The #PushaBW television show aims to promote the importance of a changed mindset and supporting local businesses by featuring successful local companies on the program. Using an in-studio setup, the show will highlight local businesses that have achieved success and showcase how they had to adopt a change in mindset to reach their goals.

The introduction of the #PushaBW Pop-up store at Sir Seretse Khama International Airport is another significant milestone. This store provides local entrepreneurs with a unique opportunity to showcase and sell their products to both domestic and international travelers, further boosting the visibility of Botswana’s burgeoning manufacturing sector. “The #PushaBW Pop-Up store is a great platform for local entrepreneurs to market their products. We understand that not all businesses have a place from which they can sell their products and the store at the airport has proven to be successful as it caters to a wider range of travelers”, said Kutlo Moagi.



#PushaBW campaign drives surge in locally produced goods on retailshelves

INCREASING OUR FOOT PRINT

BITC IN COLLABORATION WITH EMBASSY OF BOTSWANA IN GERMANY HOST HIGH-LEVEL DISCUSSION IN GERMANY

In the presence of His Excellency President of Botswana, Dr. Mokgweetsi E. K Masisi, BITC in collaboration with the Embassy of Botswana in Germany hosted a discussion attended by high level delegates from various industries.

His Excellency Dr. M.E.K Masisi set the tone by presenting Botswana as the premier hub for business in Africa.

An investor in the Tourism and Hospitality industry in the Tuli Block Mr. Rainer Schorr gave a testimony high-

lighting his positive experience and success in investing in the tourism sector in Botswana.

BITC CEO Mr. Keletsositse Olebile was part of a panel discussion, where he elaborated further on opportunities and investment incentives in Botswana. The panel discussion aimed to showcase Botswana as an attractive destination for investment in ICT, Tourism, and manufacturing industries.



His Excellency Dr. M.E.K Masisi

INCREASING OUR FOOT PRINT

BOTSWANA'S TRADE MISSION TO ZIMBABWE

The Botswana Investment and Trade Centre, in collaboration with the Botswana Embassy in Zimbabwe, led a delegation of Botswana companies to the 64th edition of the Zimbabwe International Trade Fair (ZITF), which took place from April 23-27, 2024, in Bulawayo, Zimbabwe. The theme for that year was 'Entrepreneurship: A Catalyst for Industrialization and Trade.' This event served as a platform for interactive discussions, networking, and knowledge sharing among participants.

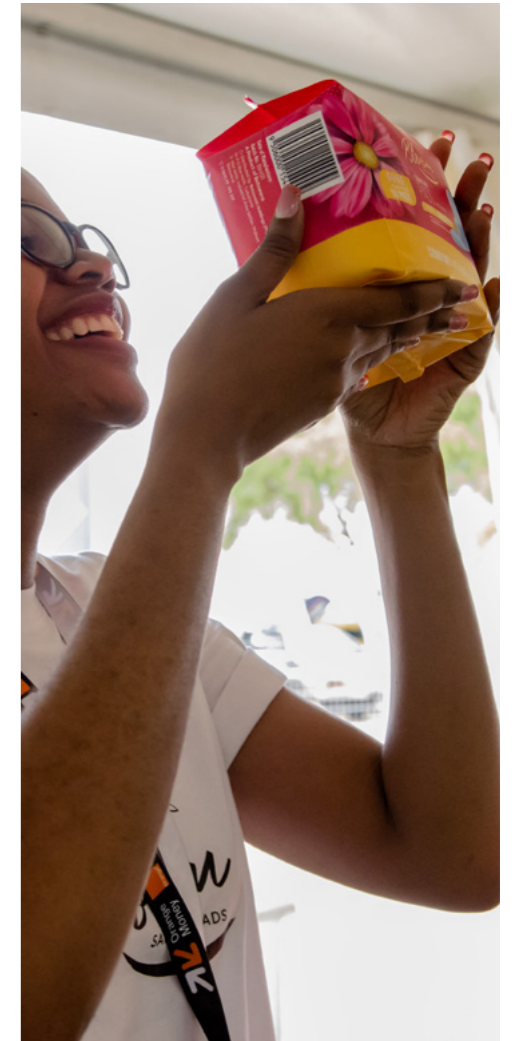
The eight-company delegation comprised Earth Vitamins, Makoro Bricks, TileMate, Global Lubricants, Crowned Quality, Volcanic Enterprises, Temo Boswa, and Galaxy Paints. The Botswana products showcased included building and construction materials, food items (beef products, grains and grain meal, frozen pies, and food), industrial oils and lubricants, and fencing materials.

As part of the activities planned for ZITF 2024, the companies conducted business-to-business

meetings with various prospective agents, distributors, and buyers of their products. Targeted companies to absorb Botswana products in Zimbabwe included Greens Supermarket, which had been receptive to Botswana companies.

Botswana also took the opportunity to invite several agents, buyers, and distributors to a successfully held Botswana Buyers Forum on April 25, 2024. The Forum aimed to connect Botswana exporters with prospective buyers, agents, and distributors of their products in Zimbabwe. The delegation was led by H.E. Mrs. Sarah S. Molosiwa and the Executive Director of Export Development & Promotion, Mr. Temo Ntapu.

This year's ZITF remained particularly relevant as it followed the Botswana-Zimbabwe Bi-National Commission, held in Maun in February 2024, where BITC and its counterpart agency ZimTrade reaffirmed their commitment to creating necessary platforms for increased trade between the two countries.



Buying local is a choice that empowers not just you, but Us.

#PushaBW



Buying locally made products helps promote national self-sufficiency. As we improve our self-sufficiency and grow our local economy we reduce our reliance on imports.



FACILITATING TRADE THROUGH DIGITAL INNOVATION: THE BOTSWANA TRADE PORTAL

Article by Mogakolodi Olefile, Manager-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.

Origins of the Botswana Trade Portal and Its Mandate

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:

- **Trade Facilitation Enquiry Point:** Support and Help Desk: A dedicated help and support platform for traders which help resolve issues and offer some assistance within the set 3-day turnaround time.
- **Regulatory Information:** Comprehensive details on import and export regulations, standards, and compliance requirements.
- **Tariff Schedules:** Information on

applicable tariffs and duties for various goods, helping traders understand the cost implications.

- **Trade Procedures:** Step-by-step guides (in pictorial format) on trade procedures, including documentation requirements, to simplify the trade process.
- **Links to key resources necessary for trade:** direct links to important trade platforms essential for trade.
- **Market Access Reports:** Access to up-to-date market insights

Developments Over the Years

Since its inception, the Botswana Trade Portal has undergone significant developments to enhance its functionality and user experience. Some notable milestones include:

- **Enhanced Stakeholder Engagement:** Increased collaboration with various trade regulatory entities of Botswana and the private

sector, to ensure the portal meets the evolving needs of the trade community. This has been accomplished by the setting up of a standing management committee known as The Trade Portal FOCAL PERSON'S which includes representatives from BURS, BOBS, the Ministry of Trade and Investment, the Ministry of Agriculture, and others.

- **Enhanced User Interface:** Continuous improvements to the portal's design and navigation, making it more intuitive and user-friendly. Which has led to over 40,000 Users for the year 2023-24.
- **Expanded Content:** Regular updates and additions to the information available, ensuring that users have access to the latest trade regulations and news, import-export restrictions, publications, and events.

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:** Streamlined processes reduce the time and cost associated with trade transactions.
- **Transparency:** Easily accessible information promotes transparency and reduces the opportuni-

ties for corruption.

- **Market Access:** Improved access to market data and trends enables businesses to explore new opportunities and expand their reach.
- **Compliance:** Clear and simplified guidelines help traders comply with regulations, reducing the risk of penalties and delays.

Additional Information

The success of the Botswana Trade Portal highlights the importance of digital transformation in trade facilitation. Key factors contributing to its success include:

- **Government Support:** Strong backing from the government in terms of policy and infrastructure development.
- **Public-Private Partnerships:** Collaborative efforts between the public and private sectors to drive innovation and ensure the portal meets user needs.
- **Continuous Improvement:** Regular feedback from users and stakeholders is used to make ongoing improvements to the portal.

Conclusion

The Botswana Trade Portal demonstrates how digital innovation may transform trade facilitation in emerging nations. By providing a compre-

hensive, efficient, and transparent platform, the portal not only improves the trade environment in Botswana, but also sets a standard for developing countries. As digital revolution continues to shape global commerce, efforts such as the Botswana Trade Portal will be critical in boosting economic growth and promoting international trade.

The Botswana Trade Portal can be accessed online through the internet by visiting the official website at www.botswanatradeportal.org.bw or contact Botswana Investment & Trade Centre at (+267) 363 3301 for more information.

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Trade Information Portals (ECE/TRADE/465)



Author Bio: Mogakolodi Olefile is an Information technology Expert with over a decade of experience in Data Management, international trade, and economic development. Specializing in digital trade facilitation, Olefile has worked with various government entities and international organizations to implement innovative trade solutions.

USING A DECISION SUPPORT MODEL TO IDENTIFY EXPORT OPPORTUNITIES FOR BOTSWANA

Why does a country really export?

Exporting makes a significant contribution to several key economic development outcomes, such as:

- Employment,
- The trade balance,
- Economic growth and
- Standard of living

Why does a company need to Export?

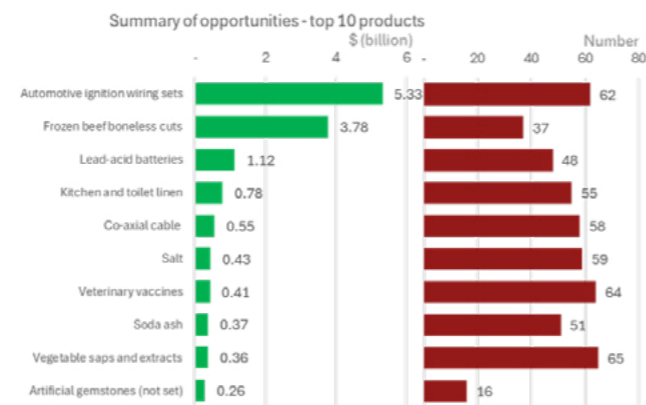
Market expansion (explore growth opportunities in different markets,

- Exposure to new ideas
- Exposure to world technology, designs
- Counter competition locally
- Improved competitiveness

Ever dream about branching out into new potential overseas markets? So where do you start? As with any new business venture, you need to first assess the market potential of your products and know your competitors.

The following resources offer a wealth of information on international trade and potential export opportunities. These are Global Trade Atlas, ITC market analysis tools and Decision Support Model and. The latter, analytical tool, incorporating a thorough screening process that facilitates systematic export market selection through the identification of realistic export opportunities for companies wanting to expand their footprints into foreign markets.

From the system export opportunities for Botswana based exporters are identified across a wide range of products and global markets. Further, product opportunities are evaluated from the perspective of proven existing export capabilities for Botswana and as such are therefore deemed to be focused on short-term export promotion



opportunities from a product perspective.

From a target-market perspective the potential destinations identified are completely 'new' or 'under-served' but deemed relatively accessible to exporters from Botswana. Hence these markets will contribute to diversifying the export trading partners basket for exporters and also for the Botswana economy and in this way not only help to grow exports, but also help mitigate trade partner concentration risk for the Botswana economy.



LET BOTSWANA TRADE PORTAL BE YOUR NATIONAL ENQUIRY POINT FOR ALL YOUR TRADE ISSUES

Submit your trade issues through Botswana Trade Portal, and get them resolved within 3 days.



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