

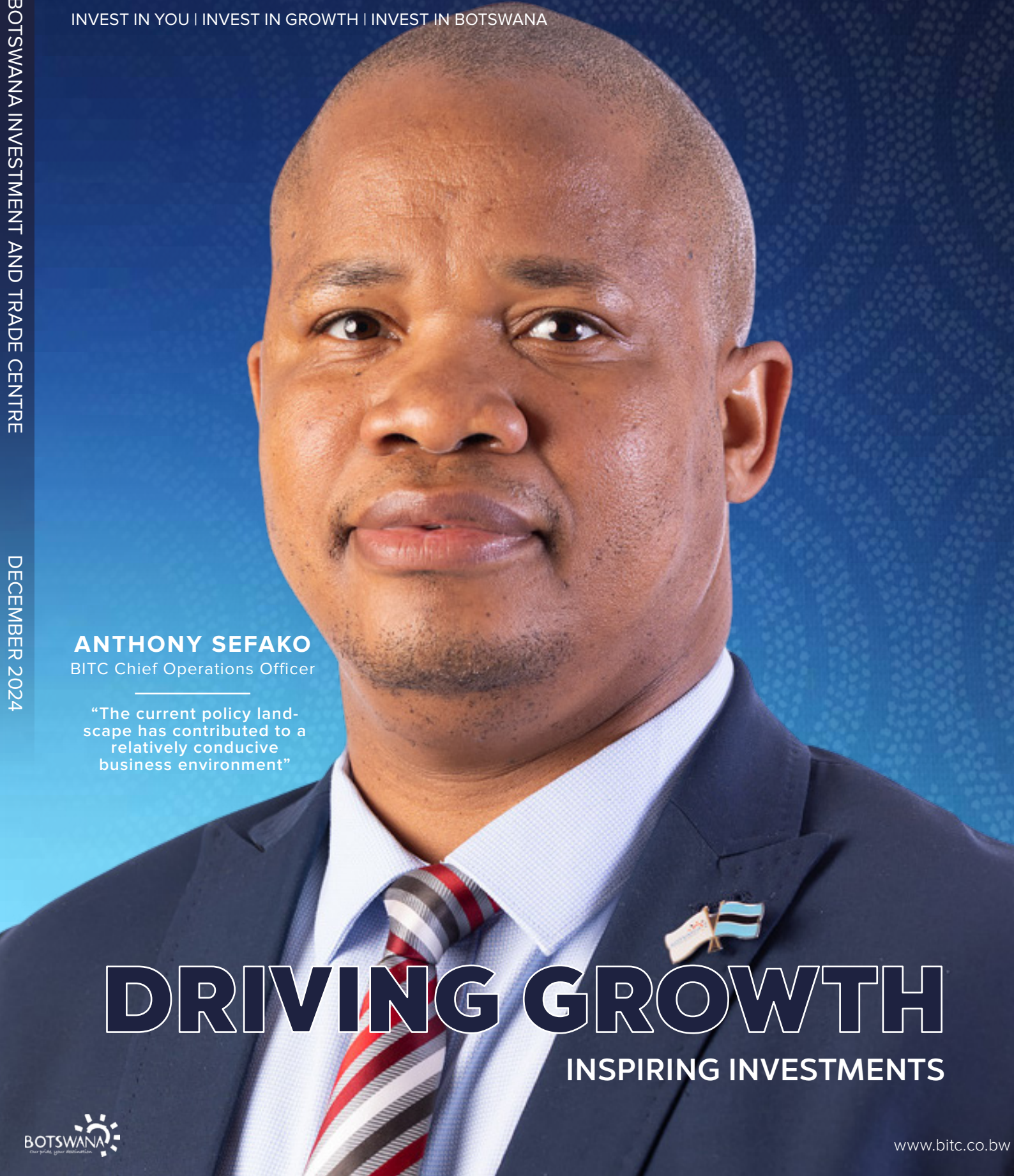


BOTSWANA INVESTMENT & TRADE CENTRE

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BOTSWANA INVESTMENT AND TRADE CENTRE

DECEMBER 2024



ANTHONY SEFAKO
BITC Chief Operations Officer

“The current policy landscape has contributed to a relatively conducive business environment”

DRIVING GROWTH

INSPIRING INVESTMENTS

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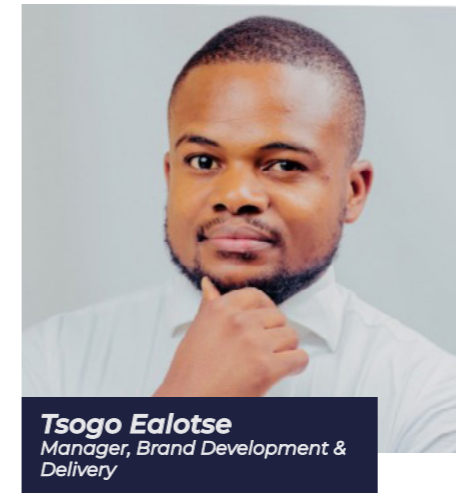
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EDITOR'S NOTE

Welcome to the second issue of the BITC Newsletter. In this edition, we have the privilege of sitting down with our Chief Operations Officer, Mr. Anthony Sefako, who shares his insights on the current business climate in Botswana and discusses strategies for attracting investors in an evolving economic environment.

This issue also highlights an important development aimed at simplifying the process of doing business in Botswana: the Botswana One Stop Service Centre (BOSSC) now offers visa issuance services, enhancing efficiency for investors and businesses alike.

Additionally, we provide an overview of the Supplier Development Programme (SDP), which has gained significant momentum as a key strategy for

driving economic growth. The SDP strengthens the linkages between local suppliers and larger firms, including government, private corporations, and multinational companies.

BITC continues to play a vital role in promoting domestic investment in Botswana. This issue celebrates the success stories of domestic investors, underscoring our commitment to citizen economic empowerment, sustainable job creation, economic diversification, and the building of productive capacity for local investors.

We also take a closer look at the Market Intelligence Unit, which plays a crucial role in BITC's performance. This unit helps generate evidence-based insights that are essential for attracting foreign direct investment and facilitating exports to regional and international markets.

Finally, we explore the power of sport in shaping a nation's brand. Sport has an unparalleled ability to unite people and foster national pride. Every significant sporting achievement brings us together, transcending all other differences and reinforcing our collective identity as a nation.

As we approach the festive season, we encourage you to continue supporting local businesses and enjoy the holiday season to the fullest.

Happy reading!

DRIVING INVESTMENT IN BOTSWANA WITH BITC COO ANTHONY SEFAKO

In the dynamic landscape of global trade and investment, Botswana stands as a beacon of stability and opportunity, driven by leaders with vision and resilience. One such leader is Mr. Anthony Sefako, the Chief Operations Officer (COO) of the Botswana Investment and Trade Centre (BITC). With nearly three decades of experience in trade, investment, commerce, and industry, Mr. Sefako has become a pivotal figure in steering Botswana towards economic diversification and growth.



A Journey Rooted in Excellence

Mr. Sefako's career is a testament to unwavering commitment and strategic foresight. Reflecting on his professional trajectory, he shares, "My journey to this role has been defined by a passion for learning, a dedication to operational excellence, and a focus on creating value for stakeholders. From early roles in trade and investment to higher leadership positions, every step has been a building block towards this moment."

Mentorship has played a significant role in shaping his leadership style. "I have been fortunate to receive guidance from visionary leaders like my late boss, Reginald Selelo, **may his soul rest in peace**. His ability to amongst others balance risk with opportunity profoundly influenced my approach and path to trade and investment issues," he explains.

The Mission of BITC

As COO, Mr. Sefako oversees the operational and strategic initiatives of BITC, ensuring that the organization meets its mission of promoting investment and trade while fostering economic growth. "In addition, my role entails integrating resources, processes, and people to deliver impactful results. This includes everything from financial planning to stakeholder engagement, all geared toward sustainable development," he emphasizes.

The BITC focuses on unlocking opportunities across diverse sectors, leveraging Botswana's unique strengths. Mr. Sefako highlights, "We aim to position Botswana as a hub for trade and investment, tapping into sectors like renewable energy, tourism, agriculture, and technology to drive diversification and resilience."

Challenges and Opportunities

While Botswana presents a favorable investment climate, challenges remain. "Economic diversification is our most pressing issue," Mr. Sefako admits. "Over-reliance on diamonds makes us vulnerable to global market shifts. We are actively promoting other sectors such as tourism, agriculture, and renewable energy to reduce this dependency."

The regulatory environment, while generally stable and transparent, can sometimes involve bureaucratic hurdles that slow down the investment process. Investors often seek streamlined processes for licensing, land acquisition, and compliance to facilitate smoother entry into the market. As a way of addressing this challenge BITC launched the Botswana One Stop Service Centre (BOSSC) in 2017. This facility houses relevant government agencies under one roof as a single cohesive structure to provide prompt, efficient and transparent services to investors, both local and foreign. The overarching objective is to facilitate the admission, operation, and expansion of business in Botswana by removing or reducing administrative delays in the obtaining of approvals, licenses, permits, and clearances from relevant government agencies. BOSSC provides the "first leg" facilitation services to investors for their admission and growth in Botswana.

Mr. Sefako sees immense potential. "Botswana's solar energy potential, strategic location within SADC, and burgeoning tourism sector are just the tip of the iceberg. With the right investments and policies, the opportunities are boundless."

A Vision for Investment

Mr. Sefako is resolute in his belief that Botswana is Mr. Sefako is resolute in his belief that Botswana is uniquely positioned for growth. "Botswana offers unparalleled stability, a transparent regulatory framework, a continental market access of over 1.3 billion people and a combined GDP of approximately US\$ 3.4 trillion. It is a fertile ground for investors seeking both security and opportunity," he says.

He calls on potential investors to see Botswana not just as a destination but as a partner. "Investing in Botswana means contributing to a vision of sustainable growth and prosperity. Whether it's renewable energy, eco-tourism, or technology, Botswana offers a platform for transformative investments."

As Botswana continues to evolve, BITC is ensuring that the nation remains a compelling destination for global investment. With a clear vision and steadfast leadership, Botswana's story is one of growth, resilience, and boundless potential.



BITC PERFORMANCE DRIVEN BY RESEARCH & INTELLIGENCE

By Kabo Sebele

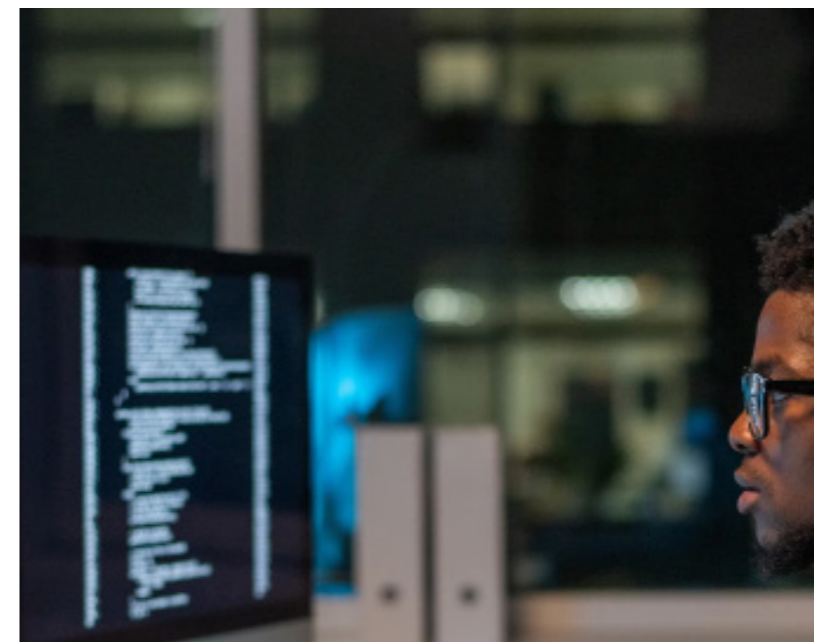
Business Intelligence is one of the core strategic drivers of BITC mandate. The Centre aspires to be an intelligence-led organization, and this places huge responsibility on its business intelligence function to formulate evidence-led outputs to make BITC effective in attracting foreign direct investment and facilitation of exports into regional and international markets.

To achieve this feat, BITC subscribes to various market intelligence platforms to position it at the apex when it comes to investor targeting and lead generation, sector analysis and market forecasting, export market insights and generation of vital trade statistics for merchandise trade amongst others. In the execution of our strategy, the intelligence insights are often premised on the following core areas.

- **Market Intelligence Platforms** – working in collaboration with international stakeholders such as the Northwest University, Potchefstroom, has enabled the organization to customize the Decision Support model for Botswana. Every year the team works to update the model and its filters to respond to the complexities of the trade environment. Other intelligence platforms include, FDI markets for investor signals, Global Trade Atlas, ITC market Analysis tools, Who-owns-who.
- **Investor signals and lead generation** – this allows BITC to follow companies as they plan to expand their businesses to new markets. For investor targeting, the Centre is able to develop targeted company value propositions to respond to the needs of the investors and position Botswana ahead of her regional competitors. Some of the successful company value propositions that were developed include Pasdec (now Delta Automotive Technologies) in 2014; VW Africa Group (automotive sector) to mention but a few.
- **Development of Company & Country Profiles** – often informs and positions the Centre during FDI

promotion on which sectors and companies to target.

- **Conduct sector studies and sector value propositions** – BITC has conducted several sector studies in the areas of ICT, pharmaceuticals, and automotive sector.
- **Sector Value propositions** – were conducted for automotive, beef and beef derivatives, cargo & logistics, Soda Ash, Coal, Financial and Business services etc. one of the key emerging strategies pursued by the Centre is around project origination, which mandates the department to profile and package projects for promotion.
- **Surveys** – BITC is responsible for undertaking different types of surveys, internal and external, to transform feedback into data for decision making process. Some of the surveys that are being conducted by the



department include, customer satisfaction surveys, Global Expo survey, Brand awareness surveys, Export audits amongst others. They can either be conducted through physical interviews or online.

- Provision of business or market information (GDP growth, Inflation, Interest rate, Doing business, turnover).
- Domestic investment – BITC was key in the development of Regional Mapping study that resulted in the formulation of LED strategy by UNDP and the Ministry of Local Government in 2013. To date the regional mapping study is one of the key national documents being referenced and the department has plans to update the data.
- Market Surveys – the Department support export of locally manufactured products into regional markets and beyond, by conducting market surveys.

Policy Advocacy

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;

- Incentives for Delta Automotive Technologies;
- Board of Investment Proposal (with MTI, SEZA and SPEDU) – resulted in the establishment of BOI;
- New Sector Incentives proposal was completed and being considered at Ministry level; and
- Existing Industry and Investment Incentives (in collaboration with MTI, SEZA and SPEDU).

The market intelligence information pinpoints and informs the companies strategies on which markets offer potential, understanding logistics and regulatory environment, potential buyers and suppliers. Thus, informing their exporting strategy. Further, it assists companies to expand and diversify their products, informed by insights on available investment opportunities and after care services.

THE POWER OF SPORT ON A NATION BRAND

By Thuso Palai

To some, sport is a past time. To some, sport is a career and source of livelihood. To some, sport is a by-the-way. To some, sport is entertainment. All the same, SPORT is forever present around us, as individuals or as a nation. At one point or another, we have all interacted with sport. At one point or another we have all played sport, participated in a sporting event, watched a sporting event and even engaged and argued about sport. One way or another, we all interact with sport in some way on a daily basis.

Botswana is a relatively unknown country the world over. Interestingly, research (Nation Brand Index rankings) has shown that the vast majority of the minority that knows about Botswana mostly know of it in a positive light. On the other hand, there are some countries that are widely known, but majority of those who know about those countries know of those countries in a negative light. This is very important to note as we explore the status of our nation brand. Sport has played a big role in profiling and creating awareness of Botswana. It is a powerful 'advert' for the country as evidenced by recent attention on the country garnered through Botswana sporting heroes' exploits. Sport therefore plays a significant role in branding and positioning the country. It is through our sports heroes exploits that some people get to know and research about Botswana.

Sport also contributes to a country's image and reputation, as athletes' performance at global level can influence people's perceptions about that country.

Sport as a unifier

Sport goes a long way in unifying a nation and invoking a sense of pride. Whenever there is a great sporting achievement, we come together as a nation to celebrate that achievement. It is through sport that we lose all our other affiliations and come together as a nation. Who can ever forget the time when the Zebras qualified for its maiden AFCON finals. Who can ever forget that Isaac Makwala 'my heart is white' solo run. Who can ever forget that moment when Nijel Amos won Botswana's first ever Olympic medal. Who can forget that time when Ross Branch rode Botswana's flag across the Dakar Rally finish line. Who can

forget that time when the Mares made their maiden appearance at WAFCON. And most recently, who can forget that moment when Letsile Tebogo won Botswana first ever Olympic Gold medal. All these are no child's play. These achievements rallied the nation together and we were ONE, celebrating a common cause. At those times, our pride and patriotism were at an all time high. We shelved our differences, - political, religious, status, racial, economic, etc, and celebrated as one. There was a sense of belonging to a larger grouping being BOTSWANA. That is the power of sport, a UNIFIER.

On the social front, sport goes a long way in shaping Lives. Some are kept away from ills because of involvement or participation in sport. Sport keeps youth away from social ills and gives them hope for the future. Sport presents an opportunity for young people

to look forward to the future. I'm certain there are some youngsters right now in some remote village who were inspired by Tebogo Letsile's recent exploits at the Paris Olympics and now has hope for the future that they can reach those same heights. Through involvement in sport, we can have a healthier population.

Propelling the Nation brand

A small country that we are, with limited resources to compete with the big powerhouses with big budgets, we struggle to make a major impact when it comes to marketing spend on international global platforms. Notwithstanding that, there are other avenues that have played a big role in profiling and promoting Botswana globally, and one of those is SPORT. From way back, sport has always played a significant role in awareness creation of countries. There are some countries that we mostly know of because of their sporting prowess. This shows the impact and influence of sport in creating country global awareness. It is therefore paramount that Nations invest in sport for their athletes to compete and excel at international sporting events, as this can be a quicker and more effective way to reach a wide global audience. There is no better advertisement than a Tebogo Letsile winning a Gold medal at the biggest sporting event in the world or a Ross Branch crossing the Dakar Rally finish line. Through their exploits, not only them, but all our sports heroes who excel at major international competitions, they go a long way in getting the Botswana BRAND to greater heights. They create interest and talkability about the Botswana BRAND.

Contribution to economic growth

Sport is a source of employment and livelihood for most and this contributes positively to the economy. Botswana's economy is relatively stable and Sport can go a long way in boosting the country's economy and diversifying the economy. Sport is an industry on its own and has a marked notable value chain that Botswana can tap into. These are interconnected activities

around sports that can be commercialised. These include sporting events management, sports tourism, media and broadcasting, merchandising and licensing, facilities and infrastructure and even personal endorsements and sponsorships.

Sports tourism contributes a great deal to economic empowerment and growth. Hosting international sporting events attracts a large global audience, both physically and remotely, and this stimulates activity in the local economy. This is mainly through spend in the hospitality, transport, catering, retail, logistics etc sectors. There is also bound to be infrastructure development, which in turn will create employment.

Media is another sector that can grow immensely. Increased coverage through television, radio, print, and digital media platforms raises the profile of a country, generating interest on what that country offers. This will in turn stimulate greater interest on the country. Some countries have taken deliberate Policy decision to host at least one major international sports event every 3 years. This keeps the country relevant and consistently in the news, and this ensures that there is sustained attention on that particular country. The economic returns that accrue due to hosting international sporting events is huge, looking at the number of patrons that attend these events. Botswana has been hosting major international conferences successfully and my wish is to have Botswana host major sporting events, as these attract larger audiences. This will in some way 'force' infrastructure development in the form of stadia/sports arenas, increased beds in the hospitality sector as well as road, rail and air connectivity. Those are positives that come with hosting international sport events. I will not go into the unsuccessful Africa Cup of Nations, bid but that was to be a game changer. Research has shown that tourists and indeed investors the world over, consider visiting or investing in countries that they know off and have in some way interacted with, either in person, physically, through word-of-mouth,

through any sort of marketing or promotion encountered, or through the world wide web. This is the awareness that sport creates. Sport, and our sporting heroes' exploits on the international stages, have to a large extent contributed to attracting tourists and potential investors to Botswana.

In conclusion, it is evident that sport is more than just fun and games, it is a business. It is an outlet. It is source of employment and livelihood. It is a powerful tool that has a great impact on a nation's brand. It is a powerful tool that has a great impact on a country's economy. From its impact on the economy, on lives, on infrastructure development, on stimulating national unity, the impact on a nation's brand is immense.



THE SUPPLIER DEVELOPMENT PROGRAMME: EMPOWERING LOCAL BUSINESSES AND ENHANCING MARKET ACCESS

The Supplier Development Programme (SDP) is an initiative that has gained momentum as a strategic tool to foster economic growth by strengthening the linkages between local suppliers and larger firms, including government, private corporations, and multinational companies. In Botswana, the Supplier Development Programme has become a cornerstone in efforts to boost local businesses and provide market access, with the overarching goal of driving industrialization and economic diversification.

As part of Botswana's economic development strategy, the SDP is aimed at increasing the competitiveness of local companies by building their capacity to meet the requirements of larger buyers, thus facilitating their entry into new markets. By addressing critical challenges that local suppliers often face—such as limited access to capital, technical know-how, and market linkages—the SDP empowers local firms to grow, compete, and thrive in both domestic and international markets.

One of the central objectives of the Supplier Development Programme is to improve market access for local businesses. In Botswana, many small and medium enterprises (SMEs) have historically struggled to secure significant contracts with large firms due to the stringent supplier requirements set by these buyers. This has limited their ability to scale and reach new markets. The SDP tackles this by providing local suppliers with tailored support, including capacity-building programs, financial assistance, and mentorship opportunities, helping them meet the quality and efficiency standards required by larger buyers.

Moreover, the SDP creates a structured platform for dialogue between suppliers and buyers, fostering collaboration and ensuring that local companies are positioned to participate in supply chains that were previously inaccessible. This has opened up new opportunities for SMEs to secure contracts with both public and private sector entities, leading to increased revenue, job creation, and the development of local industries.

The Supplier Development Programme is more than just a vehicle for improving market access—it plays a critical role in supporting Botswana's long-term economic growth. By nurturing local businesses and integrating them into high-value supply chains, the SDP contributes to the country's industrialization efforts. This, in turn, reduces the reliance on imports, promotes self-sufficiency, and enhances the competitiveness of Botswana's economy on a global scale.

Additionally, by promoting local sourcing, the SDP helps to retain value within the country's economy, ensuring that the benefits of economic growth are more widely distributed. Large corporations, for instance, are incentivized to source locally, thereby reducing their supply chain risks while simultaneously supporting the development of Botswana's SMEs.

An often-overlooked benefit of the Supplier Development Programme is its role in addressing skills gaps within the local business community. Through collaboration with various stakeholders, including government agencies, educational institutions, and development partners, the SDP provides training and skills development to local suppliers. This ensures that they are not only able to meet current demand but are also equipped to adapt to future market needs.

Furthermore, the SDP encourages infrastructure development as local businesses invest in upgrading their operations to meet the requirements of international buyers. This results in improved production capacities, technological advancements, and the creation of more resilient supply chains.

The Supplier Development Programme is a vital tool in Botswana's journey towards economic diversification and sustainable growth. By providing local companies with the tools, knowledge, and access they need to integrate into larger supply chains, the SDP is fostering a more inclusive economy. As Botswana Investment & Trade Centre (BITC) continues to champion initiatives like the SDP, the nation is poised to see a significant boost in local business development, job creation, and overall economic resilience.

Through this proactive approach, Botswana is not only developing its local businesses but is also positioning itself as a competitive player in regional and global markets.

OFFICE CLOSURE NOTICE

To our valued Stakeholders and Clients

**Our offices will be close for business from the 18th of December 2024.
We will resume business on the 6th of January 2025.**

The management and staff at BITC extend their warmest wishes for a joyful and safe holiday season! We hope your celebrations are filled with happiness, laughter, and gratitude. Here's to a successful New Year ahead!

For any urgent matter during this period, we are available at the platforms below

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UNLOCKING LOCAL POTENTIAL:

CELEBRATING SUCCESS STORIES OF DOMESTIC INVESTMENT IN BOTSWANA

Botswana Investment and Trade Centre (BITC) promotes domestic investment in all the priority sectors pronounced by Government. Domestic investment is facilitation of citizens to invest in production of goods and services preferably using domestic sources of financing or holding controlling stakes in domestic companies. The aim of domestic investment is to promote citizen economic empowerment, create sustainable employment, promote economic growth and diversification and building productive capacity of domestic investors.

Over the years, and since institutionalisation of BITC in 2013, there has been many success stories resultant from domestic investment promotion and attraction initiatives by BITC. Many companies were facilitated to set up across various sectors of the economy and these include Medical Devices Botswana, Kwenantle Farms, Kwadiwa Ranch, Strides of Success, JP Roos, Tano Digital Solutions Botswana, and Okavango Gin among others.

Generally, the performance of domestic investment has been satisfactory. A five-year analysis shows that DI has been above target except for the years 2019/2020 and 2020/2021. Notably, the latter was largely influenced by the advent of COVID-19 pandemic which disrupted production plans across various sectors due to restrictions in movement of people.

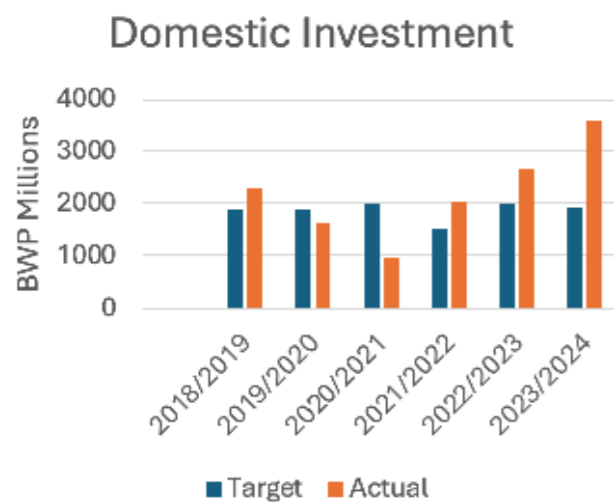
DI recovered in subsequent years due to implementation of economic recovery measures introduced by Government including industrial relief measures targeted toward local companies.

In terms of sectoral performance and based on 2023/2024 data, services (including minerals) perform better than other Agribusiness or Manufacturing, in terms of both investment BWP value terms and number of companies facilitated by BITC. However, performance by all sectors that are promoted by BITC is above target which shows that initiatives by BITC to promote DI are effective.

All sectors of the economy show big potential with many opportunities identified across different value chains in the services, agribusiness and manufacturing sectors. Services (including mining) potential is leveraged on Botswana's huge natural resource endowment and transformation towards a knowledge-based economy, digital transformation and Government's commitment to promote services sector as an initiative for economic diversification.

Opportunities for domestic investment in Agribusiness are plenty across different sub sector value chains and are supported by Government pronouncement on horticultural import ban, Temo Letlotlo and Thuo Letlotlo among others. Manufacturing domestic investment opportunities are encouraged by availability of manufacturing incentives, Government procurement and preferential procurement by mining companies and other large corporations which support citizen economic inclusion.

BITC continues to promote domestic investment through its current Strategy Plan 2022-2026 and adaptation to Government pronouncements, policies and programmes as informed by continuous scanning of BITC operating environment and how it affects DI.



Mr. Gothusang Cobra Molatlhegi

BITC NOW OFFERING

VISA SERVICES THROUGH BOSSC

In a positive development that enhances the ease of doing business in Botswana, the Botswana Investment and Trade Centre (BITC) is now providing visa issuance services through the Botswana One Stop Service Centre (BOSSC).

This addition is part of BITC's ongoing commitment to improve investor support and make business operations in Botswana more convenient. By integrating visa services into its wide array of investor solutions, BITC aims to streamline processes and ensure that investors have a smooth experience when setting up or expanding their businesses in the country.

Whether it involves residence permits, work permits, or other visas, BITC is dedicated to being a trusted partner in business success. With this new initiative, BITC continues to uphold a high standard of exceptional service and further solidifies Botswana's status as a premier investment destination.



SEASONS GREETINGS

The Botswana Investment and Trade Centre wishes all its valued clients, stakeholders and partners a restful and peaceful holiday season. May you all take this time to rest and reflect on the year gone past and also think forward to a positive 2025.

BITC would like to thank you for the contribution you have made in achieving its mandate in growing the economy of Botswana.

Happy New Year to all.

REPORT TO BITC'S FRAUD AND ETHICS HOTLINE

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