

TRADE HUB HAPPENINGS



*A monthly update of upcoming activities and recent progress from the USAID Trade Hub in Gaborone, Botswana
August 2006*

Hub Highlights

- After the launch of the USAID Trade Hub's educational film series on trade issues at the Trade Hub's Regional Business Environment Roundtable in Johannesburg, South Africa, on May 23, and the showing of two of the films at the AGOA Ministerial Forum in Washington, DC in June, the Trade Hub has received numerous requests for showings of the five films. To date, close to 900 people have seen the films at a variety of events both in the Southern African region and internationally. To obtain more information about the Trade Issues Film Series, or to discuss a showing or development of a workshop program around the films, please contact Lisa Yarmoshuk at lyarmoshuk@satradehub.org.
- On July 25 the USAID Trade Hub received the new Mission Director of USAID / Southern Africa, Erna Kerst, Supervisory General Development Officer, Michael Kerst, and the new U.S. Embassy Deputy Chief of Mission, Philip Drouin for a briefing on the Trade Hub's activities and a tour of the facilities.
- As a result of continued efforts by the Trade Hub to expand regional export products, a South African-based retailer has agreed to buy sweet melons and watermelons grown in Botswana during the coming months.

August 2006 Trade Hub Events

- 1-5** Craig Carlson, Agribusiness Advisor, and Amanda Hilligas, AGOA Advisor, will travel to Namibia for a series of meetings with both governmental and for-profit organizations. Emphasis will be placed on AGOA (African Growth and Opportunity Act) diversification and agribusiness-based exports.
- 7-8** Ranga Munyaradzi and Robert Struthers, World Customs Organization, together with the Mozambique Time Release Study (TRS) Working Group, will finalize the Mozambique National Report on the TRS and follow-up Action Plan and will officially submit these to the Mozambique Customs Director-General.
- 6-9** Paulina Elago, Trade Facilitation and Capacity Building (TFCB) Deputy Director, will represent the Trade Hub at the 9th National Business Conference in Francistown, Botswana. The theme of the event will be "From Wealth Distribution to Wealth Creation: Implementing Botswana's New Economic Drive".
- 9-10** Amanda Hilligas and Lisa Yarmoshuk, Director, TFCB, will attend the West Africa Regional AGOA Workshop in Accra, Ghana.
- 14-16** At the invitation of the SADC Council of NGOs, Paulina Elago will attend the Civil Society Forum in Maseru, Lesotho, prior to the Southern Africa Development Community (SADC) Summit. The theme for the forum is Democratic Governances and Regional Economic Integration.
- 21-25** Craig Carlson and Amanda Hilligas will travel to Zambia at the invitation of the U.S. Embassy to participate in meetings and advance activities in agriculture and AGOA.
- 29-30** Craig Carlson will attend AllFresh 2006, a conference for fresh vegetable and fruit producers from throughout the region to be held in South Africa.

In June 2002, the US Agency for Development (USAID) established the Southern Africa Global Competitiveness Hub in Gaborone, Botswana to respond to President's Bush's new trade initiative for Africa. The Trade Hub helps Southern Africa take full advantage of the increased trading opportunities available through duty free access to the US economy under the African Growth and Opportunity Act (AGOA). The Trade Hub:

- brings together American and African businesses;
- enhances the competitiveness of African products and services;
- expands the role that trade can play in African poverty reduction strategies;
- improves the delivery of public services supporting trade;
- builds African capacity for trade policy formulation and implementation; and
- strengthens the enabling environment for African businesses.

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AGOA



The annual AGOA Forum Ministerial Meetings took place in Washington, D.C., from June 6-7. The USAID Trade Hub sponsored several participants from Southern Africa.

- The USAID Trade Hub will sponsor four companies from Lesotho, Swaziland and Botswana to attend the Material World Textile and Apparel Show in New York City in September. The show, produced by Urban Expositions and America's leading apparel trade association, the American Apparel and Footwear Association, is the premier show of the U.S. textile and apparel industry. An Africa Pavilion will be featured at this trade show and will present a critical mass of competent, world-class companies supplying the global apparel trade. Each country and company will maintain its own unique identity within the pavilion.
- Amanda Hilligas, the USAID Trade Hub's AGOA Advisor, and Lisa Yarmoshuk, Director, Trade Facilitation and Capacity Building (TFCB), will attend the West Africa Regional AGOA Workshop held in Accra, Ghana, from August 9 to 10. The meetings represent the second in a series and follow-up to the November 2005 event held in Addis Ababa, Ethiopia. The Southern Africa Regional AGOA Forum will be held in Cape Town, South Africa, in October 2006, and will focus on processed agriculture products.
- Amanda Hilligas will travel to Zambia in August at the invitation of the U.S. Embassy in Lusaka to participate in meetings, capacity building and outreach to local businesspeople in conjunction with officials from the U.S. Department of Commerce and U.S. Trade and Development Agency (USTDA).

Trade Competitiveness (TC)



Rich pickings for all: Farm workers on one of the farms that participated in the successful USAID Trade Hub-sponsored melon field trials

Exportable Agricultural Products

- Craig Carlson, Agribusiness Advisor, and Amanda Hilligas will travel to Namibia the first week of August to discuss work in the seafood and agriculture industries. They will meet with companies with prospects of exporting under AGOA, stakeholders from trade associations, the Government of Namibia and U.S. Government officials. This travel is partially in response to a request from the Ministry of Trade and Industry of Namibia.
- Craig Carlson will attend the All Fresh Fruit and Vegetable Conference in South Africa during the last week of August. This conference is aimed at suppliers and producers from throughout Southern Africa, and the idea is for suppliers to communicate innovation with others in the supply chain, and for producers to receive information on innovation and changes in the industry and network with suppliers and other producers (For more information about this event, please see www.allfresh.co.za)
- During August the USAID Trade Hub will assist melon farmers around Gaborone to procure seeds for the next planting cycle which is scheduled to start in August/September in order to fulfill a supply contract with a South African retailer. The Trade Hub's agricultural expert, Mario Bacchiocchi, will also meet with farmers to discuss planting schedules and techniques as well as delivery schedules.



The busy Port of Durban in South Africa

Customs Modernization and Transport Facilitation

- From August 7 to 8, Ranga Munyaradzi, Senior Customs Advisor, and Robert Struthers, World Customs Organization (WCO), together with the Mozambique Time Release Study (TRS) Working Group will finalize the Mozambique National Report on the TRS and follow-up Action Plan and officially submit this to the Mozambique Customs Director-General.
- Ranga Munyaradzi will continue with consultations with relevant stakeholders on the development of one – stop joint control border posts on the Mozambique / South Africa and Mozambique / Malawi border posts.
- Ranga Munyaradzi and Evans Marowa, Transport Advisor, will facilitate follow-up on the implementation of the Customs and Transport Action Plans for the Trans Kalahari and Dar es Salaam Corridors.
- Bridget Chilala, Trade Capacity Building Director, Ranga Munyaradzi and Evans Marowa, Transport Advisor, will commence preparations for a review of tools to be used in the forthcoming Assessment of Status of Trade Facilitation in Angola.
- From August 30 to 31, Ranga Munyaradzi will facilitate a meeting in Zambia of the TKC and Dar Corridor Customs Working Groups, which will review and roll-out the TKC Customs Transit Procedures and Single Administrative Document (SAD 500) to Zambia through the Trans Caprivi Corridor and through Botswana at the Kazungula Ferry.
- Evans Marowa will follow up on activities to recruit the Program Coordinator for the Trans-Kalahari Corridor (TKC) Secretariat. The goal is to fill the position by September 1.
- Evans Marowa will finalize the contracting arrangements for the recruitment of Mike Pinard as a short term consultant to review the Martin's Drift-Grobler's Bridge pilot cross border (Botswana – South Africa) overload control project. He will also develop and implement an action plan to roll out this system along the TKC and on the North-South Corridor at the Kazungula Ferry border post (Botswana – Zambia).
- Evans Marowa will follow up on a request for support to the Maputo Corridor Logistics Initiative (MCLI) to develop an institutional framework for the Maputo Corridor encompassing public and private sector stakeholders in Mozambique, South Africa and Swaziland, with the MCLI functioning as the corridor secretariat.
- Ranga Munyaradzi will coordinate with the USAID mission in Malawi to organize a meeting during the month of September in Lilongwe, Malawi, to present the Action Plan for implementing the recommendations from the Time Release Study (TRS) Report to stakeholders.

Outreach and Dialogue for Competitiveness

- The Trade Hub will finalize the distribution strategy for its new Trade Issues Film Series, including working with government and private sector partners throughout the region to organize national showings, workshops and seminars around the films.

Trade Facilitation and Capacity Building (TFCB)



The busy Port of Durban in South Africa

- During the month of July, the USAID Trade Hub will work with the Botswana Women in Business Association (WIBA) as it begins implementing the recommendations made in the Trade-Hub sponsored Microfinance Study for establishing a microcredit program for WIBA members.
- The Trade Hub will continue to work with the Botswana Confederation of Commerce, Industry & Manpower (BOCCIM) to develop a program of support for outreach and communications and membership capacity building, including support of the 9th National Business Conference in Francistown, Botswana, from August 7-9.
- The Trade Hub will also coordinate the activities of the Membership Campaign Coordinator contracted in June by the USAID Trade Hub to triple the membership of WIBA in four months. The first phase of the campaign is programmed to finish during the first week of August and will be concluded with a meeting of the WIBA Board of Directors around August 2.
- Gina van Schalkwyk, Information and Communications Coordinator, will continue working on the sixth issue of the USAID Trade Hub's quarterly newsletter *Inside Southern African Trade (INSAT)*, which will focus on Small and Medium Enterprises in Southern Africa.

Trade Capacity Building

- Bridget Chilala will continue to work in collaboration with the Economic Affairs Division of the Commonwealth Secretariat to organize a training program in trade negotiations for the public and private sectors in Botswana from September 18 to 23. The program will focus on trade negotiating skills, the Agreement on Agriculture, and negotiations of the Agreement both at the World Trade Organization (WTO) and under the SADC EPA (Economic Partnership Agreement) negotiations, as well as trade data analysis using UNCTAD (United Nations Conference on Trade and Development) WITS/TRAINS tools.
- Ms. Chilala will continue to work on a summary document of the status of trade facilitation in Zambia to be posted on the Trade Hub's web site.
- John Henwood, a Swazi lawyer contracted by the Trade Hub, will continue to work on the production of a compendium of trade and commerce laws in Swaziland for the Chamber of Commerce in Swaziland. Once finalized, the compendium will serve as tool for the Chamber's outreach work in addition to facilitating private sector compliance with trade and commerce laws and regulations.
- Paulina Elago, TFCB Deputy Director, will finalize planning and preparation of a training course on Trade Policy and negotiation skills for the Department of Trade in Lesotho scheduled for the end of September. This training course forms part of the USAID Trade Hub's Trade Capacity Building (TCB) support program for the BLNS (Botswana, Lesotho, Namibia and Swaziland) countries.
- Paulina Elago held a meeting with Mr. Kiala Ngone Gabriel, the Director General of Industry in the Ministry of Industry of Angola, to discuss a proposed training course on rules of origin in Angola. She will continue to prepare for the training course during the month of August.

Trade Facilitation and Capacity Building (TFCB)



The busy Port of Durban in South Africa

- On August 2 Paulina Elago and Robert Kirk, Senior Vice President, The Services Group, in Arlington, Virginia, will attend a South African Institute for International Affairs (SAIIA) conference on South Africa's Trade Strategy which will be held in Johannesburg, South Africa.
- Paulina Elago will represent the USAID Trade Hub at the 9th National Business Conference in Francistown, Botswana, from August 7 to 9. Approximately 300 representatives from the Botswana business community will be present at the event during which one of the Trade Hub's educational films will be shown. The theme of the event will be "From Wealth Distribution to Wealth Creation: Implementing Botswana's New Economic Drive".
- At the invitation of the SADC Council of NGOs, Paulina Elago will represent the Trade Hub at the Council's Civil Society Forum scheduled for August 14 to 16 in Lesotho prior to the SADC Summit. The theme for the forum is Democratic Governance and Regional Economic Integration.
- Dr. Keith Jefferis, Economic Advisor to the USAID Trade Hub, will continue his advisory work with the Botswana Business and Economic Advisory Council (BEAC). The Council is preparing a set of economic and institutional reforms that will be presented to the Cabinet during 2006. He will also continue to work with the Botswana Institute for Development Policy Analysis (BIDPA) in preparing a number of policy briefs on export diversification issues.

Partnership for Food Industry Development / Fruits & Vegetables (PFID F&V)



Consultant with horticultural producers at the USAID Trade Hub

- The University of Botswana, National Food Technology Centre, and the Partnership for Food Industry Development-Fruits and Vegetables, Southern Africa (PFID F&V) held a workshop at the Trade Hub from July 10 to 14 on "Food Safety for Food Enterprises". The major objective was to increase the understanding of food safety requirements for the food industry and also impart good food practices to stakeholders. The workshop covered food plant sanitation, food manufacturing procedures, good agricultural practices and international food safety regulations. Twenty-five participants representing the private sector and government attended, and requested that it be held annually to help them keep abreast of changes that will affect their ability to compete in the global food industry. Workshop proceedings will be available shortly (For more information contact Dr. Jose Jackson-Malete at the University of Botswana, maletej@mopipi.ub.bw).

Recent Highlights



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Events, High Level Visits, and Meetings

- On June 29, Bridget Chilala met with the Executive Director of the International Intellectual Property Institute, Eric Garduno, to explore possibilities for collaborating with them on Intellectual Property Rights (IPR) issues in the Southern African region.
- On July 4, Evans Marowa and Ranga Munyaradzi met with the Permanent Secretary in the Ministry of Works, Transport and Communications in Namibia to discuss their request for a trade facilitation program on the Trans Kunene Corridor from the port of Walvis Bay to Lubango in southern Angola. The Ministry agreed to approach its Angolan counterparts in order to make them aware of this initiative and secure their support in jointly processing the initiative with the Trade Hub.
- Ranga Munyaradzi and Evans Marowa facilitated a meeting of the Trans Kalahari Corridor Management Committee in Windhoek, Namibia, from July 4 to 6. During the meeting, action plans for the Customs and Transport Working Groups for the TKC were updated and the Management Committee agreed to establish a permanent secretariat for the TKC based in Windhoek. Commitment was also secured to finalize the recruitment of a Program Coordinator for the Secretariat who would begin on September 1. The Management Committee also requested Trade Hub technical assistance to roll-out TKC Procedures and the Single Administrative Document (SAD 500) in Angola and Zambia.
- Paulina Elago and Peter Nizette, team leader for the Namibia Tourism Investor Roadmap, presented the findings and recommendations of the Roadmap at a stakeholders' workshop on the July 6 in Windhoek. The event was officially opened by the Minister of Tourism and Environment and attended by about 75 participants including cabinet ministers, members of parliament, private sector operators in the tourism and related sectors, parastatals, and the media. The findings and recommendations were well received. The Trade Hub will continue to work with the Tourism Board and the Ministry of Tourism and Environment on implementing the recommendations.
- On July 6, Evans Marowa and Paulina Elago met with the Director for Trade Facilitation and Revenue Management at the Southern African Customs Union (SACU) Secretariat, Dumisani Mahlinza, to discuss possible areas of cooperation. A need was expressed for assistance in the areas of Customs and Transport activities for SACU Secretariat.
- Ranga Munyaradzi later held a follow up meeting with Mr. Mahlinza and the Director of Policy Planning and Research, Anton Faul, at the USAID Trade Hub's offices in Gaborone, Botswana on July 14. They discussed cooperation and coordination in the implementation of Trade Hub and SACU initiatives on trade facilitation. It was agreed to exchange additional notes on these initiatives with a view to identifying areas for joint implementation purposes.
- The Botswana Cattle Producers Association (BCPA) held a coordination meeting at the USAID Trade Hub on July 10. The Trade Hub continues to provide institutional and technical support to the BCPA and the Botswana beef and cattle industry as a whole.

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- On July 11, Dr. Joaquim Muafumba, Angolan Minister of Commerce, and other officials from the Angolan Government visited the USAID Trade Hub for a briefing on Trade Hub activities. The Trade Hub team spoke about the ongoing trade capacity building work they are doing in Angola and showed the film entitled *Trade Facilitation: Creating Faster & Cheaper Access to Markets*.
- Bridget Chilala and Paulina Elago attended the 32nd SADC Trade Negotiating Forum Meeting held in Botswana from July 11 to 14. Trade Ministers who met on July 14 noted the Draft Regional Customs Transit Bond Guarantee Chain Agreement and approved the piloting of this Agreement along selected corridors to test its functionality and suitability for use before approving the Agreement. Ms. Chilala and Ms. Elago also met with various delegations to discuss capacity building activities provided by the Trade Hub and also to follow up on verbal requests that some of these delegations had made.
- On July 13, Evans Marowa made a presentation to the American Chamber of Commerce in South Africa at their Offices at the Killarney Country Club in Johannesburg. The presentation which was requested by the Chamber highlighted the trade facilitation initiatives of the Trade Hub in the SADC region.
- On July 14, Evans Marowa met with the South African National Department of Transport at their headquarters in Pretoria. The main purpose was to meet with the officers who will be taking over responsibility for the Maputo Corridor and TKC activities on the South African side as part of its National Freight Logistics Strategy.
- Also on July 14, Evans Marowa and Lisa Yarmoshuk met with Helena McLeod, Regional Trade and Integration Advisor of the Department for International Development (DFID) of South Africa in Pretoria. The meeting focused on identifying potential areas of collaboration with DFID, especially the establishment of a One Stop Border Post at Lebombo-Ressano Garcia, and activities on the Trans Kunene Corridor.
- On July 17 and 18, Evans Marowa met with the Secretariat of the Northern Corridor Transit Transport Corridor Authority (NC TTCA) in Mombasa. The purpose of the meeting was to get full details on the operation of the tonnage levy system used to finance the corridor's secretariat with a view to using this experience on the TKC and the Dar es Salaam Corridor. This was combined with a tour of the Port of Mombasa from which the tonnage levy is collected and channeled to the NC TTCA.
- At the request of the Mauritius Ministry of Foreign Affairs, International Trade and Cooperation, Lisa Yarmoshuk attended a consultative meeting on Aid for Trade held in Mauritius from July 17 to 18.
- On July 19 and 20, Evans Marowa participated in the World Bank Sub-Saharan Africa Transport Policy Programme (WB SSATP) workshop of the Regional Economic Communities Transport Coordinating Committee (REC TCC) in Nairobi, Kenya. At the workshop, the REC TCC agreed to finance the establishment of a corridor observatory on the Dar es Salaam Corridor through the Trade Hub's coordination with the corridor interim secretariat. Support would also be provided for activities to strengthen the institutional structures of the corridor.

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- Senior International Economist in the Africa Office of the U.S. Department of Commerce, Becky Erkul, visited the Trade Hub on July 21 for a briefing on Trade Hub activities.
- Amanda Hilligas attended the European Union's Centre for Development Enterprise (CDE) business to business initiative on textiles and apparel from July 24 to 27. Companies from the SADC region gathered to discuss export opportunities within SADC, the EU and the United States. South Africa's Fashion Fair was held directly after the CDE meetings.
- On July 25 the USAID Trade Hub received the new Mission Director of USAID / Southern Africa, Erna Kerst, Supervisory General Development Officer, Michael Kerst, and the new U.S. Embassy Deputy Chief of Mission, Philip Drouin for a briefing on the Trade Hub's activities and a tour of the facilities.
- Norman Moleele, Deputy Executive Director of the Botswana Confederation of Commerce, Industry & Manpower (BOCCIM), met with Lisa Yarmoshuk and Martin Norman on July 26 to discuss plans for possible Trade Hub assistance with training for BOCCIM members and a needs assessment survey with funds from the Botswana Trust Fund.
- At the end of July, Barrett Hightower, a consultant, was in Botswana to finalize the AGOA resource CD. The CD, which is aimed at exporters interested in exporting to the United States, will include information about U.S. import requirements for the Food and Drug Administration (FDA), United States Customs, the U.S. Department of Agriculture and others. The CD will be distributed to USAID Missions and U.S. Embassies in Southern Africa (For more information, please contact ahilligas@satradehub.org).
- On July 28, the Trade Hub received the final version of the Action Plan for the Malawi Time Release Study (TRS) Report from the Malawi Revenue Authority (MRA) and approved by the Commissioner General of the MRA. Ranga Munyaradzi will coordinate with the USAID mission in Malawi to organize a meeting in Lilongwe, Malawi, to present the Action Plan to stakeholders.
- Robert Kirk and Ken Ames met with Chris Barltrop, Senior Financial Markets Advisor of USAID in Washington, DC, at the USAID Trade Hub on July 31 to discuss potential areas for regional support under the financial sector component of the African Growth and Competitiveness Initiative (AGCI).

Projects, Papers, Studies & Other Highlights

- The Trade Hub established a distribution system for the films under the Trade Issues Film Series, including working with government and private sector partners around the region to organize national showings, workshops and seminars around the films.
- Bridget Chilala finalized the report which compares the regional seed regulations with the individual national regulations for SACU and Zambia and submitted it to SADC Secretariat's Seed Security Network (SSSN) for comment and circulation to Member states in preparation for the meeting of officials from the Ministries of Agriculture and Trade scheduled for September 2006. Ms. Chilala will present the report, which was compiled by a short-term consultant, at this meeting.

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- Bridget Chilala, Ranga Munyaradzi, and Evans Marowa, Transport Advisor met with Ian Hunt of Logistics Training Services on July 25 to discuss ways of addressing the prevalence of fake transit discs on the Kazungula route.
- A South African-based retailer has agreed to buy sweet melons and watermelons grown in Botswana during the coming months. The melons will be grown by six farmers in and around Gaborone and represents follow-on to the trials undertaken by the USAID Trade Hub in 2005. It is anticipated that the first melons will be harvested and in the stores by November.
- Craig Carlson continued USAID Trade Hub involvement in developing supply sources for spices. In July the specific requirements of an Indian company interested in sourcing spices from Africa was disseminated to partners in the region. The Trade Hub will continue to provide both the suppliers and the buyers with contacts and information in an effort to facilitate transactions in this area. Immediate efforts will focus on facilitating communication between the Indian company and individual growers.
- Craig Carlson responded to a request for assistance by members of the Market Access for Sub-Tropicals (MAST) industry working group. The group was provided with information concerning current European Union regulations on Minimum Residue Levels (MRLs).
- Craig Carlson also provided assistance to an organic nut producer from Mozambique and a South African organic manufacturing company who are attempting to enter into a business relationship. The USAID Trade Hub provided these two organizations with information concerning importation procedures between the two countries. The same South African firm was provided with information connected to UK labeling requirements.
- The Trade Hub collaborated with WIBA in recruiting a Membership Campaign Coordinator who began working out of the USAID Trade Hub on June 26. She will be responsible for tripling WIBA membership in a four-month period.