

# TRADE HUB HAPPENINGS



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

## Hub Highlights

- After two years with the Trade Hub, Lisa Yarmoshuk, Director of Trade Facilitation and Capacity Building (TFCB), will be leaving the project at the end of October to assume a new position with Nathan Associates in London, UK. Maxine Kennett will replace her as Director, effective October 1. Mrs. Kennett is a qualified lawyer in the UK and a trade law expert with a Ph.D. in international law. She previously led the Trade Policy and Market Access Component of a USAID project for the Government of Iraq. Ms. Yarmoshuk will continue to be involved with the TFCB Project on a short-term technical basis.
- The Southern Africa AGOA Workshop entitled “Expanding Processed Food Exports under AGOA” will take place from October 11 to 12 in Cape Town, South Africa (for more information see “AGOA” section below).
- The USAID Trade Hub held a two-day Trade Facilitation Workshop in Pretoria, South Africa, on September 19 and 20 (for more information see “Recent Highlights” section below).
- The USAID Trade Hub published the sixth issue of its flagship news publication, *Inside Southern African Trade (INSAT)*, in September. This issue focuses on small, medium and micro enterprises in the Southern African region.
- The Trade Hub sponsored six companies from Lesotho, Zambia, South Africa and Botswana to attend the Material World Textile and Apparel Show in New York City from September 26 to 28.

## October 2006 Trade Hub Events

- 4-6** Maxine Kennett and Paulina Elago, TFCB Deputy Director, will attend the tralac Annual Conference in Cape Town, South Africa.
- 9** Evans Marowa, Transport Advisor, will facilitate the transport modal work group meetings of the Mpumalanga Freight Logistics Forum in Nelspruit, South Africa.
- 11-12** The Southern Africa African Growth and Opportunity Act (AGOA) Workshop entitled “Expanding Processed Food Exports to the United States” will take place at Le Vendome Hotel in Cape Town, South Africa.
- 17-18** Paulina Elago and Eckart Neumann, a tralac Associate, will hold a Rules of Origin Seminar in Luanda, Angola.
- 17-30** A Trade Hub team of experts will travel to Luanda, Angola, to conduct a comprehensive Trade Facilitation Assessment which will analyze the capacity of Angola to implement a WTO Trade Facilitation Agreement that takes into account the measures that have previously been proposed and identifies the gaps for which technical assistance and capacity building support will be required (for more information see the “Customs Modernization and Transport Facilitation” section under TFCB Activities below).
- 26-27** Amanda Hilligas, AGOA Advisor, will address the American Chamber of Commerce and CEO Roundtable in Durban, 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 Southern Africa AGOA Workshop entitled “Expanding Processed Food Exports Under AGOA” will take place from October 11-12 in Cape Town, South Africa

- The Southern Africa AGOA Workshop entitled “Expanding Processed Food Exports under AGOA” will take place from October 11 to 12 in Cape Town, South Africa. The workshop will focus on AGOA export opportunities in the processed and specialty food and ingredient sectors. A delegation including American food distributors, brokers, and marketing experts, will share its expertise with participants from the Southern African countries. The workshop will include sessions on retailing, distribution, marketing, financing, and important trends in the U.S. food market for African processed food products. Participants will also learn about U.S. regulatory requirements and techniques to increase exports and distribution to the United States in processed foods, including specialty foods and ingredients. Amanda Hilligas, AGOA Advisor, Craig Carlson, Agribusiness Advisor, Ken Ames, Trade Competitiveness Director, Lisa Yarmoshuk, Maxine Kennett, Martin Norman, Hub Manager, and Gina van Schalkwyk, Information and Communications Coordinator, will travel to Cape Town for the AGOA Workshop.
- Amanda Hilligas will address the American Chamber of Commerce and CEO Roundtable in Durban, South Africa, on October 26 and 27. The presentation will include business environment issues, AGOA successes, and trade policy between the United States and southern Africa.
- Ms. Hilligas is working with the South African Department of Trade and Industry (DTI) toward Category 9 approval under AGOA for South Africa. The AGOA Advisor will assist the DTI in assembling their Category 9 submission for approval by the United States Government.

## Trade Competitiveness (TC)



Seedlings of sweet melons and watermelons have recently been transplanted from the greenhouse by the farmers participating in this activity

- During October, the Trade Competitiveness team (Amanda Hilligas, Craig Carlson, and Ken Ames), will complete the work planning process for the coming fiscal year. Activities to be undertaken during FY 2007—year 3 of the project—will be identified and prioritized. This exercise will be held in conjunction with the visit of Joyjit Debroy and John Lamb from the Carana and Abt Associates home offices.

### *Exportable Agricultural Products*

- In coordination with the AGOA Advisor, Mr. Carlson will meet with specialty food producers at the AGOA Workshop held in Cape Town (for more information see “AGOA” section). Areas for additional Trade Hub support for these producers will be identified including production, certification, market identification and distribution methods.
- In October the Trade Hub will develop terms of reference to provide technical assistance to the Botswana Cattle Producers Association (BCPA). The terms of reference will focus on exploring reform for the Botswana Meat Commission (BMC). This includes analysis of policies such as prohibition on direct exports of weaners, and prices compared to import parity.

## Trade Competitiveness (TC)



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- In October, the Trade Competitiveness team will continue to provide technical assistance to the Botswana farmers involved in melon production. This month will represent a crucial time for the eventual outcome of this activity with careful monitoring of the tender plants and water levels.. It is anticipated the first melons from this production will be harvested and in stores in early December.
- Craig Carlson continues to pursue an opportunity to supply South African food retailers with broccoli and cauliflower. The potential is for producers throughout the region to provide product during the months of January, February and March, when South African-produced volumes are low due to growing conditions. Mr. Carlson is working with a grower to determine the feasibility of production in more temperate climates in the region or in East Africa.

## Trade Facilitation and Capacity Building (TFCB)



Maxine Kennett is the Trade Facilitation and Capacity Building Project's new Director

- Effective October 1, Maxine Kennett will assume the responsibilities of TFCB Director. She will be taking over from Lisa Yarmoshuk who will be moving to a new position with Nathan Associates in London, UK, in November. Mrs. Kennett, who is a qualified lawyer in the UK and holds a Ph.D. in trade law, has expertise in International Trade Law & the World Trade Organisation (WTO), Trade Policy & Trade Negotiations and WTO Accession. Most recently she led the Trade Policy and Market Access Component of a USAID Project for the Government of Iraq where she advised the Ministry of Trade and Inter-Ministerial Commission on trade policy and assisted the Government of Iraq (GOI) on drafting the Memorandum on the Foreign Trade Regime, with other WTO accession related documentation, and on trade-related issues. During October Lisa Yarmoshuk will work with Mrs. Kennett to ensure a smooth transition.
- The TFCB team advanced the Work Plan for Year 3 of the project through intensive meetings held on September 22 and 23. Robert Kirk, Senior Vice President of The Services Group, and Lance Graef, Senior Vice President of Nathan Associates, were in Botswana to participate in and facilitate those meetings. Results of the discussions are being incorporated into the draft Work Plan which will be finalized during the month of October.

### *Customs Modernization and Transport Facilitation*

- Evans Marowa will facilitate the transport modal working group meetings of the Mpumalanga Freight Logistics Forum in Nelspruit, South Africa, on October 9. These inaugural working groups will be the main avenue for implementing the trade facilitation activities of the Maputo Corridor institutional management framework. Mr. Marowa will finalize a draft agreement for the consideration of the Maputo Corridor countries and the Maputo Corridor Logistics Initiative (MCLI) as Secretariat for the corridor.



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- From October 17 to 30, Bridget Chilala, Trade Capacity Building Director, Ranga Munyaradzi, Senior Customs Advisor, Evans Marowa, Transport Advisor, and Donaldo Hart, a short-term consultant, will be in Luanda, Angola, to conduct a comprehensive Trade Facilitation Assessment which will analyze the capacity of Angola to implement a WTO Trade Facilitation Agreement that takes into account the measures that have previously been proposed and identifies the gaps for which technical assistance and capacity building support will be required. The assessment will also provide Angola with information it would need to participate more effectively in Trade Facilitation Negotiations either with the WTO or with the EU for Economic Partnership Agreements (EPAs).
- Mr. Marowa will monitor the preparation of a work plan to roll out the Martin's Drift-Grobler's Bridge pilot cross border overload control system to the Trans Kalahari Corridor and the Kazungula Ferry Border post during the last quarter of 2006.
- In October Ranga Munyaradzi will facilitate the implementation of Phase 2 of the WCO Time Release Study in Zambia. During this phase, the Time Release Study Working Group will collect and record data from the Questionnaire designed during Phase 1. Phase 2 will also see the verification of the recorded data and initial analysis, using WCO Software, in preparation for the third and final phase.
- During October, Mr. Munyaradzi will also coordinate with other donors in Malawi for the purpose of finalizing funding arrangements for the implementation of prioritized WCO Time Release Study Recommendations and the Action Plan.

### *Outreach and Dialogue for Competitiveness*

- As a result of recommendations in a USAID Trade Hub-sponsored study on microcredit options in Botswana of June 2006, the Botswana Women in Business Association (WIBA) has decided to implement a savings mobilization scheme. During the month of October, the Trade Hub will provide support for the implementation phase of this project, specifically with respect to the publicity campaign and how best to promote the scheme to WIBA members.
- The USAID Trade Hub will continue to provide support for the Membership Campaign of WIBA which is now entering its final stages by coordinating the activities of the Membership Campaign Coordinator and ensuring that project goals are met. Since the campaign began in early July 2006, the membership of WIBA has doubled, and many new members paid their dues and joined the organization during a meeting for prospective members at the Trade Hub on September 16. The campaign is on track to attain the goal of tripling WIBA membership by mid-November 2006.
- The USAID Trade Hub will continue to discuss planning of activities with the Botswana Confederation of Commerce, Industry, and Manpower (BOCCIM) as part of the assistance the Trade Hub is providing to BOCCIM's institution building and promotional efforts through the Botswana Trust Fund.





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- The USAID Trade Hub will continue to program activities to maximize the use of its Trade Issues Film Series, including targeting events and organizing programs where the films can be used to stimulate discussion and showcase the work of the Trade Hub. It will also continue to distribute the DVD version of the films to key stakeholders both in the Southern African Region and afar.
- Gina van Schalkwyk and Lisa Yarmoshuk will begin work on the seventh issue of *Inside Southern Africa Trade (INSAT)* which will be distributed at the beginning of December. It will be a special issue devoted to competitiveness issues in the region, and similar to the special "WTO Hong Kong" issue in December 2005 it will feature a series of high-profile interviews.
- Martin Norman will continue to provide support and advice to the Swaziland Investment Promotion Authority (SIPA) as they develop an Investors Guide as well as promotional materials targeting investors.
- Several members of the TFCB team will attend the Southern Africa AGOA Workshop entitled "Expanding Processed Food Exports under AGOA" from October 11 to 12 in Cape Town, South Africa (for more information see the "AGOA" Section above).

### ***Trade Capacity Building***

- Keith Jefferis, Economic Advisor to the USAID Trade Hub, will work with Dr. Sam Mensah, capital markets expert, on the harmonization of listing requirements across Southern African Development Community (SADC) stock exchanges. This assignment is being undertaken in response to a request from COSSE, the Committee of SADC Stock Exchanges, which is pursuing the integration of regional stock exchanges through the harmonisation of listing rules, regulatory requirements and trading systems. The objective is to improve the efficiency of capital markets and enhance the attractiveness of regional stock exchanges to both individual savers and companies. The work will take place throughout October and November.
- From October 4 to 6 Maxine Kennett and Paulina Elago will attend the Annual Conference of the Trade Law Centre of Southern Africa (tralac) in Cape Town, South Africa. The main focus of the conference is on EPA negotiations, and participants will include policy makers, researchers, NGOs and various interest groups.
- At the request of the Angolan Ministry of Industry, Paulina Elago and Eckart Neumann, a tralac Associate, will travel to Luanda, Angola, to conduct training on Rules of Origin on October 17 and 18.
- During the second half of October, at the request of USAID/Zambia, USAID Trade Hub-contracted economists Dr. Neal Peter Cohen and Dr. Janusz Szyrmer will travel to Lusaka, Zambia, to undertake an assessment of the current modeling systems and human analytical capabilities within Zambia's Ministry of Finance and National Planning Unit. This will include an evaluation of current analytical software, hardware, and data management, assessment of the level of expertise of within the unit, and review of assistance to this unit and related budget activities provided by other cooperating partners.

## Trade Facilitation and Capacity Building (TFCB)



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- In October, John Henwood, a lawyer in Swaziland, will finalize the compendium of trade and commerce laws for use by members of the Federation of Swaziland Employers Federation and Chamber of Commerce (FSE&CC). 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.
- As part of the work related to the review of EPA negotiations for the SADC EPA group, Paulina Elago will travel to Namibia and Angola during the fourth quarter of 2006 to collect data and consult with various institutions and stakeholders involved in EPA negotiations in those countries. The Trade Hub is collaborating with tralac on this work, which has been contracted to undertake the review for SADC.
- Following a request from Swaziland Investment Promotion Authority (SIPA), Paulina Elago will hold discussions with the Authority regarding the USAID Trade Hub assistance with conducting a process improvement workshop. The workshop will seek to bring together key agencies responsible for licensing regimes addressed in the Swaziland Investors Roadmap with a view to designing implementation plans and strategies to speed up implementation of specific recommendations in the Roadmap.

## Recent Highlights



At the end of September the USAID Trade Hub published the sixth issue of *Inside Southern African Trade (INSAT)*

### Success Story

The USAID Trade Hub, in collaboration with DFID's Regional Trade Facilitation Program, facilitated the participation of the SADC Trade Officials at a SADC Seed Harmonization meeting for Permanent Secretaries of Agriculture of SADC from September 18 to 19 in Pretoria, South Africa, as part of the USAID Trade Hub's ongoing support to the SADC Seed Security Network (SSSN) for the harmonization of procedures for seed movements among SADC Member States as well as from outside the SADC Region.

At the meeting, the Permanent Secretaries endorsed three major regional agreements for the harmonization of seed regulations in Southern Africa, namely:

- The SADC Variety Release System,
- The SADC Seed Certification and Quality Assurance System, and
- The SADC Quarantine and Phytosanitary Measures for Seed.

The SADC Quarantine and Phytosanitary Measures for Seed system creates a new set of regional quarantine lists governing seed trade within the SADC region, and between SADC and countries outside the region. Once implemented, the number of quarantinable pests and diseases will be significantly reduced.

This system has also helped each of the fourteen SADC countries develop their own seed import and export procedures manuals – based on common procedural standards. All these will contribute to reducing the costs of seed trade, while minimizing the risks of trans-border movement of seed transmitted crop diseases.



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### *Events, High Level Visits, and Meetings*

- On September 5 Evans Marowa attended an inaugural meeting of the Mpumalanga Freight Logistics Forum (MFLF). The MFLF is a good national forum to catalyze the establishment of a trilateral institutional framework for the management of the Maputo Corridor.
- The USAID Trade Hub hosted a meeting of the Botswana Cattle Producers Association (BCPA) Coordinating Committee on September 11, and continued to lend support to the BCPA's institutional structure throughout the month of September.
- On September 14 Evans Marowa facilitated an inaugural meeting for the establishment of a public private partnership to promote the use of the Trans Kalahari Corridor. Follow up action will include formalizing the institution and consulting with all relevant stakeholders on how to maximize Botswana's use of and benefits from the Trans Kalahari Highway (TKH).
- Paulina Elago and Bridget Chilala held a meeting with Noko Murangi, the Director of TIFI at the SADC Secretariat, on September 14, together with other senior officials at the Secretariat to discuss possible support by the USAID Trade Hub in areas relating to the implementation of the Trade Protocol. The meeting followed on an earlier meeting held with the Deputy Executive Secretary of SADC to discuss possible activities between SADC Secretariat and the USAID Trade Hub.
- On September 16, WIBA held a prospective members' meeting at the USAID Trade Hub with the attendance of more than 60 businesswomen from around the Gaborone urban area. Fifteen businesswomen joined WIBA after that meeting and many more scheduled an appointment with Leah Gabaeme, the Membership Campaign Coordinator, later in September to join the association.
- From September 18 to 21, Bridget Chilala, in collaboration with the Economic Affairs Division of the Commonwealth Secretariat, completed a training program at the USAID Trade Hub in Agricultural Trade Negotiations and Negotiation Skills for the relevant public and private sectors of Botswana. Expert facilitators from UNCTAD, the University of Reading (UK), Dalhousie University (Canada), the Commonwealth Secretariat and Nathan Associates were brought in to conduct much of the programming and mock negotiations for the seminar. The 26 participants who attended the training program rated the course as both timely and useful to their work.
- The USAID Trade Hub conducted a trade facilitation seminar for the southern Africa Region entitled "Recent developments, Best Practices and Tools" in Pretoria, South Africa, on September 19 and 20. The workshop brought together 80 public and private sector representatives from around the region and the United States to discuss trade facilitation challenges, initiatives, and best practices in the area of Customs and transportation. Presentations by expert panels were followed by lively discussion of the issues, and suggestions for further Trade Hub interventions in the area of trade facilitation emerged from those discussions. The event was organized together with USAID Washington.

## Recent Highlights



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- ⇒ The USAID Trade Hub and the Commonwealth Secretariat jointly sponsored a national training course on trade negotiations skills in Lesotho from September 25 to 29. Facilitators and resource persons included Gilbert Winham, a specialist in trade negotiation simulations from Dalhousie University in Canada, Lance Graef, Senior Vice President of Nathan Associates and a former USTR negotiator of tropical products, Ivan Mbirimi an Economic Adviser at the Commonwealth Secretariat, and Paulina Elago, TFCB Deputy Director and Namibia's former Chief Trade Negotiator. About 20 participants drawn from the Ministries of Trade, Agriculture and Finance, as well as the Chamber of Commerce, attended the course.
- ⇒ In early September, the results of an audit review conducted in August by USAID Trade Hub Short-term Consultant Mike Pinard of the cross border vehicle overload control system (CBOCS) initiative piloted at the Martin's Drift/Grobler's Bridge border was received. The CBOCS demonstrated that from December 2004 to the present, the number of vehicles weighed per month increased from an average of 323 to 1691 (424 % increase) while the percentage of vehicles overloaded beyond acceptable tolerance limits decreased from a mean of 8.2% to 2.9%, a significant improvement all around. This review was followed by stakeholder consultations to produce a work plan to roll out the CBOCS to the Trans Kalahari Corridor (TKC) and the Kazungula Ferry Border post between Botswana and Zambia.
- ⇒ On September 27 and 28, Evans Marowa made a presentation at the OECD Regional Forum in Yaoundé, Cameroon, entitled "Maximizing the Developmental Benefits of Trade Facilitation", during which he gave a synopsis of the Trade Hub's experiences in trade facilitation assistance to the region's individual countries and transport corridors emphasizing the role of the private sector and benefits of private-public partnerships in improving the trade facilitation environment.
- ⇒ Paulina Elago and Lance Graef met with Patrick Murphy, the new Deputy Head of Mission at the U.S. Embassy in Lesotho, on September 27 for a briefing on the Trade Hub and its activities.
- ⇒ On September 28, the Trade Hub coordinated a teleconference between Margaret Jiri, a microfinance specialist who performed a microcredit study of Botswana in May and June 2006, and the Board of Directors of WIBA at the Trade Hub in order to provide advice and tips for success during the first stages of the savings mobilization scheme that WIBA will be implementing during the last quarter of 2006 and the first quarter of 2007.

### ***Projects, Papers, Studies & Other Highlights***

- ⇒ At the end of September the USAID Trade Hub published the sixth issue of its flagship quarterly newsletter, *Inside Southern African Trade (INSAT)*. The issue focuses on small, medium and micro enterprises in Southern Africa and features articles that look at the challenges that companies face and highlights individual success stories.



## Recent Highlights



At the end of September the USAID Trade Hub published the sixth issue of *Inside Southern African Trade (INSAT)*

- The USAID Trade Hub has a new AGOA resource CD available for exporters and public sector officials in southern Africa. The CD includes information about U.S. import requirements from 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 further information, contact [AGOA@satradehub.org](mailto:AGOA@satradehub.org). The contents of the CD will also soon be available on the Trade Hub's website: [www.satradehub.org](http://www.satradehub.org).
- The USAID Trade Hub sponsored six companies from Lesotho, Zambia, South Africa and Botswana to attend the Material World Textile and Apparel Show in New York City, from September 26 to 28. Material World is the premier show of the U.S. textile and apparel industry. An Africa Pavilion featured at this trade show presented a critical mass of competent, world-class companies supplying the global apparel trade. Each country and company maintained its own unique identity within the pavilion.
- Craig Carlson participated in USAID/Malawi's Sustainable Economic Growth (SEG) Team assessment from September 25 to 30. Mr. Carlson participated as part of a five-member team conducting this forward-thinking assessment of USAID/Malawi's agriculture sector support programs. Mr. Carlson was invited to participate by addressing supply chain management issues and market development components for the assessment.
- Mr. Carlson also pursued several opportunities identified during his attendance at the All Fresh Conference in South Africa in August. Opportunities include coordination with a major South African fruit and vegetable processor to identify sources of litchi and organic vegetables in the region. Another possible opportunity being investigated is an opportunity to export potatoes from the region to Ghana.
- From September 11 to 15, Ranga Munyaradzi and Robert Struthers, a Technical Officer at the World Customs Organization, launched the first phase of the WCO Time Release Study (TRS) in Zambia. They worked with the Zambian TRS Working Group to prepare the methodology for conducting the TRS, design the questionnaire to be used for data collection, and draft guidelines for the second phase. Phase 2 which will comprise the collection and recording of data will commence in the middle of October and be completed at the end of November.
- As part of the USAID Trade Hub's continued collaboration with the Commonwealth Secretariat (COMSEC) Capacity Building Project to enhance the trade capacity building of the member states of the Southern African Development Community (SADC), Bridget Chilala served on the Interviewing Panel, September 13 to 15, for the post of Regional Trade Policy Adviser to be attached to SADC Secretariat in Gaborone, Botswana, under the COMSEC Hub and Spokes Project. The Hub and Spokes Project objective is to build the capacity of African Caribbean Pacific (ACP) countries in trade policy formulation, negotiations and implementation.

## Recent Highlights



At the end of September the USAID Trade Hub published the sixth issue of *Inside Southern African Trade (INSAT)*

- During the third week in September, Martin Norman reviewed and made suggestions for restructuring a draft Investor's Guide which was submitted to the USAID Trade Hub by the Swaziland Investment Promotion Authority (SIPA) for comment. The publication of an Investor's Guide was one of the recommendations of the Swazi Investor Roadmap completed by the USAID Trade Hub in the third quarter of 2005.
- The USAID Trade Hub made a proposal to the Botswana Confederation of Commerce, Industry & Manpower (BOCCIM) for the funding of training projects, a membership survey, and the development and launch of the BOCCIM website through the Botswana Trust Fund monies. BOCCIM accepted the proposal and plans are underway for implementing the projects under an initial tranche of these funds.
- Evans Marowa reviewed the terms of reference for the Dar es Salaam Corridor Observatory project to be financed by the World Bank sub-Saharan Africa Transport Policy Project during the month of September. These terms of reference will be finalized with the World Bank SSATP during October.