

TRADE HUB HAPPENINGS



A monthly update of upcoming activities and recent progress from the USAID Trade Hub in Gaborone, Botswana
December 2006 – January 2007

Hub Highlights

- USAID Trade Hub-sponsored Membership Campaign Coordinator for the Botswana Women in Business Association (WIBA), Leah Gabaeme, completed the membership campaign with an overall increase of WIBA membership of more than 270% in a 3-month period. She has been retained to assist WIBA with the implementation of a savings mobilization scheme as well as with regional microfinance issues as they impact businesswomen.
- The USAID Trade Hub sponsored a table at the annual dinner of the Botswana Confederation of Chambers of Commerce and Industry and Manpower (BOCCIM) on November 11 where Ambassador Huggins, former U.S. Ambassador to Botswana, was a guest speaker.

NOTE: Most of the Trade Hub's Technical Staff will be on annual leave from December 15 to January 8. The Trade Hub will not officially close during this period, but will be running with a skeleton staff. We wish you all the best for the festive season and look forward to sharing our work with you in the New Year. Happy Holidays!

December 2006 & January 2007 Trade Hub Events

- Dec 4** The USAID Trade Hub will host a Strategic Planning Workshop of the American and African Business Women's Alliance (AABWA).
- 5-12** Sam Mensah, a short-term consultant, will be in Botswana to work with Keith Jefferis, the Trade Hub's Economic Advisor, on the study for the Confederation of SADC Stock Exchanges (COSSE) on harmonizing the listing regulations of the stock exchanges in the region.
- 6** The USAID Trade Hub is hosting a workshop entitled "SADC Trade Liberalization: Challenges and Opportunities for Botswana Agribusiness" jointly organized by the Botswana Agricultural Union (BAU) and the Botswana Cattle Producers Association (BCPA).
- 6-8** Amanda Hilligas, AGOA Advisor, and Maxine Kennett, TFCB Project Director, will attend African Productive Capacity Initiative (APCI) meetings in South Africa.
- 11** Maxine Kennett, TFCB Project Director, and Paulina Elago, TFCB Project Deputy Director will attend a SADC Trade, Industry, Finance and Investment (TIFI) Thematic Group Meeting in Gaborone.
- 12-13** Martin Norman, Hub Manager, will attend the NEPAD-OECD Africa Investment Initiative Roundtable in Brazzaville, Congo, the first of a series of roundtables designed to assist African policymakers to identify and address issues that affect Africa's investment climate and the perceptions of investors.
- Jan 23-24** Paulina Elago will travel to Swaziland to attend and facilitate a process improvement workshop in collaboration with the Swaziland Investment Promotion Agency (SIPA).

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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SOUTHERN AFRICA

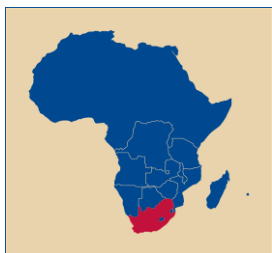
AGOA



Some samples of the fabric for which the Trade Hub is trying to assist South African companies in obtaining Category 9 approval.

- Amanda Hilligas, AGOA Advisor, continues to work 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.
- The AGOA Program will begin to select firms and initiate related capacity building efforts for the upcoming July Fancy Food Show, to be held in New York City. The Trade Hub will be collaborating with the other Trade Hubs in Africa and Africa Fast Track Trade (AFTT) to feature African companies as part of an overall “Africa Pavilion”. The Fancy Food Show is an excellent opportunity to display products and interact with buyers, retailers, and distributors in the specialty food industry. For additional information, contact Amanda Hilligas at ahilligas@satradehub.org.
- From December 6 to 8, Amanda Hilligas and Maxine Kennett will attend the African Productive Capacity Initiative (APCI) meetings in South Africa. The APCI, a new policy direction for sustainable industrial development in Africa, is based on sectoral and regional approaches, uses the value chain methodology, and is implemented in close collaboration with the private sector.
- Amanda Hilligas will travel to Lesotho to meet with the U.S. Embassy and stakeholders in the apparel sector to discuss diversification and support of the apparel industry under the African Growth and Opportunity Act.
- Amanda Hilligas will travel to Mauritius to meet with specialty food companies, Mauritian export promotion agencies and government officials to discuss involvement in Trade Hub activities including upcoming trade show participation

Trade Competitiveness (TC)

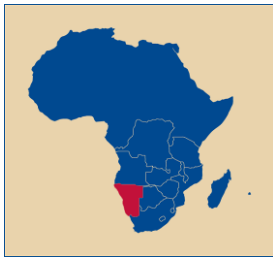


The USAID Trade Hub is assisting several regional producers to gain access to the South African market.

Exportable Agricultural Products

- On December 6 the USAID Trade Hub will sponsor a meeting of the Botswana Agricultural Union (BAU) entitled “SADC Trade Liberalization: Challenges and Opportunities for Botswana Agribusiness” jointly organized by the Botswana Agricultural Union (BAU) and the Botswana Cattle Producers Association (BCPA). The BAU commodity associations will present the challenges they are facing and discuss how changes to the SADC trade agreements will impact them. The group will formulate an agribusiness trade strategy for Botswana.
- The USAID Trade Hub will develop a scope of work and then implement a comprehensive study that will identify windows of opportunity for fresh produce in the South African market.
- Along with ECIAfrica, the USAID Trade Hub will complete a survey of opportunities for regional products to access the South African market. The focus will be on gaps in supply of fresh product and possible sources to meet this demand.

Trade Competitiveness (TC)



The recent ruling by APHIS that will allow the exportation of table grapes from Namibia to the US creates new opportunities for Trade Hub assistance

- Craig Carlson, Agribusiness Advisor, will coordinate and develop a work plan for the newly hired agribusiness assistant who is based in Johannesburg and will work on commercial relationship building in South Africa.
- Follow-up contact will be undertaken with Namibian grape growers to identify issues related to meeting mitigation requirements, identifying shipping requirements and coordinating with US-based buyers to allow for possible exportation during the 2007 production season. At the request of producers in the region, the Trade Hub will identify U.S. Buyers of nuts and dried fruits.
- Craig Carlson will identify U.S.-based fulfillment companies and determine requirements for utilizing their services.
- Craig Carlson will interview U.S. buyers to determine interest in importing baby vegetables. A recent amendment to requirements for importation allows for the sale of these products from Zambia in the United States market.
- The USAID Trade Hub continues to support Botswana melon farmers. The second annual harvest of sweet melons and watermelons will be harvested during December. The harvest represents a move from trial production to a commercial scale. The melons are being grown by four farmers in/around Gaborone, Botswana. Retail and wholesale buyers in South Africa have expressed interest in receiving the melons which will fill a supply gap in the South African market.

Trade Facilitation and Capacity Building (TFCB)



It is expected that the Walvis Bay Corridor Group (WBCG) will host a full time Program Coordinator for the Trans-Kalahari Corridor.

Customs Modernization and Transport Facilitation

- Evans Marowa, Transport Advisor, will pursue the finalization of the hosting agreement between the Government of Namibia and the Walvis Bay Corridor Group (WBCG) to facilitate the recruitment of the Trans-Kalahari Corridor's (TKC) Program Coordinator.
- Evans Marowa, Transport Advisor, will continue to monitor the preparation of a work plan to roll out the Martin's Drift-Groblers' Bridge pilot Cross Border Overload Control System to the TKC and the Kazungula Ferry Border post.
- The implementation of Phase 2 of the World Customs Organization (WCO) Time Release Study (TRS) in Zambia—originally programmed for completion in November by the Zambia Revenue Authority (ZRA) and the TRS Working Group—has been postponed to December 2006 and January 2007 for administrative reasons. During Phase 2, the ZRA and TRS Working Group will record the data from the questionnaire designed during Phase 1, will verify the data and will conduct the initial analysis of the data using WCO Software. Phase 3 is now scheduled for the last week of January 2007 which will be followed by the drafting and finalization of the TRS National Report.
- Evans Marowa will interact with the World Bank Sub-Sahara Africa Transport Policy Project (SSATP) Regional Coordinator to facilitate programming of SSATP support for corridor observatories along the Dar es Salaam, Maputo and Trans Kalahari Corridors.



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- With respect to the TRS in Malawi, Ranga Munyaradzi, Senior Customs Advisor, will liaise with other donors in Malawi as well as the Malawi Revenue Authority on implementation of the TRS Action Plan in that country. A Time Release Study is designed to measure the time required to clear goods for home use from arrival of goods in the country to their release by Customs and to identify inefficiencies in the Customs clearance process.
- During December and January, Bridget Chilala, Trade Capacity Building Director, Ranga Munyaradzi, Evans Marowa and short-term consultant Donaldo 'Duca' Hart will finalize the technical report for the Trade Facilitation Assessment for Angola on the basis of the findings as analyzed for GATT Articles V, VIII and X. The technical report will be presented to Angolan government and private sector stakeholders during the third week of January 2007 in Luanda. The results will assist Angolan policy makers in coming up with a comprehensive package of issues for WTO trade facilitation negotiations.
- During December and January, Ranga Munyaradzi will continue to monitor the progress on the implementation of the SAD (Single Administrative Document) 500 roll-out to non-SACU (Southern African Customs Union) countries along the Dar es Salaam and Maputo Corridors.
- Ranga Munyaradzi will continue discussions with *Alfandegas de Mozambique* on, among other issues, the planning and preparations for a regional workshop on *The Role of Customs in Management and Control of Chemical Products*, to be held in Maputo during the first quarter of 2007.
- With a view to assessing the feasibility of a regional passenger and cargo air logistics hub in the region, the USAID Trade Hub is undertaking a fact-finding study to examine air traffic volumes and to statistically enumerate the patterns of both cargo and passenger flows from and to the region. A draft report by short term consultants Ian Hunt and Philip Gordon Openshaw is expected for early December.

Trade Capacity Building

- Paulina Elago, TFCB Deputy Director, will continue to work with the Trade Law Center of Southern Africa (tralac) to finalize and submit to the report of the Economic Partnership Agreements (EPA) review for the SADC EPA configuration.
- During December Paulina Elago will continue to work with the Swaziland Investment Promotion Authority (SIPA) to finalize arrangements for the process improvement workshop. The workshop—presently scheduled for January 23 and 24, 2007—will bring together key agencies responsible for licensing regimes for Swaziland with a view to designing plans and strategies to speed up the implementation of specific recommendations contained in the Swaziland Investor Roadmap. Ms. Elago will attend and facilitate the workshop in Swaziland in collaboration with SIPA.



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- At the request of the SADC (Southern African Development Community) EPA unit, the USAID Trade Hub will undertake a survey of Non State Actors (NSA) in Namibia, Angola, Mozambique and Tanzania. The survey is designed to identify the main private sector and other NSA leaders and opinion formers in order to facilitate closer consultation and coordination with the private sector on (i) EPA negotiations and (ii) the design and implementation of trade and development policies under the EPA and other trade arrangements. The survey complements and builds on a similar survey done for Botswana, Lesotho and Swaziland. Work is scheduled to start during the second half of January 2007.
- At the request of SADC Secretariat, Bridget Chilala will draft scopes of work for developing a trade compliance monitoring mechanism and conducting an assessment on the implementation of the SADC Protocol on Trade in preparation for the attainment of the SADC Free Trade Area. The SADC Protocol on Trade entered into force on January 25, 2000, and its implementation is expected to usher in a Free Trade Area by January 1, 2008. The assessment study and the work to design a trade compliance mechanism are projected to start by January 2007.
- At the workshop on SADC Trade Liberalization which will take place at the USAID Trade Hub on December 6, Bridget Chilala will make a presentation on the provisions of the WTO Agreement on Agriculture and the SADC Protocol on Trade for the purpose of enhancing the understanding of the Botswana farming community of the provisions of these agreements. The presentation is designed to enable the farming community to take advantage of opportunities that these agreements present as well as to deal with any possible challenges that may arise from the implementation of the same agreements (*See the Trade Competitiveness Section, "Exportable Agricultural Products" for further details*).
- From December 5 to 12, Sam Mensah, a short-term consultant, will be in Botswana to work with Keith Jefferis, the Trade Hub's Economic Advisor, on the study for the Confederation of SADC Stock Exchanges (COSSE) on harmonizing the listing regulations of the stock exchanges in the region. The study is aimed at facilitating investment in the region by supporting SADC's efforts to make the process of listing shares and raising financing in different countries easier, as well as enhancing the attractiveness of the SADC region as a destination for international portfolio investments. The harmonization initiative is part of the policy framework agreed to under the SADC Finance and Investment Protocol.

Outreach and Dialogue for Competitiveness

- Martin Norman, Hub Manager, will attend the NEPAD-OECD Africa Investment Initiative Roundtable in Brazzaville, Congo, the first of a series of roundtables designed to assist African policymakers to identify and address issues that affect Africa's investment climates and the perceptions of investors.
- The USAID Trade Hub will continue to develop 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.

Trade Facilitation and Capacity Building (TFCB)



It is expected that the Walvis Bay Corridor Group (WBCG) will host a full time Program Coordinator for the Trans-Kalahari Corridor.

- 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. Events that use the films as a catalyst for discussion will be scheduled for Malawi, Namibia, Mozambique, and Lesotho. The Trade Hub will also continue to distribute the DVD version of the films to key stakeholders both in the Southern African Region and afar.
- The USAID Trade Hub will host a Strategic Planning Workshop of the American and African Business Women's Alliance (AABWA) on December 4.
- The USAID Trade Hub will assist the Botswana Agriculture Union (BAU) and the Botswana Cattle Producers' Association (BCPA) to develop a website.
- On the basis of information obtained by the U.S. Embassies and USAID missions in southern Africa, Martin Norman will approach key businesswomen's organizations in the region to explore possibilities for collaboration. This will include an analysis of the degree to which businesswomen in the region have access to microfinance.
- Mr. Norman will continue to provide support to the Swaziland Investment Promotion Authority (SIPA) as it develops an Investors Guide.

Recent Highlights



With the assistance of the USAID Trade Hub, the Botswana Women in Business Association (WIBA), have managed to increase their membership by more than 270% in a 3-month period.

Events, High Level Visits, and Meetings

- Paulina Elago, Martin Norman and Gina van Schalkwyk, Information and Communications Coordinator, attended a workshop for journalists from the region entitled "Covering Trade and Globalization" in Johannesburg, South Africa, from November 1 to 4. Ms. Elago and Mr. Norman served as panelists, and the USAID Trade Hub screened some of its educational films. The Trade Hub sponsored the participation of a journalist from Zambia and one from Malawi to the workshop, which was organized by the Graduate Journalism Programme of the Witwatersrand University and the Initiative for Policy Dialogue, Columbia University, with the support of the Open Society Institute. The sponsored journalists will become regular contributors to the Trade Hub's flagship newsletter, *Inside Southern African Trade (INSAT)*.
- On November 6, Evans Marowa and Martin Norman attended a reception organized by the Botswana American Business Council (ABC) in Gaborone.
- The USAID Trade Hub sponsored a table at the annual dinner of the Botswana Confederation of Chambers of Commerce and Industry and Manpower (BOCCIM) on November 11 where Ambassador Huggins, former U.S. Ambassador to Botswana, was a guest speaker. This year's theme was, "Productivity and Innovation: New Challenges for Driving African Competitiveness".

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- Mark Pearson, Program Director of DFID's (Department for International Development) Regional Trade Facilitation Program (RTFP), and Stella Mushiri, RTFP Program Manager, visited the USAID Trade Hub on November 9 for a meeting to discuss the work plans for RTFP and the Trade Hub and identify potential areas of collaboration.
- From November 12 to 16, Evans Marowa attended a conference on "Bridges across Borders" organized by the International Trade Centre in Pretoria, South Africa, with support from the Department of Trade and Industry (DTI) of South Africa. This event focused on creating networking opportunities for promotion of Trade in Services.
- At the invitation of the Ministry of Trade and Industry in Namibia, Paulina Elago presented the findings and recommendations of the Trade Hub-sponsored Investor Roadmap at a national workshop from November 12 to 16 in Rundu, Namibia. The workshop was attended by Permanent Secretaries and senior government officials who considered the recommendations of the roadmap with a view to producing a coordinated strategy and an action plan for the implementation of the recommendations.
- At the request of USAID/Zambia, Trade Hub-contracted economists Dr. Neal Peter Cohen and Dr. Janusz Szyrmer travelled to Lusaka, Zambia, from November 6 to 18, to undertake an assessment of the current modelling systems and human analytical capabilities within Zambia's Ministry of Finance and National Planning Unit.
- On November 14, John Seong, USAID Desk Officer, received a briefing on Trade Hub activities at the USAID Trade Hub.
- From November 19 to 23, Evans Marowa attended a joint meeting of senior government officials and Ministers responsible for transport in the COMESA, EAC and SADC regions, which was held in Harare, Zimbabwe. During this meeting, participants reviewed the status of air transport services liberalization and examined how the three regions can prioritize implementation of the Yamoussoukro Decision. They also reviewed the status of road transport programs, especially the transport corridor initiatives and considered how emerging best practices there can be replicated.
- Barrett Hightower, a short-term consultant, worked with Amanda Hilligas at the Trade Hub from November 12 to 23 on support activities for companies attending the Fancy Food Show and the Material World Trade Show. Ms. Hightower also continues to assist the Trade Hub with South Africa's Category 9 submission to the U.S. Government.
- From November 27 to December 1 Craig Carlson traveled to Namibia in collaboration with U.S. Government officials to meet with table grape producers based in the south of the country. The travel was undertaken in response to rule amendments by the U.S. Department of Agriculture (USDA) which allow for the importation of table grapes from Namibia to the United States. Meetings were held with producers to identify those wanting to enter the market and assessing their capacities for instituting the SPS mitigation protocols called for in the rule change.

Recent Highlights



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- On November 28 and 29 the USAID Trade Hub hosted bank presentations on the microfinance services they offer to the Board of Director of the Botswana Women in Business Association (WIBA). Information gathered during these presentations will be used in choosing a financial institution to work with when implementing WIBA's savings mobilization scheme.
- The Trade Hub continued to support the Botswana Cattle Producers Association (BCPA) by hosting the organization's planning meetings on November 8 and 13.

Projects, Papers, Studies & Other Highlights

- As a result of the Membership Campaign for the Botswana Women in Business Association (WIBA) spearheaded by the USAID Trade Hub-sponsored Membership Campaign Coordinator, Leah Gabaeme, the membership of WIBA increased from 15 to 55 members in a 3-month period, and basic institutional structures have been created. Ms. Gabaeme has been retained for an additional four-month period under the Botswana Trust Fund monies to assist WIBA with implementing a savings mobilization scheme.
- The USAID Trade Hub team assessing Angola's trade facilitation needs which included Bridget Chilala, Ranga Munyaradzi, Evans Marowa and Donald 'Duca' Hart analyzed and compiled the findings on the assessment based on the completed questionnaires from the interviews with stakeholders conducted in Luanda in October 2006.
- Evans Marowa facilitated a field visit to Zeerust, South Africa, for Mike Pinard to conduct preliminary planning meetings for rolling out the Martin's Drift-Grobler's Bridge pilot Cross Border Overload Control System (CBOCS) to the Trans Kalahari Corridor.
- In response to a request by the Government of Namibia, Craig Carlson again traveled to Namibia to undertake a survey focused on diversification in the fishery sector. The desire to diversify the industry is, in part, an effort to address an overall AGOA export diversification scheme. Mr. Carlson was joined on this trip by Ministry officials and a consultant who are to review current value-addition activities and market requirements and examine the market potential and viable options for improving the fishing industry.