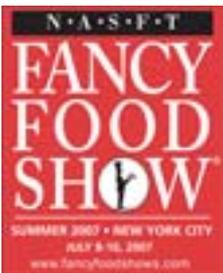


April 2007 Trade Hub Events (continued)

- 11-13** Evans Marowa, Transport Advisor, will travel to Johannesburg, South Africa, to participate in the SADC Expert Group meeting on Surface Transport to review the regional transport program including the terms of reference for the SADC Regional Infrastructure Master Plan development.
- 16-20** Bridget Chilala and Ranga Munyaradzi, Senior Customs Advisor, will attend a WTO regional workshop on trade facilitation for English speaking African countries in Nairobi, Kenya.
- 17-18** The USAID Trade Hub will sponsor Sydney Khando from the Malawi Agriculture Commodity Exchange (MACE) to attend the Grain Trade Summit in Nairobi, Kenya.
- 18** Evans Marowa will attend the Mpumalanga Freight Logistics Forum Land Transport Working Group meeting in Nelspruit, South Africa.
- 18-28** Amanda Hilligas and Derryck Cox, specialty food consultant, will travel to South Africa and Mauritius to prepare the delegation of companies selected to attend the Fancy Food Show in New York City in July 2007.
- 30 – May 4** Maxine Kennett, Trade Facilitation and Capacity Building Director, Keith Jefferis, Economic Advisor, and Amanda Hilligas will visit Luanda, Angola, to discuss technical assistance needs for improving the functioning of the financial system with the *Banque Nacional de Angola* (BNA) and to explore the possibility of undertaking an ethanol export feasibility study.

AGOA



The USAID Trade Hub is collaborating to assist the participation of Southern African producers in the July Fancy Food Show in New York.

- Amanda Hilligas and Derryck Cox, a specialty food consultant, will travel to South Africa and Mauritius during the third week of April to prepare the delegation of African companies selected to attend the Fancy Food Show in July 2007. Companies selected will be briefed on selecting distributors, preparing for the trade show, and prospects for potential buyers in the United States.
- The USAID Trade Hub is conducting an analysis on the denim provision passed as part of the new AGOA legislation. The analysis examines the impact upon supply and demand of denim and denim production and considers the reaction of major brands in the United States. The study will be available in May 2007.
- The USAID Trade Hub is sponsoring regional textile and apparel business-to-business meetings, proposed for the end of May. The meetings will bring together Southern African producers of textiles and apparel, EU and American buyers to foster trade linkages and increase trade in the sector. The USAID Trade Hub is currently facilitating U.S. participation in the business-to-business meetings. For further information, contact Amanda Hilligas ahilligas@satradehub.org.
- Amanda Hilligas and Ranga Munyaradzi continue to work with the clothing firm, Keedo, based in Cape Town, South Africa, to ensure compliance with U.S. Customs and Border Protection requirements to export under AGOA. The USAID Trade Hub has engaged former Deputy Commissioner of U.S. Customs and Border Protection, Doug Browning, to undertake a capacity building and training program for Keedo and other interested South African firms.
- Amanda Hilligas, Ken Ames, Trade Competitiveness Director, and Maxine Kennett, will attend a U.S. Government-sponsored franchising workshop from May 2 to May 4. Several representatives of world-famous U.S. brands are coming to South Africa to meet with potential investors as part of a U.S. Commercial Service program held in conjunction with the Franchise Association of South Africa's (FASA's) International Franchise Event. For more information contact Maretha Malan at maretha.malan@mail.doc.gov.

Exportable Agricultural Products



Along with the Lusaka-based Market Access, Trade and Enabling Policies (MATEP) Project, the USAID Trade Hub is exploring linkages for small-holder baby vegetable growers in Zambia.

- The USAID Trade Hub and the Lusaka-based Market Access, Trade and Enabling Policies (MATEP) Project are exploring linkages for small-holder baby vegetable growers in Zambia. The identified growers were previously exporting to Europe but lost their market access when the company they were supplying went bankrupt. The USAID Trade Hub and MATEP are assisting these growers in their effort to access the South African market.
- During April the final report from the recently completed SPS survey will be finalized. This will include observations from the region and next steps to be undertaken by the USAID Trade Hub.
- Also during April, the recently undertaken Market Gap Analysis will be completed. This report examines supplies of fresh fruit and vegetables in the South African market place and identifies gaps in supply. The USAID Trade Hub will use this information to identify products which are required in the South African market and will match suppliers throughout the region who are able to meet the demand.
- The USAID Trade Hub will follow-up with all of the companies contacted during the recent visit by Sun Rich International to determine next steps and assess the feasibility of each to provide products as required.
- With respect to follow-up on the samples of macadamia nuts sent to the US, the USAID Trade Hub will contact both the potential buyer in the US and the supplier in Malawi to ascertain the status and check if the USAID Trade Hub can be of assistance.
- Focus will also be on the development of the work plans for the coming 18 months in the Agribusiness sector. The plans will be driven by the recently completed Market Gap Analysis and the SPS survey.
- The Mauritian firm that contacted the USAID Trade Hub to request information regarding potential suppliers of sun dried tomatoes and olive oil will be contacted to determine if the information provided needs to be augmented or if they were able to find the products they were seeking.

Customs Modernization & Transport Facilitation



A Time Release Study (TRS) is designed to measure the time required to clear goods through Customs and to identify inefficiencies in the Customs clearance process

- From April 11-14 Evans Marowa will travel to Johannesburg, South Africa, to participate in the SADC Expert Group meeting on Surface Transport to review the regional transport program including the terms of reference for the SADC Regional Infrastructure Master Plan development.
- Evans Marowa will attend the Mpumalanga Freight Logistics Forum Land Transport Working Group meeting on April 18 in Nelspruit, South Africa.
- Bridget Chilala, Evans Marowa and Ranga Munyaradzi will prepare a draft technical report on the status of trade facilitation in Malawi, which will be circulated to all the relevant stakeholders in Malawi in preparation for a two-day workshop that will be organized in May to discuss the findings of the assessment.
- Having presented the draft report on the assessment of the status of trade facilitation in Angola, Bridget Chilala will finalize the Trade Facilitation Assessment Technical Report on Angola taking into account comments from stakeholders. The report will then be translated into Portuguese.
- The World Bank Sub-Saharan African Transport Program (SSATP) will host a workshop to discuss the framework for the implementation of corridor observatories along the Dar es Salaam Corridor focused on the Port of Dar es Salaam. This will be held simultaneously with the Dar es Salaam Corridor Committee meeting in late April-early May. Evans Marowa will participate in this program.
- A draft report of the findings of a preliminary fact-finding study conducted by the USAID Trade Hub to assess the possibilities for creating a regional passenger and cargo air logistics hub in Botswana for the region will be finalized this month.
- Evans Marowa will continue to 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 (TKC) and the Kazungula Ferry Border Post. Finalization of the implementation plan is pending feedback from the Customs departments of the affected countries with respect to the adequacy of current legislation to support permanent implementation of this system.
- From April 16 to 20, Ranga Munyaradzi and Bridget Chilala will attend a WTO Trade Facilitation Assessment Tool Workshop in Nairobi, Kenya, and will present papers on the USAID Trade Hub work on Customs transport and WTO Trade Facilitation Assessments carried out in Zambia, Angola and Malawi.
- Ranga Munyaradzi will prepare a scope of work (SOW) and identify a short-term consultant to assist in the establishment of Risk Management and Post Clearance Audit Unit in Malawi.
- Ranga Munyaradzi and Robert Struthers of the WCO will finalize the National Mozambican Time Release Study (TRS) Report and submit it to the Director-General of *Alfandegas de Mozambique*.
- Ranga Munyaradzi will follow up on the Zambian TRS and the final report which was handed over to the Acting Commissioner-General of Zambia Revenue Authority on March 30. He will also follow up on the implementation of the Action Plan of the Time Release Study in Malawi.



The USAID Trade Hub will be working with the SADC Secretariat to undertake an audit of the implementation of the SADC Trade Protocol.

- As follow up to the process improvement workshop held in Swaziland Paulina Elago will continue consultations with the Swaziland Investment Promotion Agency (SIPA) to roll out the action plan pertaining to the implementation of investor roadmap recommendations on company registration, trade licensing, health inspection and entry permits.
- The USAID Trade Hub will submit the survey on non-state actors in relation to Economic Partnership Agreement (EPA) negotiations to the EPA Unit at the SADC Secretariat. The survey covers Angola, Mozambique and Namibia.
- Paulina Elago will continue to prepare and plan for the training on negotiation skills for the private sector in Lesotho in coordination with Mohloli Chamber of Business in Lesotho.
- The USAID Trade Hub will undertake research for the publication of a guide to preferential trade arrangements applicable to Lesotho.
- Paulina Elago will coordinate with the U.S. Embassy and USAID Mission in Namibia to plan and prepare for private sector outreach activities in Namibia.
- At the request of the Ministry of Foreign Affairs and Trade in Swaziland, Paulina Elago will host a training program on rules of origin.
- Paulina Elago and Bridget Chilala will continue to plan and prepare for a Trade Policy Workshop for Madagascar in collaboration with the Ministry of Economy, Private Sector and Trade.
- At the request of the SADC Secretariat, Bridget Chilala will work with a team of short-term consultants to undertake an assessment on the implementation of the SADC Trade Protocol in preparation for the attainment of the SADC Free Trade Area in 2008. Currently, eleven member states are implementing the Protocol while Madagascar's tariff offer has been accepted and consultations are ongoing regarding improvement of the offer. The assessment study team is scheduled to start work on April 10.
- Bridget Chilala will continue to work on the request from SADC Secretariat for assistance in designing a trade compliance monitoring mechanism and will identify a short-term consultant to work with the USAID Trade Hub team.
- Bridget Chilala will assist Malawi in preparing for their next WTO Trade Policy Review scheduled for 2008, having already assisted them in responding to outstanding questions from their last review in 2002.
- From April 17 and 18, The USAID Trade Hub will sponsor Sydney Khando from the Malawi Agriculture Commodity Exchange (MACE) to attend the Grain Trade Summit in Nairobi, Kenya.
- Leon Skarshinski, the Trade Advisor to the Botswana Ministry of Trade and Industry (MTI) that the USAID Trade Hub is sponsoring through the Botswana Trust Fund will continue to provide trade advisory services to the MTI.

Energy and Finance



The Hub will be carrying out a study on the energy sector that will also look at the role of the Southern African Power Pool (SAPP).

- ⇒ Keith Jefferis, the USAID Trade Hub's Economic Advisor, will be supervising a study on energy issues in the Southern African region which will review legal and regulatory barriers to private sector energy provision, access to distribution and transmission facilities, and the operation of electricity markets. The study will be conducted by energy sector expert Les Kugel and will focus in detail on South Africa, Botswana, Zambia and the DRC, as well as the role of the Southern African Power Pool (SAPP). The work is expected to commence in April 2007 and be completed by the end of June
- ⇒ From April 30 to May 4, Maxine Kennett, Keith Jefferis, and Amanda Hilligas will visit Luanda, Angola, to discuss technical assistance needs for improving the functioning of the financial system with the *Banque Nacional de Angola* (BNA) and to explore the possibility of undertaking an ethanol export feasibility study.

Outreach & Private Sector Advocacy



The USAID Trade Hub made extensive usage of the films in the Trade Hub's Trade Issues Film Series during the Private Sector Advocacy Week for Malawi in March.

- ⇒ In coordination with the U.S. Embassies and USAID missions in several countries of the region, the USAID Trade Hub will be preparing a series of private sector events similar to the Private Sector Advocacy Week held in Malawi during the week of March 19. Lesotho, Namibia, Mozambique, and Madagascar have been targeted for this series. Martin Norman will be overseeing the subtitling of the 5 films in the Trade Hub's Trade Issues Film Series into Portuguese for the event in Mozambique and in French for the event in Madagascar.
- ⇒ The USAID Trade Hub will coordinate with the Botswana Women in Business Association (WIBA) and the First National Bank (FNB) of Botswana to launch a savings mobilization scheme administered by FNB and designed to increase the access that the businesswomen of Botswana have to financing.
- ⇒ The USAID Trade Hub will assist the Imbita Women's Finance Trust in Swaziland with several areas of institutional building and microfinance. It will also explore additional opportunities to support businesswomen's groups throughout the Southern African region.



The USAID Trade Hub is assisting Keedo, a children's clothing manufacturer to comply with US Customs requirements for getting their merchandise to their US market.

Events, High Level Visits, and Meetings

- From February 26 to March 2, Amanda Hilligas traveled to Mauritius with Sun Rich International, to introduce Mauritian specialty food companies to these potential buyers based in Chicago, Illinois. Sun Rich International, a gourmet food company, visited Southern Africa to develop an African line of products. Sun Rich is picking up 10 new products from Southern Africa to launch and promote at the Fancy Food Show in July 2007.
- Between March 4 and 6, Amanda Hilligas traveled to Lesotho with consultant Tim Armstrong to begin the USAID Trade Hub's economic analysis of the new denim provision in the recent 2006 AGOA legislation.
- On March 5 and 6, Maxine Kennett attended USAID's Electricity Distribution Indicator Toolkit Workshop in Cape Town, South Africa. The aim of the workshop was to review an assessment tool developed under a USAID sponsored project.
- Keith Jefferis and Les Kugel, a short term energy consultant, met with Jeffery Humber, a USAID energy consultant, at the USAID Trade Hub on March 8. During his visit, Mr. Kugel also reviewed the regulatory framework with regard to power generation and distribution within SADC to identify possible constraints to the involvement of the private sector in contributing to generation and transmission solutions.
- In response to private sector impressions that SPS measures are used to restrict both regional imports and exports, the USAID Trade Hub undertook a survey of the region to identify patterns in the occurrences of SPS measures and suggest possible mitigation of these measures. The Survey was led by Richard Clark, a Trade Hub consultant, in coordination with Craig Carlson, Agribusiness Advisor. From March 5 to 21, meetings and consultations were held with public, private and other stakeholders in Cape Town, Johannesburg, Maputo, Lusaka, and Gaborone. Additional information was obtained in telephone interviews with other stakeholders. The findings are now being analyzed and the report will be made available in April 2007. For more information concerning this survey or the findings contact Craig Carlson at ccarlson@satradehub.org.
- On March 7 Amanda Hilligas and Ranga Munyaradzi traveled to Cape Town to meet with Keedo, a children's clothing manufacturer, to discuss the recent ruling by United States Customs Service which resulted in the inability of Keedo to get a shipment of merchandise into the United States.
- The USAID Trade Hub mobilized 17 businesswomen and businessmen from the informal sector to a U.S. Embassy / Botswana-sponsored event in Gaborone on March 7 on mentoring and self-development.
- On March 8 Amanda Hilligas addressed a University of Swaziland's conference on textiles and apparel on current trends in apparel and AGOA diversification.
- On March 9 the USAID Trade Hub hosted a workshop for Botswana businesswomen entitled "Getting Involved: Mentoring by Businesses", which was organized by the U.S. Embassy. 27 businesswomen attended the event.

Recent Highlights



On 15 March Evans Marowa facilitated a meeting of the Botswana Trans Kalahari Corridor Group aimed at reviewing a strategy to achieve an increase of utilization of the Trans Kalahari Corridor by Botswana and Gauteng businesses.

- On March 12 the USAID Trade Hub hosted a planning meeting of the Botswana Cattle Producers Association (BCPA).
- Amanda Hilligas and Evans Marowa participated in consultations in Johannesburg on March 12 and 13 between USAID/Washington, USAID/Southern Africa and the bilateral USAID Missions of the countries of the region to discuss potential projects and the thrust of the African Global Competitiveness Initiative (AGCI).
- On March 14, Evans Marowa participated in a SADC Road User Charges Harmonization Workshop in Gaborone. The workshop reviewed the draft report of the consultants which proposed levels of road user charges for the SADC countries and recommended an implementation program to harmonize road user charges in the SADC region.
- Evans Marowa facilitated a meeting of the Botswana Trans Kalahari Corridor Group held at the Ministry of Works and Transport in Gaborone, Botswana on March 15. The main purpose of the meeting was to review a strategy to achieve a significant increase of utilization of the Trans Kalahari Corridor by Botswana and Gauteng businesses.
- On March 16 Maxine Kennett met with Jim Hogan, the Economic Officer from the U.S. Embassy to Botswana, to discuss current trade-related technical assistance activities in Botswana.
- On March 16 and 17, Ranga Munyaradzi had a joint meeting with USAID/Malawi, the MCA (Millennium Challenge Account) Project and the Malawi Revenue Authority (MRA) in Blantyre, Malawi, to work out a program of technical assistance for the MRA.
- Between March 18 and 24, Ranga Munyaradzi, Bridget Chilala and Evans Marowa were in Malawi to undertake a detailed assessment of the status of trade facilitation in Malawi against the latest proposals produced by the World Trade Organization (WTO) Trade Facilitation Group. The ultimate aim of the assessment is to facilitate the effective participation at WTO negotiations in trade facilitation by Malawi.
- During the same period, Ranga Munyaradzi, Senior Customs Advisor, met with other donors in Malawi (USAID, MCC, the World Bank, the IMF and the management of the Malawi Revenue Authority—MRA) to finalize technical assistance to MRA in the implementation of the Action Plan of the USAID Trade Hub-Sponsored Time Release Study. Donor funding has now been agreed to and the Trade Hub will provide further technical assistance to MRA in a number of areas.

Recent Highlights



On March 22 and 23 Craig Carlson participated in the annual meeting of the African Cashew Alliance in Maputo, Mozambique. The USAID Trade Hub used the opportunity to identify nut suppliers in the region who have the potential of meeting regional and international supply.

- From March 19 to 23, Lawrence Johnson, Regional Trade Advisor with USAID/Southern Africa, and Martin Norman traveled to Malawi where the USAID Trade Hub, in coordination with the Malawian Ministry of Trade, Industry, and Private Sector Development, USAID / Malawi, the U.S. Embassy in Malawi, the Malawian Confederation of Chambers of Commerce and Industry (MCCCI), held a Private Sector Advocacy Seminar. Nearly 90 representatives from Malawian private sector organizations, government, parliament and NGOs were present to discuss constraints to Malawi's competitiveness and the advocacy role of private sector organizations. A follow-up meeting in Lilongwe with Malawian parliamentarians was held on March 22.
- In collaboration with the West Africa Trade Hub, TechnoServe and USAID, Craig Carlson participated in annual meeting of the African Cashew Alliance in Maputo, Mozambique, on March 22 and 23. The African Cashew Alliance (ACA) is an industry body that promotes the African cashew sector from production to consumption. More information about the organization can be obtained at <http://africancashewalliance.org>. This meeting was also an opportunity to identify nut suppliers in the region who have the potential of meeting regional and international supply.
- From March 26 to 30, Ranga Munyaradzi and Robert Struthers, Technical Officer at the World Customs Organization (WCO), were in Zambia to finalize the last Phase of WCO Time Release Study. This involved analysis of the data collected during Phase 2 by the Time Release Study Working Group and then preparing the National Zambian TRS Report with findings, conclusions, recommendations and an Action Plan to remove the identified bottlenecks. The Final Report was handed over to the Acting Commissioner-General of Zambia Revenue Authority on March 30.
- In response to requests from the Government of Malawi, on March 26 and 27 Bridget Chilala met with officials from the Ministry of Trade, Industry and Private Sector Development to assist them in responding to outstanding questions from the 2002 WTO Trade Policy Review.
- At the invitation of a Canadian organization, Lawyers and Economists Against Poverty, Paulina Elago attended an Aid for Trade conference on March 28 and 29 in Nairobi, Kenya. The conference brought together representatives and stakeholders from 15 African countries involved in Aid for Trade to facilitate preparation towards regional and continental reviews of Aid for Trade.
- On March 28 Maxine Kennett and Keith Jefferis met with Per Mogstad from the Norwegian Embassy in Maputo, Mozambique, to discuss areas of support to SADC in the energy sector.
- In celebration of Women's History Month in the United States, the U.S. Embassy in Botswana organized and hosted a digital video conference for businesswomen entitled, "Growing your Business" on 29 March. The USAID Trade Hub mobilized 31 businesswomen to attend the event and Amanda Hilligas spoke on AGOA opportunities.

Recent Highlights



On March 29 the USAID Trade Hub hosted a general meeting of the Women in Business Association (WIBA) of Botswana which was attended by more than 80 businesswomen.

- Pamela Ward, Deputy Senior Commercial Officer, and Heather Byrnes, Commercial Officer, from the U.S. Commercial Service visited the USAID Trade Hub on March 29 to discuss Trade Hub activities and possible areas of collaboration with the Trade Hub.
- On March 29 the USAID Trade Hub also hosted a general meeting of the Women in Business Association (WIBA) of Botswana which was attended by more than 80 businesswomen. During the meeting, WIBA performed a needs analysis and organized the attending businesswomen according to the sector in which they operate for future training purposes.
- From March 29 to 30 Evans Marowa traveled to Geneva, Switzerland, to participate in the Boksburg Group meeting. The meetings focused on (1) reviewing the WTO Agreement text on trade facilitation, its implications and identification of what needs to be done to achieve the best agreement for developing countries and (2) reviewing the business role of the Boksburg Group and how it might play a more influential role in developing rules covering trade facilitation and improving the border management process.

Projects, Papers, Studies & Other Highlights

- South Africa's Category 9 application has been submitted to the U.S. government for official review and approval. The USAID Trade Hub worked with the Department of Trade and Industry in South Africa and with firms included in the submission.
- The USAID Trade Hub is assisting Peter Mabeo of Mogomotsi Enterprises, based in Gaborone, Botswana, in selecting a sales agent for his contemporary furniture line that has gained the attention of *Newsweek*, the *New York Times*, *Elle Décor*, the *City Magazine of New York*, and the *Toronto Star*. The Trade Hub is working with the Africa Fast Track Trade (AFTT) program to send Mr. Mabeo to the International Contemporary Furniture Fair in New York in May with Russ Colvin, a specialist in wood furniture.
- The USAID Trade Hub reviewed an MOU between the Botswana Women in Business Association (WIBA) and the First National Bank (FNB) of Botswana to establish a savings mobilization scheme for WIBA. The Trade Hub also coordinated with WIBA to plan a launch of the scheme which is tentatively scheduled for April.
- The USAID Trade Hub provided financial assistance to the Angolan Women's Business Federation for organizing their Third Annual Businesswomen's Forum on March 19 and 20 which was attended by women from 18 Provinces of Angola.
- Following the Process Improvement workshop held in Swaziland from February 19 and 23, the USAID Trade Hub in consultation with various agencies and stakeholders in Swaziland finalized an action plan and implementation strategy to guide the implementation of reforms with respect to company registration, trade licensing, health inspection and entry permits.

Recent Highlights



The USAID Trade Hub Will engage a consultant for a study on the impact of price changes in the cattle and beef industry on household incomes and poverty.

- Gideon Phiri and Pascoa Themba submitted the draft report for the survey of Non State Actors (NSA) funded by the USAID Trade Hub for the SADC Economic Partnership Agreement (EPA) Unit. The survey covers Namibia, Angola, Mozambique and Tanzania and seeks to identify the main private sector and other NSA leaders and opinion formers to facilitate closer consultation and coordination by the SADC EPA Unit and the private sector with respect to EPA negotiations.
- Keith Jefferis has prepared a Scope of Work for a further short study on the impact of price changes in the cattle and beef industry on household incomes and poverty. The work will make use of data from the Botswana Household Income and Expenditure Survey (HIES) conducted in 2002/03, and will model both income and expenditure effects resulting from cattle and beef price changes to assess the overall impact on household poverty levels.
- Keith Jefferis has prepared a short note on cattle supply response to price changes which summarizes the results of various pieces of research published on this topic in Botswana over the past 20 years. While there are various ways of approaching the analysis and some uncertainties exist over data quality, most researchers conclude that price matters, and that farmers do respond positively to higher prices by increasing cattle sales. However, there is a wide range of estimates over the magnitude of this response, which suggests a need for continued research on the topic.
- A draft report prepared by Sam Mensah on the harmonization of listing regulations in SADC Stock Exchanges has been submitted to the Committee of SADC Stock Exchanges (CoSSE) and the individual member stock exchanges, and comments have been received. The report is being revised in the light of these comments prior to final submission to CoSSE.
- Gina van Schalkwyk, Information and Communications Coordinator, finalized the eighth issue of the USAID Trade Hub's flagship news publication *Inside Southern Africa Trade (INSAT)*. It focuses on Economic Partnership Agreements in Southern and Eastern Africa.
- On March 19, Clare Olaki, a graduate student from Uganda, joined the USAID Trade Hub team as a short-term intern. She will assist the Trade Hub with researching and writing papers on issues relating to trade and intellectual property as well as drafting articles for *INSAT*.