

TRADE HUB HAPPENINGS



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

Hub Highlights

- During March the USAID Trade Hub will publish the fourth issue of its flagship newsletter, *Inside Southern African Trade (INSAT)*. This issue explores the role of the private sector in shaping the business environment in Southern Africa through participation in the policy-making process. It also features an exclusive interview with the new Executive Secretary of SADC, Mr. Tomaz Salomão.
- On Tuesday, January 31, the U.S. Ambassador to Botswana, Hon. Katherine H. Canavan, the Assistant Minister of Agriculture, Hon. Peter L. Siele MP, representatives from the USAID Regional Center for Southern Africa (RCSA), members of the media, and the USAID Trade Hub participated in a melon harvesting event sponsored by the Ministry of Agriculture. Participants in this event traveled to three farms in the Gaborone area, witnessed the collection and harvesting of numerous melon varieties and participated in the delivery of the produce to a local wholesaler.
- On February 6 the Trade Hub launched the Tourism Investor Roadmap for Namibia which is designed to identify areas of need and enhance the competitiveness of Namibia's Tourism Industry.

March 2006 Trade Hub Events

- 6-10** Bridget Chilala, Director Capacity Building, will attend a regional Export Diversification Workshop organized by the Commonwealth Secretariat from March 6-10, in Gaborone, Botswana.
- 6-10** Paulina Elago, TFCB Deputy Director, and three advisors from the Trade Law Centre for Southern Africa (tralac) will conduct a training course on Trade Data Analysis for policy analysts in Mbabane, Swaziland.
- 13-17** Bridget Chilala will attend a workshop in Cape Town, South Africa, which will focus on developing a Seed Import and Export Procedures Manual.
- 20-22** Evans Marowa will participate in a meeting of the authorities of the regional transport corridors in Nairobi, Kenya, which will focus on sharing best practices and experiences in transport corridor development in sub-Saharan Africa.
- 24** PFID-F&V SA will hold a nutrition education training program for caregivers of children with HIV/AIDS at the University of Botswana (UB).
- 27-31** Evans Marowa will facilitate a consultative meeting of Zambian stakeholders on the Dar es Salaam Corridor (DC) constitution in Lusaka, Zambia.

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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- The Competitiveness Component of the USAID Trade Hub is partnering with Africa Fast Track Trade (AFTT) to send export-ready companies to the Fancy Food Show in Chicago in May. Companies from Southern Africa were selected in February. Africa Fast Track Trade and the Trade Hub will assist the companies traveling on the delegation with trade capacity building in marketing and distribution in March.
- The AGOA Advisor is developing a resource center for exporters to assist businesses exporting to the United States. The resource center 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 DVD *Exporting Specialty Food Products to the United States* is now available for specialty food producers interested in navigating U.S. FDA requirements for food products and labeling. For further information contact Amanda Hilligas at ahilligas@satradehub.org.
- In preparation for the Fancy Food Show in Chicago, the AGOA Advisor is working with AFTT and the National Association for the Specialty Food Trade (NASFT) to develop media that will promote companies from Zambia, Malawi, Swaziland, and South Africa. The Market Access Trade and Enabling Policies Project (MATEP) in Zambia and the Support for Agriculturally Linked Enterprises (SALES) project in Malawi are partnering with the Trade Hub on the media campaign.
- Mr. Derryck Cox, a U.S. expert in specialty food imports and distribution, will travel to Southern Africa in April to assist export-ready companies prepare for the Fancy Food Show in May. Amanda Hilligas will accompany Mr. Cox to South Africa, Zambia, and Malawi.

Trade Competitiveness (TC)



Exportable Agricultural Products

- At the request of the Zambia Export Growers Association (ZEGA), John Keyser, Trade TC Technical Director, and Evans Marowa, Transport Advisor, will develop the terms of reference for a study of air cargo prices in Zambia and strategies that the horticulture export sector can use to reduce these costs as a fundamental requirement for long-term trade competitiveness.
- In coordination with the Swaziland Enterprise and Entrepreneurship Program (SWEEP), Jutta Drewes, Regional Market Specialist, will begin planning an observational tour for South African horticulture production and marketing companies aimed at promoting cross-border market linkages and investment projects in Swaziland.
- The Animal and Plant Health Inspection Service (APHIS) is proposing to amend the fruits and vegetables regulations to allow the importation into the continental United States of fresh, dehusked immature (baby) sweet corn and fresh baby carrots from Zambia. To help exporters prepare for this new opportunity, the USAID Trade Hub will begin work in March together with USAID/Zambia MATEP on a detailed assessment of the most advantageous transport routes, identification of niche markets, price points, and buyer requirements for single-, double-, and tri-pack vegetables.



The successful implementation of the TKC Customs Bond Guarantee Scheme will facilitate the movement of trucks through border posts with minimal delays

Customs Modernization and Transport Facilitation

- At the end of March Ranga Munyaradzi, Senior Customs Advisor, will facilitate a meeting of the Trans Kalahari Corridor (TKC) / Maputo Corridor Customs Working Groups, to review progress on previous Action Plans. Particular attention will be given to the adoption of the single administrative document (SAD500) on the Maputo and Beira Corridors, the roll-out of the SAD500 in Swaziland, Lesotho and throughout South Africa, the development of the one-stop border concept, extended border opening hours, and the practical implementation of the TKC Pilot Customs Bond Guarantee Scheme.
- Ranga Munyaradzi will work with the Malawi Revenue Authority on the final version of World Customs Organization (WCO) Time Release Study Report, which will then be made available to the public.
- From March 20 to 22, Evans Marowa will be in Nairobi, Kenya, to participate in a meeting of the authorities of the regional transport corridors. The meeting will focus on sharing best practices and experiences in transport corridor development in sub-Saharan Africa.
- Evans Marowa will travel to Lusaka, Zambia, from March 27 to 31, to facilitate a consultative meeting of Zambian stakeholders on the Dar es Salaam Corridor (DC) constitution. The meeting will focus on ensuring that public and private sector stakeholders in Zambia are fully aware of the institutional framework for managing the corridor trade facilitation interventions and will establish a National Corridor Coordinating Committee. After discussions on the provisions of the constitution, Zambian stakeholders are expected to commit to effective participation in the Dar es Salaam Corridor by signing the document.
- While in Lusaka, Evans Marowa will attend the DC Transport Coordinating Committee to review operational problems in the Corridor and map out remedial action plans to improve corridor transport operations.
- The DC Secretariat and the USAID Trade Hub will mobilize contributions from service providers such as Malawi Cargo Centres (MCC, Ltd.), the Tanzania Ports Authority (TPA), and Tanzania-Zambia Railways (TAZARA) to finance the Secretariat. Other stakeholders will also be approached through the Zambian stakeholders' consultative meetings as well as the World Bank's Sub-Saharan Africa Transport Policy Program (SSATP).

Outreach and Dialogue for Competitiveness

- In March the USAID Trade Hub will publish the fourth issue of its flagship newsletter, *Inside Southern African Trade (INSAT)*. This issue explores the role of the private sector in shaping the business environment in Southern Africa through participation in the policy-making process. It also features an exclusive interview with the new Executive Secretary of SADC, Mr. Tomaz Salomão.
- During March Lisa Yarmoshuk, TFCB Director, and Hanson Hosein, Executive Producer of HRH Media, will continue to develop a series of five educational films that are expected to be completed in May. The films deal with (1) the impact of trade preferences in Southern Africa, (2) business environment challenges, (3) building an effective private sector voice for policy change using the Trade Hub's work with the Botswana Cattle Producers Association (BCPA) as a case study, (4) fostering regional integration through transport corridors, and (5) HIV/AIDS from a business perspective.

Trade Facilitation and Capacity Building (TFCB)



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- The Botswana Women in Business Association (WIBA) and the USAID Trade Hub developed a terms of reference for Trade Hub assistance with establishing a microfinance project that WIBA can offer to its members. The Trade Hub is currently in the process of refining the scope and recruiting a microfinance specialist.

Capacity Building

- Dr. Keith Jefferis, Economic Advisor to the USAID Trade Hub, has continued his advisory work with the Botswana Business and Economic Advisory Council (BEAC), established by President Mogae in 2005 to address constraints to economic growth, investment and competitiveness in Botswana. The Council is preparing a set of economic and institutional reforms that will be presented to Cabinet during 2006.
- Bridget Chilala, Director Capacity Building, will prepare a brief aligning the Seed Sanitary and Phytosanitary (SPS) regulations pertaining to the SPS Annex to the SADC Protocol on Trade to be tabled by the SADC Seed Security Network (SSSN) at the next Trade Negotiating Forum (TNF) Meeting scheduled for April 2006 in Gaborone, Botswana.
- Paulina Elago, TFCB Deputy Director, and three advisors from the Trade Law Centre for Southern Africa (tralac), Volker Schoer, Lawrence Edwards, and Owen Willcox, will conduct a training course on Trade Data Analysis for policy analysts in Mbabane, Swaziland, from March 6-10, 2006. This course is in response to a request from the Ministry of Foreign Affairs and Trade in Swaziland.
- Bridget Chilala will work in collaboration with Iowa State University to facilitate work comparing the draft regional seed regulations with national regulations. The goal of this work will be to identify any inconsistencies between the two and suggest ways to address these inconsistencies.
- Paulina Elago will continue to coordinate the scheduling of specific Trade Capacity Building activities for the BLNS (Botswana, Lesotho, Namibia, and Swaziland) countries following consultations on their trade capacity building needs. Implementation of these activities will begin in March 2006.
- During the month of March 2006, the consultants for the Namibia Tourism Investor Roadmap will continue to analyze the data collected during their visit to Namibia in February and prepare a draft report.

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



PFID under the LMI activity will look into cellular phone technology applications for rural communities

- Isang Pilane, Program Manager, PFID F&V SA (Southern Africa), and Doe Adovor of PFID Michigan State University (MSU) will develop an MOU with small scale producer organizations in the Chinyanja Triangle (Eastern Zambia, Central Malawi, and the Tete Province of Mozambique) leading to market specifications for produce and supply contracts for 75 tons of Fresh Fruit and Vegetables between Small-Scale Producer Organizations representing 2,500 farmers and regional supermarket chains, food processors, and food services markets by the end of 2006.
- PFID F&V SA, in partnership with the USAID Last Mile Initiative (LMI) activity will formalize collaboration to facilitate market and production information access to Small-Scale Producer Organizations (SSPO) in the Chinyanja Triangle by providing the necessary technology (both software and hardware) that will link them to three VSAT facilities to be installed by LMI in the Triangle.

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



PFID under the LMI activity will look into cellular phone technology applications for rural communities

- PFID-F&V SA, Trade Competitiveness, and DFID are discussing the possibility of collaborating in the signing of MOU with markets in South Africa. The joint approach logically follows the common goal of each organization to link suppliers / producers to markets in the Southern African Region.
- PFID-F&V SA implementing partner, Market Matters Inc, will partner with the Citizens Empowerment Development Association (CEDA) of Botswana to host a workshop in Gaborone in March 2006. The workshop will focus on enhancing the business management capacity of selected enterprises and individuals. CEDA is responsible for much of the organizing and publicity, whereas Market Matters Inc. will provide instruction and training materials.
- PFID-F&V SA will launch its website during the month of March 2006. Further information with respect to the URL and the launch will appear in upcoming *Hub Happenings*.
- Another nutrition education training program for caregivers of children with HIV/AIDS will be held at the University of Botswana (UB) on March 24. As part of the HIV/AIDS component of the PFID project, all caregivers attending the Botswana Baylor Children's Clinical Centre of Excellence (BCCCCOE) will receive at least one educational program on the importance of nutrition in the management of HIV/AIDS, good nutritional practices, preparation of foods to improve dietary content and food safety issues.

Recent Highlights



MP Olebile Gaborone, one of the participating farmers, Ambassador Katherine H. Canavan, Mario Bacchiocchi and others during a tour of farms participating in USAID Trade Hub-sponsored melon field trials.

Events and High-Level Visits

- From January 30 to February 3, Robert Kirk, The Services Group (TSG) Senior Vice President, presented the findings and recommendations of the USAID Trade Hub sponsored Swaziland Investor Roadmap to Members of Parliament, Cabinet Ministers and Permanent Secretaries during workshops organized as part of the launch of the new Technoserve project SWEEP (Swaziland Enterprise and Entrepreneurship Program) at the request of the Swaziland Investment Promotion Agency (SIPA). These presentations were part of SIPA's efforts to create awareness and seek buy-in from various stakeholders for the next phase of implementation.
- During February the USAID Trade Hub discussed follow up activities on recommendations from the Swaziland Investor Roadmap with the Swaziland Investment Promotion Authority (SIPA). A process improvement workshop involving key agencies for the purpose of designing new procedures and coordination mechanisms related to issuing Entry (Work) Permits, Trading Licenses, and Health Inspections is being planned for the second quarter of 2006.
- RCSA Regional Program Implementation Office's (RPIO) Cecilia Khupe and Brian King of USAID's Last Mile Initiative (LMI) project conducted field visits to the Chinyanja Triangle from January 30 to February 7. Ms. Khupe conducted site visits of projects funded under the Rural Livelihoods Programme of RCSA, while Brian focused on information and communications technology (ICT) interventions in the Triangle under the LMI.

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- Paulina Elago, TFCB Deputy Director, joined Robert Kirk in Swaziland on February 1 and 2, for meetings with senior officials from the Ministry of Foreign Affairs and Trade, the Ministry of Finance, the Chamber of Commerce, and other stakeholders to consult on the Trade Capacity Building support program for Swaziland in the context of the SACU – US FTA negotiations. On 9 February, in Maseru, Lesotho, they held similar meetings with senior officials in the Ministry of Trade and Industry, Cooperatives and Marketing, and the Lesotho National Development Cooperation (LNDC).
- On February 2, Bridget Chilala, Director Capacity Building, attended a meeting for NGOs on Trade Policy organized by the Botswana Institute for Development Policy Analysis (BIDPA) and Botswana Trade and Poverty Program. At the meeting she made a presentation on the mandate and goals of the Trade Facilitation and Capacity Building Project and discussed how the project can collaborate with interested NGOs on Trade Policy issues.
- On February 6 the USAID Trade Hub launched the Tourism Investor Roadmap for Namibia. Peter Nizette, a Tourism Specialist and Team Leader for this project, and Donaldo Hart, an Investor Roadmap Specialist, were in Namibia during February to collect data and conduct interviews with various stakeholders in the tourism and related sectors. Paulina Elago joined them for the first week for meetings with various stakeholders including a debriefing with the Namibia Tourism Board. She also met with representatives from the Ministry of Trade and Industry and the Namibia Investment Center (NIC) to discuss follow-up activities related to the Namibia Investor Roadmap.
- On February 6 Martin Norman met with Richard Neill, Director of Policy Planning and Research of the Tertiary Education Council (TEC) of Botswana, to discuss possible collaboration between the USAID Trade Hub and the TEC for a continuation of the study of the labor supply in Botswana. Further studies and documents were exchanged and discussions are on-going.
- On February 10 Robert Kirk and Paulina Elago attended a Roundtable on the Doha Round, post Hong Kong, organized by the South African Institute of International Affairs (SAIIA) where the Director General of the WTO, Pascal Lamy, delivered a keynote address. That same afternoon Robert Kirk and Paulina Elago also attended a speech of the European Union (EU) Commissioner for Trade, Peter andelson, on the EU's trade relations with Southern Africa—including relations with South Africa—and the EU's perspective on the Doha Round.
- On February 13 the Trade Hub held a luncheon for Ronald J. Greenberg, Chief AFR/SD/EGEA at USAID in Washington, DC, Brinton Bohling, Senior Trade Advisor, EGAT/EG/TI, representatives of RCSA, and other high-level Trade Hub stakeholders from the region. Attendees received a briefing on Trade Hub activities, and a lively discussion on these activities and collaboration throughout the region followed.
- Tongila Manly, Managing Director of Enterprise Florida Southern Africa in Johannesburg, South Africa, visited the Trade Hub on February 13 to discuss several possibilities for facilitating contact between businesses in Southern Africa and businesses located in the State of Florida. Trade missions to Florida, trade fairs, and inclusion in an international trade lead database were among the possibilities available to businesses in the region.

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- From February 13 to 15, Bridget Chilala attended the Southern African Seed System Development Initiative Work Plan meeting organized by the USAID Regional Center for Southern Africa (RCSA) where it was agreed that the TFCB project in collaboration with SADC Seed Security Network (SSSN) and Iowa State University would (a) co-fund the participation of the Trade officials at the next planned SADC meeting on Harmonization of Seed Policy, (b) facilitate work to compare regional and national regulations in order to identify areas requiring amendment at national level, and (c) develop a Seed Import and Export Procedures Manual at an SSSN meeting in Cape Town, South Africa.
- As part of the strategy to promote cross-border trade and investment between South Africa and Mozambique, the Trade Hub hosted a three-day fact-finding tour from February 20 to 22 for select Mozambican agriculture investors and government officials to visit horticulture production and marketing companies in the Mpumalanga and Limpopo Provinces of South Africa.
- Evans Marowa, Transport Advisor, attended a meeting of the Boksburg Group in Dakar, Senegal, from February 20 to 22. The purpose of the meeting was to get individuals involved in trade facilitation in order to develop tools that may facilitate the Trade Facilitation Negotiations process at the WTO in a non-official environment. Participants in the meeting discussed a framework which allows members to commit themselves to implementing specific core measures of the agreement according to their capacity and available technical assistance.
- Evans Marowa, Ranga Munyaradzi and John Keyser facilitated a meeting of the Mozambican Horticultural Exports Task Force in Maputo, Mozambique, on February 25. The objectives of the meeting were to review the non-tariff barriers to horticultural exports identified by the task team and develop action plans to reduce or eliminate the barriers.
- On February 27, John Keyser and Mario Bacchiocchi met with two fresh cut fruit processors in Johannesburg, South Africa, interested in importing high quality watermelons and sweet melons from Botswana as a result of the melon trials undertaken by the USAID Trade Hub and Botswana Horticulture Council.
- Also on February 27, Ken Ames, Director of Trade Competitiveness, and Amanda Hilligas, AGOA Advisor, traveled to Swaziland for the launch of the Technoserve Swaziland Enterprise and Entrepreneurship Program (SWEEP). SWEEP works toward economic growth and job creation in Swaziland.
- Bridget Chilala and Martin Norman met with the Program Officer of the SADC Council of NGOs (SADC CNGO), Linda Ramokate, in the offices of the USAID Trade Hub on February 28 to discuss a possible collaboration between the two organizations. SADC CNGO sees a role for the Trade Hub in helping the NGO umbrella organization and civil society in the region to have a greater voice with respect to trade policy decision-making in the region.

Projects, Papers, Studies and Other Highlights

- Ranga Munyaradzi, Senior Customs Advisor, and Simon Royals, Technical Officer of the World Customs Organization (WCO), completed the final Phase of the WCO Time Release Study (TRS) in Malawi and produced a technical report for the Malawian Government. The final TRS report analyzes the problems that exist in the customs clearance process and the nature of these problems and makes recommendations for corrective action.

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- Bridget Chilala held a meeting with Edward Zulu, Senior Project Coordinator of SSSN, and Jabulani Mthethwa, Acting Senior Program Manager, Regional and Multilateral Trade, to discuss how best to align the Seed Sanitary and Phytosanitary (SPS) harmonization work pertaining to the draft SPS Annex to the SADC Protocol on Trade as was directed by the Permanent Secretaries of Agriculture at their last meeting from December 7 to 9, 2005, in Maputo, Mozambique.
- Robert Kirk, TSG Senior Vice President, and Bridget Chilala held a meeting with the newly appointed Director for Trade, Industry, Finance and Investment (TIFI) at the SADC Secretariat to consult on what specific areas the USAID Trade Hub and SADC Secretariat could work together.
- During February work continued on developing a series of educational videos to highlight best practices in the region. Lisa Yarmoshuk, TFCB Director, and Hanson Hosein, Executive Producer of HRH Media, traveled extensively in South Africa, Namibia, Mozambique, and Botswana to conduct interviews and shoot film footage for the films on transportation corridors and HIV/AIDS from a business perspective. Evans Marowa and Ranga Munyaradzi assisted in arranging interviews and filming for the Trans Kalahari Corridor, the Maputo Corridor and the Port of Durban components of the film.
- John Keyser and Moses Simemba of the USAID/ZAMBIA Market Access Trade and Enabling Policies Project (MATEP) visited exporters of specialty vegetables to identify areas where USAID Trade Hub and MATEP assistance are needed to open new markets and improve long-term trade competitiveness.
- Mario Bacchiocchi, Value Chain Specialist, traveled to Berlin to attend the 2006 FruitLogistica International Trade Fair for Fruit and Vegetable Marketing. As part of this mission, Mr. Bacchiocchi visited international seed companies and fruit buyers in Bologna and Paris. These firms have been working with the USAID Trade Hub as part of its value chain development strategy.
- Jutta Drewes, Regional Market Specialist, finalized the skills development plan for the Matsafeni Trust. This plan, based on the structure and job descriptions of a large horticulture marketing firm, identifies skill gaps and proposes a development plan which will be implemented by the USAID/South Africa PAL (Promoting Agribusiness Linkages) Project.
- Dr. Paolo Craviolatti, HIV/AIDS Advisor, traveled to Zambia to participate in the launch of the HIV/AIDS workplace activities being undertaken by MATEP. This mission focused on detailing the types of activities and a timeline for implementation to be undertaken by the Zambia Export Growers Association (ZEGA) and ZEGA Training Trust (ZTT). These activities are being implemented using PEPFAR (the President's Emergency Plan for AIDS Relief) funding.
- Isang Pilane, PFID-F&V SA Programme Manager, and Doe Adovor, Graduate Assistant for PFID-F&V SA, concluded a two-week field visit of Small-Scale Producer Organizations (SSPO) and production support organizations in the Chinyanja Triangle. They met with USAID bilateral mission staff, farmer organizations, donors and NGOs supporting horticultural production among small / rural farmers. The detailed evaluations of the SSPO will be available at the end of March, while the trip report will be available at the end of February

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- The six member steering committee of the National Fortification Alliance (NFA), which was formed during the regional workshop on Agricultural Interventions for Mitigating the Impact of HIV/AIDS held at the USAID Trade Hub in December, met in February to finalize the terms of reference, organizational structure and composition of the entire NFA. The committee also developed a plan for working with the Global Alliance for Improved Nutrition (GAIN), the organization based in Europe that advocates for national fortification of foods in developing countries. The steering committee is planning a high-level consultative meeting with public and private sector stakeholders in April to initiate its advocacy activities.
- Evans Marowa, Bridget Chilala and Ranga Munyaradzi worked on finalizing the first draft of the report on the status of trade facilitation in Zambia as measured against the proposals made by member countries to the World Trade Organization (WTO).
- During February Martin Norman discussed areas of potential collaboration with representatives of the SADC Parliamentary Forum in Windhoek, Namibia. The Parliamentary Forum submitted a draft list of suggestions, which is currently being discussed.