

TRADE HUB HAPPENINGS



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

Hub Highlights

- 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 will hold a two-day Trade Facilitation Workshop in Pretoria, South Africa, on September 19 and 20 (for more information see Trade Facilitation and Capacity Building section below).
- Towards the end of September the USAID Trade Hub will publish the sixth issue of its flagship news publication, *Inside Southern African Trade (INSAT)*. This issue will focus on small, medium and micro enterprises in the Southern African region.
- The DVD containing the Trade Hub’s Trade Issues Film Series has been distributed to more than 60 stakeholders both regionally and internationally, and more than 1,100 people have now viewed one or more of the films. For more information on the film series or to discuss organizing a workshop or seminar around the films please contact Lisa Yarmoshuk, Director, Trade Facilitation & Capacity Building at lyarmoshuk@satradehub.org.

September 2006 Trade Hub Events

- 11-15** Ranga Munyaradzi, Senior Customs Advisor, and Robert Struthers, a Technical Officer at the World Customs Organization, will launch the First Phase of the WCO Time Release Study (TRS) in Zambia.
- 11-15** Craig Carlson, Agribusiness Advisor, will travel to Zambia with a group of South African agricultural product buyers to explore opportunities for trade. This activity is being coordinated in conjunction with ECIAfrica and the Bilateral Market Access, Trade and Enabling Policies (MATEP) project.
- 14** Evans Marowa, Transport Advisor, will facilitate a stakeholders meeting for the establishment of the Botswana Trans Kalahari Corridor Group to promote the use of the TKC and development along the corridor in Botswana.
- 17-30** Craig Carlson will participate in an agricultural assessment of USAID/Malawi’s agriculture sector support programs as part of a request by USAID/Malawi’s Sustainable Economic Growth (SEG) Team.
- 18-21** Bridget Chilala, Trade Capacity Building Director, will coordinate a Trade Negotiations Training at the USAID Trade Hub for Botswana’s Ministry of Agriculture and private sector stakeholders in collaboration with the Economic Affairs Division of the Commonwealth Secretariat in London.
- 19-20** The Trade Hub together with USAID, Washington D.C. will host a Southern Africa Trade Facilitation Seminar in Pretoria, South Africa.
- 25-28** The USAID Trade Hub will conduct a training course on Trade Policy and Negotiations Skills for the Department of Trade of Lesotho in Maseru in collaboration with the Economic Affairs Division of the Commonwealth Secretariat in London.

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.

Southern Africa Global Competitiveness Hub
International Commerce Park, Plot 40
P.O. Box 602090, Gaborone, Botswana
Phone: (267) 390-0884 Fax: (267) 390-5976
E-mail: info@satradehub.org
Website: www.satradehub.org



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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 focuses 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. Sessions on retailing, distribution, marketing, financing, and important trends in the U.S. food market for African processed food products will be included in the workshop. For more information please contact Amanda Hilligas at ahilligas@satradehub.org.
- ⇒ **MATERIAL WORLD TRADE SHOW.** The Material World, produced by Urban Expositions and America’s leading apparel trade association, the American Apparel and Footwear Association, is the premier show of the U.S. textile and apparel industry. An Africa Pavilion will be featured at this trade show and will present a critical mass of competent, world-class companies supplying the global apparel trade, each country and company will maintain its own unique identity within the pavilion. The USAID Trade Hub will sponsor six companies from Lesotho, Zambia, South Africa, Swaziland and Botswana to attend the Material World Textile and Apparel Show in New York City in September.

Trade Competitiveness (TC)



Craig Carlson, the USAID Trade Hub’s Agribusiness Advisor will participate in a two-week forward thinking assessment of USAID/Malawi’s agriculture sector support programs.

Exportable Agricultural Products

- ⇒ Craig Carlson, Agribusiness Advisor, will travel to Zambia the second week of September to continue USAID Trade Hub supported work in the agricultural sector. During the trip Mr. Carlson will participate in a Buyers Tour by fresh produce buyers from South Africa; meet with York Farms to discuss PRA approval of baby vegetables and possible exportation to the US; meet with the Zambian Export Growers Association to follow-up on support for financial training for local institutions in the horticulture sector; and meet with the Market Access, Trade and Enabling Policies Project (MATEP) to coordinate participation of Zambian companies in the upcoming AGOA Regional Workshop.
- ⇒ USAID/Malawi’s Sustainable Economic Growth (SEG) Team is requesting the services of a five-member team from September 17 to 30 to perform a two-week forward-thinking assessment of USAID/Malawi’s agriculture sector support programs. Mr. Carlson has been invited to participate in this assessment and will address supply chain management issues and market development components for the assessment.



The USAID Trade Hub continues to work with the Maputo Corridor Logistics Initiative and other stakeholders to design an effective Maputo Corridor institutional management framework.

Customs Modernization and Transport Facilitation

- The USAID Trade Hub will hold a two-day Trade Facilitation Workshop in Pretoria, South Africa, on September 19 and 20. The event entitled “Recent Developments, Best Practices and Tools”, co-sponsored by USAID in Washington DC and the Trade Hub, will bring together more than 80 representatives from government and the private sector from throughout the Southern African Region, as well as representatives of regional organizations and donors, to discuss trade facilitation challenges, initiatives, and best practices in the area of Customs and transportation.
- Evans Marowa, Transport Advisor, will attend the launch of the Mpumalanga Corridor Forum in Nelspruit, South Africa, on September 5. This will be a key element of the Maputo Corridor institutional management framework. Mr. Marowa will prepare a draft agreement for the consideration of the Maputo Corridor countries and the Maputo Corridor Logistics Initiative (MCLI) as the Secretariat for the corridor.
- Also on September 5, Ranga Munyaradzi, Senior Customs Advisor, will meet with Malawi Revenue Authority (MRA) Management in Blantyre to discuss technical assistance requests for the implementation of Time Release Study (TRS) Recommendations and Action Plan to remove bottlenecks in the clearance of goods and other non-tariff barriers to trade which have been identified.
- On September 7, Ranga Munyaradzi and Lisa Yarmoshuk will meet with the Bilateral USAID Mission in Lilongwe to examine potential support from the Trade Hub / USAID as well as from other donors to the MRA in the implementation of Time Release Study Action Plan.
- Evans Marowa will monitor and review the Martin’s Drift-Grobler’s Bridge pilot cross border overload control project by Mike Pinard, a short term consultant. The first phase of this project is expected to be completed by mid-September.
- Evans Marowa will work with the Tanzania Ports Authority in its capacity as the Dar es Salaam Corridor interim secretariat to agree on the terms of reference for the corridor observatory project to be financed by the World Bank Sub-Saharan Africa Transport Policy Program (SSATP) project.
- Bridget Chilala, Trade Capacity Building Director, Ranga Munyaradzi and Evans Marowa will continue to review tools to be used in the forthcoming Assessment of Status of Trade Facilitation in Angola. An assessment mission is tentatively planned for the first week in October.
- From September 11 – 15, Ranga Munyaradzi and Robert Struthers, a Technical Officer at the World Customs Organization, will launch the First Phase of the WCO Time Release Study (TRS) in Zambia. They will work with the Zambian TRS Working Group to prepare the methodology for conducting the TRS, the Questionnaire to be used and the guidelines and terms of reference of the TRS Working Group. This will be followed by a one-day training for all members of the TRS Working Group and a test-run at Lusaka Airport Cargo Centre. The purpose of the training and the test-run is to ensure that data collection by the TRS Working Group will be done uniformly as prescribed.



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- Evans Marowa will participate in the OECD Regional Trade Facilitation Forum in Douala, Cameroon, from September 27 to 28 as a speaker addressing the Southern Africa Trade Hub's experiences in implementing trade facilitation initiatives in the SADC region through public private partnerships. The Trade Hub's film on Trade Facilitation: Creating Faster and Cheaper Access to Markets will also be shown at the forum.

Outreach and Dialogue for Competitiveness

- During the month of September, the USAID Trade Hub will continue to support the membership campaign of the Botswana Women in Business Association (WIBA) and will follow up on the implementation of a microcredit scheme for WIBA members according to the recommendations of a microfinance study that was requested by WIBA and funded and completed by the Trade Hub in June.
- The USAID Trade Hub will continue to discussing 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.
- Gina van Schalkwyk, Information and Communications Coordinator, and Lisa Yarmoshuk will finalize the sixth issue of the USAID Trade Hub's quarterly newsletter *Inside Southern African Trade (INSAT)*, which focuses on Small and Medium Enterprises in Southern Africa, and will be published in the second half of September.
- The USAID Trade Hub will continue to program activities to maximize the use of its Trade Issues Film Series, including targeting events where the films could 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 in the United States.

Trade Capacity Building

- The USAID Trade Hub will sponsor SADC Senior trade officials from six countries to attend the meeting of the regional Permanent Secretaries of Agriculture to finalize the regional harmonized policy for the importation and exportation of seeds in the SADC region. This meeting is scheduled for September 18 and 19 in Pretoria, South Africa. Support for this meeting is being provided in partnership with DFID's Regional Trade Facilitation Programme as part of the Trade Hub's support to the SADC Seed Security Network activity on harmonization of regional seed policy.
- Bridget Chilala, in collaboration with the Economic Affairs Division of the Commonwealth Secretariat, will finalize arrangements for a training program in trade negotiations for the public and private sectors in Botswana to be held from September 18 to 21. The program will focus on trade negotiating skills, the Agreement on Agriculture, and negotiations of the Agreement both at the World Trade Organization (WTO) and under the SADC EPA (Economic Partnership Agreement) negotiations, as well as trade data analysis using UNCTAD (United Nations Conference on Trade and Development) WITS/TRAINS tools.

Trade Facilitation and Capacity Building (TFCB)



The USAID Trade Hub continues to work with the Maputo Corridor Logistics Initiative and other stakeholders to design an effective Maputo Corridor institutional management framework.

- Bridget Chilala will continue to work on the request from the Government of the Republic of Angola for an assessment on the status of trade facilitation in Angola. As part of the assessment, a trade facilitation questionnaire will be prepared and translated into Portuguese and sent to identified stakeholders.
- John Henwood, a lawyer in Swaziland contracted by the USAID Trade Hub, continues to work on the production of a compendium of trade and commerce laws for use by members of the Chamber of Commerce in Swaziland. Once finalized the compendium will serve as tool for the Chamber's outreach work in addition to facilitating private sector compliance with trade and commerce laws and regulations.
- Paulina Elago, TFCB Deputy Director, and Bridget Chilala will coordinate a training course on Trade Policy and Negotiations Skills for the Lesotho Department of Trade from September 25 to 28 in Maseru, Lesotho. The activity is a joint event of the USAID Trade Hub and the Commonwealth Secretariat.
- Paulina Elago continues to coordinate with the Ministry of Industry of Angola on preparing a training course on Rules of Origin for Angola. This program will be conducted in partnership with tralac.
- The USAID Trade Hub will collaborate with tralac in undertaking a review of the preparations for the EPA negotiations for the SADC EPA configuration, in accordance with Article 37.4 of the Cotonou Agreement which provides for comprehensive review of the process of negotiations. In that regard Paulina Elago will join a team of three experts from tralac to undertake the review which is scheduled to commence in mid-September 2006.
- Paulina Elago will finalize the Scope of Work for the review of the Foreign Investment Act and the institutional set up for the management and promotion of investment in Namibia. These activities form part of the follow up and implementation of the Investor Roadmap recommendation.

Recent Highlights



Leah Gabame (right) leads WIBA's membership campaign from the USAID Trade Hub offices in Gaborone, Botswana. With her is a prospective WIBA member, Florence Shagwa of Misiyose Insurance Agency.

Events, High Level Visits, and Meetings

- On August 1, the USAID Trade Hub hosted a meeting of the Board of Directors of the Botswana Women in Business Association (WIBA). The Trade Hub also continued to coordinate the activities of the Trade Hub-sponsored Membership Campaign Coordinator for WIBA, Leah Gabaeme, who—since she was contracted in July—has already spoken to more than 300 potential WIBA members in Botswana, and has completed a promotional brochure for the organization.
- During the first week of August, Amanda Hilligas, AGOA Advisor, and Craig Carlson traveled to Namibia to discuss work in the seafood and agriculture industries. They met with stakeholders from trade associations, the Government of Namibia and U.S. Government officials. This travel was in partial response from the Ministry of Trade and Industry of Namibia to examine the current capacities of the fishing sector in regard to market diversification.



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Events, High Level Visits, and Meetings

- On the August 2, Paulina Elago and Robert Kirk, Senior Vice President of The Services Group, attended a conference on South Africa's Trade Strategy organized by SAIIA in Johannesburg South Africa. Subjects covered included South Africa's Trade and Industrial Policy, the Doha Development Round negotiations and issues related to regional integration.
- Robert Kirk, Paulina Elago and Bridget Chilala met with the Deputy Executive Secretary of SADC, Mr. João Caholo, at SADC House on August 7 to discuss areas of activity in which the Trade Hub and SADC Secretariat can work together.
- Paulina Elago represented the USAID Trade Hub at the 2006 National Business Council organized by the Botswana Confederation of Commerce Industry and Manpower (BOCCIM) from August 7 to 9 in Francistown, Botswana. Entitled "From Wealth Distribution to Wealth Creation: Implementing Botswana's New Economic Drive", the conference provided an opportunity for the Botswana business community to discuss the economic and social challenges facing the country and measures that would enhance the business environment and stimulate and attract foreign direct investment. During the proceedings on HIV/AIDS, Paulina Elago introduced and presented the Trade Hub's film entitled *HIV/AIDS and Business: What the Private Sector Can Do*.
- Amanda Hilligas and Lisa Yarmoshuk, TFCB Director, attended the West Africa Regional AGOA Workshop in Accra, Ghana from August 9 to 11.
- On August 14, the USAID Trade Hub hosted a meeting of the Botswana Cattle Producers Association (BCPA) Coordinating Committee.
- At the invitation of the SADC Council of NGOs, Paulina Elago represented the USAID Trade Hub at the Council's Civil Society Forum held from August 14 to 16 in Lesotho prior to the SADC Summit. Participants were drawn from various civil society organizations in the region were represented at the meeting. The forum provided a platform to exchange views, review progress of the regional integration process and share experience on selected subjects.
- Heather Flynn, Professional Staff Member from the U.S. Senate Foreign Relations Committee, visited the USAID Trade Hub on August 14 for a briefing on the activities of the Trade Hub and developments in the region, especially with regard to the African Growth and Opportunity Act (AGO).
- On August 17, more than 100 members of Junior Achievement Botswana visited the USAID Trade Hub for a presentation on the activities of the Trade Hub with special focus on how they relate to the business environment in Botswana and the region. During the conference, these secondary school students—many of whom already have their own businesses—expressed interested in identifying markets for their products and services and the mechanics of moving goods across borders within the Southern African Customs Union (SACU). The Trade Hub's films on the business environment and HIV/AIDS were also shown

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- On August 22, Evans Marowa made a presentation to the Maputo Corridor Logistics Initiative (MCLI) Board in Nelspruit South Africa on (1) the rationale for and process of developing an institutional framework for the Maputo Corridor involving both the public and private sectors of Mozambique, South Africa and Swaziland, and how the MCLI would fit into this process acting as the corridor secretariat; and (2) the proposal for establishing a corridor observatory through the World Bank SSATP, building on the corridor performance monitoring system initiated by the Trade Hub. The MCLI Board resolved to support both initiatives.
- Amanda Hilligas participated in the program of the U.S. Embassy in Lusaka, “Doing Business with the United States” on August 22 and 23. Ms. Hilligas joined U.S. Government officials from USTDA and the U.S. Commercial Service in Lusaka and Kitwe, Zambia, to discuss the USAID Trade Hub’s activities to expand business between Southern Africa and the United States.
- On August 23, Gina van Schalkwyk and Lisa Yarmoshuk traveled to South Africa to attend the launch of the annual Business Climate Survey of the Association of SADC Chambers of Commerce and Industry.
- On August 23, Diana Phillimon joined the USAID Trade Hub as a 3-month intern. She will primarily be assisting the Information and Communications Coordinator with research, promotion, and the contacts database as well as helping with the logistics of upcoming Trade Hub events.
- From August 29 to 30, Craig Carlson attended AllFresh2006, a conference for fresh vegetable and fruit producers from throughout the Southern Africa Region. The conference provided an opportunity for Mr. Carlson to discuss with South African buyers the types of products that could be supplied to the South African market by producers from throughout the region.
- From August 30 to 31, Ranga Munyaradzi facilitated a meeting in Zambia of the TKC and Dar Corridor Customs Working Groups, which will review and roll-out the TKC Customs Transit Procedures and Single Administrative Document (SAD 500) to Zambia through the Trans Caprivi Corridor and through Botswana at the Kazungula Ferry.

Projects, Papers, Studies & Other Highlights

- The USAID Trade Hub’s Trade Issues Film Series continued to showcase the work of the Trade Hub and stimulate discussion on issues affecting trade at events around the region. In addition to the showing at the National Business Council in Francistown, Botswana, to an audience of 150 on August 9, the films were shown to an audience of over 100 members of Junior Achievement Botswana on August 17 at the Trade Hub, and a management group from the South African Revenue Service (SARS) in Pretoria on August 10. DVD’s of the films were also distributed to more than sixty stakeholders in the regional and internationally.
- Evans Marowa finalized arrangements for Mike Pinard to commence the audit review of the Martin’s Drift/Grobler’s Bridge Cross Border Overload Control System (CBOCS) pilot project. On August 22 and 23, Mike Pinard conducted a field visit to the border post and met with all the relevant stakeholders.

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- 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 for the Food and Drug Administration (FDA), United States Customs, the U.S. Department of Agriculture and others. The CD will be distributed to USAID Missions and U.S. Embassies in Southern Africa and the content of the CD will soon also be available on the www.satradehub.org. For further information, contact ahilligas@satradehub.org.
- Evans Marowa prepared a draft agreement between the Government of the Republic of Namibia and the Walvis Bay Corridor Group (WBCG) to facilitate the hosting of the TKC Permanent Secretariat on an interim basis while a formal Annex to the TKC Memorandum of Understanding (MOU) is being drafted. Evans Marowa also reviewed the draft contract for the Program Coordinator, incorporating the comments from the Ministries of Transport Botswana and South Africa.
- The USAID Trade Hub continued preparations for the Southern Africa Trade Facilitation Seminar: Recent Developments, Best Practices and Tools to be held in Pretoria on September 19 and 20. The workshop will bring together some 80 public and private sector representatives from around the region and the USA to discuss trade facilitation challenges, initiatives, and best practices in the area of Customs and transportation.
- Evans Marowa met with Ms. Mapolao Mokoena, the Senior Programmes Officer, Transport, at the SADC Secretariat, to discuss the need for continuous exchange of programs and activities. The Trade Hub and the Infrastructure and Services Directorate will work to secure the World Bank SSATP support for corridor observatories on the Maputo and Trans Kalahari Corridors.
- Craig Carlson facilitated a transaction through which a producer of organic nuts in Mozambique will be bought by a South African company. The nuts will be used to make organic peanut butter. The first shipment of 18 tons was made in August with more likely in the future. The product is one of 200 organic products that Pick-n-Pay, a South African supermarket chain, is introducing in its stores.
- Throughout the month, The Trade Hub continued to program activities under the Botswana Trust fund, including working with the Botswana Confederation of Commerce, Industry, and Manpower (BOCCIM) to coordinate the assistance the Trade Hub is providing to BOCCIM's institution building and promotional efforts.
- In August preparations began for planting sweet melons and watermelons in Botswana. This included selection of farmers to participate and the ordering of the seeds. It is anticipated that the first melons will be harvested and in stores in early December.
- On August 7 and 8, Ranga Munyaradzi and Robert Struthers, World Customs Organization, together with the Mozambique Time Release Study (TRS) Working Group, finalized the Mozambique National Report on the TRS and follow-up Action Plan and will officially submit these to the Mozambique Customs Director-General.