

# TRADE HUB HAPPENINGS



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

## Hub Highlights

- On October 1, Maxine Kennett took up the position of Director, Trade Facilitation and Capacity Building (TFCB). Mrs. Kennett is a qualified lawyer in the UK and a trade law expert with a Ph.D. in international law. She previously led the Trade Policy and Market Access Component of a USAID project for the Government of Iraq.
- The Southern Africa AGOA Workshop entitled “Expanding Processed Food Exports under AGOA” took place from October 11 to 12 in Cape Town, South Africa. This very successful event was attended by more than 140 participants. (For more information see “Recent Highlights” section below.)
- The Trade Hub received several high-level visitors from USAID / Washington during October including Mr. Bruno Cornelio, Senior Economics Officer, African Global Competitiveness Initiative (AGCI), on October 17 and Senior Deputy Assistant Administrator for the Africa Bureau, Mr. Walter North, on October 27.

## November 2006 Trade Hub Events

- 1-4** Paulina Elago, TFCB Deputy Director, Martin Norman, Hub Manager and Private Sector Specialist, and Gina van Schalkwyk, Information and Communications Coordinator, will attend a Workshop entitled “Covering Trade and Globalization” in Johannesburg, South Africa. Ms. Elago will serve as a panelist and the USAID Trade Hub will screen some of its educational films.
- 6** Maxine Kennett, Gina van Schalkwyk, Evans Marowa, Transport Advisor, and Martin Norman will attend a reception organized by the Botswana American Business Council (ABC) in Gaborone.
- 11** The USAID Trade Hub will sponsor a table at the 2006 Annual Dinner of the Botswana Organization of Chambers of Commerce, Industry and Manpower (BOCCIM). The theme of the dinner is “Productivity and Innovation: New Challenges for Driving African Competitiveness”. Various members of the Trade Hub team will be in attendance as well as important Trade Hub stakeholders.
- 13-15** Maxine Kennett and Evans Marowa, Transport Advisor, will attend a seminar on “Bridges Across Borders”, organized by the South African Department of Trade and Industry (DTI) at the Centurion Lake Hotel. The event is co-hosted by the DTI and the International Trade Centre (ITC) and will attract representatives from 12 African countries. Regional challenges in transportation, logistics, construction and engineering will come under the spotlight.
- 14** John Seong, USAID Desk Officer, will receive a briefing on Trade Hub activities at the USAID Trade Hub.
- 16** Maxine Kennett will address the NEPAD Business Foundation (NBF) Networking Workshop on China as the emerging giant and China’s role in investment in Africa in Sandton, South Africa. Maxine Kennett previously lived and worked in China and has kept a close eye on Chinese trade matters.
- 27-2 Dec** Ranga Munyaradzi, Senior Customs Advisor, and Robert Struthers, World Customs Organization Technical Officer, will be in Zambia to facilitate Phase Three of the Zambian Time Release Study (TRS). (For more information see “Customs and Trade Facilitation” section.)

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](mailto:info@satradehub.org)  
Website: [www.satradehub.org](http://www.satradehub.org)



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## AGOA



The USAID Trade Hub, in collaboration with AFTT will support the participation of a number of companies in the 2007 Summer Fancy Food Show

- Amanda Hilligas, AGOA Advisor, is working with the South African Department of Trade and Industry (DTI) toward Category 9 approval under AGOA for South Africa. The AGOA Advisor will assist the DTI in assembling their Category 9 submission for approval by the United States Government.
- 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](mailto:ahilligas@satradehub.org).
- Barrett Hightower, a short-term consultant, will travel to the Trade Hub in November to work with the AGOA Advisor on support activities for companies attending the Fancy Food Show and the Material World Trade Show. Ms. Hightower also will assist the Trade Hub with South Africa’s Category 9 submission to the U.S. Government.

## 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 the Trade Hub to assist

### *Exportable Agricultural Products*

- The 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.
- The USAID Trade Hub will develop a scope of work and hire a full-time person that will work with South African buyers to identify regional supply opportunity and develop specific grower programs.
- Craig Carlson, Agribusiness Advisor, will visit Namibia with U.S. Government officials stationed in Namibia and in the Southern Africa region to meet with table grape producers. In response to a rule amendment by APHIS that now allows for the exportation of table grapes from Namibia to the United States, the USAID Trade Hub will meet with producers to identify those that wish to enter the market and assess their capacities for instituting the SPS mitigation protocols called for in the rule change.
- In November, the Trade Competitiveness team will continue to provide technical assistance to Botswana farmers involved in melon production. It is anticipated that the first melons from this production will be harvested and in stores in early December.



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

### *Customs Modernization and Transport Facilitation*

- In November, Ranga Munyaradzi, Senior Customs Advisor, Bridget Chilala, Director of Trade Capacity Building, and Evans Marowa, Transport Advisor, will analyze responses to the trade facilitation assessment which they conducted in Angola in October 2006. A draft technical report will be sent to Angolan officials for comment before finalizing the Report.
- From November 27 to December 2, Ranga Munyaradzi and Robert Struthers will be in Zambia to facilitate Phase Three of the Zambian Time Release Study (TRS). This will involve analysis of the data collected by the TRS Working Group during Phase Two, and the drafting and finalization of the TRS National Report, which will be handed over to the Zambian Revenue Authority Commissioner-General.
- 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 (CBOCS) to the Trans Kalahari Corridor and the Kazungula Ferry Border Post.
- With a view to assessing the feasibility of a regional passenger and cargo air logistics hub in the region, the USAID Trade Hub will undertake 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. Consultants Ian Hunt and Philip Gordon Openshaw will conduct this study in November.

### *Trade Capacity Building*

- At the invitation of the Ministry of Trade and Industry in Namibia, Paulina Elago will present the findings and recommendations of the Investor Roadmap at a high-level national workshop on the implementation of the Namibia Investor Roadmap, scheduled for November 12-16 in Rundu, Namibia. The Namibian Cabinet has fully endorsed the recommendations of the roadmap and directed establishment of a Working Group to coordinate, develop strategies and an action plan for the implementation of the recommendations. The Prime Minister of Namibia will officially open the workshop which will be attended by senior government and private sector representatives.
- Keith Jefferis, Economic Advisor to the USAID Trade Hub, is working together with consultant Sam Mensah on a study for the Confederation of SADC Stock Exchanges (COSSE), on harmonizing listing regulations in 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 finance 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. Mr. Mensah is a short-term consultant based in Accra, Ghana, with experience in the development of African Stock Exchanges.
- During the month of November, Paulina Elago will work with the Trade Law Center of Southern Africa (tralac) to finalize the report on the SADC Economic Partnership Agreements (EPAs) review process.



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- Paulina Elago will continue to discuss and plan a process improvement workshop scheduled for the end of the year with the Swaziland Investment Promotion Agency (SIPA). The workshop will seek to bring together key agencies responsible for licensing regimes addressed in the Swaziland Investor Roadmap with a view to designing implementation plans and strategies to speed up implementation of specific recommendations in the Roadmap.
- On November 2 Paulina Elago will attend a conference of the Southern African Institute of International Affairs (SAIIA) on the “U.S. Perspective on Concluding the Doha Round”, where Dr. Jeffery Schott of the Washington-based Institute of International Economics will be the keynote speaker.
- Bridget Chilala will consult with the Ministry of Trade in Madagascar as to when to undertake a mission to Madagascar to conduct a workshop for all stakeholders to explain which trade arrangements Madagascar is a participant in and how the stakeholders can make use of the trade agreements or arrangements.
- At the request of USAID/Zambia, USAID Trade Hub-contracted economists Dr. Neal Peter Cohen and Dr. Janusz Szyrmer will travel to Lusaka, Zambia, from November 6 to 18, to undertake an assessment of the current modeling systems and human analytical capabilities within Zambia’s Ministry of Finance and National Planning Unit. This will include an evaluation of current analytical software, hardware, and data management, an assessment of the level of expertise within the unit, and a review of the assistance to this unit and related budget activities provided by other cooperating partners.

### ***Outreach and Dialogue for Competitiveness***

- The USAID Trade Hub will continue to program activities to maximize the use of its Trade Issues Film Series, including targeting events and organizing programs where the films can be used to stimulate discussion and showcase the work of the Trade Hub. It will also continue to distribute the DVD version of the films to key stakeholders both in the Southern African Region and afar.
- 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.
- Paulina Elago, TFCB Deputy Director, Martin Norman, Hub Manager, and Gina van Schalkwyk, Information and Communications Coordinator, will attend a Workshop entitled “Covering Trade and Globalization” in Johannesburg, South Africa, from November 1 to 4. Ms. Elago will serve as a panelist, and the USAID Trade Hub will screen some of its educational films. The Trade Hub is sponsoring the participation of a journalist from Zambia and one from Malawi to the workshop, which is being 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)*.



## Trade Facilitation and Capacity Building (TFCB)



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- The USAID Trade Hub will continue to provide support to the Botswana Women in Business Association (WIBA) as they implement their savings mobilization scheme and during the last phases of their Membership Campaign which is scheduled for completion during the month of November.
- Martin Norman will canvass the missions and embassies of the region with respect to businesswomen's organizations in the region which might benefit from USAID Trade Hub support for microfinance projects and membership campaigns.
- Mr. Norman will continue to provide support to the Swaziland Investment Promotion Authority (SIPA) as it develops an Investors Guide.

## Recent Highlights



Hippo Knitting, located in Maseru, Lesotho, was successful in securing new business at the Material World Trade Show, held in New York City from September 26-28

### *Success Story*

***Success at Material World, New York City.*** Hippo Knitting, located in Maseru, Lesotho, was successful in securing new business at the Material World Trade Show, held in New York City from September 26 to 28. New business secured at the show will total nearly \$2 million and will allow the factory to employ 160 new workers in early 2007.

### *Staffing*

- Effective October 1, Maxine Kennett assumed the responsibilities of TFCB Director. She is taking the baton from Lisa Yarmoshuk who will be moving to a new position with Nathan Associates in London, UK, in November. Ms. Kennett, who is a qualified lawyer in the UK and holds a Ph.D. in trade law, has expertise in International Trade Law & the World Trade Organisation (WTO), Trade Policy & Trade Negotiations and WTO Accession. Most recently she led the Trade Policy and Market Access Component of a USAID Project for the Government of Iraq where she advised the Ministry of Trade and Inter-Ministerial Commission on trade policy and assisted the Government of Iraq (GOI) on drafting the Memorandum on the Foreign Trade Regime, with other WTO accession related documentation, and on trade-related issues.

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

- Maxine Kennett and Paulina Elago attended Tralac's Annual Conference on EPAs from October 5 to 7 in Cape Town, South Africa. The theme for this year's conference was "Negotiating EPAs for Development". Discussions also focused on competition policy and intellectual property rights. Participants in the conference included policy makers, researchers, specialists on trade, representatives of regional and multilateral organizations, NGOs and various stakeholders.

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- On October 9 Evans Marowa facilitated a meeting of the Mpumalanga Freight Logistics Forum (MFLF) in Nelspruit, South Africa, to identify the high level constraints that will be the main agenda of the land transport modal work group meetings of the MFLF.
- The Southern Africa AGOA (African Growth and Opportunity Act) Workshop entitled “Expanding Processed Food Exports to the United States” took place from October 11 to 12, at Le Vendôme Hotel in Cape Town, South Africa. The purpose of the workshop was to focus special attention on AGOA export opportunities in the processed and specialty food and ingredient sectors, in order to promote and expand exports of these products to the U.S. market. A delegation of experts from the United States including American food distributors, brokers, and marketing experts traveled to the workshop in Cape Town to share their expertise with participants from Southern African countries. The workshop included sessions on retailing, distribution, marketing, financing, and important trends in the U.S. food market for African processed food products. More than 140 participants learned about U.S. regulatory requirements and techniques to increase exports and distribution to the United States in processed foods.
- From October 14 to 31, Bridget Chilala, Ranga Munyaradzi, Evans Marowa and Donaldo Hart, a short-term consultant, traveled to Luanda, Angola, to conduct a comprehensive Trade Facilitation Assessment which will analyze the capacity of Angola to implement a WTO Trade Facilitation Agreement that takes into account the measures that have previously been proposed and identifies the gaps for which technical assistance and capacity building support will be required. The assessment will also provide Angola with information it would need to participate more effectively in Trade Facilitation Negotiations either with the WTO or with the EU for Economic Partnership Agreements (EPAs).
- The USAID Trade Hub hosted a meeting of the Botswana Cattle Producers Association (BCPA) Coordinating Committee on October 16, and continued to lend support to the BCPA’s institutional structure.
- As part of the work and consultations related to the review of the EPA negotiations process for the SADC EPA group, Paulina Elago visited Namibia on October 16 and 17 to consult with various institutions and stakeholders involved in EPA negotiations. The Trade Hub is collaborating with the Trade Law Center of Southern Africa (tralac) which has been contracted by the UK Department for International Development (DFID)-funded Regional Trade Facilitation Project (RTFP), to undertake the review for the SADC EPA group.
- On October 17, Bruno Cornelio, Senior Economics Officer, AGCI, from USAID / Washington (AFR/SD/EGEA) visited the USAID Trade Hub for a briefing of Trade Hub activities.
- The Trade Competitiveness Project and the Trade Facilitation and Capacity Building Project of the USAID Trade Hub held a joint planning session at the Trade Hub on October 18, where the work plans of the two projects were discussed. Lawrence Johnson, Regional Trade Advisor, USAID / Southern Africa, was on hand to provide valuable input.

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- On October 19, Maxine Kennett and Paulina Elago attended the SADC Energy Sector Thematic Group Meeting in Gaborone, Botswana. During the meeting, Norway proposed that it be made lead International Cooperating Partner (ICP). Ms. Kennett also attended the SADC Transport Sector Thematic Group Meeting on the same day where the UK proposed that it be made lead International Cooperating Partner (ICP).
- Michael Roberts, Political/Economic Officer at the U.S. Embassy in Gaborone, Botswana, who recently arrived at his post, visited the USAID Trade Hub for a briefing on Trade Hub activities on October 24.
- On October 25 and 26, Paulina Elago traveled to Luanda, Angola, for consultations and to conduct interviews with various stakeholders including members of the National Negotiating Committee in relation to the EPA review work.
- Amanda Hilligas and Lisa Yarmoshuk addressed the American Chamber of Commerce and CEO Roundtable in Durban and Pietermaritzburg on October 26 and 27. The presentation included business environmental issues, AGOA successes and trade policy between the United States and Southern Africa.
- On October 27, the USAID Trade Hub made a formal presentation on Trade Hub activities to the newly appointed Senior Deputy Assistant Administrator for the Africa Bureau, USAID / Washington, Walter North.
- Evans Marowa facilitated field visits to Windhoek, Namibia, and Lusaka, Zambia, 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 and the Kazungula Ferry Border Post.
- The training on Rules of Origin for Angola that was scheduled for October 16 through 18 in Luanda has been postponed. No new dates have been set as yet. Please take note.

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

- The 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. For further information, contact [ahilligas@satradehub.org](mailto:ahilligas@satradehub.org).
- John Henwood, a lawyer in Swaziland, has submitted a draft report of the compendium of trade and commerce laws for use by members of the Chamber of Commerce to the USAID Trade Hub for review. 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.

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- During October, the Trade Competitiveness team (Amanda Hilligas, Craig Carlson, and Ken Ames), completed the work planning process for the coming fiscal year. Activities to be undertaken during Fiscal Year 2007 – year 3 of the project – were identified and prioritized. This exercise was held in conjunction with the visit of Joyjit Debroy and John Lamb from the Carana and Abt Associates home offices.
- Craig Carlson participated in an assessment of USAID agriculture programs in Malawi at the invitation of USAID/Malawi Sustainable Economic Growth (SEG) Team. Mr. Carlson addressed supply chain management issues, market development components, and regional trade for the assessment. The team is preparing a report detailing its findings and recommendations.
- This past month Mr. Carlson provided assistance to a South African processing company that is trying to secure supply sources in Mozambique for litchis. Mr. Carlson provided the company with several contacts in Mozambique.
- The Permanent Secretary of Trade in Namibia, Andrew Ndishishi, has been working with the Trade Hub on diversification in the fishery sector, as part of an overall AGOA export diversification scheme. This past month saw the finalization of the scope of work (SOW) for a consultant to review current value addition activities and market requirements and examine the market potential and viable options for improving the fishing industry.
- During October Ranga Munyaradzi facilitated the implementation of Phase 2 of the WCO Time Release Study in Zambia. During this phase, the Time Release Study Working Group collected and recorded data from the Questionnaire designed during Phase 1.
- During October, Mr. Munyaradzi coordinated with other donors in Malawi for the purpose of finalizing funding arrangements for the implementation of prioritized WCO Time Release Study Recommendations and the Action Plan.
- The USAID Trade Hub followed up on activities proposed to the Botswana Confederation of Commerce, Industry & Manpower (BOCCIM) through the Botswana Trust Fund under the first tranche of these funds.