



The Minister of Investment, Trade and Industry, Honourable Mmusi Kgafela officially launched the Botswana Pavilion at Expo 2020 Dubai.

BOTSWANA SHOWCASES BEAUTY AND PROGRESS AT EXPO 2020 DUBAI

Botswana at the invitation of the Government of the United Arab Emirates (UAE) is participating at the Expo 2020 Dubai. This Expo is set to give Botswana and other participating countries an unrivalled opportunity to access a region of more than 3.2 billion people, with a collective Gross Domestic Product (GDP) of more than USD 6.5 trillion. Some of the world's biggest companies and most dynamic economies have come together in one city to collaborate and hold dialogue for six full months.

Botswana is participating alongside over 190 countries, corporations, NGO's and educational institutions. This will be a six-month celebration of creativity, innovation, humanity and world cultures running from October 2021 to March 2022.

The country's participation is anchored on a multi-sectoral approach with the intention to achieve the following:

- Sell Botswana's value proposition across various select sectors of the economy,
- Create country awareness through branding and promoting her as a country to visit, live and invest in,
- Market and sell the potential of Botswana produced goods and services to a global market,
- Promote the country's Tourism offering,
- Promote Botswana's Arts and Crafts; and
- To bench learn from UAE successes and assist Botswana in its efforts to transform from a mineral led economy into a diversified export led economy.

On the 1st October 2021, Botswana officially opened its pavilion to the world, as part of its showcase at the Expo 2020 in Dubai. The Pavilion, which has been set to the theme of '**Outpacing progress through smart partnerships**' tells the Botswana story of how a nation turned around

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EDITOR'S NOTE

The financial year 2020 / 2021 continues to bring excitement, despite the challenges of the COVID – 19 pandemic. These are trying times that have tested economies around the world, tested their resilience and ability to soldier on. Botswana Investment and Trade Centre (BITC) is no different, we have had to heed to the call of adapting to the new normal, and one such way is by hosting periodic webinars on hybrid events such as the recently held Media Briefing and the Stakeholder Consultative Forum.

In this edition, we take stock of how Botswana is doing on the international front at Expo 2020 Dubai, how this will improve market access for our products and arts as well as attract the much-needed Foreign Direct Investment (FDI). We appreciate the Botswana Export Development Program (BEDP) and revisit sharing its importance in export development and ultimately promotions. We also look at Deaftronics, a BITC assisted company that is breaking barriers here at home and on various international platforms such as Expo 2020 Dubai.

The Coronavirus pandemic has left heartbreak for BITC and her stakeholders by claiming the lives of two of its valued employees, the Chief Operations Officer (COO), Mr. Reginald Selele and the Director, Information Communications and Technology (ICT), Mr. David Modise. These gentlemen were kindred souls who worked tirelessly for BITC and contributed immensely to the development of our strategic goals. Their ability to lead diligently will be sorely missed and they will forever reside in our hearts. Let us take this time to acknowledge them and dedicate each day at BITC this year to them.

COVID – 19 is still very much a part of BITC but like the rest of the country, we will always strive to be a step ahead by following the outlined protocols. We know that one day this storm will be in the past but in the meantime, enjoy this edition and do give feedback through our website and social media platforms.

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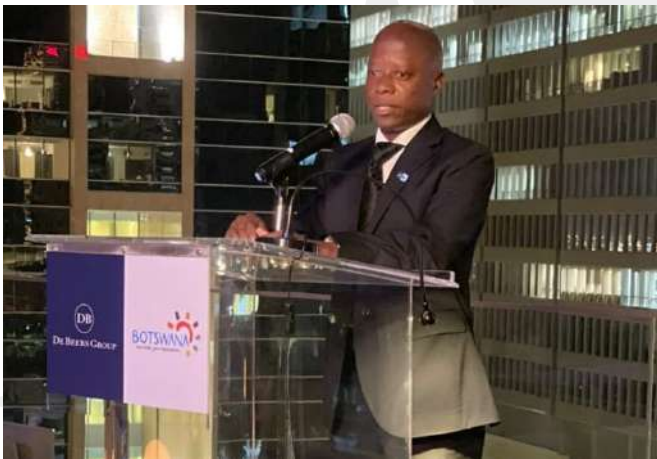
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dire economic conditions at independence to become one of Africa's success stories. A nation that has been able to turn the discovery of diamonds into national growth, the pavilion showcases Botswana's abundant mineral wealth especially its diamonds. To showcase this, a key highlight at the pavilion is the diamond display which showcases real diamonds from rough diamonds right through to jewelry. It further showcases the opportunity for partnership and collaboration with Botswana to take advantage of business opportunities in the country.



Hon. Mmusi Kgafela giving the key note address at a Stakeholder Engagement session in Dubai.

A visit to the pavilion will also have one interacting with the rich culture, through the large variety of cultural artefacts, such as unique cultural jewelry made from sustainably sourced ostrich eggshell and baskets made from 100 percent organic material including the dyes. Its tourism and innovation will also be on full display highlighting its latest innovation being the solar powered hearing aids that were developed and are being made in Botswana.



BITC CEO, Mr. Keletsositse Olebile giving an overview on the ease of Doing Business in Botswana.

“For Botswana, Expo 2020 Dubai provides an excellent platform for developing business connections, opening new markets, and diversified revenue streams. In this era when the whole world is dealing with the aftermath the COVID-19 pandemic, which is still hovering around world economies, such a platform as the Expo 2020 becomes even more opportune to rekindle business connections, reignite economies and drive Foreign Direct Investment (FDI).

The opportunity trickles further down to our businesses in Botswana as they also have a global platform to make new connections with potential business partners, buyers and distributors through Business to Business (B2B) meetings. I urge our SMEs to take advantage of the Expo to catalyse on collaborations, stimulate innovation and create tangible opportunities in trade and investment.” This was said by the Honourable Minister of Investment, Trade and Industry, Honourable Mmusi Kgafela when opening the Botswana Pavilion.

Over the six months, Botswana will be showcasing opportunities and progress in it's; mining, mineral beneficiation and financial services, Arts and Crafts, Innovation and Technology, Tourism and Foods of Botswana to the international a community, through series of activities as listed below:

- Pavilion Store – a mini shop within the pavilion which sells products proudly made in Botswana such as artefacts, clothing, pottery, baskets, leather.
- Business to Business Engagements – the business community and stakeholder from the country have planned business engagements with their counterparts and potential partners from other countries through the business platforms provided by both BITC and Expo 2020.

Look out for the next newsletter for updates on the ongoing Expo 2020 Dubai.

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William Last KRM, Botswana's celebrity influencer for Expo 2020 Dubai.



A virtual tour of the Okavango Delta.



Visitors enjoying Botswana's tourism through Virtual Reality.



A view of Botswana's products on display.

BITC BRIEFS LOCAL MEDIA

Botswana Investment and Trade Centre (BITC) held a hybrid Media Briefing for the media and its key stakeholders at the Botswana Television (BTV) Mass Media Centre on the 27th July 2021. This briefing was held to appraise the media on the Centres organisational performance and initiatives along with an update on the preparations for Botswana's participation at the upcoming Expo 2020 Dubai.

In giving the update, the BITC (CEO) Mr. Kelet-sositse Olebile gave an overview on the performance of the Centre key performance indicators that were achieved and also outlined challenges and successes throughout the financial year 2020/21. He stated that despite the challenges brought by the COVID - 19 pandemic, BITC has strived to adapt and ensure business continuity by engaging stakeholders and potential investors virtually. This, he highlighted has resulted in cost containment and has opened doors to new ways of doing business. He also stated that in time, the country will realise economic growth especially since the sale of diamonds and minerals was gaining traction. Mr. Olebile informed the media that despite the

global challenges, he is hopeful for the future. In giving an update on the preparations for the upcoming Expo 2020 Dubai, the CEO gave an overview of the Expo and how Botswana as a country has been invited to participate. Mr. Olebile outlined Botswana's participation over the six months and explained that the government of Dubai is fully sponsoring the country's participation. He went on to inform the media that this opportunity presented a great platform to benchmark from the other 190 countries.

BOTSWANA HOSTS A CBL-ACP WEBINAR

On the 21st September 2021, the Embassy of the Republic of Botswana to the Kingdom of Belgium and Mission to the European Union, collaborated with the Chamber of Commerce, Industry and Agriculture Belgium-Luxembourg-Africa-Caribbean-Pacific (CBL-ACP) and successfully hosted a hybrid webinar to expose Belgian businesses on emerging investment opportunities in Botswana.

The CBL-ACP was established in 1964 to facilitate and develop economic exchanges between Belgium, the Grand Duchy of Luxembourg and the African (North-Africa included), Caribbean and Pacific countries. In contributing to the success of the event, Botswana Investment and Trade Centre (BITC) was represented by the United Kingdom (UK) regional office on the panel and delivered a presentation on “Doing Business in Botswana: Business Climate and Opportunities” alongside Chief Executive Officers from the Minerals Development Company Botswana (MDCB), Special Economic Zones Authority (SEZA), Bollore logistics in the Republic of South Africa and Antwerp.

It is apparent that Belgium is a key export market for Botswana’s diamonds and will continue to play a critical role in the country’s economic recovery post the pandemic. From the discussions, Antwerp has re-affirmed its commitment to invest in Botswana. In 2020 HB Antwerp Innovation Lab started operations in Botswana, targeting graduates in the field of engineering and technology. The program will create a pool of talent for its Botswana operations facility. The Ambassador of Belgium accredited to Botswana also shared that other key sectors of interest by Belgian investors in Botswana are in the areas of Pharmaceutical Industry, Energy and Tourism. Market engagements are ongoing to create a healthy pipeline of investors within this region.

BITC VIRTUAL CONSULTATIVE FORUM

Leveraging the effectiveness of BITC as an ITPO to facilitate economic recovery and transformation towards prosperity for Botswana.

On the 10th June 2021, Botswana Investment and Trade Centre (BITC) hosted stakeholders and the business community to a Virtual Stakeholder Consultative Forum. This forms part of the organization’s efforts to continuously engage with stakeholders to obtain meaningful feedback and contributions towards achieving its mandate.

This occasion came at a crucial time when the organization is at the mid-term mark of its five-year strategy where it is reflecting on its performance, challenges, successes and opportunities for improvement into the last milestone of the strategy. The forum therefore provided a platform where stakeholders provided critical feedback which will be input for the strategy review and planning exercise.

The forum, facilitated by Deloitte; provided for a review of BITC’s alignment against National Priorities; Vision 2036, Current National Budget, Reset Agenda and the Economic Recovery and Transformation Plan.

Ms. Nisan Abdulkader, Wavteq Vice President for Africa, was a guest speaker at this event and presented on Best Performing (IPA) Benchmarks, to highlight best performing IPAs and draw lessons on what BITC and stakeholders should focus on to make it competitive in its approach to Investment attraction.

Stakeholders were taken through a Plenary session where the objective and focus entailed identifying priorities and focus areas in the short-medium term that will form the basis for a BITC Improvement Plan. Based on the priorities identified in the plenary session, the IPA benchmarking and BITC’s current reality, the organization was enabled to close the gaps and focus on execution excellence.

LINKING PRODUCTS AND MARKETS THROUGH BEDP

At the heart of the Botswana Exporter Development programme (BEDP) is linking local products with international markets. In this era of uncertainties this programme is opportune for businesses to engage with the external market for resilience and retain their market. Through the BEDP the businesses can engage with their external customers. BEDP assists the businesses to figure out what the markets want and give the market what it wants at the right time.



Locally produced ginger beer (gemere) by Just Ginger.

Through BEDP, businesses which plan to enter export markets are linked with potential buyers, and the programme assists businesses to access external market information. The programme redefined its propositions in 2020 such that it is more relevant to the forever evolving markets and will be executed until 2024. These propositions primarily seek to align Botswana products with the world.

The Programme has registered 97 businesses since 2013, and five of these businesses will be showcasing at the Expo 2020 Dubai, namely Western Apparel, Glam Collection, Botswana Ash, Donkey Milk Industries and Shedol Fragrances. In previous years, businesses enrolled in the BEDP have had various opportunities to showcase at trade fairs and exhibitions. During these events, BITC shields the operational costs while the businesses cover their travel and lodging expenses.

As part of the efforts to improve the efficiency of the existing Trade Portal at BITC, the redefined propositions recommend that the Trade Portal be expanded to include Botswana Exporter call centre. The primary purpose of the call centre is to act as the first contact with the foreign buyer. This allows for an opportunity of channelling markets enquiry in the right direction by either providing critical information on the producer of the product and more information such as processes to follow when importing from Botswana.

The market is gradually shifting from the conventional way of doing things to digital, particularly after the world was hit by the COVID-19 pandemic. The majority of the market base is composed of the digital native, the market has little patience for complicated processes hence a click of a button should immediately open up for connecting with the markets.



Donkey milk products are very popular in the export market.

Many businesses fall prey to market fatigue and endless re-targeting. While it is frustrating, it throws light on the fact that market data is still jumbled, redundant, or even mismanaged. Therefore, through the BEDP, BITC has realised that adopting some of the existing platforms such as the United Nations Development Programme (UNDP) Supplier Development Programme (SDP) for exports which has proven to link businesses into their regional value chain, would make products reach their targeted markets. Additionally, the SDP will assist businesses to understand the standard requirements that apply in the export markets. This gives a holistic view of export market.

Another proposed activity in the BEDP is developing an Export Village (EV). The envisioned purpose of the EV is to support the export supplier and buyer clusters to reach markets that they would not otherwise be able to reach individually. Furthermore, a village cluster would also access the technical support such as standards and certification that would otherwise be expensive to bear as an individual.

One of the planned EVs will house arts and crafts which would be promoted by the Local Enterprise Authority (LEA) either through physical proximity, where businesses are housed in one location, or through a virtual village where businesses are linked virtually.

The Virtual village would link businesses all around the country offering the same products, such as the art and crafts. For other businesses offering different products, Special Economic Zones (SEZs) are being established around the country which similarly act as Export Village. Each SEZs will focus on specific industries, and together with The Special Economic Zones Authority (SEZA), the SEZs will furnish benefits of export villages specifically those that will be attributed to physical clustering of similar producers such as proximate supply of inputs, transport channels, support services etc.

Although it is not anticipated that marketing or product development services will be provided by SEZs or SEZA, where the need arises LEA will step up to the role.

The proposed SEZs are as follows:-

- Gaborone (SSKIA) will host mixed use (including manufacturing, agro-processing, logistics, and diamond beneficiation Gaborone (Fair grounds)

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International finance, Business services and Technology,

- Lobatse Meat and Leather,
- Pandamatenga Integrated agriculture, agro-processing, logistics),
- Francistown Mixed use (including mineral beneficiation,
- Selebi Phikwe Mixed use (including mineral beneficiation, agro-processing, garments/textiles, other manufacturing,
- Palapye Energy,
- Tuli Block Horticulture.

BEDP will provide support to the clusters in the SEZs as follows:

- Facilitating common procurement of inputs,
- Usage of common storage facilities,
- Sharing of irrigation technology,
- Joint training on various aspects,
- Processors,
- Sharing of packing facilities,
- Facilitating sharing of farm equipment,
- Use of common advertising,
- Joint application for financial services; and Joint training on various aspects including standards compliance.

BEDP acts as a market engagement strategy that is critical for the success of Botswana's exports.

BITC DONATES TO IPELENG



BITC CEO, Mr. Keletsositse Olebile with the Gaborone City Mayor, His Worship Thata F. Maphongo receiving the donations.

In solidarity with the Governments efforts to fight the pandemic ever rising infection rate, Botswana Investment and Trade Centre (BITC) donated Personal Protective Equipment (PPE) in the form of masks by UMASKS to various councils around the country.

Starting with the Gaborone City Council (GCC) on the 5th August 2021, the BITC Chief Executive Officer (CEO), Mr. Keletsositse Olebile handed over 2000 UMASKS to the Gaborone City Mayor, His Worship Mr. Thata F. Maphongo on behalf of the Ipelegeng Programme.

In receiving the donation the Mayor thanked BITC for seeing it fit to donate to GCC and the many other Councils across the country. He expressed that Councils are faced with having to protect its employees in the Ipelegeng Programme by providing them with PPE to carry out their duties. "In light of the current pandemic and ever rising statistics, Councils are financially challenged with equipping its staff with the PPE's to safeguard them against the virus and thus BITC's helping hand goes a long way in the fight against COVID-19," said His Worship.



The masks which are a gesture of goodwill from the South African company, UMask.

BITC received 5400 masks as a gesture of goodwill from UMask which is a PPE manufacturing company based in South Africa. UMask is a manufacturer of industrial masks that are best used to protect users from dust particles, toxins or hazardous and harmful particles, vapor and smoke. They also filter for solid and liquid particles with a medium harmful particles, vapor and smoke.

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The masks protect up to 10 times the corresponding threshold value (OELs). Upon receipt of the masks, BITC identified the lpelegeng programmes across the country's councils as the most suitable candidates to receive them. Other masks were delivered to the identified councils through the Francistown office carried out by the Director, Business Facilitation Mr. Gaorekwe Gaorekwe.

NATIONAL SERVICE CAMPAIGN: INTEGRAL FOR GROWTH

The National Service campaign was launched in September 2021, with the main objective being to improve customer service across the nation. The quality of service we provide is usually the determining factor between attracting, retaining or losing a customer. It impacts whether an investor decides to bring their business to Botswana or not.

Seeing the importance of customer service to not only local business but to the national economy, Brand Botswana, partnered with the Botswana National Productivity Centre (BNPC) over a vital and shared interest to take the customer service culture of the country to the next level, which was sealed by the signing of a Memorandum of Understanding (MOU).

This follows the development of the National Service Framework (NASEF) by BNPC. Brand Botswana has found this partnership as an opportunity to elevate customer service in the country, which has a bearing on the outlook of the country at many levels including culture and business and as such this prompted the development of the National Service campaign.

The national service campaign was developed to drive the message of improved service delivery and its importance to national economic growth. Being carried under the **#PushaBW**



REGINALD T. SELELO

BITC CHIEF OPERATIONS OFFICER

REST IN PEACE

In light of the recent loss of our **Chief Operations Officer - Mr Reginald Tebogo Selelo**, we continue to receive abounding messages of condolences to the BITC family and Mr Selelo's family, from our clients and stakeholders here and abroad. Mr Selelo has interacted and impacted many people and institutions locally and across the world during his journey at BITC and it comes as no surprise that you feel the loss as we do. We wish to appreciate your kind words of comfort and hope during this challenging season.

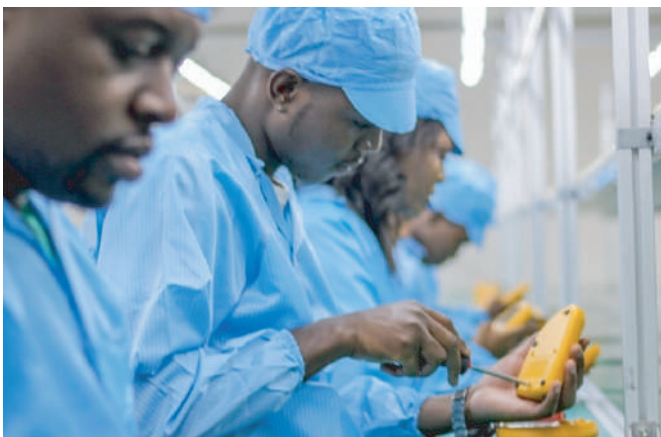
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#PushaBW banner, the campaign drives the message of good customer service through various initiatives, for awareness, appreciation and uptake by Batswana. The uptake by Batswana is critical because the community at large plays a role in holding each other accountable on our journey to providing the level of service we aspire to deliver. The intention is to involve each and every Motswana to ensure that we are indeed taking strides in this direction.

In order to develop a campaign that will not only be effective, but also far reaching, it was imperative that Brand Botswana bring on board key institutions that will help guide and align the messaging, as well as inculcate it into the community, especially taking into consideration that the largest service delivery block is the public sector. To develop this campaign, Brand Botswana engaged and has brought on board the Directorate of Public Service Management (DPSM), Botswana Public Service College (BPSC) as well leveraged on the existing partnership with Botswana National Productivity Centre (BNPC).

The outcome is a three pronged campaign that aims to address the three main audiences; public sector, local businesses and the customer. The campaign aims to highlight the important traits needed in building a strong service culture; from leadership to team building and bring the consumer to realise their value and role in the process of them receiving exceptional service. As the campaign continues to roll out on the various platform, Brand Botswana has aspirations that as a nation, Batswana will continue to rally behind **#PushaBW** and in this case, not only improve our product offering but also our service delivery.

INTRODUCING A BITC ASSISTED COMPANY: DEAFTRONICS



Factory workers as they assemble the hearing aids.

Deaftronics has redefined the sense of hearing and brought an innovative hearing solution to those that are impaired especially in developing countries. Having a significant number of lithium battery hearing aids provided by Non-Governmental Organisations (NGOS) and governments to Africans malfunction on their first month; Deaftronics created an award winning pragmatic solar powered hearing aid that was invented in Botswana for Africa and the world.



An image of the locally produced hearing aid.

Deaftronics has the latest USB Rechargeable Hearing Aids that consumers will appreciate. The universal MICRO-USB interface and unprecedented two hours charge time for 16 hours of full operation. The breakthrough intelligent charging chip circuit minimizes heat and makes 'green' technology a practical reality for hearing aid users. Customers will not worry about high cost any more.

The Solar Ear Unit includes a digital rechargeable hearing aid, a solar battery charger and four rechargeable hearing aid batteries. The batteries can also be used in 80 percent of hearing aids currently present in the market. In direct sunlight, the solar charger is able to charge three batteries simultaneously, in only two to three hours.

The batteries last a week, have a lifespan between two to three years, are versatile, as they can also be charged via a household light or a cell phone charger. This presents significant value for Deaftronics' customers, as they are able to save money that would otherwise have been spent on replacing batteries on a weekly basis.

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Botswana Investment and Trade Centre (BITC), which is the government of Botswana's main arm for the promotion of trade and investment, is mandated to be the official organizers for Botswana's participation. Expo 2020 Dubai provides an ideal platform to promote and position Botswana as the ideal investment destination in Africa. The reasons why Botswana should participate at the Expo 2020 Dubai.

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David Modise

May your soul rest in Eternal Peace.

(1981-2021)



Reka, ja, etela, reetsa local.

#ReGatetsePele
#Botswana54
#PushaBW




HEALTH ALERT: Fa o le mo mafelong a morafe, gakologelwa go apara sechibela mogare sa sefatlhego, le go katologana le ba bangwe ka nako tsotlhe. Gakologelwa gape setlolo se se bolayang mogare sa diatla.

#PushaBW



LET'S MEET IN DUBAI

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OFFICIAL PARTICIPANT - BOTSWANA



LET'S
OUTPACE
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