



SOUTHERN AFRICA GLOBAL COMPETITIVENESS HUB



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“I am also announcing today the launch of the African Development and Enterprise Program. With \$15 million in initial funding, the trade program will establish regional hubs for global competitiveness that will help African businesses take advantage of AGOA, to sell more of their products on the global markets.”

President George W. Bush, October 29, 2001



USAID
FROM THE AMERICAN PEOPLE

SOUTHERN AFRICA

In June 2002 USAID/Southern Africa established the Southern Africa Global Competitiveness Hub (Trade Hub) in Gaborone, Botswana, in response to President Bush's Trade for African Development and Enterprise (TRADE) Initiative.

The Southern Africa Hub in Gaborone was the first of the regional Hubs. Other Hubs have since been established in Nairobi, Kenya, Accra, Ghana, and Dakar, Senegal. Under a new four-year contract, the Trade Hub provides services in three distinct but interrelated areas: Trade Facilitation and Capacity Building, Trade Competitiveness and AGOA.

Objectives of the Trade Hub

The Trade Hub helps Southern Africa to 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 works to:

- Strengthen the enabling environment for African businesses;
- Build African capacity for trade policy formulation and implementation; and
- Bring together American and African businesses;
- Enhance the competitiveness of African products and services;
- Expand the role that trade can play in African poverty reduction strategies;
- Improve the delivery of public services supporting trade.

The Trade Hub provides technical assistance, facilitation and outreach on a demand driven basis

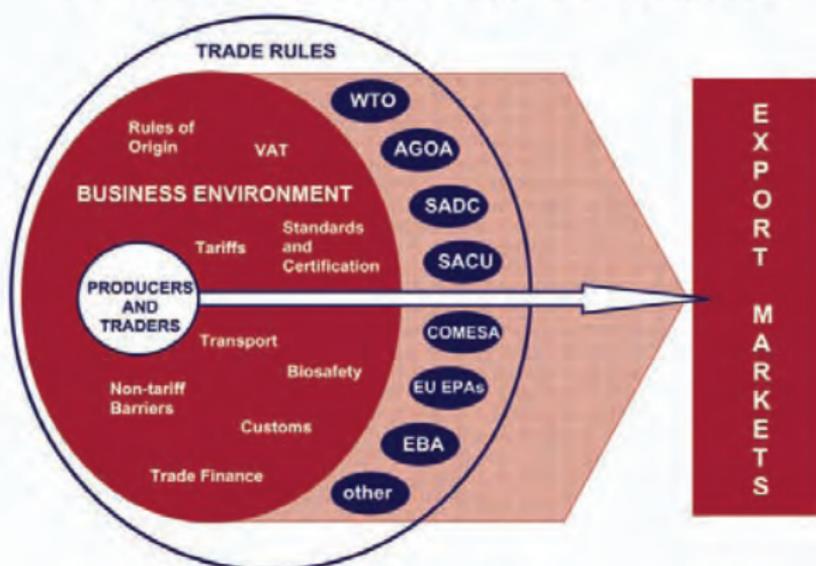
TRADE FACILITATION & CAPACITY BUILDING

The Trade Facilitation and Capacity Building Component assists the region to benefit from more effective integration with the global economy and to maximize the potential of the opportunities created by various trade arrangements.

Working with governments, the private sector and regional institutions the project facilitates and supports trade capacity building initiatives that reduce the transaction costs of trade thereby promoting competitiveness.

With extensive regional and international experience, the project team supports capacity building, trade facilitation, and dialogue activities in 10 countries in Southern Africa.

MAKING TRADE RULES WORK FOR BUSINESS



Key Activity Components

- Customs Modernization and Transport Facilitation;
- Financial Services for Trade and Competitiveness;
- Building Private Sector Advocacy; and
- Trade Policy and Capacity Building.

TRADE COMPETITIVENESS

The Trade Competitiveness Component seeks to improve the capacity of regional businesses and clusters to produce and market competitive goods and services. It furthermore aims to develop value-adding export relationships within the region and internationally by providing enhanced access to technical assistance.

Priority target sectors include agribusiness; apparel; and tourism, with the intent to achieve the following:



- Export relationships developed within the region and internationally,
- Improved capacity of selected sectors to meet export standard, and
- Increased ability of the private sector to advocate for and benefit from reduced barriers to trade.

Specifically, the team supports firms and relevant stakeholders to build regional and global trade by helping to:



- Facilitate or provide technical assistance to improve market linkages;
- Innovate in products and processes to diversify the region's export offerings;
- Help firms to meet international standards (quality, sanitary and phytosanitary, environmental, social, and services) that help make their products more competitive; and
- Build sustainable competitive advantages within firms and their corresponding value chains and clusters that will result in accelerated and stable long-term economic growth.

AGOA SUPPORT

The Southern Africa Global Competitiveness Hub is the region's one-stop shop for businesses and national governments seeking to take advantage of AGOA. The Trade Hub provides targeted assistance in two areas:



Firm-Level Assistance

- Promote business linkages directly between the US and Southern African firms.
- Address business development constraints to exporting to the U.S. market under AGOA.
- Educate private sector groups and associations about AGOA opportunities and benefits.
- Provide specific guidance to Southern African companies interested in exporting to or doing business with the United States.
- Advise exporters on food safety and customs requirements for exporting agricultural products to the US.
- Create valuable business networking opportunities through trade shows, trade missions, and conferences.

AGOA National Assistance

- Assist AGOA-eligible Southern African countries to develop action-oriented strategies to take advantage of AGOA opportunities more systematically and focus their efforts in areas of competitive advantage.
- Identify barriers to trade that prohibit competitiveness and additional exports under AGOA.
- Encourage AGOA-eligible Southern African countries to integrate trade facilitation concerns into the national economic agenda.
- Encourage private sector participation in national export diversification strategies.

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