



SOUTHERN AFRICA GLOBAL COMPETITIVENESS HUB



RECENT TRADE HUB SUCCESSES

In 2002 the Southern Africa Global Competitiveness Hub (Trade Hub) was created in response to President Bush's Trade for African Development and Enterprise (TRADE) Initiative.

The Trade Hub has since assisted several governments to improve the business environment and has helped numerous companies to establish export markets in the United States.



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

Liberalizing the Botswana Beef and Cattle Sector for Economic Growth

As a result of the USAID Trade Hub's technical work and continued support to cattle producers in lobbying for changes to Botswana's beef export policies, in December 2005 the Botswana Meat Commission (BMC) increased the prices that it pays to producers by an average of 40 percent.



Freeing Up Trade Through Harmonized Customs Documentation

The Single Administrative Document (SAD 500): More than a dozen customs forms have been reduced to a single customs form along the Trans-Kalahari Corridor that cuts across Namibia, Botswana, and South Africa, significantly reducing the cost of moving goods along regional frontiers. With Trade Hub technical assistance, the SAD 500 is being rolled out to the major corridors throughout the region, starting with the Maputo Corridor that runs through South Africa and Mozambique.



Bringing Down Trade Barriers



Interregional trade has increased by between \$1.1 and \$1.4 million per year through technical assistance to a South African cut fruit exporter with intellectual property and pest issues impeding the purchase of uncut fruit from Senegal and Ghana. This project represents a first-of-its-kind example of inter-Hub collaboration with the West African Trade Hub.

Creating Regional Value Chains

As a result of sourcing assistance provided by the Southern Africa Hub, Lesotho will export \$1.2 million per year of yarn to a South African textile manufacturer, thereby allowing the manufacturer to continue to export to the United States under AGOA after September 2007. A major challenge for Southern Africa is the impending expiration of



the Third Country Fabric Rule which is set to expire on September 30, 2007.

Facilitating the First Customs Time Release Study in Southern Africa

The Trade Hub, in partnership with the World Customs Organization (WCO), facilitated the design, execution and completion of a Time Release Study (TRS) for Malawi. A TRS is an effective diagnostic tool for identifying inefficiencies in the customs clearance process

and determining necessary infrastructure, policy and process improvements as it assesses the time elapsed at each stop in the cargo release process. As a result of the successful experience in Malawi, a TRS, supported by the Trade Hub and WCO, is currently being carried out in Mozambique. Zambian authorities have also expressed their interest in undertaking a similar study.

Building Knowledge for Trade and Competitiveness

The Trade Hub has produced a series of five 15-minute educational films that will be used in dialogue and outreach activities in the region. The films tackle a range of trade-related issues relevant to the region, and encourage increased dialogue on these issues



to enable governments and the private sector to take the necessary steps to become more competitive.

Read by over 5,000 people in the region and beyond, *Inside Southern African Trade (INSAT)* – the quarterly news publication of the Trade Hub – has become a recognized source for high quality analysis of trade news important to the region where it fosters dialogue, builds capacity and raises awareness in the public and private sectors.

SOUTHERN AFRICA GLOBAL COMPETITIVENESS FILM

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