

SOUTHERN AFRICA GLOBAL
COMPETITIVENESS HUB



Third Quarter Report
Financial Year 2009
April 2009 to June 2009

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ACRONYMS

AfDB	African Development Bank
AGCI	Africa Global Competitiveness Initiative
AGCI	African Growth and Competitiveness Initiative
AGM	Annual General Meeting
AGOA	African Growth and Opportunity Act
B2B	Business to Business
BEE	Black Economic Empowerment
BEMA	Botswana Exporters and Manufacturers Association
BOBS	Botswana Bureau of Standards
BURS	Botswana Unified Revenue Services
BUSA	Business Unity South Africa
CARANA	CARANA Corporation
CISS	Corridor Institutional Sustainability Study
COMESA	Common Market for Eastern and Southern Africa
COMPETE	Competitiveness & Trade Expansion
CPMS	Corridor Performance Monitoring System
DCC	Dar es Salaam Corridor Committee
DFID	Department for International Development (of the United Kingdom)
DRC	Democratic Republic of Congo
DTI	Department of Trade and Industry
EAC	East African Community
ECC	Eastern Cluster Corridors
EMTF	Energy Ministerial Task Force
EPA	Economic Partnership Agreement
EU	European Union
FANR	Food, Agriculture and Natural Resources
FDA	Food and Drug Administration
FESARTA	Federation of East and Southern African Road Transport Association
FHI	Family Health International
FTA	Free Trade Area/Agreement
FY	Financial Year
GICC	Gaborone International Conference Centre
GTZ	German Agency for Technical Cooperation
HIV/AIDS	Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome
HS	Harmonized System
ICP	International Cooperating Partner
ICT	Information and Communications Technology
ICTSD	International Centre for Trade and Sustainable Development
IEHA	Initiative to end Hunger in Africa
INSAT	Inside Southern African Trade
IPP	Independent Power Provider
ISPS	International Ship and Port Facilities
IT	Information Technology
ITC	International Trade Center
LEA	Local Enterprise Authority

LRA	Lesotho Revenue Authority
MATEP	Market Access, Trade and Enabling Policies
MCLI	Maputo Corridor Logistics Initiative
MOU	Memorandum of Understanding
MRA	Malawi Revenue Authority
NATHAN	Nathan Associates Incorporated
NCTCCA	Northern Corridor Transit Traffic Coordinating Authority
NEPAD	New Partnership for Africa's Development
NPPO	National Plant Protection Organization
NSC	North South Corridor
NTB	Non Tariff Barriers
OECD	Organization for Economic Development
ORE	Office de Regulation Electricité
PASA	Participating Agency Service Agreement
PMAESA	Port Management Association of East and Southern Africa
PPSC	Power Project Steering Committee
PSC	Private Sector Competitiveness
PSI	Population Services International
RADDEx	Revenue Authority Digital Data Exchange System
RECs	Regional Economic Communities
REPN	Regional Energy Planning Network
RERA	Regional Electricity Regulators Association of Southern Africa
RISDP	Regional Indicative Strategic Development Plan
ROO	Rules of Origin
RTFP	Regional Trade Facilitation Program
SA	Southern Africa
SACU	Southern African Customs Union
SAD	Single Administrative Document
SADC	Southern African Development Community
SAFFA	South African Fine Foods Association
SAFT	Southern Africa Forum on Trade
SAGCH	Southern Africa Global Competitiveness Hub
SAIBL	Southern Africa Investment & Business Linkages
SAIIA	South African Institute for International Affairs
SAPP	Southern Africa Power Pool
SARA	South African Railways Association
SARS	South African Revenue Service
SCC	Swazi Chamber of Commerce
SIPA	Swaziland Investment Promotion Authority
SME	Small and Medium Enterprises
SMME	Small, Micro and Medium Enterprises
SPS	Sanitary and Phytosanitary
SWEEP	Swaziland Enterprise and Entrepreneurship Program
TBT	Technical Barriers to Trade
TC	Trade Competitiveness
TCC	Technical Coordination Committee
TCP	Trade Competitiveness Project
TF	Trade Facilitation
TFCB	Trade Facilitation and Capacity Building
TFNA	Trade Facilitation Needs Assessments

TIFI	Trade, Industry, Finance, and Investment
TIMS	Trade Information Management System
TKC	Trans Kalahari Corridor
TKCMC	Trans Kalahari Corridor Management Committee
TMCM	Trade Monitoring and Compliance Mechanism
TNF	Trade Negotiating Forum
TPA	Tanzania Port Authority
TRA	Tanzania Revenue Authority
TRADE	Trade for African Development and Enterprise
TRADE	Trade for African Development and Enterprise
TRALAC	Trade Law Centre for Southern Africa
TRS	Time Release Study
TWG	Transport Working Groups
U.S.	United States
UEM	Eduardo Mondlane University
UNCTAD	United Nations Conference on Trade & Development
UNDP	United Nations Development Programme
UNECA	United Nations Economic Commission for Africa
USA	United States of America
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
USG	United States Government
USTR	United States Trade Representative
WBCG	Walvis Bay Corridor Group
WCO	World Customs Organization
WESGRO	Western Cape Investment and Trade Promotion Agency
WiF	Women In Finance
WTO	World Trade Organization
WTO TF NA	WTO Trade Facilitation Needs Assessment
YD	Yamoussoukro Decision

EXECUTIVE SUMMARY

During the third quarter of Financial Year (FY) 2009 (April – June 2009), the USAID Southern Africa Global Competitiveness Hub (SAGCH) (otherwise known as the Trade Hub) achieved significant successes and outstanding results across all five areas of activity:

1. Trade and Investment Enabling Environment;
2. Private Sector Competitiveness;
3. Financial Services;
4. Modern Energy Services; and
5. Agriculture Enabling Environment.



This report outlines in narrative and tabular forms the activities, results and successes achieved during the third quarter of FY 2009. Financial information, project indicators, along with outreach and communications indicators are provided at the end of the document. CD versions of this report with links to other reports referenced in the text can be requested from the Trade Hub.

The following are some of the major activities and achievements of the Trade Hub during the third quarter of FY 2009:

- During the third quarter of FY 2009, the Trade Hub continued with efforts aimed at supporting the Southern African Development Community (SADC) to implement their regional integration mandate and build trade capacity in the region. From April 6 to 7, Ms. Bridget Chilala, Director of Capacity Building, attended a North South Corridor (NSC) Conference in Lusaka, Zambia. Over 800 participants attended the conference including four African Heads of State and several Government Ministers. Also in attendance was the World Trade Organization (WTO) Director General, Deputy Secretary General of the African Union (AU) as well as high level representatives from the World Bank, Africa Development Bank (AfDB), International Trade Center (ITC), donor organizations and regional governments. The conference which was organized to attract donor support for funding of corridors activities raised US\$41.2 billion in pledges out of an expected US\$5 billion.
- On April 23, Ms. Bridget Chilala held an awareness session on Harmonized System (HS) and tariff schedules for the Botswana Department of Industry and Trade. The objective of the training was to ensure better understanding of the HS so as to facilitate the implementation of the HS amendments and to ensure common interpretation. The training was essential to prepare the department to review the draft SADC Schedules prepared by the SADC Secretariat. The reviewed schedules would then be uploaded on the SADC Free Trade Area (FTA) website for the benefit of all traders. Participants found the training very useful and requested that another similar training be organized for the private sector to help them understand how to interpret tariff schedules. A follow-up training will be conducted for the benefit of the private sector with the participation of the Botswana United Revenue Services.
- The Trade Hub continued to collaborate with other organizations in an effort to enhance competitiveness by reducing transit times, the number of customs

documents, delays at borders and other related costs. From April 16 to 17, Mr. Ranga Munyaradzi, Senior Customs Advisor, and Mr. Godwin Punungwe, Transport Advisor, traveled as a technical advisor to Lusaka, Zambia, to facilitate Dar Corridor Working Group and Dar Corridor Committee meetings. Similarly, from April 20 to 24, Mr. Punungwe was in Mombasa, Kenya, for the Regional Economic Committees (RECs) Technical Coordination Committee (TCC) meeting and the Federation of East and Southern African Road Transport Association (FESARTA) meeting.

- The Trade Hub continues to facilitate implementation of Time Release Studies (TRS) in the SADC region, in collaboration with the World Customs Organization (WCO). From April 22 to 24, Mr. Munyaradzi attended the WCO Information Technology (IT) workshop in Marrakech, Morocco. The Conference looked at, among other issues, ways in which Customs can interact with other border regulatory agencies as a result of new IT systems and processes. It also offered participants a platform for cross-sector cooperation on how IT can assist Customs modernization and capacity building programs which directly benefit economic and social development.
- The Trade Hub continued to provide support to Southern African companies looking for information on ways to access the United States (U.S.) market through the AGOA. From April 21 to 22, the Trade Hub hosted an apparel Business to Business (B2B) event linking buyers from the U.S. and Europe to producers within Southern Africa and other African countries held at the Leriba Lodge in Centurion, South Africa. Nearly 60 companies attended the event representing a cross-section of the apparel industry within and outside Africa. These included buyers, sourcing houses, South African retailers and African producers of textile and apparel. The 2008 B2B was considered a success, with participants reporting \$10-23 million of dollars in new or potential business resulting from the event. More business is expected to result from the 2009 event.
- From May 6 to 9, Ms. Maxine Kennett, Director of Trade Facilitation and Capacity Building (TFCB), Ms. Amanda Hilligas, Director of Trade Competitiveness (TC) and Mr. Todd Thompson, African Growth and Opportunity Act (AGOA) Trade and Business Manager, attended USAID African Growth and Competitiveness Initiative (AGCI) meetings and met with the Competitiveness & Trade Expansion (COMPETE) project team in Nairobi, Kenya. Ms. Kennett and Ms. Hilligas presented on Trade Hub activities with SADC and regional agricultural work using Initiative to End Hunger in Africa (IEHA) funding. The meeting was also attended by West African Trade Hub representatives.
- From June 22 to 24, Mr. Munyaradzi and Mr. Punungwe, facilitated two Trans Kalahari Corridor (TKC) workshops at the Trade Hub in Gaborone, Botswana, on Corridor Performance Monitoring Systems (CPMS) and Customs Systems Interface and Connectivity. Presenters were from the Common Market for Eastern and Southern Africa (COMESA) ICT Centre and the USAID Competitiveness and COMPETE project based in Nairobi, Kenya, which developed the Revenue Authority Digital Data Exchange System (RADDEx) connectivity program in the East African Community.

- With the support of the Trade Hub, from May 16 to 19, Mr. Peter Mabeo participated at the 2009 International Contemporary Furniture Fair in New York City, United States of America (USA). Mr. Mabeo's booth was designed by Ms. Patricia Urquiola and featured cutting-edge furniture produced in Botswana. Mr. Mabeo met with several top designers in the furniture industry resulting in new business leads and was featured in Metropolis magazine.
- The Trade Hub continues to facilitate an investment between an agricultural enterprise in southern Mozambique and a large U.S. – based chili sauce company, through work on a feasibility study. If the deal comes to fruition, local farmers would benefit from increased employment and income. The investment is expected in the area of agriculture.
- The Trade Hub continued to recruit textile and trim suppliers, garment manufacturers and retailers/buyers for the 2009 African Textile and Apparel B2B event held in April. In an exciting development, the Department for International Development (DFID)-funded ComMark Trust program in Lesotho agreed to cost-share certain components of the B2B. This collaboration helped attract new buyers to the event while maximizing the business development potential for Lesotho companies attending the event.
- The Southern African (SA) Trade Hub, in conjunction with the West Africa Trade Hub and the Government of South Africa held the 2009 “Taste of Africa” Pavilion at the Fancy Food Show in New York City from June 28 to 30. The SA Trade Hub facilitated the participation of more than 35 companies from throughout the African continent. Nine companies participated from the SADC region. The Trade Hub, in conjunction with the SA Government hosted a “Buyers Breakfast” on Monday, June 29. Mr. Thaller, CEO of Talier Trading and Ms. Ann Daw, President of the National Association for the Specialty Food Trade, were keynote speakers at the breakfast which was attended by more than 140 members of the specialty food trade. The Taste of Africa Pavilion included an observing company from Botswana producing marula products, who received multiple inquiries and a potential importer of marula products. This development represents a significant opportunity for rural smallholders who could increase income by gathering marula fruit for processing in Botswana.
- The Africa Set, a product grouping of specialty foods from the entire continent, continued to roll out in thousands of stores throughout the U.S. in the third quarter of 2009. Products are being launched or are planned to be launched in Bigg's (Cincinnati); Rodman's (Washington D.C.); and Wegmen's, among others.

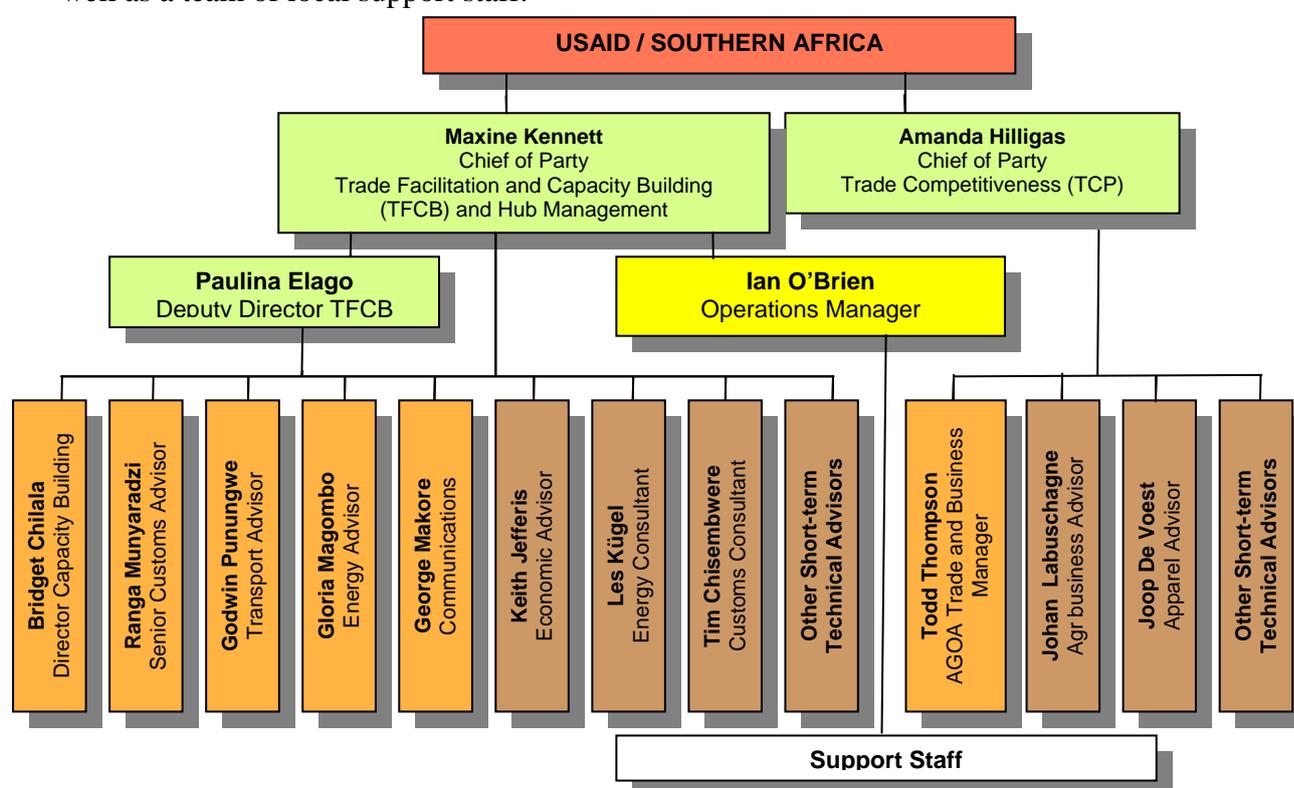


Part of Peter Mabeo's display at the 2009 International Contemporary Furniture Fair held in the United States of America.

BACKGROUND

In June 2002, the USAID Southern Africa established the Southern Africa Global Competitiveness Hub (Trade Hub) in Gaborone, Botswana. The Trade Hub was established as part of President Bush's Trade for African Development and Enterprise (TRADE) Initiative launched at the first U.S./Sub-Saharan Africa African Growth and Opportunity Act (AGOA) Forum in Washington D.C. in October 2001.

The Trade Hub mainly consists of two technical activity areas: the Trade Facilitation and Capacity Building (TFCB) and the Trade Competitiveness (TC) Projects, both of which began in October 2004. The TFCB and TC Project staff consist of highly competent long and short-term regional and international experts in the fields of trade policy, trade negotiations, customs, transport, energy issues and business linkages as well as a team of local support staff.



In September 2007, the TFCB and TC Projects were given supplements to their existing statements of work for FY 2008 until the end of the project. The new statements of work reflect the priority that the United States Government (USG) has accorded to working with Regional Economic Communities (RECs) such as the SADC and to promoting regional harmonization and integration in Africa. In order to realize these goals, USAID/Southern Africa requested the TFCB and TC Projects to focus on specific elements of the Africa Global Competitiveness Initiative (AGCI).

In FY 2009, these elements include:

1. Trade and Investment Enabling Environment;
2. Private Sector Competitiveness;
3. Financial Services;
4. Modern Energy Services; and
5. Agriculture Enabling Environment.

1. TRADE AND INVESTMENT ENABLING ENVIRONMENT

This component includes activities designed to support Southern African Development Community (SADC) to implement their regional integration mandate; build trade capacity within the region; assist stakeholders to take advantage of opportunities provided by regional and international trade agreements; facilitate trade; harmonize and improve Customs procedures and practices; and facilitate trade along regional transport corridors.



Support to the Southern African Development Community

The SADC Protocol on Trade was signed on August 24, 1996. It entered into force on January 25, 2000 and the actual implementation of the provisions of the Protocol commenced on September 1, 2000. The governments of Angola and Madagascar acceded to the Protocol on September 26, 2003 and February 21, 2006, respectively. The Democratic Republic of Congo (DRC) is yet to accede to the Protocol on Trade.

One of the aims of the SADC Protocol on Trade was to establish a Free Trade Area (FTA) by 2008. In 2004, the Mid-Term Review of the Protocol on Trade identified a number of implementation issues including rules of origin constraints, back-loaded tariff liberalization schedules and inconsistency in executing tariff reductions.

As per the February 27, 2007 Memorandum of Understanding (MoU) between the U.S. Embassy/Botswana, USAID/Southern Africa and the SADC Secretariat, it was agreed that the Trade Hub would undertake a number of trade-related technical assistance activities on behalf of or for the SADC Secretariat to assist with SADC regional integration, some of which were undertaken during this quarter.

- **Aid for Trade Meeting**

During the third quarter of FY 2009, Ms. Bridget Chilala, Director of Capacity Building, attended a North South Corridor (NSC) Conference in Lusaka, Zambia. Over 800 participants attended the conference including four African Heads of States and several Government ministers. Also in attendance was the World Trade Organization (WTO) Director General, Deputy Secretary General of the African Union (AU) as well as high level representatives from the World Bank, Africa Development Bank (AfDB), International Trade Center (ITC), donor organizations and regional governments. The conference, which was organized to attract donor support for funding of trade facilitation activities, raised US\$41.2 billion in pledges out of an expected US\$5 billion.

For additional information, see "Trip Report – NSC A4T Meeting" by Ms. Chilala.

- **SADC Protocol on Trade**

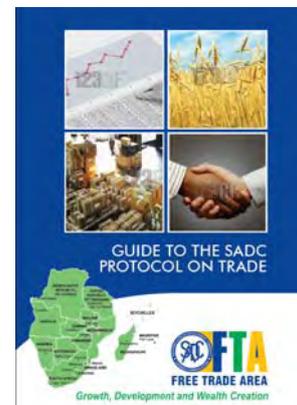
The Trade Hub continued liaising with the SADC Secretariat on the design and implementation of a Trade Monitoring and Compliance Mechanism (TMCM) for the SADC Protocol on Trade. On April 15, Ms. Chilala attended a SADC Monitoring Mechanism and Non-Technical Barriers (NTB) meeting in Gaborone, Botswana, to discuss compliance issues.



As a technical advisor, from April 16 to 18, Ms. Chilala attended the SADC meeting of the 37th Trade Negotiating Forum (TNF) (Regular) in Gaborone, Botswana before attending other SADC TNF meetings in Cape Town, South Africa, from June 15 to 19. On June 2, Ms. Chilala attended the SADC Trade, Industry, Finance and Investment (TIFI) Thematic Group meeting in Gaborone, Botswana and a joint SADC/International Cooperating Partner (ICP) Food, Agriculture and Natural Resources (FANR) Thematic Group meeting on Agriculture and Food Security and Natural Resources & Environment in Gaborone, Botswana, on June 24.

For additional information, see “Meeting Report – SADC TMCM Meetings”, “Trip Report – SADC TNF” and “Meeting Report – FANR Thematic Group Meeting” by Ms. Chilala.

As part of the Trade Hub’s efforts to facilitate regional harmonization and integration, it sponsored the production of a Guide to the SADC Protocol on Trade aimed at informing the business community about the terms of the Protocol. The Guide to the SADC Protocol on Trade explains the SADC legal trade framework in simple language, following the order in which topics are taken up in the Protocol. While an attempt was made to discuss all the obligations and commitments of the Protocol, the emphasis was on creating awareness and understanding of the increased market access that is available in the region. It is hoped that the Guide will help businesses make informed decisions.



For additional information, see “Guide to the SADC Protocol on Trade”.

- **2009 SADC Trade Audit Update**

The Trade Hub has been conducting audits on the implementation of the SADC Protocol on Trade as part of its support to the SADC Secretariat. In April, the 2009 Audit was conducted and a preliminary report presented to the Ministerial Task Force on Economic Integration.

The 2009 Audit focused on following broad issues:

- Outstanding implementation issues from previous Audits (2007 and 2008 update);

- The 2009 tariff reductions for those countries that have effected the 2009 tariff phase downs;
- Trade flows of Category C products still attracting duties and their importance to the following Member States' customs duty revenues:
 - Malawi
 - Mauritius
 - Mozambique
 - Tanzania
 - Zambia
 - Zimbabwe
- Analysis of each Member State's Category C schedule.

Since the Southern African Customs Union (SACU) has completed the implementation of the tariff phase down as provided for in the original schedule, the report excluded the analysis on tariff phase down for SACU but covered all the other elements. Four countries (Angola, DRC, Madagascar and the Seychelles) were excluded from this report. Angola has not yet presented a market access offer while the DRC and the Seychelles have not yet acceded to the SADC Protocol on Trade. Madagascar is currently suspended from SADC and is therefore not included in this audit.

For additional information, see "Technical Report – 2009 SADC Trade Audit Update", by Ms. Chilala.

Planned Activities, SADC Support:

- **Business Guide** – The Trade Hub finalized the production of the Business Guide to the SADC Protocol on Trade it sponsored on behalf of SADC. The Trade Hub will liaise with SADC concerning the distribution of the Business Guide.
- **SADC Trade Protocol** – During the fourth quarter of FY 2009, the Trade Hub will assist SADC with the designing of a TCM for the SADC Trade Protocol.

Trade Capacity Building

Southern Africa is one of the poorest regions in the world, accounting for only 1% of global merchandise trade. High protective tariffs, non-tariff barriers to trade, restrictions on foreign investment, and high transaction costs impede regional growth. Given the small size of most domestic markets, increased regional trade is essential for economic growth and stability. A key factor limiting the region's ability to compete effectively in global markets is an inconsistent and complex trade policy and regulatory environment. Countries belong to several multilateral and bilateral trade groups, regional development organizations, and a Customs Union, but frequently do not respect their obligations under these agreements.

SADC Member States are currently engaged in complex trade negotiations and implementing outcomes. However, like most developing countries, they lack the

institutional and technical capacity to fully and effectively implement their regional integration agenda. The multi-faceted and multi-level negotiations will therefore require SADC Member States to strengthen their analytical capacities at the national level.

During the third quarter of FY 2009, the Trade Hub continued its efforts to improve the policy, regulatory, and enforcement environment for private sector-led trade and investment in the region.

- **Botswana**

From April 16 to 18, Mr. Leon Skarshinski, Trade Consultant, attended the Botswana Small Micro and Medium Enterprises (SMME) Conference and Fair in Gaborone, Botswana where he made a presentation entitled “*Regional and Global Marketing: Putting the SMME in the Global Village*”. In his presentation, Mr. Skarshinski highlighted economic development in the context of Africa and Botswana; outlined Trade Hub activities and key elements of the AGOA; and provided advice on increasing global competitiveness. The “Capacity Building for SMME Promotion Agencies in the SADC Region” themed conference and fair was organized by the Local Enterprise Authority (LEA) and featured a regional conference for professionals in the SMME sector, a series of workshops for SMMEs and a powerful SMMEs exhibition.

For additional information, see “Technical Report – Botswana Export Policy Analysis” by Mr. Skarshinski.

On April 23, Ms. Chilala trained representatives from the Botswana Department of Industry and Trade on Harmonized System (HS) and how to read tariff schedules. Seven participants attended the training. The HS is normally amended by the World Trade Organization (WTO) every four to six years. SADC Members agreed to phase down tariffs within the SADC region and their tariff phase down commitment schedules were prepared based on HS 1996. From January 2009, the SADC Member States started to implement tariff phase down on products that they categorized as sensitive and are expected to fast track the tariff phase down. In order to facilitate the implementation of the HS amendments and to ensure common interpretation, SADC Member States agreed to ensure that their Schedules are always updated.

For additional information, see “Training Report – Botswana Tariff Training” by Ms. Chilala.

The Trade Hub continued liaising with the regional organization Women in Finance (WiF) concerning the launch of their Botswana chapter. In May, Mr. George Makore, Communications Coordinator, represented the Trade Hub at a WiF breakfast event on May 5 and a Goal Setting workshop on May 7, both of which were held at Gaborone International Conference Centre (GICC), Botswana.

WiF is a non-profit organization promoting women in business, and assisting in the empowerment of women and all small businesses particularly, but not exclusively with regards to financial literacy and finances. While being a women-centered organization, WiF understands the value of men’s contribution to industry, and therefore promotes a more gender balanced approach in their interventions. In South

Africa, the organization was formed with a view to carrying out the objectives laid in terms of the Financial Sector Charter and the policies which have been promoted by the Department of Trade and Industry in terms of the support for creation of women-owned SMMEs.

For additional information, see “Meeting Reports – WiF Workshop and WiF Breakfast” by Mr. Makore.

- **Malawi**

From June 29 to July 3, Ms. Paulina Elago, Deputy Director of Trade Facilitation and Capacity Building (TFCB) and Tim Chisembwere, Customs Consultant, held Rules of Origin (ROO) training in Malawi. The training was run in Blantyre from June 29 to 30 and in Lilongwe from July 2 to 3. About 79 participants attended the training which was at the request of the National Working Group on Trade Policy and Malawi Revenue Authority (MRA). The main objective of the training was to develop skill and enhance understanding of concepts, economic rational and technical aspects of ROO. At the end of the course, participants were expected to take full advantage of the ROO regimes under various trade agreements that Malawi is a signatory or beneficiary. In addition, the training enabled policy makers to participate effectively in negotiations on ROO.

For additional information, see “Trip Report – ROO Malawi” by Ms. Elago

- **Mozambique**



As a follow up to a meeting held by Ms. Elago in March in Maputo to discuss possible Trade Hub assistance towards the newly created Centre for Studies on Regional Integration and SADC Law, from May 28 to 29, the Trade Hub co-funded and facilitated a meeting on “Mainstreaming of regional integration into national development plans” at Eduardo Mondlane University (UEM) in Maputo, Mozambique. The Trade Hub also sponsored the translation of four reports used at the conference from Portuguese to English.

For additional information, see “Trip Report – UEM Conference” by Ms. Elago and “Technical Reports – UEM 1-SADC Treaty Drafting and Implementation, UEM 2 – Mozambique Advantages and Disadvantages of Regional Integration, UEM 3 – SADC Tribunal and UEM 4 – Trade in Services”

- **Swaziland**

From April 27 to May 10, Mr. Peter Carr, a Consultant, and Ms. Elago, traveled to Swaziland to facilitate discussion and reach common understanding among key stakeholders on key elements that would inform an investment policy for Swaziland. During the visit, they held meetings with representatives of the Swaziland Investment Promotion Agency (SIPA), the Ministry of Trade and Ministry of Finance.

For additional information, see “Trip Report – Swaziland” by Ms. Elago and “Technical Report – Swaziland Investment Policy” by Mr. Carr.

Planned Activities, Trade Capacity Building:

- **South Africa** – During the fourth quarter of FY 2009, the trade Hub will liaise with Business Unity South Africa (BUSA) concerning their request for trade in services technical assistance.
- **Swaziland** – The Trade Hub will also liaise with SIPA and Swaziland Chamber of Commerce on investment policy issues. Mr. Carr and Mr. Jeff Fabre, and Intern, will assist Swaziland with investment assessment and implementation issues.

World Trade Organization (WTO) Trade Facilitation Assessments

Increasing transparency, simplifying, standardizing and modernizing import and export procedures, and improving the conditions for transit represent the essential substantive areas of trade facilitation. Work on WTO Trade Facilitation Needs Assessments (TFNA) provides an effective link between developing country participation in multilateral trade negotiations and the identification and prioritization of technical assistance necessary for facilitating their trade.



The objective of these assessments is to: (a) identify trade facilitation needs and priorities of the country; (b) where feasible, determine the resource implications of implementing proposed trade facilitation measures under the WTO trade negotiations; and (c) determine the country’s capacity to implement trade facilitation measures that would derive maximum benefits.

The Trade Hub has become one of the preferred facilitators of WTO TFNA within the SADC region. To date, the Trade Hub has successfully facilitated WTO TFNA in Swaziland, Zambia, Lesotho, Mozambique, Angola, Malawi and Seychelles. Trade Hub support involves using the WTO trade facilitation tool to assess the state of the facilitation in light of the proposals in the WTO Negotiating Group on Trade Facilitation and to assess the technical assistance and capacity building needs associated with effective implementation.



From May 11 to 15, the Trade Hub facilitated the WTO TFNA of Botswana. To date, the Trade Hub has successfully facilitated WTO TFNA in Angola, Botswana, Lesotho, Malawi, Mozambique, Seychelles, Swaziland and Zambia. The objective of these assessments is to: (a) identify trade facilitation needs and priorities of the country; (b) where feasible, determine the resource implications of

implementing proposed trade facilitation measures under the WTO trade negotiations; and (c) determine the country's capacity to implement trade facilitation measures that would derive maximum benefits. The Botswana WTO TFNA was conducted solely by Trade Hub staff on behalf of the WTO. The meeting was officially opened by the Deputy Secretary in the Ministry of Trade and Industry, Mr. Kedibonye Laletsang, with the Botswana Geneva delegate, Ms. Kelebogile Lekaukau, giving a short presentation on WTO Trade Facilitation Negotiations while Trade Hub facilitators gave an outline of the trade facilitation assessment Guide developed by the WTO and WCO to be used during the assessments.

For additional information, see "Meeting Report – Botswana WTO TFNA" by Ms. Elago, Mr. Munyaradzi, Ms. Chilala and Mr. Punungwe.

From May 25 to 29, the Trade Hub sponsored three delegates from the Comoros to attend Geneva Week in Switzerland as part of their awareness building program in the run up to their accession to the WTO. The Geneva Week is aimed at updating non resident delegations on recent developments at the WTO and in the multilateral trade negotiations process. The event is also meant to help identify specific issues associated with the accession process.

For additional information, see "Trip Report – WTO Comoros" by Mr. Said Abdou Salime.

World Customs Organization (WCO) Time Release Studies (TRS)

In collaboration with the WCO, the Trade Hub continued to facilitate implementation of TRS in various countries of the region. The TRS helps to identify the bottlenecks, strengths and weaknesses, and regulatory areas needing reform of the customs regime of a country with the ultimate goal being to improve efficiency and effectiveness of the Customs regime.



The TRS is one of the WCO's most important trade facilitation instruments. It is used to review the Customs clearance procedures by measuring the average time taken between the arrival of the goods in the country and their release by Customs. This enables Customs to identify problem areas in the clearance process and potential corrective action in order to increase efficiency and transparency.

In the past, TRS facilitated by the Trade Hub provided the framework for targeted interventions aimed at reducing trade costs through strengthening Customs valuation, streamlining procedures, establishing risk assessment, and supporting the establishment of post clearance audit units. The overall objective is to help regional exporters gain greater access to markets by working on harmonization of standards across country boundaries. As is the case with the WTO TFNA, the Trade Hub has become a preferred facilitator of WCO TRS in the SADC region.

In collaboration with the WCO, the Trade Hub continues to facilitate implementation of TRS in the SADC region. On June 15, the Trade Hub updated the Lesotho Commissioner of Customs and Excise on Phase Two of the TRS in Maseru, Lesotho.

The Commissioner appreciated the progress made so far on both the review of Customs legislation and the TRS.

Planned Activities, Time Release Studies:

- **Botswana** – During fourth quarter of FY 2009, the Trade Hub will liaise with Botswana Customs concerning their request for assistance with their own WCO TRS.
- **Lesotho** – Also during the next quarter, the Trade Hub will assist the Lesotho Revenue Authority (LRA) with the final phase of their TRS.

Modernization of Customs Laws, Regulations, Procedures and Processes



This component involves reviewing and updating Customs laws, regulations, manuals, procedures and processes using international best practices based on the WCO Revised Kyoto Convention on Simplification and Harmonization of Customs Procedures as well as training for both Customs officials and the business community to ensure uniform interpretation of laws and regulations.

Following the success of the Customs IT meeting held in Johannesburg, South Africa in March 2008, Malawi and Tanzania Revenue Authorities agreed to pilot the RADDEx IT Program at their common border. They then approached the Trade Hub for further technical assistance for implementation. From May 4 to 9, Mr. Munyaradzi and Mr. Michael Smith, Senior ICT Consultant, USAID East Africa Competitiveness & Trade Expansion (COMPETE), were in Dar es Salaam, Tanzania for a Dar Corridor Customs Transit Systems RADDEx Interface & Connectivity workshop. The aim of the meeting was to identify ways of developing a means of communicating customs data between existing Customs Computer Systems and to get Malawi and Tanzania Revenue Authorities connected electronically.

The workshop was a follow-up to the meeting of Malawi and Tanzania Commissioners of Customs and Excise who signed a MoU in early 2008, agreeing, among other things, to pilot the RADDEx at their common border complex of Songwe/Kasumulu. The Commissioners created a Technical Team whose task was to develop modalities for Customs Computer Systems Interface, connectivity, electronic data interchange and electronic transmission of Single Administrative Document (SAD) 500 (Customs Declaration). The Commissioners then approached the Trade Hub for technical assistance to achieve this.

For additional information, see “Trip Report – Customs IT Dar Meetings and Technical Report – TRA MRA Raddex” by Mr. Munyaradzi and Mr. Smith.

From April 28 to May 1, the Trade Hub also facilitated a visit by a Trans Kalahari Corridor (TKC) Information Technology (IT) team to the COMESA IT Centre in Lusaka, Zambia. The Southern Africa Global Competitiveness Hub (Trade Hub) is assisting the Trans Kalahari Corridor (TKC) countries (South Africa, Botswana and Namibia) with Customs Systems interface and connectivity as part of trade facilitation measures which will speed up clearance of goods across international frontiers and reduce transaction costs in the movement of such goods. Following the development and rollout of the multipurpose Customs declaration form, the SAD 500, which replaced more than 15 Customs declaration forms, the TKC countries, through Trade Hub technical assistance, agreed to develop a Customs computer connectivity program, which will be piloted along the TKC. It will then be rolled out to other countries in the same way as was done with the SAD 500. This will facilitate electronic data interchange, and eliminate delays and fraud at Customs entry points. The purpose of the visit to the COMESA IT Centre was therefore to provide the TKC team with an opportunity to study the COMESA Customs IT system which is similar to the computer connectivity program TKC would like to develop and implement.

For additional information, see “Trip Report – TKC COMESA Customs IT Meetings” by Mr. Munyaradzi.

During the third quarter of FY 2009, the Trade Hub also continued with efforts to facilitate Customs ICT connectivity in the broader SADC region. From June 22 to 24, Mr. Munyaradzi and Mr. Punungwe, facilitated two TKC ICT workshops at the Trade Hub in Gaborone, Botswana, on CPMS and Customs Systems Interface and Connectivity. Presenters were from COMESA ICT Centre and the USAID COMPETE project based in Nairobi, Kenya, which developed the RADDEX connectivity program in the East African Community (EAC).

For additional information, see “Meeting Report – TKC Customs Connectivity Meeting Botswana”, by Mr. Munyaradzi and Mr. Punungwe.

From April 22 to 24, Ranga Munyaradzi attended the WCO IT workshop in Marrakech, Morocco. The workshop attended by about 500 delegates from 130 countries looked at ways border agencies could maximize cooperation by:

- Adopting a strategic understanding and approach to information and electronic data interchange;
- Grasping the technological, legal and policy challenges of the single window concept; and
- Maximizing collaboration with industry partners.

For additional information, see “Trip Report – WCO Marrakesh” by Mr. Munyaradzi.



From June 8 to 12, Mr. Munyaradzi and Mr. Chisembwere continued their work revising the Customs and Excise Act and Regulations for Lesotho. Following this, the two were in Lesotho from June 15 to 19 to submit the Trade Hub revised Customs and Excise Act and Regulations to the Lesotho Customs Commissioner.

For additional information, see “Trip Report – Customs Modernization Lesotho” as well as “Technical Reports – Lesotho Draft Customs Act and Lesotho Draft Customs and Excise Regulations” by Mr. Munyaradzi and Mr. Chisembwere

Planned Activities, Modernization of Customs Laws, Regulations, Procedures and Processes:

- **RADDEx** – The Trade Hub in collaboration with the USAID East Africa COMPETE Project based in Nairobi, Kenya, will facilitate the pilot RADDEx IT Program between Malawi and Tanzania.
- **Botswana** – During the fourth quarter of FY 2009, the Trade Hub will liaise with Botswana Customs concerning their customs-related technical assistance, undertake a Gap Analysis and assist with redrafting their Customs Act and procedures.

SADC Transport Initiatives



High transit and transport costs adversely affect trade competitiveness for goods and services within the SADC region. The SADC region has six landlocked countries, and requires a well-functioning, integrated transport network to facilitate trade flows between the ports and the interior. During the third quarter, the Trade Hub continued to provide transport-related technical assistance aimed at enhancing trade competitiveness in the region.

During the last three years, SADC developed the Regional Indicative Strategic Development Plan (RISDP), which is a regional blueprint aimed at accelerating the SADC regional economic integration agenda with the overarching objectives of poverty reduction through enhancement of global competitiveness in trade. In light of these objectives, and as a result of the signing of a MoU on transport-related technical assistance between the United States Government (USG) and SADC in 2008, it was agreed that the Trade Hub would assist the SADC Secretariat to:

1. Assess experiences in the SADC region of concessioning of railways to identify lessons learnt and best practices in order to improve future decision-making and practice.
2. Assess the potential impact of the implementation of Yamoussoukro Decision (YD) on Open Skies in the SADC Region. The YD is aimed at liberalizing and integrating the African air transport market with the view of improving the quality air transport and reducing the cost of air travel.

3. Assess experiences in the SADC region of concessioning of ports to identify lessons learnt and best practices in order to improve future decision-making and practice.

From May 12 to 15, Mr. Godwin Punungwe, Transport Advisor, attended the Meeting of Ministers of Transport in Swakopmund, Namibia, to assess whether SADC was satisfied with the three studies on rail, ports and Open Skies policies conducted by the Trade Hub at the SADC Secretariat's request and to identify any new areas that might require support from the Trade Hub during the next financial year.

For further information, see "Trip Report –Transport Ministers Swakopmund" by Mr. Punungwe.

Planned Activities, SADC Transport Initiatives:

- **SADC** – During the next quarter, the Trade Hub will continue to work on other regional initiatives with SADC.

Transport Corridors

In the third quarter of FY 2009, the Trade Hub continued to collaborate with SADC and other organizations within the Southern African region in an effort to enhance competitiveness by reducing transit times, number of customs documents, delays at borders and other related costs corridors.

The Trade Hub's work focuses on three corridors:

1. Trans Kalahari Corridor;
2. Maputo Development Corridor; and
3. Dar es Salaam Corridor.

However, the Trade Hub also supports initiatives along other corridors. From April 20 to 24, Mr. Punungwe was in Mombasa, Kenya, for the Regional Economic Committees (RECs) Technical Coordination Committee (TCC) and Federation of East and Southern African Road Transport Association (FESARTA) meetings. The objective of the meetings was for participants to understand FESARTA funding arrangements; to learn from the Northern Corridor Transit Transport Coordination Authority's (NCTTCA) experience in designing a Corridor Performance Monitoring System; as well as to highlight World Bank Transport Cost Study recommendations for reducing transport costs along corridors.

For additional information, see "Trip Report – DCC Mombasa Meetings", by Mr. Punungwe.

From April 25 to May 1, Mr. Munyaradzi and Mr. Punungwe attended a workshop on Adoption of Legal Instruments and establishment of North-South Corridor (NSC) Institutional Framework Workshop on Development of Programme of Action and Establishment of Management Institutions for the Eastern Cluster Corridors in Lusaka, Zambia. The purpose of the workshop was to review proposed MoU for the establishment of the NSC Management Institution and its Sustainable Funding Mechanism. The workshop also reviewed the state of corridor management

institutions, their functions, action plans and priority areas with the view of strengthening their capacity to deliver expected results. The objectives of the NSC workshop were to consider and provide further inputs to the draft legal instruments, institutions, and financial sustainability strategy proposed by consultant; and to establish an interim core group to lead the corridor management activities and adopt an action plan for the way forward. Whilst the objectives of the Eastern Cluster Corridors (ECC) workshop were to agree on the functions of the corridor management institutions, their structure and membership; and establish a core group to lead the corridor management activities.

For additional information, see “Trip Report – SADC NSC Meeting”, by Mr. Munyaradzi and Mr. Punungwe.

- **Trans Kalahari Corridor**

During this quarter of FY 2009, the Trade Hub continued to liaise with Trans Kalahari Corridor (TKC) on technical activities and to introduce the Customs System Interface and Connectivity as well as the Corridor Performance Monitoring System. From May 18 to 19, Mr. Munyaradzi facilitated a joint meeting of the TKC Customs and Transport Working Group Task Team on Development of TKC a Clients Service Charter at the Trade Hub in Gaborone, Botswana. The purpose of the meeting was to design an implementation strategy for the TKC Regional Clients Service Charter which will set out the standards of service clients can expect and guidelines for handling complaints. From May 25 to 31, Mr. Munyaradzi and Mr. Punungwe attended TKCMC meetings in Namibia as technical advisors to the TKC Customs Working Group, Transport Working Group and the combined Customs and Transport Working Group meetings.

For additional information, see “Meeting Report – TKC Meetings Gaborone”, by Mr. Munyaradzi and “Trip Report – TKC Meetings Namibia” by Mr. Munyaradzi and Mr. Punungwe.

From June 29 to 30, Mr. Punungwe attended the TKC Management Committee (TKCMC) meetings hosted by the Government of Botswana to facilitate the Transport Working Groups (TWG) meeting; and present the final report of the TKC Customs Systems Interface and Corridor Performance Monitoring System (CPMS) Study findings and recommendations. The objective of the meetings was to review implementation of previous commitments and Action Plans in the practical implementation of trade facilitation initiatives along the TKC; to discuss the way forward on the implementation of the recommendations of the TKC CPMS study; and identify areas where TKC would require support from the Trade Hub during the coming financial year.

For additional information, see “Meeting Report – TKC Transport Meeting Botswana”, by Mr. Punungwe.

- **Maputo Development Corridor**

The Trade Hub continued to liaise with Maputo Corridor stakeholders concerning technical assistance activities. During the next quarter, the Trade Hub will co-fund,

participate and provide technical assistance during the Maputo Corridor Logistics Initiative (MCLI) Annual General Meeting (AGM) to be held at Maputo Port in Mozambique on August 6, 2009.

- **Dar Corridor**

The Trade Hub continued liaising with the Dar es Salaam Corridor Committee (DCC) on technical assistance activities for the implementation of harmonized systems. From April 16 to 17, Mr. Munyaradzi and Mr. Punungwe traveled to Lusaka, Zambia, to facilitate Dar Corridor Working Group and Dar Corridor Committee meetings. The meeting discussed the implementation of the Constitution and establishment of a permanent secretariat, Corridor Institutional Financial Sustainability, Corridor Performance Monitoring System and reviewed implementation of previous commitments. The meeting also reviewed and re-prioritized DCC Action Plans and the practical implementation of trade facilitation initiatives along the Dar es Salaam Corridor.

For further information, see “Trip Report – DCC Zambia Meetings”, by Mr. Munyaradzi and Mr. Punungwe.

Planned Activities, Transport Corridor Support Work:

- **Sustainability** – During the next quarter of FY 2009, the Trade Hub will focus its attention on following up on implementation of Corridor Institutional Sustainability Study (CISS) recommendations, begin work on Corridor Monitoring System (CPMS), Truck Stops Study and assist with implementation of appropriate regulations for vehicle standards and Cross Border Overload Control on all corridors in the region.
- **Requests** – The Trade Hub will liaise with TKC, DCC and Maputo Corridor concerning their requests for technical assistance activities.



Participants at one of the TKC meetings held at the Trade Hub

2. PRIVATE SECTOR COMPETITIVENESS

This component seeks to improve the capacity of regional businesses and clusters to produce and market competitive goods and services. The Trade Hub's activities endeavor to develop value-adding export relationships within the SADC region and internationally by providing access to technical assistance. This work assists producers, exporters, and countries to maximize benefits from AGOA opportunities. Target sectors under this component are: exportable agriculture, textiles and apparel, and specialty foods.

Exportable Agriculture

- **Mozambique**

The Trade Hub visited Mozambique early in 2009 to accompany a potential investor to carry out a feasibility study for the production of chilies for a large U.S. hot sauce company. The potential investor met with a range of logistics and technical support service providers, looked at possible locations for establishing a core farm for the production, aggregation, packing and exporting of chilies, as well as three possible out growers.

In early March, the potential investor traveled to the Trade Hub in Botswana to work with the Trade Hub on the business plan and financial model related to the proposed investments and complete the information gathering and operational planning to complete the feasibility study. This study will be presented to potential investors and business partners.

Already, the proposed investment has attracted a number of serious potential financiers. If the investment occurs, it is expected that as much as 44 containers of chili mash would be exported from Mozambique within two-three years from start-up. The Maputo area has been considered as the location for the core operations due to the proximity of a major port and favorable growing conditions for chilies. It is expected that a sizeable investment will be realized in Mozambique as a result of this work in the final quarter of 2009.

- **Swaziland**

Mr. Johan Labuschagne, Agriculture Advisor, continues to provide technical expertise to Eswatini Swazi Kitchen and their honey producers, as well as honey producers throughout Swaziland. Mr. Labuschagne established the strengths and weaknesses of honey producers with the aim to improve the income of beekeepers in the country. Mr. Labuschagne worked with Eswatini to train more than 15 honey producers on



improved extraction processes and achieving economies of scale in production methods. Since that time, more than 720 Langstroth hives have been produced to

improve the production of honey among small holder beekeepers. Eswatini Swazi Kitchen has been a client of the Trade Hub since 2005, and seeks to introduce honey into their line of specialty food products.

Eswatini Swazi Kitchen participated in the Trade Hub's Taste of Africa Pavilion for the fourth year in June 2009. The Trade Hub has been instrumental in securing Eswatini an importer, and can attribute new business and exports to the U.S. as a result of the Trade Hub's market linkage work. It is expected that Eswatini products will continue to appear on American grocery shelves beyond the life of the Trade Hub.

- **Sanitary and Phytosanitary (SPS) and market access for agricultural products**

As part of the agriculture strategy, Mr. Labuschagne continues to work with the South African Department of Agriculture on a priority list for imported produce from Southern African countries. This work is intended to facilitate market access for intra-SADC trade. The list and requirements will assist in the timing of export promotion and trade deals between producers in Southern African countries and South African buyers.

Priority areas will be addressed in conjunction with the USAID-funded SPS Participating Agency Service Agreement (PASA) with the United States Department of Agriculture (USDA) and will include honey (Malawi, Swaziland, Mozambique and Zambia); rice (Mozambique); mangoes and bananas (Mozambique and Zambia); melons (Botswana and Mozambique); chilies (Mozambique); flowers (Zambia); and grapes (Namibia).

- **Botswana**

The Trade Hub provided support to the Botswana Horticulture Council (BHC) in their attempt to gain access for melons to enter the South African market. The request for an entry permit by the grower was rejected by the Department of Plant Protection in South Africa. The grower was informed, at the last minute, of the need for a pest risk assessment for a pest mistakenly identified as present in the area. The Trade Hub provided assistance to the grower, the buyer and the Department of Agriculture in Botswana in an attempt to resolve this issue.



The Trade Hub facilitated cooperation with Animal and Plant Health Services (APHIS) and the Department of Agriculture in Botswana in the second quarter of 2009 by assisting government officials working on a survey for a fruit fly that prevented the export of melons to South Africa. This work resulted in approval from the South African Government. Mr. Labuschagne continues to work with Botswana's

National Plant Protection Organization (NPPO) on surveillance of an invasive fruit fly that threatens to impact regional agriculture trade into South Africa.

For further information, see “Trip Report – Regional Fruit Fly Surveillance in Botswana” by Mr. Labuschagne.

- **Southern African Association of Honey Councils**

In conjunction with the USDA PASA contractors, a meeting of the public and private sector of Southern Africa honey stakeholders was held in Pretoria on March 16. It was agreed at this forum that the national honey councils would form an “association of honey councils” focusing on bee pest and disease studies as a regional activity; developing common standards for honey; and developing a bee journal. This new association of honey councils represents a significant step in regional coordination on honey production and market access. It is expected that additional activities, including a regional newsletter will be circulated in the final quarter of 2009.

Planned Activities, Exportable Agriculture:

- **Mozambique** – Follow up on chili growers and cross-border investment in horticulture. Finalize chili feasibility study with a local exporter.
- **Mozambique** – Facilitate a potential deal with a company exporting coconut products with interested U.S. buyers.
- **Zambia** – Coordinate with the Market Access, Trade and Enabling Policies (MATEP) project on additional work for specialty food and agriculture producers in Zambia.
- **Botswana** – Continue to facilitate a potential deal with marula products with an interested U.S. buyer.
- **Zambia/Malawi/Swaziland/Mozambique** – Continue to work with MATEP, ComMark and the South African Department of Agriculture to determine next steps on SPS issues surrounding the export of honey to South Africa and coordinate with the association of honey councils.
- **Swaziland** – Coordinate with the Technoserve Swaziland Enterprise and Entrepreneurship Program (SWEET) project on honey production in conjunction with Eswatini Swazi Kitchen.

Textiles and Apparel

The following activities and results were carried out in the third quarter of FY 2009 in support of textiles and apparel in eligible countries:

- **2009 Business-to-Business Event**

For the fifth year, the Trade Hub organized a Business-to-Business (B2B) event designed to foster trade linkages in the apparel sector and encourage sourcing textiles, apparel and trim products from producers throughout Africa. The objective of the

B2B event is to create business in the U.S. and EU markets, to promote increased regional sourcing for African garments (as opposed to Asia), and to strengthen integration of regional supply chains. Strengthening regional supply chains is important to:

- Create jobs further down the value chain in less developed markets;
- Prepare for the expiration of the third-country fabric provision; and
- Achieve economies of scale through regional manufacturing networks.

The B2B event model involves a series of pre-arranged 30 minute meetings between U.S. and EU buyers, South African retailers, regional manufacturers and regional fabric and trim suppliers. The “speed-dating” sessions provide a cost-effective and efficient platform for buyers, manufacturers and suppliers to engage each other and explore possible business relationships. Because many Southern African companies are present in one location, it is easier to facilitate linkages with companies in the U.S. and Europe that would have otherwise not occurred due to time differences, the costs of travel, and a lack of market knowledge of the textile and apparel industry in Africa.

This year’s event involved over 440 meetings between over 60 companies. The event enjoyed Africa-wide participation. Delegates played multiple roles: establishing new buyer linkages with retailers or sourcing agents, while also finding appropriate partners for fabric and trim supplies and outsourcing specific manufacturing tasks.

The B2B event was a resounding success, and participants immediately indicated their plans to attend in April 2010. B2B underscored the opportunities that exist in Africa in finished garments and regional apparel supply networks.

It is too early to provide realistic values to sourcing, outsourcing and sales deals. The Trade Hub has circulated more than 50 evaluation questionnaires and it is expected that final results will be estimated in September 2009. The Trade Hub can report as of June 2009 that companies surveyed are reporting optimistically \$3.9 million in new deals, with 15 percent of companies reporting.

For further information, see “Trip Report – B2B 2009”, by Mr. Joyjit Debroy, Ms. Hilligas, Mr. Thompson and Ms. Kuhlman.

- **Orders continue to materialize as a result of SOURCE Africa at MAGIC Show**

The Trade Hub attended and facilitated the SOURCE Africa Pavilion at the SOURCING at MAGIC Show, February 14 to 19. Twenty-two companies from throughout Africa were present. At this show, the SOURCE Africa Pavilion was selected at the “focus pavilion”. The Southern African delegation included 15 companies from Mauritius, South Africa and Swaziland. The SOURCE Africa effort included a series of promotional activities, including a reception, a t-shirt giveaway, on site matchmaking and collaboration with MAGIC’s VIP business to business meetings.

The show exceeded expectations. Despite the economic crisis in the U.S. and elsewhere, the Trade Hub and its exhibitors engaged a number of buyers interested in sourcing and investing in Africa. Over 150 contacts were made between Source

Africa Pavilion exhibitors and show attendees. In the third quarter of 2009, three U.S. retailers contacted the Trade Hub's sourcing team. U.S. retailers requested information about sourcing t-shirts and sweat shirt manufacturers in Botswana, Lesotho, Swaziland and Tanzania. In addition, one U.S. importer requested techpaks and quotes for a variety of arments and background information on companies. This company was interested in Africa as a sourcing destination for the first time, and is directly attributed to the Trade Hub's work at the MAGIC Show.

- **AGOA textile and apparel sourcing information support**

On an ongoing basis, the Trade Hub has been providing a range of information support to Southern African manufacturers and buyers/investors from the U.S. interested in doing business with the African apparel industry. The Trade Hub staff has responded to numerous business-oriented inquiries, likely to result in new business for textile and apparel manufacturers in the region. Buyers are both form North America and the Southern Africa region. Examples include:

- USA cotton trading company enquiries regarding a South African Gin's output/capacity, quality and other information and ramifications of the Frame Group closure.
- USA importer enquiry for garment manufacturers in Botswana, Kenya and Madagascar (referred to Compete/ECA Hub for Kenya).
- Botswana manufacturer looking for RSA representatives for Tajima embroidery machines.
- Airline blanket enquiry forwarded to blanket manufacturers.
- Lesotho wool and mohair farmers introduced through SATH to Wool and Mohair Boards in South Africa.
- Singaporean based sewing machines and spares supplier provided with introductions to garment export associations in Botswana, Ethiopia, Lesotho, Kenya, Malawi, Mozambique, Namibia, Swaziland, Tanzania, Uganda and Zambia for proposed trip to Africa (pre-planning) and provided with indication of size of industry in these countries.
- Introduced USA Retailer to RSA based goose down duvet and pillow manufacturer and possible supplier of organic cotton duvet covers.
- USA Importer introduced to sweater/pullover manufacturers in Madagascar.
- Introduced clothing consultant to Technoserve for their Swaziland garment industry project.
- Introduced community based garment, handbag and beads manufacturing operation to United Kingdom retailer and provided with contact details of USA retailer.

Planned Activities, Textiles and Apparel:

- **2009 B2B** – Collect the questionnaires and quantify deals from the 2009 B2B event.
- **2009 Source Africa** – Participate in the 2009 August "Source Africa" Pavilion, held from August 31 to September 2. The "Source Africa" Pavilion will include 22 companies from Southern, East and West Africa. The Trade Hub will collaborate with Enterprise Mauritius on this event.

- **Facilitation** – Continue to facilitate trade deals between Southern African apparel and textile firms and interested buyers/investors. On an ongoing basis, the Trade Hub has been providing a range of information support to Southern African manufacturers and buyers/investors from the U.S. interested in doing business with the African apparel industry.

AGOA Support

The AGOA Support Component is designed to provide complementary capacity building and technical assistance at both the firm level and national level to increase the value and volume of exports to the U.S. from eligible countries in the Southern Africa region. In the third quarter, the Trade Hub made significant progress in supporting the AGOA Mission of promoting partnerships that increase trade in goods to the U.S. Many firms are in the process of solidifying export partnerships with U.S. firms, due to AGOA support work.

- **Information Source**

The Trade Hub continued to provide support to Southern African companies looking for information on ways to access the U.S. market through AGOA. This includes numerous responses to information regarding regulatory requirements related to Food and Drug Administration (FDA) requirements for food exports to the U.S. The Trade Hub also provided AGOA eligibility and compliance assistance.

In addition a buyer of home décor and handicrafts asked for the Trade Hub assistance to find producers from throughout Southern Africa. It is expected that several firms will conduct business due to the introductions, and further details will be provided in the fourth quarter report.

- **Botswana company benefits from AGOA assistance**

Peter Mabeo Furniture, based in Gaborone, Botswana, produces high quality and contemporary furniture that has been featured in the *New York Times* and *O* (Oprah's Magazine). Canadian designer Mr. Patty Johnson has collaborated with Mr. Peter Mabeo to bring new product collections, including furniture and basketry to the North American market. Mr. Mabeo has won awards at the International Contemporary Furniture Fair and "Design Dozen 2006" in *Newsweek*, as one of the product lines represented for new direction and achievement in design. During 2007, Peter Mabeo Furniture followed up on leads from the International Contemporary Furniture Fair (ICFF), which was held in New York City in 2007.



In the third quarter of FY 2009, the Trade Hub supported Mr. Mabeo's participation in the 2009 International Contemporary Furniture Fair. High profile designers and architects visited Mr. Mabeo's display in New York City, and expects new orders in

Europe and the U.S. Mr. Mabeo is working with Mr. Jeffrey Chen on a business plan to obtain financing for manufacturing operations based in Gaborone, Botswana. Mr. Chen is an MBA student at Georgetown University.

- **Trade Hub collaborating with Talier Trading Group to identify specialty food companies for export**

On an ongoing basis, the Trade Hub has been working with the Talier Trading Group, a marketing and brokering company which is launching a line of African specialty food brands, to identify new companies with interesting and competitive products likely to be marketable in the U.S. Already the Talier Trading Group has signed up with a number of Southern African companies, providing them with the opportunity to sell their products in the likes of Whole Foods, Safeway, Albertsons and other stores.

The Trade Hub continues to collaborate with Talier Trading Group and the USAID-funded MATEP project in Zambia to promote the development of new and existing products for the U.S. market. This includes working with Zambian companies to go from recipe concept to export readiness by the end of this year.

- **South Africa Specialty Food Forum**

The Trade Hub collaborated with Western Cape Investment and Trade Promotion Agency (WESGRO) and Southern Africa Investment and Business Linkages (SAIBL) on a one-day workshop designed to bring South African companies together who seek to export to the U.S. The workshop exposed export-ready companies to the requirements/regulations in the areas of ingredient specifications, country of origin regulations, organic certification, labeling standards and the powerful factors making growth in the specialty foods area industry a long-term trend.

Meetings were also held with individual companies by Mr. Derryck Cox, Trade Hub Specialty Food Advisor, advising them on how to position their products for the U.S. market. A meeting was also held with the newly formed South African Fine Foods Association (SAFFA). The Trade Hub expects to assist the SAFFA in FY 2010 with marketing, sourcing ingredients and exports to the U.S.



For additional information, see “Trip Report – South African Specialty Food Forum” by Messrs. Thompson, Talier and Cox, and Ms. Hilligas.

Fancy Food Show

The Trade Hub participated in the 2009 “Taste of Africa” Pavilion in collaboration with the West African Trade Hub, and the IESC – VEGA Ethiopian project. The Trade Hub facilitated the participation of more than 35 African companies in this year’s show. The Southern Africa Trade Hub facilitated the participation of nine companies from the SADC region in this U.S. national food show. While it is too



early to report results, the Trade Hub can report that a Zambian company will receive national distribution in Whole Foods. In addition, regional sourcing opportunities are being realized as a Mauritian company will begin to source marula fruit from Botswana for end products that will be exported to the U.S.

First time participant Loaded Smoothie from Cape Town, South Africa left the show with an order from Japan for a container of their tetra-pak smoothie product. Ms. Hilligas visited Mr. Mario Thomas in May 2009 to determine if they were prepared to join the show in New York City. WESGRO and the SAIBL project also assist Loaded Smoothie, a Black Economic Empowerment (BEE) company producing in Wellington, South Africa.

During the show, the Trade Hub assisted Southern African companies with pre-arranged buyer meetings. These meetings gave companies the opportunity to meet with some of the industry's most important distributors, retailers and buyers. In addition, the Trade Hub, in conjunction with the South African government held a "Buyers Breakfast" on Monday, June 29. Mr. Jim Thaller, Chief Executive Officer (CEO) of Talier Trading and Ms. Ann Daw, President of the National Association for the Specialty Food Trade, were keynote speakers at the breakfast which was attended by more than 140 members of the specialty food trade.

For more information, see "Trip Report – Fancy Food Show 2009" by Ms. Hilligas, Mr. Thompson, Mr. Jean-Pierre Rousseau and Ms. Jane Shearer. Also see 'Trip Report – South African Specialty Food Forum', by Messrs. Thompson, Thaller, and Cox and Ms. Hilligas.

- **AGOA, market access and information support**

The Trade Hub continued to provide support to Southern African companies looking for information on ways to access the U.S. market through AGOA. This includes numerous responses to information regarding regulatory requirements related to FDA requirements for food exports to the U.S. The Trade Hub also provided AGOA eligibility and compliance assistance.

Planned Activities, AGOA Support:

- **2009 AGOA Forum** – Participate in the 2009 Annual AGOA Forum, held in Nairobi, Kenya, from August 4 to 6, 2009.
- **Facilitation** – Continue to act as an information resource for companies requesting information in import requirements, technical and logistical support, and recommendations for importers.

3. FINANCIAL SERVICES

This component supports activities aimed at enhancing efficiency within the financial system. Many countries within southern Africa are insufficiently served with financial products and services owing to market imperfections such as legal uncertainties, information asymmetries, regulatory issues and a lack of knowledge among some potential borrowers on how to frame financial proposals.



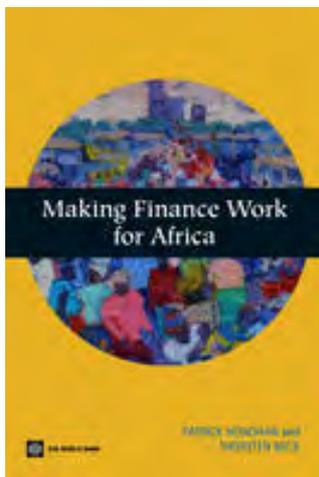
The Trade Hub works closely with the World Bank, the African Development Bank (AfDB), SADC and USAID/Washington on these issues. From May 8 to 13, Dr. Keith Jefferis, Economic Advisor, attended the Annual Meetings of the AfDB in Dakar, Senegal and made a presentation at the African Capital Markets workshop, which took place as part of the AfDB meetings. The invitation to attend the workshop came as a result of the study on Bond Market Development in SADC and COMESA carried out earlier in year.

For additional information, see “Trip Report – Finance Dakar” by Dr. Jefferis.

From May 26 to 27, Dr. Jefferis attended a conference on “*Enhancing Regional Financial Cooperation in Southern Africa Against the Backdrop of the Global Financial Crisis*”, in Johannesburg, South Africa. The conference was organised by the South African Institute for International Affairs (SAIIA) and the Germany organisation, InWent (Capacity Building International). The invitation to attend the workshop resulted from attendance at an earlier SAIIA workshop on “The Financial Crisis and G20 Summitry” in March 2009.

For additional information, see “Trip Report – Finance Conference SA” by Dr. Jefferis.

Making Finance Work for Africa



“*Making Finance work for Africa*” is a major initiative to support the efforts of African countries to accelerate economic growth and reduce poverty. It takes stock of the current state of Africa’s financial systems, both at the large scale (‘finance for growth’) and the small scale (‘finance for all’). The partnership is based on the recognition that financial sector development can be a strategic driver of private investment, employment generation and economic growth. “*Making Finance work for Africa*” aims at scaling up resources for the development of the financial sector in Africa and enhancing the sector’s contribution to economic growth and poverty reduction. The partnership provides an extensive agenda for potential work on financial sector development in Africa should resources be made available.

These include:

- Promoting access to finance, and information relating to access levels and constraints;
- Developing regulatory models for branchless and mobile banking;
- Promoting regional financial sector integration; and
- Remittances, both internal and cross-border.

During third quarter of FY 2009, the Trade Hub continued to work closely with the World Bank, the African Development Bank (AfDB), SADC and USAID/Washington in its efforts to support activities aimed at enhancing efficiency within the financial system in the SADC region. From June 30 to July 1, Dr. Jefferis attended the second Africa Bank-to-Bank Forum in Nairobi, Kenya.

For additional information, see “Trip Report – Bank to Bank Kenya”, by Dr. Jefferis.

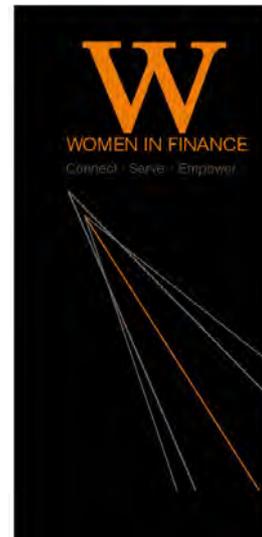
Financial Services Liberalization

The Trade Hub has been requested to assist the Botswana Ministry of Trade and Industry with work on trade in financial services. In the meantime, from March 23 to April 1, Ms. Elago attended a World Bank Trade in Services event in Washington, D.C. in preparation for work planned in Botswana and Namibia on trade in services later in the year.

For additional information, see “Trip Report – World Bank DC” by Ms. Elago.

Women in Finance

The Trade Hub continued liaising with the regional organization Women in Finance (WiF) concerning the launch of their Botswana chapter. In May, Mr. Makore represented the Trade Hub at a WiF breakfast event on May 5 and a Goal Setting workshop on May 7, both of which were held at Gaborone International Conference Centre (GICC), Botswana.



WiF is a non-profit organization promoting women in business, and assisting in the empowerment of women and all small businesses particularly, but not exclusively with regards to financial literacy and finances. While being a women-centered organization, WiF understands the value of men’s contribution to industry, and therefore promotes a more gender balanced approach in their interventions. In South Africa, the organization was formed with a view to carrying out the objectives laid in terms of the Financial Sector Charter and the policies which have been promoted by the Department of Trade and Industry in terms of the support for creation of women-owned SMMEs.

WiF has been running their Hot Tables event in South Africa every month since July 2006 where they have coordinated 100 to 120 people consistently at these successful events. The objective of the Hot Tables events is to offer guests at each event an

inspirational discussion with experts in their field in an intimate small group environment over a three course meal. These events therefore provide learning and networking opportunities. Each table is hosted by an expert in their field thus it is an ideal way to create an opportunity for members and guests to meet new contacts, learn from experts and gain knowledge on all aspects of business in a relaxed environment.

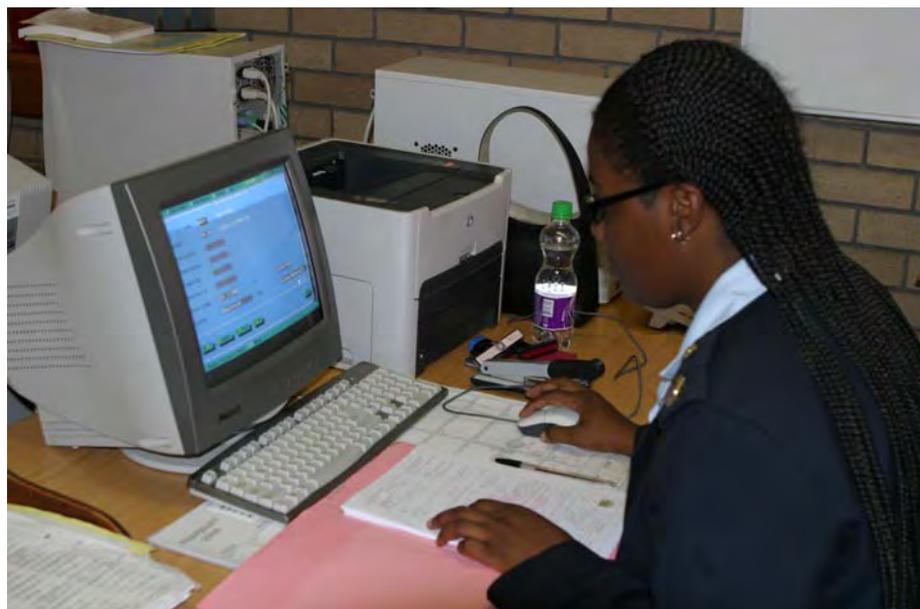
The objective of the Hot Tables events is to offer guests at each event an inspirational discussion with experts in their field in an intimate small group environment over a three course meal. These events therefore provide learning and networking opportunities.

Following a request for assistance from WiF, the Trade Hub committed to assist the organization with \$10,000 for the launch of the Botswana Chapter and to provide other capacity building support.

For additional information, see “Meeting Report – WiF Workshop” and “Meeting Report – WiF Breakfast” by Mr Makore.

Planned Activities, Financial Services Support:

- **WiF** – The Trade Hub will liaise with the regional organization WiF concerning the launch of their Botswana Chapter in Gaborone, their Hot Tables events and any other capacity building support.
- **World Bank** – The Trade Hub will liaise with USAID/World Bank on “Making Finance Work for Africa” activities.
- **Botswana** – The Trade Hub will continue its work with the Botswana Ministry of Trade and Industry concerning their request for technical assistance on trade in financial services.



4. MODERN ENERGY SERVICES

The Modern Energy Services component seeks to support SADC to implement their regional integration mandate, to remove regulatory barriers to private sector investment in the region and to build capacity on energy related regulatory issues within the region. Since 2006, the Trade Hub has carefully positioned itself as a centre of excellence for energy trade and regulatory issues and has received a number of requests for regulatory technical assistance and training from the Regional Electricity Regulators Association of Southern Africa (RERA) as well as individual national regulators in the SADC region.



Support to RERA



RERA, a SADC subsidiary body, aims to facilitate the harmonization of regulatory policies, legislation, standards and practices and to be a platform for effective cooperation among energy regulators within the SADC region. The establishment of RERA was approved by SADC Energy Ministers in

Maseru on July 12, 2002, and RERA was formally launched on September 27, 2002 in Windhoek, Namibia.

During the third quarter of FY 2009, the Trade Hub continued to liaise with RERA concerning energy-related activities and priorities and review progress on various projects and implementation plans of the technical assistance programs within the region including work on RERA Regional Tariff Report and cross border licensing issues.

From June 25 to 26, Mr. Kugel and Mr. Elijah Sichone from RERA, visited the Trade Hub to discuss energy issues with Ms. Gloria Magombo, Energy Advisor, and Ms. Karina Danilyuk, an MBA student at Wharton Business School. Ms. Danilyuk joined the Trade Hub on June 23, as an energy intern and will be working on energy issues with Ms. Magombo, Mr. Kugel and RERA until August 28. Ms. Danilyuk has wide experience in energy investment issues having worked for a private equity firm investing in renewable power, alternative fuels, energy efficiency and clean technology. The meeting also discussed ongoing energy-related projects at the Trade Hub and agreed on a work program for the upcoming months. In addition to reviewing progress on ongoing projects, agreeing on a work plan and division of tasks, the meeting took the opportunity to brief Ms. Danilyuk on ongoing projects and RERA/Trade Hub near-term objectives.

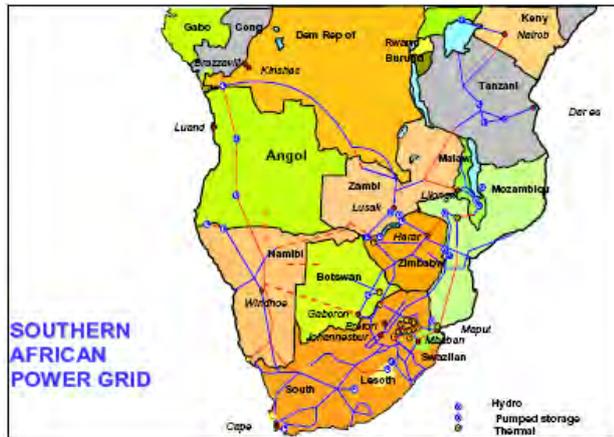
For additional information, see “Meeting Report – Energy Meeting at Hub” by Ms. Magombo.

Planned Activities, Support to RERA:

- **RERA** – During the next quarter of FY 2009, the Trade Hub will continue to liaise with RERA on technical activities, including a RERA Regional Tariff Report and cross border licensing issues.
- **Interns** – During the fourth quarter, two MBA Interns from Wharton Business School, Ms. Danilyuk and Mr. Jeffrey Fabre will be with the Trade Hub working on energy issues.

Support to Southern African Development Community

During this quarter, the Trade Hub continued to support SADC energy activities aimed at implementing SADC's regional integration mandate, remove regulatory barriers to private sector investment in energy in the region and build capacity on energy related regulatory issues within the SADC region.



The Trade Hub continues to support SADC energy-related initiatives by working with the SADC Secretariat on projects identified and sanctioned by SADC Energy Ministers as necessary for the creation of improved energy enabling environment. From May 12 to 13, Ms. Magombo attended the SADC Energy Sector Thematic Group meeting in Maputo, Mozambique. The meeting was attended by about 25 donor representatives as well as representatives from the U.S. Embassy in Maputo and was hosted by the Norwegian Embassy. The meeting looked at among other issues, feedback from SADC on matters arising from the SADC Energy Ministerial Task Force (EMTF) held in Maputo on April 29, the Clean Development Mechanism and information on other energy initiatives. Gloria Magombo gave an update on the USAID Africa Infrastructure program.

For additional information, see “Trip Report – SADC Energy TGM Maputo” by Ms. Magombo.

Planned Activities, Support to SADC

- **SADC and WTO** – During the next quarter of FY 2009, the Trade Hub will continue liaising with SADC concerning energy-related activities and SADC energy priorities and draft a paper on the link between WTO trade rules and energy regulation.
- **Upcoming Projects** – The Trade Hub will also continue to work closely with the SADC Secretariat to assess and facilitate investment in energy infrastructure projects by providing technical assistance at SADC Regional Energy Planning

Network (REPN) meetings; Power Project Roundtables; Southern African Power Pool (SAPP) meetings; SADC Power Project Steering Committee (PPSC) meetings; as well as SADC Thematic Group meetings.

Support to Regulators

- **African Forum for Utility Regulators (AFUR)**

From April 20 to 24, Ms. Magombo attended the 6th Annual Conference and General Meeting of the African Forum for Utility Regulators (AFUR) in Abidjan, Cote D'Ivoire. Ms. Magombo made a presentation on "Infrastructure Privatization: What are the Lessons for the Poor and for the Future?" and chaired a session on "Infrastructure Services Decentralization: Challenges and Lessons for Poverty Reduction Policies." The conference also provided her with an opportunity to network with experts and regulators in the wider African continent.

For additional information, see "Trip Report – AFUR Abidjan Meeting" by Ms. Magombo.

- **Renewable Energy**

From April 27 to 29, Ms. Magombo attended a conference on the Implementation of Renewable Energy in the Emerging Markets of Africa, Latin America and the Caribbean, in San Francisco. The conference brought together energy technology providers, USG officials, banking institutions, aid organizations and representatives from Latin America, the Caribbean and African government and private sector to look into the key issues affecting the implementation of renewable energy. The discussions centered on the provision of infrastructure from solar, wind and bio fuels energy. The conference aimed to provide participants with diverse backgrounds an opportunity to share experiences with developing and maintaining sustainable renewable energy infrastructure in the emerging markets.

For additional information, see "Trip Report –Energy Regulation SF" by Ms. Magombo.

- **Botswana**



After successfully assisting the Government of Botswana with energy policy issues, the Trade Hub continues to work with the Botswana Department of Energy Affairs regarding their request for technical assistance. On June 3, Ms. Magombo met with the Acting Director of Energy in the Botswana Ministry of Energy Affairs to discuss the way forward on the energy document and their request for

further assistance in developing a high level strategy for the Energy Policy.

The Trade Hub assisted the Government of Botswana with the drafting of the Botswana Energy Policy. The energy policy strives to facilitate the provision of energy services at least cost to the economy as well as improve service delivery to meet customer needs. The policy highlights the need to promote the use of locally available sources of energy to reduce reliance on imported energy sources as well as to encourage energy users to practice energy conservation and saving measures in all sectors of the economy. The final document has now been handed over to the Botswana Government.

For additional information, see “Technical Report – Botswana Energy Policy”.



5. AGRICULTURAL ENABLING ENVIRONMENT



The Agricultural Enabling Environment includes activities designed to support SADC in pursuing their regional integration mandate in relation to agricultural trade and capacity building within the region on agricultural trade issues as well as SPS issues. The Trade Hub works closely with the SADC Secretariat, the U.S. Department of Agriculture and USAID-funded SPS PASA staff.

Private Standards



Private food safety and quality standards in developing countries have become a global phenomenon. These voluntary standards are product and production process requirements set by buyers of agriculture and food products. Southern Africa countries face increasing constraints in exporting products to European and U.S. markets. From April 6 to 8, Mr. Makore attended a workshop on SPS/Food Safety Management in the SADC region in Gaborone, Botswana. The objective of the workshop was to deliberate on the possible establishment of a Food Safety Technical Committee to compliment activities of the Livestock and Plant Protection Technical Committees as part of the SADC SPS Committee.

For additional information, see “Meeting Report – SADC SPS Meeting” by Mr. Makore.

The Trade Hub continues to work with SADC on private standards issues. These voluntary standards are product and production process requirements set by the buyers of agriculture and food products. They operate alongside compulsory public regulatory systems, and provide opportunities for southern African firms to differentiate their products based on high quality, food safety, and environmental and social standards.

Countries in southern Africa face increasing constraints in exporting their food products to European and U.S. markets. In order to ensure continued access to these important export markets, producers have no alternative but to make the necessary investments to comply with the requirements of the private food safety and quality standards. While these standards are a constraint, they also provide opportunities for firms to differentiate their products based on standards.

However, meeting these private standards is a challenge for most southern African firms due to several reasons. There is a multitude of different standards schemes, such as GLOBALGAP and Fairtrade besides firm-specific standards like Tesco’s Natures Choice and Shoprite Checkers Group’s Freshmark, among others. Then there is also the issue of scope and stringency of these different schemes constantly changing. This

requires producers to have ongoing access to information about private standards requirements and continuously make investments in infrastructure and systems to meet the required demands.

Planned Activities, Support to Agricultural Services

- **Private Standards** – The Trade Hub will continue liaising with SADC concerning the use of private standards within the region.
- **FANUR** – The Trade Hub will also liaise with SADC concerning the implementation of the SPS Annex to the SADC Trade Protocol and SADC Food, Agriculture and Natural Resources (FANR) concerning food security issues.
- **Intern** – During the fourth quarter of FY 2009, a student from the University of the Witwatersrand in South Africa will work on agricultural trade issues.



African products ready for the lucrative export market

6. OUTREACH ACTIVITIES AND TRADE HUB MANAGEMENT

Staffing

- On April 1, Mr. Thompson started work at the Trade Hub in Gaborone, Botswana as the AGOA Trade and Business Manager. He takes over from Mr. Brett Johnson who left the Trade Hub at the end of March to become the new Global Practice and Market Strategy Advisor for a Carana-implemented market linkage project in Macedonia. Mr. Thompson will be working on all market linkage activities at the Trade Hub and brings a strong set of agriculture skills.
- From May 4 to 6, Ms. Sediba Majinda, Office Manager, and Ms. Boineelo Kuhlmann, AGOA Program Assistant and Accountant, attended USAID Trainet training in Maputo, Mozambique.



For additional information, see “Trip Report – Trainet” by Ms. Majinda and Ms. Kuhlman.

- On May 26, Mr. Tsayang joined the Trade Hub as a Trade Facilitation Intern for three months.



The Trade Hub Team

- On June 8, Mr. Chen, from Georgetown University, joined the Trade Hub in Gaborone, Botswana as an Intern.
- On June 22, Ms. Melinda Packman joined the Trade Hub as the new Operations Manager. She takes over from Mr. Ian O'Brien who will be leaving the Hub on July 7, to return to the U.S. Ms. Packman is a U.S. citizen with a BA in International Relations from Southwest Texas State University and a MA in International Relations from Amsterdam University in the Netherlands. She has almost ten years experience as a program/operations manager of USAID projects in developing countries (including Bangladesh, Barbados, Ethiopia, Kenya, Nigeria and Sudan). She brings strong financial, administrative and operational skills to the Trade Hub.
- On June 23, Ms. Danilyuk, an MBA student at Wharton Business School, joined the Trade Hub as Intern to work on energy issues.
- On June 26, the Trade Hub hosted a combined farewell party for Mr. O'Brien and welcome party for Ms. Packman and the interns.



Trade Hub Events and High Level Visits

During the third quarter of FY 2009, the Trade Hub hosted the following events and visitors at the Trade Hub:

- On April 3, Mr. Thompson hosted a Brown Bag Lunch event at the Trade Hub where he talked about his experiences on regional agricultural issues. The event was attended by the Trade Hub technical and administrative staff.
- From April 20 to 28, Mr. Debroy of Carana visited South Africa and the Trade Hub.
- On April 23, Ms. Chilala trained representatives from the Botswana Department of Industry and Trade on HS and how to read tariff schedules at the Trade Hub. Seven participants attended the training.

For additional information, see “Training Report – Botswana Tariff Training” by Ms. Chilala.

- On June 3, the Trade Hub held a brown bag lunch for staff to discuss “IT Best Practices” as it relates to daily email use and electronic file activity.
- On June 4, Ms. Kennett and Mr. Munyaradzi met SADC Customs Team members at the Trade Hub.

- From June 8 to 12, Mr. Munyaradzi and Mr. Chisembwere worked on drafting the Customs and Excise Act and Regulations for Lesotho at the Trade Hub in Gaborone, Botswana.
- On June 11, the Trade Hub hosted a Population Services International (PSI) Senior Management Team meeting.
- On June 18, the Trade Hub hosted a PEPFAR stakeholder workshop.
- On June 18, Mr. Makore attended the Botswana BEMA Product and Quality Management System (ISO 9000) Certification training at the Botswana Bureau of Standards (BOBS) in Gaborone, Botswana.

For additional information, see “Meeting Report – BEMA Product Certification Workshop” by Mr. Makore

- From June 22 to 24, Ranga Munyaradzi and Godwin Punungwe facilitated two TKC ICT workshops at the Trade Hub in Gaborone, Botswana.

For additional information, see “Meeting Report – TKC Customs Connectivity Meeting Botswana” by Mr. Munyaradzi and Mr. Punungwe.

- On June 24, Mr. Tarance Drafts from U.S. Customs and Border Protection and his Desk Officer, Samira Watson, visited the Trade Hub to discuss Customs issues.
- On June 25, Ms. Gina Bayingana (née Van Schalkwyk), the Managing Editor of Inside Southern African Trade (INSAT), the Trade Hub’s flagship news publication, hosted a brown bag lunch to discuss INSAT to date, the next edition and future plans.
- From June 25 to 26, Mr. Kugel and Mr. Sichone visited the Trade Hub to discuss energy issues with Ms. Magombo and Ms. Danilyuk.

For additional information, see “Meeting Report – Energy Meeting at Hub” by Ms. Magombo.

- From June 29 to 30, Mr. Punungwe attended the TKC Transport Working Group meeting in Gaborone hosted by the Government of Botswana.

For additional information, see “Meeting Report – TKC Transport Meeting Botswana” by Mr. Punungwe.

Participation in Events Outside the Trade Hub

During the third quarter of FY 2009, the Trade Hub participated in the following events outside the Trade Hub:

- From April 5 to 13, Ms. Hilligas traveled to Cape Town, South Africa, to meet with agricultural traders.

For additional information, see “Trip Report – South African Specialty Food Forum” by Messrs. Thompson, Talier and Cox, and Ms. Hilligas.

- From April 6 to 7, Ms. Chilala attended a NSC meeting in Lusaka, Zambia. Over 800 participants from all three RECs including four Heads of Governments attended the meeting.

For additional information, see “Trip Report – NSC A4T” by Ms. Chilala.

- From April 6 to 8, Mr. Makore attended a workshop on SPS/Food Safety Management in the SADC region in Gaborone, Botswana. The objective of the workshop was to deliberate on the possible establishment of a Food Safety TC to compliment the activities of the Livestock and Plant Protection TCs as part of the SADC SPS Committee.

For additional information, see “Meeting Report – SADC SPS Meeting” by Mr. Makore.

- On April 9, Ms. Chilala and Mr. Makore met SADC Secretariat representatives in Gaborone, Botswana to finalize the Trade Hub sponsored Business Guide to the SADC Protocol on Trade.

For additional information, see “Guide to the SADC Protocol on Trade”.

- On April 15, Ms. Chilala attended SADC Monitoring Mechanism and NTB meeting in Gaborone, Botswana.

For additional information, see “Meeting Report – SADC TCM Meetings” by Ms. Chilala.

- From April 16 to 17, Mr. Munyaradzi and Mr. Punungwe traveled to Lusaka, Zambia, to facilitate Dar Corridor Working Group and Dar Corridor Committee meetings.

For additional information, see “Trip Report – DCC Zambia Meetings” by Mr. Munyaradzi and Mr. Punungwe.

- From April 16 to 18, Ms. Chilala attended SADC meeting of the 37th TNF (Regular) in Gaborone, Botswana.

For additional information, see “Meeting Report – SADC TCM Meetings” by Ms. Chilala.

- From April 16 to 18, Mr. Skarshinski attended the Botswana SMME Conference and Fair in Gaborone, Botswana.

For additional information, see “Technical Report – Botswana Export Policy Analysis” by Mr. Skarshinski.

- From April 20 to 24, Mr. Punungwe was in Mombasa, Kenya for RECs Technical Coordination Committee (TCC) FESARTA meetings.

For additional information, see “Trip Report – DCC Mombasa Meetings” by Mr. Punungwe.

- From April 20 to 24, Ms. Magombo attended the 6th Annual Conference and General Meeting of the AFUR in Abidjan, Cote D’Ivoire.

For additional information, see “Trip Report – AFUR Abidjan Meeting” by Ms. Magombo.

- From April 21 to 22, the Trade Hub co-hosted the Textile and Apparel B2B event in Pretoria, South Africa. Amanda Hilligas, Todd Thompson and Boineelo Kuhlmann, attended the event.

For further information, see “Trip Report – B2B 2009”, by Mr. Joyjit Debroy, Ms. Hilligas, Mr. Thompson and Ms. Kuhlman.

- From April 22 to 24, Ranga Munyaradzi attended the WCO IT Workshop in Marrakech, Morocco.

For additional information, see “Trip Report – WCO Marrakesh” by Mr. Munyaradzi.

- From April 27 to 28, Mr. Punungwe and Mr. Munyaradzi attended SADC NSC meeting in Lusaka, Zambia.

For additional information, see “Trip Report – SADC NSC Zambia Meeting” by Mr. Munyaradzi and Mr. Punungwe.

- From April 27 to 29, Ms. Magombo attended a conference on the Implementation of Renewable Energy in the Emerging Markets of Africa, Latin America and the Caribbean, in San Francisco.

For additional information, see “Trip Report – Energy Regulation SF” by Ms. Magombo.

- From April 27 to May 10, Mr. Carr and Ms. Elago, traveled to Swaziland to develop Investor Roadmap recommendations and action plans.

For additional information, see “Trip Report – Swaziland” by Ms. Elago.

- From April 28 to May 1, Mr. Munyaradzi facilitated TKCMC ITC meetings in Lusaka, Zambia, with the COMESA Secretariat.

For additional information, see “Trip Report – TKC COMESA Customs IT Meetings” by Mr. Munyaradzi.

- On May 4, Ms. Hilligas, Mr. Derryck Cox and Mr. Thompson attended and spoke at Specialty Food workshop in conjunction with WESGRO and SAIBL in Cape Town, South Africa.

For additional information, see “Trip Report – South African Specialty Food Forum” by Messrs. Thompson, Tailer, Cox and Ms. Hilligas.

- From May 4 to 8, Mr. Munyaradzi and Mr. Smith, facilitated a Dar Corridor connectivity meeting in Dar es Salaam, Tanzania.

For additional information, see “Trip Report – Customs IT Dar Meetings” by Mr. Munyaradzi and Mr. Smith.

- On May 5, the Trade Hub facilitated a Botswana Chapter of WiF breakfast at GICC, in Gaborone, Botswana.

For additional information, see “Meeting Report – WiF Breakfast” by Mr. Makore.

- From May 6 to 9, Ms. Kennett, Ms. Hilligas, and Mr. Thompson, attended USAID AGCI meetings and met with the COMPETE project team in Nairobi, Kenya. Ms. Kennett and Ms. Hilligas presented on Trade Hub activities with SADC and regional agricultural work using IEHA funding. The meeting was also attended by West African Trade Hub representatives.

For additional information, see “Trip Report – AGCI Nairobi” by Ms. Kennett, Ms. Hilligas and Mr. Thompson.

- On May 7, the Trade Hub facilitated the Botswana Chapter of WiF workshop at GICC, Gaborone, Botswana.

For additional information, see “Meeting Report – WiF Workshop” by Mr. Makore.

- From May 11 to 15, the Trade Hub facilitated the WTO Trade TFNA of Botswana.

For additional information, see “Meeting Report – Botswana WTO TFNA” by Ms. Elago, Mr. Munyaradzi, Ms. Chilala and Mr. Punungwe.

- From May 18 to 19, Mr. Munyaradzi attended TKC meetings in Gaborone, Botswana.

For additional information, see “Meeting Report – TKC Meetings Gaborone” by Mr. Munyaradzi.

- From May 11 to 12, Dr. Jefferis attended an Africa Capital Markets seminar in Dakar, Senegal.

For additional information, see “Trip Report – Finance Dakar” by Dr. Jefferis.

- From May 12 to 13, Ms. Magombo attended the SADC Energy Sector Thematic Group meeting in Maputo, Mozambique.

For additional information, see “Trip Report – SADC Energy TGM Maputo” by Ms. Magombo.

- From May 12 to 15, Mr. Punungwe attended the Meeting of Ministers of Transport in Swakopmond, Namibia.

For additional information, see “Trip Report – Transport Ministers Swakopmond” by Mr. Punungwe.

- From May 13 to 15, Ms. Kennett attended a regional Intellectual Property Rights (IPR) enforcement meeting in Cape Town, South Africa.

For additional information, see “Trip Report – IP Cape Town” by Ms. Kennett.

- From May 16 to 19, Peter Mabeo participated in the 2009 International Contemporary Furniture Fair in New York City, U.S.

- From May 25 to 29, the Trade Hub facilitated the attendance of a Comoros delegation at Geneva week in Switzerland.

For additional information, see “Trip Report – WTO Comoros” by Mr. Said Abdou Salime.

- From May 26 to 27, Dr. Jefferis attended Enhancing Regional Financial Cooperation in Southern Africa meetings in Johannesburg, South Africa.

For additional information, see “Trip Report – Finance Conference SA” Dr. Jefferis.

- From May 26 to 29, Godwin Punungwe and Ranga Munyaradzi attended TKC meetings in Swakopmund, Namibia.

For additional information, see “Trip Report – TKC Meetings Namibia” by Mr. Munyaradzi and Mr. Punungwe.

- From May 28 to 29, the Trade Hub facilitated a meeting on “mainstreaming of regional integration into national development plans” at UEM in Maputo, Mozambique.

For additional information, see “Trip Report – UEM Conference” by Ms. Elago.

- On June 2, Ms. Chilala attended the SADC TIFI Thematic Group meeting in Gaborone, Botswana.

- From June 14 to 17, Ms. Kennett attended an AgriBusiness Forum 2009 in Cape Town, South Africa.

For additional information, see “Trip Report – Agribusiness CPT” by Ms. Kennett.

- From June 15 to 19, Ms. Chilala attended SADC meetings in Cape Town, South Africa.

For additional information, see “Trip Report – SADC TNF” by Ms. Chilala.

- From June 15 to 19, Mr. Munyaradzi and Mr. Chisembwere traveled to Lesotho to submit the draft Customs and Excise Act and Regulations to the Lesotho Commissioner of Customs and Excise.

For additional information, see “Trip Report – Customs Modernization Lesotho” by Mr. Munyaradzi and Mr. Chisembwere.

- From June 15 to July 9, Ms. Hilligas, traveled to the CARANA Home Office in Washington D.C. and the Fancy Food Show in New York City, USA.

For additional information, see “Trip Report – Fancy Food Show 2009” by Ms. Hilligas, Mr. Thompson, Mr. Jean-Pierre Rousseau and Ms. Jane Shearer. Also see “Trip Report – South African Specialty Food Forum”, by Mr. Thompson, Mr. Thaller, Mr. Cox and Ms. Hilligas.

- On June 19, Ms. Elago attended a TRALAC Roundtable Discussion in Cape Town, South Africa.

For additional information, see “Trip Report – Tralac Regional Integration” by Ms. Elago.

- From June 23 to July 15, Mr. Thompson, traveled to the CARANA Home Office in Washington D.C. and the Fancy Food Show in New York City, USA.

For additional information, see “Trip Report – Fancy Food Show 2009” by Ms. Hilligas, Mr. Thompson, Mr. Jean-Pierre Rousseau and Ms. Jane Shearer. Also see “Trip Report – South African Specialty Food Forum”, by Mr. Thompson, Mr. Thaller, Mr. Cox and Ms. Hilligas.

- On June 24, Ms. Chilala attended a joint SADC/ICP FANR Thematic Group meeting on Agriculture and Food Security and Natural Resources & Environment in Gaborone, Botswana.

For additional information, see “Meeting Report – FANR Thematic Group Meeting” by Ms. Chilala.

- From June 24 to 26, Godwin Punungwe attended the Transport Committee Review on Sustainable Development Study in Addis Abba, Ethiopia.

For additional information, see “Trip Report – TCR Addis” by Mr. Punungwe.

- The from June 28 to 30, the Trade Hub sponsored the 2009 “Taste of Africa” pavilion at the Fancy Food Show in New York City, U.S.

For additional information, see “Trip Report – Fancy Food Show 2009” by Ms. Hilligas, Mr. Thompson, Mr. Jean-Pierre Rousseau and Ms. Jane Shearer. Also see “Trip Report – South African Specialty Food Forum”, by Mr. Thompson, Mr. Thaller, Mr. Cox and Ms. Hilligas.

- From June 29 to July 2, Ms. Elago and Mr. Chisembwere held Rules of Origin training in Malawi.

For additional information, see “Trip Report – ROO Malawi” by Ms. Elago.

- From June 30 to July 1, Dr. Jefferis attended the second Africa Bank-to-Bank Forum in Nairobi, Kenya.

For additional information, see “Trip Report – Bank to Bank Kenya” by Dr. Jefferis.

Publications and Communications

- **INSAT**

During the third quarter of FY 2009, the Trade Hub published the 16th issue of its flagship quarterly news publication *Inside Southern African Trade (INSAT)*.



The Trade Hub has been publishing *INSAT* since May 2005. *INSAT* is designed to complement other activities undertaken by the Trade Hub to enhance Southern Africa’s trade competitiveness and further USAID’s strategic goals of economic development and growth in the region. *INSAT* is distributed electronically and in hard copy to over 5,000 stakeholders in the region and beyond. The news publication’s target audience includes policy makers, the private sector, regional civil society, donor community, and interested parties outside the region. The dearth of reliable and regular information on trade-related issues in Southern Africa adversely affects the ability of our stakeholders to define, articulate and defend their interests. The lack of information about Southern Africa has also contributed to negative perceptions of the region as a

high-risk investment destination.

INSAT addresses these issues by providing clear and concise reporting on a number of issues that affect trade and competitiveness in the sub-region. The objectives of the news publication include: the promotion of good practice with relation to trade and competitiveness by highlighting innovative approaches; highlighting success stories to help promote a positive image of the region; the introduction of trade related resources; highlighting initiatives and activities undertaken or supported by various U.S. agencies and by the U.S. Administration to support development in the region; providing in-depth analysis of some key trade related issues that have been overlooked or underreported by the media in the region.

INSAT 16 is dedicated to Botswana. Speaking in Strasbourg during his first European tour, U.S. President Barack Obama made specific mention of Botswana: *“The problem is so many of these countries had export-oriented markets, and when the economies contracted in our developing nations, it made them extremely vulnerable. You know, you have a country like Botswana, which is actually a well-managed country that has made enormous progress, but their main revenue generator is diamond sales, and they have literally seen the diamond market collapse – in part because they couldn’t get trade financing, in part because the demand in developed countries has dropped off...Our most important task right now is helping them get through this crisis.”* But how Botswana weathers the economic crisis and ensures sustainable growth will also depend on the kind of policies and strategies that the country pursues in the next few years.

The ‘In Focus’ article looks at the Government of Botswana’s latest plan to diversify the economy and strengthen the private sector, asking if it has the right ingredients to succeed where so many past efforts have faltered. In the ‘Guest Perspective’, respected economist, Dr. Keith Jefferis looks at the impact of the global crisis on Botswana and what can be done to grasp the opportunities the crisis presents. ‘We Speak To’ Marianne Nganunu, coordinator of the Innovation Hub, a project to foster a closer collaboration between R&D activities and the private sector and broaden Botswana’s industrial and services base.

• **Hub Happenings**

Hub Happenings is the Trade Hub’s monthly electronic Newsletter. The Newsletter continues to be published monthly and is distributed to an increasing number of stakeholders. *Hub Happenings* is electronically distributed to over 3 000 addresses.

For additional information, see “Hub Happenings – April, May and June 2009”.

• **Trade Issues Film Series**

The documentary-style films, each 15 minutes in length, touch upon trade-related issues important to the region’s competitiveness and aim to appeal to a broad audience.





Shot on location throughout the region, the films examine five inter-related topics: (1) the impact of trade preferences, with a particular focus on AGOA and the apparel industry in Southern Africa (using Lesotho as a case study); (2) business environment challenges in the region and initiatives to improve competitiveness; (3) building an effective private sector voice for policy change (using the Trade Hub’s work with the Botswana Cattle Producers Association (BCPA) as a case study); (4) improving trade facilitation by means of the Trans-Kalahari and Maputo Transport Corridors; and (5) HIV/AIDS from a business and economic perspective.

The films discuss the issues and challenges faced by countries in the region as they build global competitiveness and highlight initiatives and efforts to improve the business and trade environment in individual countries and the region as a whole.

- **Website**

The Trade Hub maintains and populates the www.satradehub.org website with relevant information in order for the website to be a useful resource tool and enquiry point. The Trade Hub website is frequently updated with technical and trip reports, event information, *Hub Happenings* and *Daily News Clips* to ensure that all information remains current.



Planned Activities, Publications and Communications

- **INSAT** – Issue 17, the next issue of the Trade Hub’s flagship publication, *INSAT*, which will focus on Zambia will be published in October.
- **Hub Happenings** – In FY 2009, *Hub Happenings* will continue to be published at the beginning of every month.
- **Website** – The Trade Hub will continue to update the website to act as an online tool and resource for trade-related issues in the region.
- **Database** – The Trade Hub will continue to work on expanding and frequently updating the Trade Hub’s database of contacts for mailings.

INDICATORS AND RESULTS

Trade Facilitation and Capacity Building Project AGCI Indicators

Indicator	FY 2007 Benchmarks	FY 2008 Expected Results	FY 2009 Expected Results	FY 2010 Expected Results*
Trade and Investment Enabling Environment				
Number of Customs harmonization procedures implemented in accordance with internationally accepted standards as a result of USG assistance	N/A	5	3	3
Number of legal, regulatory or institutional actions (not mentioned above) taken to improve implementation or compliance with international trade and investment agreements due to support from USG-assisted organizations	N/A	5	3	3
Number of participants in trade and investment trainings	700	500	600	600
Number of women	280	150	200	200
Number of men	420	350	400	400
Number of trade and investment environment diagnostics conducted	N/A	40	30	30
Financial Sector Enabling Environment				
Number of financial sector supervisors trained with USG assistance	N/A	N/A	100	100
Number of women	N/A	N/A	25	25
Number of men	N/A	N/A	75	75
Financial Services				
Number of financial sector professionals trained on international standards with USG assistance	N/A	N/A	100	100
Number of women	N/A	N/A	25	25
Number of men	N/A	N/A	75	75
Modern Energy Services				
Number of people receiving USG supported training in energy related policy and regulatory practices	N/A	150	100	100
Number of women	N/A	38	25	25
Number of men	N/A	112	75	75
Total public and private dollars leveraged by USG for energy infrastructure projects	N/A	TBD	TBD	TBD
Agriculture Enabling Environment				
Number of individuals who have received USG supported short-term agricultural enabling environment training	N/A	N/A	100	100
Number of women	N/A	N/A	25	25
Number of men	N/A	N/A	75	75
Number of policies/regulations/administrative procedures analyzed as a result of USG assistance	N/A	N/A	3	3

*Assuming the same scope of work and funding in FY 2010 as FY 2009, the TFCB Project targets in FY 2009 and FY 2010 will be the same.

Trade Competitiveness Project Productivity Indicators

Element	Indicator	Baseline (Yrs 1 – 3)	Year 4*		Year 5		Life-of-Project	
			Target	Achieved	Target	Achieved	Target	Achieved
Trade and Investment Capacity	Number of firms receiving capacity building assistance to export	100	100	141	100	25	300	TBD
	Number of capacity-building service providers receiving USG assistance	1	5	7	5	3	11	TBD
	Dollar value of exports from Southern Africa as a result of USG assistance (AGOA and non-AGOA)	\$8 million	\$10 million	\$61.3* million	\$15 million	\$5 million	\$33 million	<i>TBD</i>
	Number of buyer/seller linkages established in export markets as a result of USG assistance	250	500	885	300	160	1050	<i>TBD</i>
	Dollar value of new investments made in export capacity as a result of USG assistance	0	\$1 million	\$295,000	\$500,000	TBD	\$1.5 million	<i>TBD</i>
Agricultural Sector Productivity	Number of agriculture-related firms benefiting directly from USG supported interventions	N/A	50	99	10	25	60	<i>TBD</i>
	Number of producers organizations, water users associations, trade and business associations, and community-based organizations (CBOs) receiving USG assistance	N/A	5	7	7	4	12	<i>TBD</i>
	Number of buyer/seller linkages established in the agricultural sector as a result of USG assistance	N/A	150	182	25	TBD	175	<i>TBD</i>
	Dollar value of new investments made in agricultural capacity as a result of USG assistance	N/A	\$500,000	\$295,000	\$100,000	TBD	\$600,000	<i>TBD</i>
	Number of farmers, processors, and others who have adopted new technologies or management practices as a result of USG assistance	N/A	N/A	15	20	360	20	<i>TBD</i>
Private Sector Productivity	Number of new members in private business associations as a result of USG assistance	N/A	20	30	20	23	40	<i>TBD</i>
	Number of public-private dialogue mechanisms utilized as a result of USG assistance	N/A	5	7	5	5	10	<i>TBD</i>

Outreach and Communications Indicators

INDICATOR	Definition/Unit Measure	Data Source	Results
Outreach through the Media			
Number of radio and television spots	Interviews and news broadcasts dedicated to Trade Hub activities	TV and radio stations	1
Quantity of newspaper coverage	Individual newspaper and magazine articles, press releases printed in publications, and news articles appearing in major internet sites.	Regional press	0
Trade Hub Publications			
<i>Inside Southern African Trade (INSAT)</i> quarterly newsletter	Number of people receiving <i>INSAT</i> electronically	TFCB Dialogue Unit	4 345
<i>Inside Southern African Trade (INSAT)</i> quarterly newsletter	Number of people receiving <i>INSAT</i> in hard copy	TFCB Dialogue Unit	3 000
<i>Inside Southern African Trade (INSAT)</i> quarterly newsletter	Number of people receiving <i>INSAT</i> through secondary e-mail distribution	TFCB Dialogue Unit	3 500
<i>Hub Happenings</i> monthly calendar of events and projects	Number of people receiving <i>Hub Happenings</i> electronically	TFCB Dialogue Unit	3 137
Website Statistics (April 1 – June 30, 2009)			
Total sessions	A series of hits to the site over a specific period by one visitor	website	39 585
Total pageviews	A request to the web server by a visitor's browser for any web page = excludes images, javascript, and other embedded file types	website	456 822
Total hits	Any successful request to the server from a visitor's browser	website	576 477
Average sessions per day	Average of a series of hits to your site over a specific time by one visitor	website	440
Average pageviews per day	Average request to the web server by a visitor's browser for any web page	website	5,076
Average hits per day	Average of successful requests to a web server from a visitor's browser	website	6,405

SUCCESS STORY



USAID | SOUTHERN AFRICA

SUCCESS STORY

Facilitating Trade Along the Dar Corridor

USAID's Southern Africa Trade Hub facilitated the successful establishment of the Dar Corridor Committee (DCC) Secretariat.



The Trade Hub has collaborated with Dar Corridor stakeholders to successfully establish the Dar Corridor Committee (DCC) Secretariat and to ensure the sustainability of interventions and investment aimed at facilitating trade along the corridor.



U.S. Agency for International Development
www.usaid.gov

The Southern Africa Trade Hub collaborates with Southern African Development Community (SADC), governments, donors and other stakeholders to reduce transit time and costs in the Southern Africa region.

In an effort to ensure the sustainability of interventions and investments aimed at facilitating trade along the Dar es Salaam Corridor, from Zambia through Malawi and the Democratic Republic of Congo (DRC) to the Port of Dar es Salaam in Tanzania, the Trade Hub has supported the establishment of the Dar Corridor Committee (DCC) Secretariat.

Following the successful signing of the DCC Constitution by Zambia stakeholders in November 2008 and the formal establishment of the DCC Constitution in March 2009, the Trade Hub has played a pivotal role in the establishment of the DCC Secretariat by providing technical and financial assistance.

Part of the assistance included the Trade Hub's support during the recruitment and selection of a DCC Executive Director. With Trade Hub assistance, a suitable candidate was appointed in May 2009 and is now based at Tanzania Port Authority (TPA) offices in Dar es Salaam, Tanzania.

The DCC Executive Director's mandate is to assist in ensuring the successful implementation of DCC initiatives along the Dar Corridor; to improve communication amongst Dar Corridor stakeholders as well as to raise funds and market the corridor.

In August and September 2009, Trade Hub staff traveled with the new DCC Executive Director to Malawi and Zambia to meet key stakeholders and promote the sustainable "user pay" principle for the corridor.