

PRIVATE SECTOR DEVELOPMENT PROGRAMME BOTSWANA

Integrated exporter website module



BOTSWANA
BOTSWANA INVESTMENT
& TRADE CENTRE



What?



Training &
guidance



Integrated exporter
website



Promotion &
dissemination



BITC – already has a website informing on exports

EXPORT

Trade Agreements

Botswana has entered into multiple Trade Agreements with countries or areas around the world through which certain goods under given conditions enjoy some customs duty and quota concessions when exported there.



Country Surveys



Market Access Tools

The International Trade Centre's (ITC) Market Analysis Tools provide users with export and import statistics of more than 220 countries and territories for more than 5,300 internationally traded products.



Botswana Export Ready Products Database

Click here to browse the Botswana Export Ready Products Database which lists Botswana based manufacturers and their products in various sectors and industries.



Global Expo Botswana

GEB was conceptualized as a premier B2B exposition to attract FDI, expand domestic investment, promote exports and promote trade between Botswana and other countries.



Useful Contacts

If you are local manufacturer and/or exporter, click here to see some useful contacts of local organisations and institutions which can assist you in growing your business or finding export markets.



Review the Export section on the BITC website

**Start
exporting:
the basics**



Country surveys



Export to the European Union



**Export to the
region**



**Promote your
exports**



Useful Contacts and tools

If you are local manufacturer and/or exporter, click here to see some usefull contacts of local organisations and institutions which can assist you in growing your business or finding export markets.



Box 1 – Start exporting: the basics



- Information on what to think before exporting (export strategy, market search, market access tools, etc)
- Information on the Exporter Development Programme

Box 2 – Country surveys



- Stays as it is



Box 3 – Export to the EU



The EU market – how does it work?

Requirements

- Meat
 - main requirements
 - private standards
- Textile & clothing
 - main requirements
 - private standards
- Leather & footwear
 - main requirements
 - private standards
- Fruit
 - main requirements
 - private standards

Tariffs and preferential agreements

- Calculate the EU tariff applying to your case
- EPA
- GSP

Statistics

Buyer's contacts

- Meat sector
- Textile & clothing sector
- Leather & footwear sector
- Fruit sector

Box 4 – Export to the region



- The SADC market – how does it work?
- Requirements
- Tariffs and preferential agreements
- Statistics
- Buyer's contacts

Box 5 – Promote your export



- Global Expo
- BITC events participation
- Main trade fairs in the world (per sector)

Box 6 – Useful contacts and tools



- In Botswana
- In the region
- In Europe
- Internationally

Summary

- Review of the EXPORT section on the BITC website
- Structure based on current design (6 boxes)
- Content (text) will be updated and delivered on a Word document to be published by contractor
- Foreseen calendar:

March	April	May	June	July	August	Sept
Preparation			Publication	Quality check	PR Campaign	Review

More information?

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