

TAKING BOTSWANA TO THE WORLD



BOTSWANA
INVESTMENT
& TRADE CENTRE

bitc.co.bw

WHO WE ARE

Botswana Investment and Trade Centre (BITC) is an integrated Investment and Trade Promotion Authority (IPA) with an encompassing mandate of investment promotion and attraction; export development and promotion including the management of the Nation Brand.

The organization plays a critical role of driving Botswana's economic growth through attraction of Foreign Direct Investment (FDI), domestic investment, facilitation of expansions and further spearheads the growth of exports by promoting locally manufactured goods to regional and international markets.

BITC drives wealth creation for Botswana by creating platforms that will instigate and ensure increased citizen participation in the economy and create sustainable job opportunities. Of great importance within the role of this organization is building and maintaining a positive and impressive image of our country locally and internationally.

VISION

We will be the globally recognised leading investment and trade promotion agency in Africa.

MISSION

We exist to tactically and innovatively promote Botswana as a leading destination to visit, live in, to invest and trade in Africa, with a focus on accelerated economic growth and diversification, employment creation and export development.

OUR VALUES

TRANSPARENCY

We are completely open and transparent in all of our actions and activities. We trust others and are trustworthy, conducting our affairs in an ethical and admirable fashion.

INTEGRITY

Every action or decision we make is undertaken with consideration for proper process and fairness to all.

PROFESSIONALISM

We conduct our business with skill, respect, confidence and acumen. We share a common ideal of professionalism, placing our nation at the leading edge of global investment and trade.

PROGRESS

We believe in the transformative power of sustainable economic development.

SUSTAINABILITY

We take pride in the strength of our well regulated, transparent and investor friendly business environment. We are focused on continuing to build capacity, driving prosperity for generations to come.

BOTSWANA ONE STOP SERVICE CENTRE

The Botswana One Stop Service Centre provides professional service to both new and existing foreign and local investors. The main aim of this function is to enable investors to secure government clearances and approvals with ease. Some of the services provided by this facility include:

- Company and Business Registration
- Trade and Business license applications
- Entry visas, work and residence permits
- Work Permit Exemptions
- Connection of utilities e.g. power, telecommunications and water
- Income tax and VAT registration
- Access to Industrial and Commercial land
- Facilitation of construction permits
- Allocation of BITC factory space (subject to availability)
- Environmental Impact Assessment (EIA) Compliance
- Provision of information on the Botswana business climate, regulatory regime and investment opportunities
- Opening a Bank Account.

BITC also offers an After-care programme to all facilitated investors which aims to:

- Identify problems encountered by new and existing companies in the implementation and operation of projects as well as offer assistance through direct consultation and co-operation with the relevant stakeholders.
- Extended support to existing companies in planning for expansion, diversification and other re-investment opportunities.

BITC has a range of factory shells, and to qualify for an operational space, investors should be able to demonstrate in the form of a business plan that demonstrates the viability of the project.

Once the business plan is vetted and approved then a warehouse will be availed to the investor. However, this will depend on the availability of space.





INVESTMENT PROMOTION FUNCTION

The Investment Promotion function promotes researched and packaged investment opportunities available in Botswana with a purpose to attract both domestic and foreign investment into targeted growth sectors in the country. Through these efforts, BITC has also put forth greater impetus on pre-existing strategic national priorities that are focused on delivering economic growth, development and diversification.

Some of the investment opportunities BITC actively continues to promote include but are not limited to:

- **Mining Sector:** Mining and base metals, such as gold, uranium, copper, nickel, coal, manganese and mining services. Also includes prospecting, expansion of existing mining projects, new mining projects, beneficiation of minerals and business opportunities relating to links with other sectors.
- **Cargo, freight and logistics:** Consolidation, deconsolidation, distribution, transport services, handling, warehouse management and integrated systems.
- **Leather and leather goods:** High premium leather production, high premium leather goods production, preferential market access through trade agreements to key growth markets for leather and leather products and exporting leather and leather goods to high growth markets.
- **Automotive sector:** Supply of parts and components to South Africa's automotive sector, supply of replacement parts for vehicles of large scale projects, expansion of existing component manufacturing industries, R&D services, diversification of after-sales services for private and commercial vehicles and the establishment of skills development / training facilities for auto mechanics and technicians.
- **Information Technology (ICT) Communication Technology (ICT) sector:** Innovative

money operations, e-Waste, TV White Space, TV Broadcasting, e-Health, BPO and Call Centres and e-Commerce, software and app development and ICT in agriculture.

- **Health sector:** Diagnostic facilities (imaging and laboratory), pharmaceutical manufacturing, manufacturing of biomedical equipment, medical tourism
- **Education Sector:** Photographic safari tourism training, mining and energy technical schools, medical and health sciences school, business school, lifelong training institutions and education services for special needs students.
- **Energy Sector:** Power generation, extraction of coal bed methane and renewable energy projects such as solar PV plants and solar power generators as well as bio-fuel projects.
- **Agriculture:** Grain, fruit and vegetables, irrigation, dairy farming, leather (raw hides and skins), pork and beef products.
- **Diamonds Beneficiation:** Diamond trading, cutting and polishing, jewellery manufacturing and diamond related services such as security, banking, insurance, and certification and brokerage services.
- **Infrastructure:** Transportation and logistics
- **Financial and Business Services sector:** Banking, insurance and investment funds.



Botswana offers attractive investment incentives for both local and foreign investors:

- No foreign exchange controls; remittance and full repatriation of profits and dividends.
- No restrictions on business ownership.
- Duty-free import of machinery and equipment for manufacturing purposes.
- Customs duty exemption on raw materials for goods going outside of the Southern African Customs Union (SACU).
- Liberal tax regime: 22% corporate and 25% personal tax, with 15% corporate tax for manufacturing and International Financial Service Centre (IFSC) - registered companies (lowest taxes in the Southern African Development Community - SADC region).
- Negotiable tax holiday up to 10 years maximum.
- Deductible training rebate of 200%
- Availability of sector specific investment incentives (IFSC and economic hubs, Agriculture, Innovation, Diamond, Education and Special Economic Zones).
- Zero corporate tax under Development Approval Order.

International Financial Services (IFSC) Companies enjoy readily accessible incentives that include:

- A competitive Corporate Tax incentive framework; 15% corporate tax.
- Exemption from Capital Gains Tax (CGT) and Withholding Tax (WHT).
- Access to a growing network of Double Taxation Avoidance (DTA) Treaties
- No foreign exchange controls.
- Denomination of share capital in any major convertible currency.

BITC RESEARCH FUNCTION

The Research function within BITC carries out economic research and analysis aimed at providing the organization with the necessary economic and statistical

information to plan investment and export promotion activities. This research further gives guidance on sectors/industries to be targeted for both FDI attraction and export development.

The key activities of the function can be summarized as follows:

- Provision of comprehensive research to identify specific investment opportunities for FDI attraction as well as potential markets for locally manufactured products.
- Gather intelligence and conduct research to sustain and enhance the competitiveness of Botswana.
- Liaise with other institutions and agencies nationally and internationally to ensure that BITC is up to date with trade and international investment trends.
- Compile researched and statistical information relating to investment and exports from Botswana.

BITC's Research Milestones include:

Decision Support Model (DSM)

The Decision Support Model (DSM) combines macro economic analysis and international trade. This specific methodology looks at macro economic analysis, market size, short and long term growth factors and the degree of market concentration, market accessibility index, market characteristics, and relative market share among other variables until realistic export opportunities are identified for Botswana's exporters.

This tool facilitates Botswana to focus its export promotion efforts towards specific products and specific markets, with respect to the value of realistic export opportunities.

Market Access

BITC is tasked with improving market access for Botswana's exports and especially surface prevailing market conditions that govern trade in such countries with a view to making proposals on how such market conditions could be circumvented.

This is done through the analyses of export production capacity, consumption and direction of trade statistics, apparent consumption, market size; market shares and growth, unit values, and market potential based on products determined by BITC's Export Audit and DSM. BITC has recently completed market surveys in Angola, Zambia, Zimbabwe and Namibia.

Trade Agreements

Preferential Markets Access Agreements

- Southern African Customs Union (SACU).
- Southern African Development Community (SADC) Free Trade Agreement.
- SADC/EU Economic Free Trade Association (EFTA) FTA.
- SACU – Southern Common Market (Mercosur) Preferential Trade Agreement (PTA).
- Bilateral agreements with Zimbabwe and Malawi.

Current Trade Negotiations

- SACU – India PTA
- SADC – EAC – COMESA Tripartite FTA

Non – Reciprocal Agreements

- Africa Growth and Opportunity Act (AGOA).
- Botswana products quality of preferential market access under the Generalised System of Preferences (GSP)

Cooperative Frameworks

- Trade, Investment and Development Cooperation Agreement (TIDCA) with the United States.

BITC Information Resource Centre

BITC operates an Information Resource Centre that was established through the Joint Integrated Technical Assistance Programme (JITAPII), a jointly implemented programme by International Trade Centre (TC), United Nations Conference on Trade and Development (UNCTAD) and World Trade Organisation (WTO). The centre disseminates appropriate trade and investment promotion related information and is open to government officials, the business community, academia and the general public.



EXPORT DEVELOPMENT AND PROMOTION

The Export Development function is mandated with the task of identifying export markets for locally manufactured products that are export ready. Through our research function BITC identifies and researches new markets to facilitate targeted export promotion aimed at selected buyers, including investigation of opportunities in markets that have trade agreements with Botswana, so as to maximize benefits. This form of research informs the export promotion initiatives by the organization.

Export Development Program

BITC runs an Export Development Programme that focuses on assisting, supporting and preparing manufacturers in terms of improvement of product quality, packaging and increased production, sufficient enough to meet the requirements of potential buyers. Diagnostic assessment is carried out to gauge the current capacity of our manufacturers for export readiness and develop appropriate customized interventions that are specific to individual company needs.

The training endeavours to enable selected companies to gain hands-on practical experience in various aspects of production and operations, export readiness, quality management, human resource and development, strategic management, branding, finance, sales and marketing aimed at enhancing their products' competitiveness.

Services of the Export Promotion Function

- Promoting Botswana products in foreign markets by participating in international trade fairs and exhibitions.
- Timely and efficient services to overseas buyers in vendor identification, drawing itineraries, fixing appointments and other support services.

- Assisting Botswana companies in product development and adaptation to meet buyers' requirements.
- Organizing Buyer-Seller meetings with a view to bringing buyers and sellers together.
- Organizing seminars/conferences/workshops on trade-related subjects.
- Developing local manufacturers to reach export readiness standard.
- Conducting market surveys on regional and international markets in collaboration with the Research Department.
- Dissemination of export promotion information to local manufacturers





GlobalExpo Botswana

Global Expo Botswana (GEB) is the country's premier international multi-sectoral business to business exhibition that is managed by BITC on behalf of the government of Botswana. The annual Expo is held towards the end of the year and it attracts exhibitors and business people from the region and globally.

The objectives of Global Expo Botswana are to:

- Promote investment opportunities in Botswana;
- Encourage Joint Venture Partnerships between citizens and foreign exhibitors
- Promote intra-regional trade and further integrate Botswana into the Global Trading System
- Offer exhibitors and visitors a platform to explore new markets, secure new business, build new partnerships and grow business.

GEB has various value-add services that run concurrently to the exhibition such as workshops, one-on-one buyer seller meetings and an international Investment and Trade Conference



BOTSWANA...THE TRUE SPARKLE OF AFRICA

Botswana is a land of unmatched beauty, plentiful in wildlife and rich in culture, giving it a magical and dreamlike quality,

from its prominent salt pans to diamond rich deserts and lush flood plains. Since peacefully gaining its independence in 1966, Botswana has managed to exploit its wealth of underground resources, especially diamonds, to develop not only its diverse economy but also its people. Botswana is the biggest producer of diamonds in the world by value. It is hailed as a shining beacon of democracy, stability and peace in a continent renowned for turmoil and instability. Its people have a rich diverse culture and embrace all who come to Botswana with a welcoming warmth. With all that it has to offer, Botswana became Africa's best kept secret. This did not bode well for the growth of its economy. The need came for the world to know about this land of opportunity, splendour and promise. The time had come for Botswana to show the world the pride they have for their country and what it has to offer. To address this, a national identity programme was developed and from it we got the nation brand symbolised the Pride Mark.

Branding a country

The branding of Botswana was born from a concept applied the world over of nation branding. Nation branding is when a country consolidates its key unique elements or features, and packaging them for different target audiences. A country will put together the business offerings for prospective and potential investors. It will showcase what it has for tourists in order to drive to tourism to the country and increase spend. This happens for all other aspects of what the country has to offer. Nation branding allows for the packaging and holistic positioning of a country in the global market strategically such that it stands out while providing an identity that its people can rally behind.

The purpose of our nation brand is to bring Botswana together around a single identity and agreed set of values, in order to stimulate stronger communities, culture and heritage and most importantly instil a greater sense of pride and community engagement in our country.

The brand also positions Botswana to international audiences as an attractive place to visit, work and invest.

The national brand highlights:

- Our national assets,
- Looks to differentiate Botswana from its African neighbours,
- Grow our trade performance,
- Stimulate international investment
- Accelerate innovation and new industry development
- Enhance the tourism visitation and spend

Administratively, Brand Botswana is responsible for the:

- Development and management of the overall branding, marketing and promotion of the country
- Coordination of branding, marketing and promotions by key national stakeholders such as tourism, export, investment, government entities
- Authorisation to appraise Brand Botswana stakeholder activities, behaviours and communication for compliance with national brand strategy and call stakeholders to account
- Management and licensing of the use of the Botswana brand logo (Pride Mark)

The importance building a strong nation brand:

Building and strengthening Botswana's brand image would require intensive efforts, actions, support, cooperation and collaboration by all its citizens, companies and institutions to ensure the following:

Exports – Produce high quality products and services to the extent that consumers from all over the world proactively seek, procure and consume Botswana goods.

Trade, Investment and Immigration – Herein lays vast opportunities for investors to seize and activate the potential we so proudly speak of. In other words, the national effort to make

Botswana attractive to outsiders should translate into more people coming to live, work or study in our country because of the high quality of life and enabling business environment.

Governance – When both locals and outsiders regard governance issues in Botswana, our government must enjoy support and trust by being consistently viewed as being fair, transparent and competent. Also, our country's regard for human rights, national commitment to global issues such as peace and security, justice, poverty and the environment should be beyond reproach.

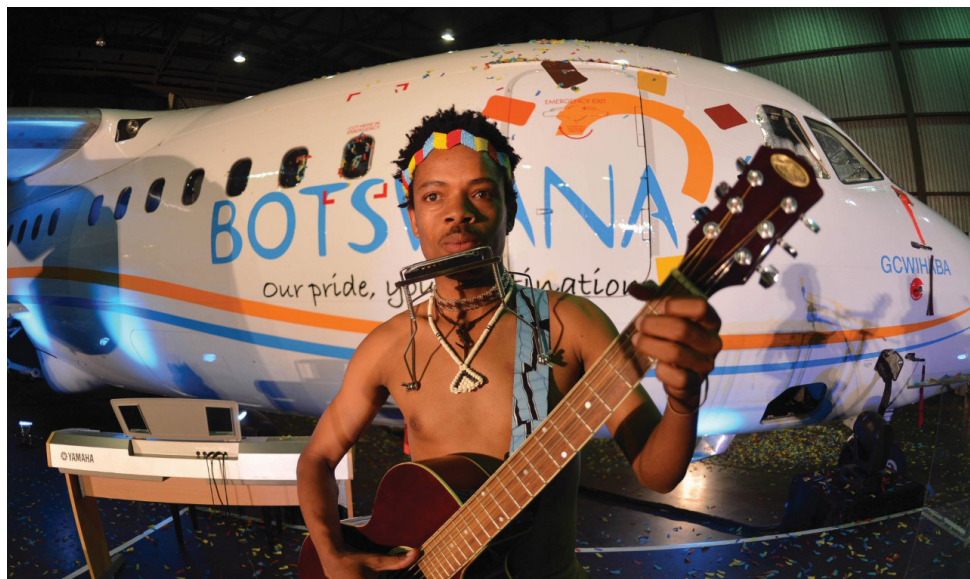
Culture and Heritage – Like most progressive countries often held in high regard, Botswana would most certainly benefit from being considered as a nation that appreciates its heritage and contemporary culture.

People – Being the biggest and most valuable asset of the country, Botswana themselves must be known as a friendly, warm and welcoming people. Effectively, Brand Botswana is a catalyst that sets social, economic and cultural processes into motion to make Botswana the Africa's favourite place to live and work for mutual benefit and success. It is the vehicle through which our nation builds and communicates our collective competitive advantage, and winning characteristics by synthesizing them to improve our nation's profile and reputation.

Brand Botswana symbol – The Pride Mark

- The 'Pride Mark' is a symbol of a commitment by an individual or group in Botswana to instil pride in the community.
- It links to the overall Essence of 'Pride and Progress' and the Brand Botswana Blueprint.
- Each activity or product that carries the Mark must clearly support the Essence of Brand Botswana, deliver positive social outcomes and demonstrate the values of peaceful, progressive, trustworthy and inclusiveness.

Additionally, consistent and widespread use of the Pride Mark, by brand partners can foster the necessary repeated exposure. These actions, coupled with an increased international presence can go a long way in promoting and improving Botswana's image internationally.



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BITC CUSTOMER COMPLAINTS, COMMENTS AND COMMENDATION PROCESS



BITC is committed to delivering excellent customer service to its customers at all times. This Process will support BITC's efforts to continuously seek new ways to improve service delivered to our customers.

I. WHO IS ENTITLED TO COMPLAIN OR GIVE FEEDBACK

- Any person who is aggrieved by poor service received from BITC staff directly/indirectly
- Any person who is aggrieved by not receiving/being denied due service by BITC
- Any person who appreciates great service delivered by BITC Staff
- Any person who has a suggestion on how BITC may improve its service

- e. Where necessary a meeting will be arranged with you within **fifteen (15) working days** after receipt to resolve the matter or a resolution/update given to you depending on the complexity of the matter.
- f. A final update/resolution to your complaint/comment/commendation will be communicated to you within **thirty (30) working days** after receipt.
- g. At this stage if you are not happy with the outcome of the resolution, you may inform the **Customer Relations Manager** of your dissatisfaction who will escalate the matter to the **Director, Corporate Communication** who will review the matter and resolve it or escalate it to the **Chief Executive (CE)'s** office within **seven (7) working days**. You will be notified of the outcome within this period.
- h. If you are not happy with the outcome at the level of the **CE**, you may write to the **BITC Board Chairperson** and route your letter through **BITC Customer Relations Manager**.
- i. If you are not satisfied with the resolution to your complaint at the level of **BITC Board Chairperson**, you may write to the **Permanent Secretary**, Ministry of Investment, Trade and Industry.

II. COMPLAINTS, COMMENTS & COMMENDATION PROCEDURE

- Place your complaint with BITC through the availed platforms
- You will receive acknowledgement of receipt of your complaint/comment/commendation within **two (2) working days** after receipt.
- For tier 1 (simple) complaints/comments/commendations, a response/resolution will be communicated within **two (2) working days** after acknowledgement of receipt.
- For tier 2 (complex) complaints/comments/commendations, the Customer Relations Manager will inform you within **seven (7) working days** after receipt, of the course of action to be taken to address your complaint/comment/commendation.

You are free to contact the Customer Relations Office at any time for an update should you wish to during this process.

WE ARE COMMITTED TO PROTECTING AND UP HOLDING THE RIGHTS OF OUR CLIENTS' PRIVACY AND CONFIDENTIALITY AT ALL TIMES.



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