

MARCH 2025



# RE GODISA BOTSWANA

BOTSWANA INVESTMENT AND TRADE CENTRE

MARCH 2025



**BOTSWANA**  
INVESTMENT  
& TRADE CENTRE





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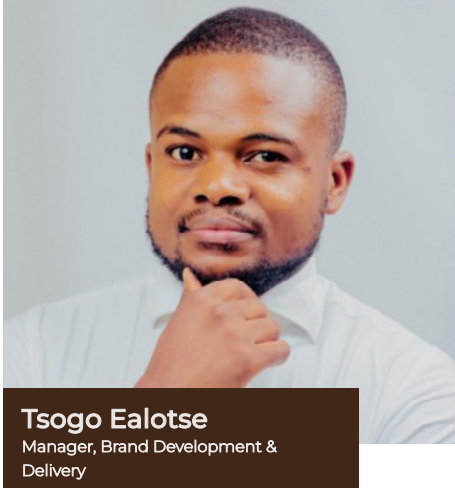
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Manager, Brand Development &  
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# EDITOR'S NOTE

As we reach the fourth quarter and approach the close of the 2024/5 financial year, it is a moment for reflection. This issue provides a valuable opportunity to evaluate the progress of Botswana Investment and Trade Centre (BITC) and to highlight key initiatives aimed at propelling our nation forward.

President of the Republic of Botswana, Advocate Duma Gideon Boko, has aptly pointed out the challenges our country faces, particularly youth unemployment and an imbalanced economy. As a nation, we must collectively take responsibility in creating sustainable, decent jobs for our people. At BITC, our mandate aligns closely with the President's call to action, and we remain committed to working tirelessly to address these critical issues.

In this edition, we delve into the renewable energy sector—a vital area of focus for Botswana's economic diversification. While the country has historically relied on coal for electricity generation, we are fortunate to have abundant renewable resources, especially solar and wind power. Leveraging these resources is essential for reducing dependency on fossil fuels and advancing the green energy transition, which will be instrumental in ensuring sustainable growth for Botswana.

Botswana's economic growth has long been anchored on the mining sector, but this reliance makes us vulnerable to global market fluctuations and demand-side disruptions. However, we now stand at a pivotal moment, where diversification and export-led growth present significant opportunities. In this newsletter, we explore how Botswana can harness competitive supply capacity, foster innovation, and overcome trade barriers to unlock its potential as a leading global exporter.

As we continue to attract Foreign Direct Investment (FDI), it is essential to recognize the unique selling points that set Botswana apart. Our strong governance, peaceful democracy, and political stability are pillars that play a crucial role in attracting sustainable investments. These attributes are not only vital for our national reputation but also serve as the foundation for BITC's ongoing efforts to secure meaningful partnerships for the country.

We are also excited to announce the return of our Annual Business to Business event—Global Expo Botswana 2025! Themed Unlocking Botswana's Potential: Partnerships for Sustainable Growth, this event, scheduled from 8th to 11th October 2025, promises to be an exceptional showcase of innovation and

diverse opportunities. We encourage you to visit [www.globalexpo.co.bw](http://www.globalexpo.co.bw) to learn more and mark your calendars.

This edition also features an insightful case study of Delta Automotive Technologies. The company first visited Botswana in 2013 through the BITC-RSA office, conducting a feasibility study and exploring expansion opportunities. BITC's support played a pivotal role in encouraging Delta Automotive Technologies to relocate to Botswana, a testament to our commitment to fostering meaningful investment partnerships.

As we enter a new financial year, I extend my best wishes to all our stakeholders. Together, let's continue to work towards propelling Botswana to even greater heights.

*Happy  
reading!*



# BOTSWANA'S RENEWABLE ENERGY FUTURE:

## A PATH TOWARD ECONOMIC TRANSFORMATION

By Tigele Nleya, Manager - Investment Promotion



Botswana is positioning itself to become a leader in renewable energy, marking a pivotal moment in its energy sector transformation. With an ambitious goal of increasing renewable energy to 30% of its energy mix by 2030 and 50% by 2036, the country is paving the way for a greener, more sustainable future. This vision is already taking shape, with the first wave of 335MW renewable energy projects currently under development.

The Botswana government has embraced a robust energy strategy, guided by the Integrated Resource Plan (IRP) approved in 2020. This plan outlines priority renewable and thermal energy projects, including solar, coal-bed methane (CBM), and wind, aimed at meeting the nation's growing energy demands while reducing its carbon footprint. The IRP's emphasis on renewable energy presents an exciting opportunity for private sector involvement. Through the Botswana Investment and Trade Centre (BITC), efforts are underway to attract international investors to this high-potential sector.

### Unleashing Botswana's Renewable Potential

Despite its reliance on coal for electricity generation, Botswana is endowed with abundant renewable resources, particularly solar and wind. With more than 3,200 hours of sunshine annually, the country ranks among the best global locations for solar energy generation. Additionally, certain regions experience wind speeds averaging above 7m/s, further increasing the potential for clean energy generation. The government's strong commitment to prioritizing renewable energy, combined with its favorable geographic location within the Southern African Power Pool (SAPP), positions Botswana as a key player in regional energy trade.

Projects like the Mmadinare Solar Complex, with a capacity of 120MW, mark the country's first large-scale solar energy project. Alongside this, coal-bed methane projects and plans for wind energy are diversifying Botswana's energy portfolio. These initiatives will not only meet local energy demands but also contribute significantly to regional energy security by enhancing cross-border energy trade.

### Empowering Economic Growth through Manufacturing and Renewable Energy

As Botswana pushes forward with its economic diversification agenda, the role of renewable energy in driving industrial growth is crucial. The manufacturing sector, though currently contributing only 5.6% to GDP, is expected to play a central role in the country's Vision 2036 strategy. By fostering high-impact industries such as renewable energy, pharmaceuticals, and automotive manufacturing, Botswana



aims to create job opportunities and attract global investment.

Key projects such as the 150MW solar farm in Letlhakane, led by Botla Power Pty Ltd, and solar plants established by Sekaname Energy, Sinotswana, and Scatec ASA, are essential to providing a steady, reliable power supply for industrial expansion. As the country strengthens its energy infrastructure, the potential for sustainable manufacturing growth and job creation will grow exponentially.

In addition, Botswana is committed to building local capacity and promoting skills transfer. The Botswana Power Corporation (BPC) has awarded tenders to citizen-owned companies, including for small solar power stations, and prioritizes 100% citizen-owned companies for specific tenders, particularly in areas like electricity distribution and maintenance.

### Seizing Opportunities for Regional Integration and Global Trade

Botswana is also focused on regional integration, with initiatives aimed at harmonizing energy policies and strengthening regulatory frameworks within the Southern African Development Community (SADC). The Southern African Power Pool (SAPP) plays a pivotal role in facilitating cross-border energy trade, and Botswana's renewable energy projects are essential to meeting the region's energy needs. Through increased investment in energy storage, grid development, and the promotion of public-private partnerships, Botswana is positioning itself to become a net exporter of clean energy, contributing to the broader economic growth of the region.

### A Bright Future for Botswana's Energy Sector

The renewable energy sector holds immense promise for both Botswana's energy security and its industrial future. As the country progresses toward its Vision 2036, the Botswana Investment and Trade Centre remains dedicated to fostering investment, developing key infrastructure, and ensuring a sustainable and inclusive energy transition.

With continued investment in energy infrastructure, research and development, and strategic industry partnerships, Botswana's renewable energy revolution will drive economic growth, create jobs, and solidify the country as a regional energy powerhouse. The time is now for investors to seize the opportunity and be part of this transformative journey.





# EXPORT-LED GROWTH: WHICH WAY TO GO?

By Temo Ntapu, Executive Director - Export Development and Promotion

Botswana's economy is currently experiencing a slowdown in economic growth due to the faltering performance of the mining sector, particularly diamonds. Botswana's economic growth has historically been anchored by the mining sector for a prolonged period and remains susceptible to disruptions and negative demand side and price fluctuations in the global markets. It is a consensus among policymakers that transformation is needed to move the country beyond the diamond-led growth model. So far, the country has not been remarkably successful in transforming its export structure as demonstrated by the continued dominance of diamond receipts in export earnings. Whilst the contribution of the mining sector to Gross Domestic Product (GDP) has declined over the past 10 years indicating some level of economic diversification, a divergent picture is observed regarding export diversification. For the past 10 years, the contribution of diamond exports to total export earnings has averaged around 87% while on the other hand, the contribution of mining to GDP measured at current prices has declined from 23.3% in 2014 to 14.8% in 2023.

The most worrying trend is that the economy has diversified mostly into nontradables that are consumed in the domestic economy rather than in export markets. The growing value of the nontradeable elements of the GDP raises concerns about whether the dominance of the mineral sector has constrained the growth of the non-diamond tradables and whether there is clarity and consensus on the desired economic diversification outcomes. Botswana's export sector seems to be unresponsive to policy interventions and strategies that have been deployed so far despite export diversification occupying a central position in the majority of past National Development Plans and economic development strategies. The fundamental questions that need to be answered relate to why the economy is failing to diversify exports despite the seemingly conducive macroeconomic environment and what policy mix is needed to boost the export sector.

Before attempting to answer these questions, it is important to contextualize this discussion by defining export-led growth, its importance to economic development, and global case studies of where this strategy has been successful. Traditionally, manufacturing export-led growth has been the cornerstone of successful



economic development. The script is the same when one considers the path followed by economies like Japan, the Republic of Korea, Malaysia, and Hong Kong China. The industrial development strategy for these economies embraced openness and participation in international trade. Their strategies almost followed a similar pattern of investing in capital equipment, technology, education, and infrastructure to drive rapid industrialization until the industrial base was large enough to maintain self-sustaining, industry-led, economic growth.

Whilst most economies managed to achieve great development success through industrialization questions remain on whether Botswana can still achieve its high-income status target by following a similar strategy. The ambition to become an export-led economy implies that Botswana recognizes the need to be more open and increase its participa-



tion in international trade to drive economic development. Export performance is influenced by a combination of factors. These include among them competitive supply capacity, innovation, strong external demand, market prices, trade barriers, ease of international market access, trade support infrastructure, and a supportive macroeconomic environment. Botswana currently has a challenge of inadequate supply capacity for both merchandise goods and services. The country still has a low industrial base, and costs of production are relatively high when compared to other competing nations. For example, some manufacturing companies in Botswana complain of high electricity costs emanating from the maximum demand arrangement in electricity billing. The Botswana Power Corporation (BPC) maximum demand charge for electricity is based on the highest amount of power a business needs during a billing period.

In order to facilitate preferential access to foreign markets, Botswana is a signatory to several bilateral and multilateral arrangements. This includes the African Growth and Opportunity Act, the SADC – EU Economic Partnership Agreement, the SADC Trade Protocol, the African Continental Free Trade Area, and the SACU EFTA Agreement. These agreements remain largely unutilized due to limited supply capacity.

Arguments always arise on whether the macroeconomic variables like the real exchange rate are supportive of the export sector. While a strong current is good for the facilitation of imported inputs, it can be detrimental to the competitiveness of exports. It is of critical importance that the exchange rate regime must be supportive of national aspirations embodied in the national export strategies. The

issue of competitiveness of the export sector deserves very special consideration because it speaks to the resilience of the export sector and the economy at large to withstand and recover from disruptive circumstances.

Export performance cannot be only the good fortune to be producing goods in high demand. Rather, it is likely to be the outcome of the combination of various elements framing the production environment and export products' access to international markets. Achieving export-led growth will require multi-pronged strategies. There are several decisions that need to be made at the policy level. When one looks at Vision 2036 targets it assumes that the economy will grow at 6-8% to enable the country to achieve a high income status. Investment and export performance are critical variables to attaining this projected growth rate. It follows from this argument that we must set clear targets for investment and export growth that will help the country reach its Vision 2036 aspirations. We can all agree that our economy requires structural transformation to meet our development needs. Transformation means we need to be clear about future drivers of economic development. This requires us to review our priority sectors and approach to industrial development, review our macroeconomic instruments that affect trade, improve trade support infrastructure, and accelerate the implementation of the adopted strategies.

When one considers variables like gross fixed capital formation and the contribution of manufacturing to GDP it becomes evident that our level of industrialization needs to be accelerated. In 2023, the GFCF of Botswana stood at about 30% of GDP compared to around 42% for China, which reflects some of the challenges we face as an econ-

omy in attracting investment that significantly contributes to our productive capacity. The manufacturing sector contributes less than 10% to GDP compared to a contribution of 26% in economies like China. Industrial Development Policy can help direct investors into areas



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**To boost our export sector there is a need to accelerate development of special economic zones.**





that are a priority to the government, therefore is a need to strengthen this policy. The current industrial development policy does not have adequate incentive to promote industry development. There is a need to improve the incentive package for local businesses to deal with some of the structural disadvantages that the country faces. For example, local businesses incur very high transport costs for both imported inputs and export of the final products. This needs to be attended to to boost the competitiveness of our local industries.

The other critical decision for Botswana policymakers relates to whether we need to pursue import substitution or export-led growth. There seems to be a misconception that self-sufficiency can only be achieved behind protectionist barriers like import bans. Lessons from history indicate that import substitution industrialization is a failing economic development strategy. One of the disadvantages of incubating companies behind closed borders is that some of these companies fail to attain competitiveness levels that can sustain them when the protective barriers are removed. Efficient industrialization is what we need as an economy to compete with the best in the world. Protectionism can give companies the illusion that they are running profitable enterprises only to suffer huge financial losses when the protection is removed. Import substitution becomes even a tricky business for countries like Botswana that have limited domestic demand. In my opinion import substitution strategy can only work in sectors where the country has a comparative advantage. Such sectors stand a greater chance of transitioning from import-substitution industries to export-oriented ones, therefore we must strategically select products that we can target for import substitution.

To boost our export sector there is a need to accelerate the development of special economic zones. Lessons borrowed from successful economic zones indicate that the key success factor is the exploitation of locally available raw materials. Whilst Africa dreams of creat-



ing regional value chains the reality on the ground is that most countries are on the path to ban the exportation of unprocessed raw materials. Therefore, the viability of developing a zone should largely hinge on the quantity and quality of raw materials available locally. Whilst economic zones can be utilized to bring developments closer to the people through location incentives, it is critical to conduct a viability assessment for every zone that is being considered. In the short to medium term perhaps the most prudent strategy is to develop one functioning zone that provides opportunities to kick-start production value chains. For example, raw materials like soda ash, salt, copper, manganese, coal, beef, hide and skins and crops could be aggregated in one zone to create value-adding industries.

Value chain development remains unexploited in Botswana. Though there have been attempts to map out value chain opportunities in different sectors still some gaps exist. The exploitation of value chains requires in-depth knowledge and careful selection of the segments within the value chains where we could competitively participate as a country. For example, Botswana has found a niche in the automotive value chain where the country is focusing on the production of car harnesses. The country still has an oppor-

tunity to produce other products like car seats to utilize the locally available hide and skins. We need to select products that can allow us to easily integrate into global value chains.

The service sector has the potential to contribute more to Botswana’s economic development. Estimates from the World Travel and Tourism Council indicate that the tourism sector contributes 4-5% of Botswana’s GDP. The main contributing sub-sectors include activities like spending on tourism attractions, accommodation, entertainment, and transport services. The sector has also created significant employment opportunities. There is potential to develop more opportunities in other service sectors like financial services, business process outsourcing, information and communication technologies as well as business and professional services. To fully exploit the potential of the service sector, subsector strategies need to be developed to provide direction to both the government and the private on what needs to be done to fully exploit benefits from this sector.

In conclusion, it is evident that export diversification has been elusive over the years and the current policies and strategies need to be reviewed. An important lesson from the experience of successful economies is that export diversification is not an accidental outcome, it is a product of systemic planning. National policies and programs must simultaneously address the twin issues of supply capacity and market access. It is unproductive to negotiate for improved market access without addressing competitiveness and supply-side challenges. We must recognise that currently our export success is largely based on resource endowments rather than innovation and competitiveness. It is important to also realize that the import substitution strategy provides an illusion that firms have a window of opportunity to remain uncompetitive whilst still hiding behind protectionist barriers with the hope that when the time comes to export these firms will transform. Unfortunately, this approach will not greatly help our export sector because exporting requires you to be competitive from day one. To enhance the supply capacity of exporting companies we need to directly address the constraints that affect the cost and competitiveness structure of our manufacturing and service companies. Removing bureaucratic impediments will go a long way in addressing private sector challenges but it doesn’t end there, company-specific interventions should be prioritised.





# BOTSWANA: GOVERNANCE, PEACE, DEMOCRACY, AND STABILITY PILLARS OF ECONOMIC SUCCESS

Botswana, located in Southern Africa, stands as a beacon of governance, peace, democracy, and stability in a continent often marked by political volatility. This small landlocked country has managed to carve out a reputation as one of Africa's most successful democracies, with a consistent track record of peaceful transitions of power, sound governance, and economic growth. These factors are not only vital for its domestic prosperity but also play a pivotal role in shaping its global image, influencing its exports, foreign direct investment (FDI), and national brand.

This outstanding position is a strong foundation for attracting Foreign Direct Investment (FDI) and boosting exports. By ensuring transparency, predictability, and a level playing field for businesses, Botswana can foster an environment where

foreign investors feel secure, are confident in the regulatory framework, and see long-term potential.

Botswana Investment and Trade Centre which spearheads Investment promotion agency for Botswana continues to capitalize on these factors by effectively promoting Botswana as a stable, transparent, and attractive investment destination, targeting sectors like manufacturing, agriculture, and tourism to drive both FDI, exports and the nation brand. BITC can leverage Botswana's strong governance framework to attract investments by showcasing the country's transparency and commitment to ensuring fair business practices. Botswana's stable political environment is very vital in targeting foreign companies looking for a secure base to enter regional markets, particularly in the context of SADC or AfCFTA integration.

## Governance: A Foundation for Economic Progress

Botswana's governance framework has been recognised for its transparency, accountability, and effectiveness. The country has long enjoyed a reputation for a well-functioning bureaucracy, low corruption levels, and the rule of law.

The recent peaceful transfer of power from one president to another is a testament to the country's strong democratic institutions and its commitment to upholding the rule of law. This stability is rare in many regions of the world, especially in Africa, where political transitions are often marked by conflict. In Botswana, however, the respect for democratic principles and electoral integrity has fostered an environment of trust, both among citizens and the global community. This

peaceful political environment reassures investors and citizens alike, ensuring that the country remains a model of democratic governance in Africa, contributing to its overall economic stability and sustainable growth. For investors, these factors are crucial as they provide assurance that their investments will be protected, and returns will be fair and transparent.

## Peace and Stability: Pillars of Prosperity

Botswana's political stability and peace are central to its success. The country has never experienced a civil war or major political unrest, a rarity in many African nations. Botswana's peaceful society is built on a strong tradition of democratic elections, respect for human rights, and political tolerance. These factors, combined with sound diplomatic relations with its neighbours, have made Botswana one of the safest and most stable countries in Africa.

Political stability is a key determinant of economic growth as it fosters confidence among both domestic and international investors. The absence of conflict or social unrest allows businesses to operate without the disruptions that plague many emerging markets. For Botswana, this stability has been a magnet for FDI, especially in sectors like mining, tourism, and manufacturing.

## Democracy: Ensuring Inclusivity and Accountability

The government is highly responsive to its citizens' needs, with regular consultations and policies that promote social equity, accountability to citizens and leadership. This accountability extends to the protection of business interests and investor rights, which is a significant attraction for both local and foreign investors. Furthermore, Botswana's democratic environment promotes policy continuity, which helps reduce investment risks and bol-

sters investor confidence.

## Impact on Exports: A Competitive Advantage

Botswana boasts of a developing and competitive export sector. The country is a major exporter of diamonds, with its mining industry accounting for a significant portion of GDP and export revenues. The sector remains operational, with little risk of disruption due to Labor strikes, political instability, or abrupt regulatory changes. Moreover, Botswana's favourable governance practices have fostered trade agreements with regional and global partners. Membership in the Southern African Development Community (SADC) and the African Growth and Opportunity Act (AGOA) has helped open export markets, particularly for Botswana's agricultural products, textiles, and gemstones. This access has been bolstered by Botswana's positive reputation as a stable and reliable trading partner.







### Foreign Direct Investment (FDI):

Attracting Global Capital- The governance, peace, and stability in Botswana have contributed significantly to its attractiveness as a destination for foreign direct investment (FDI). According to the World Bank and the United Nations Conference on Trade and Development (UNCTAD), Botswana is consistently ranked as one of the top FDI destinations in Africa.

Investors, especially in sectors like mining, infrastructure, and tourism, view Botswana as a safe and predictable environment for doing business. The government has also actively sought to diversify the economy, creating policies and strategies to attract FDI in manufacturing, agriculture, and information technology. These efforts are crucial in reducing the country's reliance on diamonds and opening up new avenues for economic growth.

Botswana's well-established reputation for sound governance, legal protections for investors, and a stable political



climate make it a preferable choice for long-term investment. FDI flows contribute to job creation, technology transfer, and infrastructure development, all of which play a role in furthering the country's economic stability.

### National Brand: A Reputation for Stability and Progress

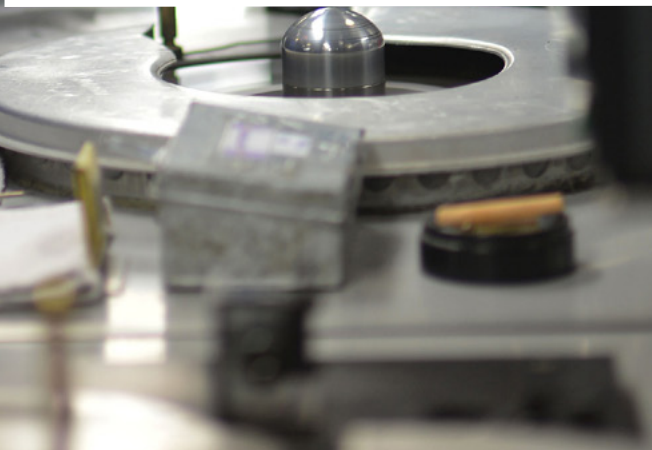
The country's image and reputation are important not only in attracting investors but also in fostering relationships with international organizations and foreign governments. Botswana's stable political environment has made it a favoured partner in various global initiatives, from peace-keeping to environmental conservation. The country's focus on good governance and anti-corruption policies enhances its credibility, making it an attractive location for diplomatic, commercial, and development partnerships.

The national brand of Botswana is closely linked to its reputation for being a reliable and transparent partner. This trust is essential when negotiating trade agreements, attracting tourism, and securing international aid. Moreover, Botswana's success in economic management, combined with its democratic values, positions the nation as a model for other African countries.

### A Virtuous Cycle of Growth

Botswana's success story demonstrates how good governance, peace, democracy, and political stability are not just desirable ideals but practical catalysts for economic growth. These factors have created an environment where business can thrive, exports can grow, and foreign direct investment can flow. In turn, this contributes to a strong national brand that garners respect and attracts further opportunities for the country.

As Botswana continues to maintain its commitment to democratic governance and political stability, its prospects for economic growth and international influence remain strong. By leveraging these strengths, Botswana is well-positioned to sustain its reputation as a model of progress and stability in Africa, fostering continued prosperity for generations to come.



## DELTA AUTOMOTIVE TECHNOLOGIES

Botswana aims to create a competitive and globally integrated automotive manufacturing sector. With a focus on long-term sustainability, the country has increased its component exports tenfold over the past 20 years and now supplies half of South Africa's imports of ignition wiring sets. This represents a significant growth opportunity. In recent years, there has been a rise in investment and trade, attracting several international auto component manufacturers, which include Delta Automotive Technologies.

Delta Automotive Technologies first visited Botswana on an exploratory mission in 2013 through the BITC-RSA office. The purpose of this visit was to conduct a feasibility study and explore potential site locations, as the company was considering expanding into Botswana, Lesotho, and Swaziland at the time. Following this mission, BITC developed a value proposition that encouraged PASDEC to relocate to Botswana. In 2014, BITC facilitated the establishment of PASDEC in Botswana with support from the Botswana Development Corporation (BDC).

In 2017, with customized investment facilitation services provided by BOSSC, PASDEC completed its relocation to Botswana, contributing to job creation for locals and bringing in foreign capital. In 2021, the company rebranded to Delta Automotive Technologies. Today, October 23, 2024, we celebrate the success of that advocacy agenda and the achievement of ambitious and robust expansion plans. As part of these efforts, Delta Automotive Technologies was awarded a contract in 2023 by Nissan Japan to produce wiring harnesses for the new Nissan Navara model. This expansion is expected to increase employment from the current 356 to 989 by 2027.





# GLOBAL EXPO BOTSWANA:

## A GATEWAY TO INVESTMENT AND TRADE

By Thomas Molebatsi, Project Manager, Global Expo Botswana

Global Expo Botswana (GEB) has established itself as Botswana's premier business-to-business exposition, serving as a vital platform for trade, investment, and economic growth. Its evolution from the former Botswana International Trade Fair (BITF) and later the Botswana Industrial & Agricultural Fair (BIAF) underscores the country's dedication to fostering international business connections and economic diversification. Conceptualized by the Government of Botswana in 2006, GEB plays a crucial role in attracting foreign direct investment (FDI), expanding domestic investment, promoting exports of locally produced goods and services, and facilitating trade between Botswana and global markets.

Organized and managed by the Botswana Investment & Trade Centre (BITC), GEB serves as a strategic vehicle to achieve BITC's mandate of positioning Botswana as a preferred investment destination. Over the years, GEB has introduced various impactful activities to enhance the value and effectiveness of the expo, making it a must-attend event for businesses, investors, and policymakers alike.

### The key objectives of GEB are:

**Attracting Foreign Direct Investment (FDI):** Positioning Botswana as a prime investment destination for global investors.

**Promoting Joint-Venture Opportunities:** Facilitating collaborations between local businesses and foreign investors.

**Stimulating Entrepreneurship:** Encouraging local business innovation and development.

**Enhancing Export Promotion:** Showcasing Botswana's locally produced goods and services to international markets.

**Providing Market Access:** Creating opportunities for international exhibitors to enter and explore the Botswana market.

In 2013, GEB introduced the Investment and Trade Conference, a major initiative designed to foster high-level investment discussions. This conference has attracted glob-



ally renowned speakers and industry leaders, contributing to shaping Botswana's economic landscape. Notable past speakers include Sir Richard Branson in 2017 and President Professor Benedict Oramah of Afreximbank in 2022, whose participation led to a historic three-year Country Programme valued at up to US\$1.5 billion, aimed at boosting trade and industrial development in Botswana.

Another key initiative enhancing GEB's impact is the Business Matchmaking Programme, designed to facilitate structured one-on-one meetings between exhibitors and visitors. This program provides targeted opportunities for businesses to explore potential partnerships, investments, and trade collaborations, ultimately driving economic growth and business expansion.

### Structure of Global Expo Botswana 2025

GEB has evolved to include multiple complementary events, all designed to enrich the visitor experience and maximize business engagement. The 2025 edition will feature:

#### Investment Conference

The conference aims to foster dialogue on investment opportunities, trade agreements, regulatory frameworks, and economic strategies.

Features keynote speeches, panel discussions, and presentations by industry leaders, government officials, and economists.

#### Exhibition

A platform for companies across various industries to showcase their products, services, and innovations.

Provides networking opportunities and enhances market visibility.

#### Business Matchmaking Program

A dedicated initiative that sets up curated B2B meetings between exhibitors and visitors.

Helps businesses forge meaningful connections and explore potential deals.

#### Thematic Workshops

Interactive sessions led by industry experts addressing key economic trends, policy developments, and emerging market opportunities.

Offers practical insights, case studies, and discussions to enhance knowledge and business strategies.

#### Investment Battlefield

A competitive pitch event where entrepreneurs and start-ups present their business ideas to investors and industry leaders.

Provides an opportunity to secure funding, strategic partnerships, and mentorship.

#### #PushaBW Marketplace

A showcase of locally made products and services as part of Botswana's Buy Local Campaign.

Aims to promote local businesses and encourage economic sustainability.

### What to Expect at GEB 2025

This year marks a significant transformation for GEB, with the introduction of the Pula Investment Conference, a re-branded and restructured conference aimed at creating tangible investment opportunities and fostering meaningful business engagements. Historically, the Investment and Trade Conference primarily focused on panel discussions. However, in 2025, the Pula Investment Conference will adopt a more dynamic and results-driven approach. A key highlight of the two-day summit will be Project Pitch Sessions, where project owners will present investment-ready opportunities across high-growth sectors such as infrastructure, manufacturing, and agriculture. This format is designed to facilitate direct engagement between investors and project owners, ensuring real-time discussions on investment prospects. Additionally, GEB 2025 will feature: An Exhibition showcasing companies from various industries, providing a platform for businesses to present their products, services, and innovations. The Business Matchmaking Program, ensuring curated networking opportunities to maximize trade and investment prospects. The Investment Battlefield, a competitive platform where businesses pitch their projects to a panel of investors and industry experts, compete for potential funding and strategic partnerships. The Dealroom, a dedicated space for investors and businesses to negotiate and finalize investment agreements in a structured environment.

Global Expo Botswana continues to be a key driver of economic transformation by fostering trade, investment, and strategic business linkages. With its enhanced structure and renewed focus on investment facilitation, the 2025 edition promises to deliver unprecedented value for businesses and investors alike. Whether you are an entrepreneur seeking capital, a company looking for new markets, or an investor searching for high-potential opportunities, GEB 2025 is the platform to connect, collaborate, and capitalize on Botswana's thriving economic landscape.

Join us at Global Expo Botswana 2025 from 8–11 October in Gaborone and be part of this transformative experience!. For more information contact us at **3633300** or visit **www.globalexpo.co.bw**







**GlobalExpo**  
Botswana

2025



CONFERENCES & FORUMS





EXHIBITIONS & WORKSHOPS



B2B MATCHMAKING

**08-11**  
**OCT**

 **Global Expo Botswana**  
 **[www.globalexpobw.co.bw](http://www.globalexpobw.co.bw)**

**Theme:** Unlocking Botswana's potential:  
Partnerships for Sustainable Growth

Organised and managed by:



# INVITATION TO GLOBAL EXPO BOTSWANA

Good Day.

We are delighted to extend our warmest invitation to you for the 18th edition of Botswana's annual premier business to business exhibition; Global Expo Botswana 2025, organized and managed by the Botswana Investment and Trade Centre. This grand event is scheduled to take place from 08th – 11th October in Gaborone, Botswana and promises to be a remarkable showcase of diverse opportunities and cutting-edge innovations in various industries.

The Global Expo will serve as ideal platforms for businesses seeking to explore investment opportunities, network with global industry leaders, and gain valuable insights into the thriving economies of Botswana.

## Key Highlights of Global Expo Botswana 2025:

	Exhibition of cutting-edge products and services from diverse industries.
	<b>Engaging seminars and workshops on market trends and emerging opportunities.</b>
	Networking sessions with key decision-makers and industry experts.
	<b>B2B meetings for potential collaborations and partnerships.</b>

We eagerly anticipate your esteemed presence at Global Expo Botswana. Your participation will undoubtedly contribute to the success of this event and foster mutually beneficial partnerships.

Kindly mark your calendars for the specified dates and plan your participation accordingly. Please find attached Booking form with stall rates information which needs to be filled in and sent back to us to secure your company/ organizations' participation.

For any inquiries or additional information, please do not hesitate to contact our team. Thank you for considering our invitation. We look forward to welcoming you as our exhibitor this year.

Chief Executive Officer  
Botswana Investment & Trade Centre



# REPORT TO BITC'S FRAUD AND ETHICS HOTLINE

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