

Public Affairs Section

U.S. Embassy, Gaborone, Botswana

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Press Release

Botswana Improves Regional and Global Market Access with U.S. Support

Exporters and importers in Botswana now have an effective “one-stop shop” where they can receive crucial information on laws, regulations, and quality standards for doing business with other World Trade Organization (WTO) member countries.

Distinguished representatives from the U.S. Embassy in Botswana and the United States Agency for International Development (USAID), along with their partners from the Botswana Bureau of Standards (BOBS), celebrated the opening of the country’s National Enquiry Point on September 28, 2015.

In close cooperation with the Botswana Bureau of Standards, USAID’s Southern Africa Trade Hub undertook an ambitious collaboration to overhaul the National Enquiry Point over the last 14 months. The launch of the Enquiry Point in Botswana will benefit trade by identifying standards, technical regulations, and procedures to improve regional and global market access.

“Given the importance of efficient trade to economic growth in Botswana, we are glad to support the launch of the Enquiry Point,” stated U.S. Ambassador Earl Miller at the September 28 launch. “We are pleased that Botswana is fulfilling its obligations as a WTO member while utilizing twenty-first century tools to streamline trade, improve food security, and encourage investment in the region.”

Under the WTO Technical Barriers to Trade Agreement, member nations must develop effective national enquiry points in order to increase trade. USAID has designed a special facility—the Partnership for Trade Facilitation Standards Alliance—to assist countries in implementing their commitments under the agreement.

Support provided to Botswana forms an integral part of USAID’s efforts to increase competitiveness, intra-regional trade, and food security in Southern Africa. National Enquiry Points have been launched within the last twelve months with Trade Hub support in Lesotho, Malawi, Mozambique, Swaziland, and Zambia.

For further details, please contact: Sara Sullivan, ssullivan@satradehub.org, 7233 0886 or U.S. Embassy Information Specialist Ephraim Keoreng at KeorengET@state.gov or 395-3982 ext. 2419.

Please note that pictures and additional information will be available on our Facebook page: www.facebook.com/u.s.embassygaborone after the event.