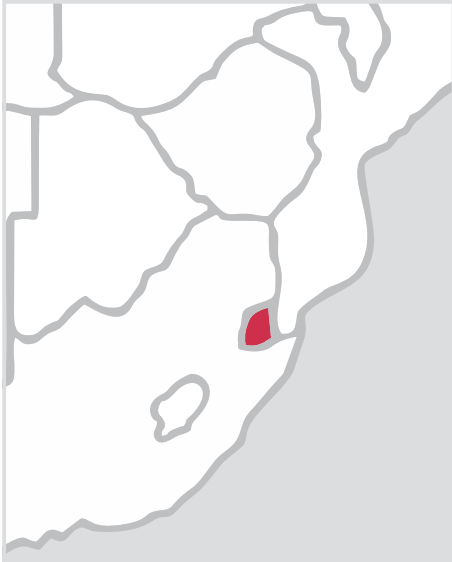


## Boosting Opportunities to Invest and Trade

# Swaziland



### Hub Target Markets

The Southern Africa Trade and Investment Hub is based in Pretoria, South Africa and Gaborone, Botswana, with resident advisors in Malawi and Zambia.

The program works with eight Southern Africa Development Community member states: Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland and Zambia. The Hub is exploring potential activities in Angola, Democratic Republic of the Congo and Zimbabwe.

The Hub also works closely with the Southern African Development Community (SADC) on regional trade policy and engages private and public sector organizations, business and industry associations, and international financial institutions.

## Southern Africa Trade and Investment Hub

The United States Agency for International Development (USAID) Southern Africa Trade and Investment Hub (the Trade and Investment Hub) engages with partners across Southern Africa to deepen regional economic integration, promote two-way trade with the U.S. under the African Growth and Opportunity Act (AGOA), and attract investment that drives commercial expansion within the region and to global markets.

Building a vibrant, broad-based and export-oriented private sector, encouraging the diversification of exports beyond natural resources, and promoting a governing environment that is conducive to business fosters resilience among Southern African economies while also fueling demand for U.S. goods and services.

### Trade and Investment Projects in Swaziland

*In Swaziland, the Hub is supporting economic diversification, job creation and fostering a business environment conducive to trade and investment. The Hub implements activities in four critical areas:*

- **Finance and Investment**  
*Accelerating U.S. and international investment to businesses to promote strategic value chains and grow international trade links*
- **Export Competitiveness**  
*Helping companies to leverage AGOA to increase exports to the U.S.*
- **Enabling Environment and Trade Facilitation**  
*Fostering transparent, reliable, efficient and cost-effective trade policies and related infrastructure*
- **Agribusiness**  
*Increasing the competitiveness of agricultural value chains for export through investment, technology transfer, and greater private sector participation*



## Core Activities in Swaziland

### Finance and Investment

- Assessing and facilitating investment opportunities for U.S. and other international investors
- Collaborating with private sector companies and financial institutions to address specific barriers affecting access to finance

### Export Competitiveness

- Supporting utilization of the Africa Growth and Opportunity Act (AGOA)
- Providing assistance to export-oriented companies on product development, marketing, and business management
- Collaborating with Swaziland Fair Trade (SWIFT) to help companies achieve sustainability and fair trade status
- Linking exporters in targeted sectors such as specialty foods and textiles and apparel to international export-related associations and buyers
- Collaborating with the Swaziland Investment Promotion Authority (SIPA) to support the specialty food, textiles and apparel sectors

### Enabling Environment and Trade Facilitation

- Strengthening compliance with the World Trade Organization (WTO) Trade Facilitation Agreement (TFA) and SADC protocols on trade, especially sanitary and phytosanitary standards (SPS) and technical barriers to trade (TBT) measures
- Implementing the Phytosanitary Information Management System (PIMS) to facilitate the trade of pest-free plants and plant products

### Agribusiness

- Partnering with private sector, the National Agricultural Marketing Board and other stakeholders to develop fresh produce and maize value chains

## History of the Hub in Southern Africa

The United States Agency for International Development (USAID) launched the current, fourth generation Southern Africa Trade and Investment Hub in October 2016. The Trade and Investment Hub is a flagship regional initiative closely aligned with sister projects headquartered in Accra, Ghana (the West Africa Trade and Investment Hub) and Nairobi, Kenya, (the East Africa Trade and Investment Hub).



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