

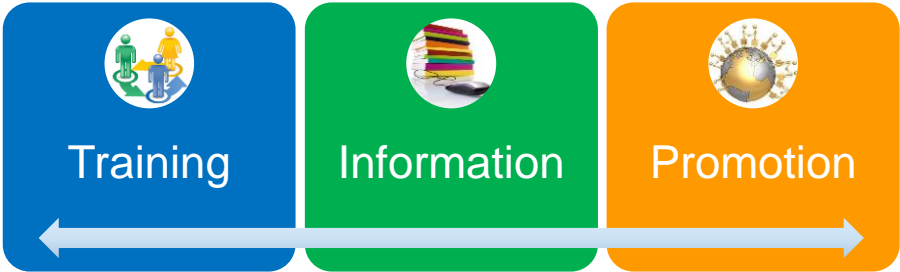


# HELPING YOU TO EXPORT

### What do we do?

Support the implementation of the Botswana Export Development Programme to access regional and European markets

### How?



### PRIVATE SECTOR DEVELOPMENT PROGRAMME

54351, Exponential  
Building | Central Business  
District (CBD) | Gaborone,  
Botswana

[www.botswanaexport.com](http://www.botswanaexport.com)





## TRAINING

Trade is complicated, we all know it. As the world of business moves faster and gets more competitive it is difficult to keep up with both the changes in your industry as well as the international trade negotiations.

Identifying the best opportunities for you and getting the right papers is vital for any business.

We provide staff in trade support institutions, enterprises and trade policy specialists with access to pragmatic, topical courses and learning material to develop your skills and start / expand your trade.

### Catalogue

- Check the catalogue online and pick up the training most suitable to your needs

### Method

- We adapt to your needs and our trainings too. Either seminars, lunch talks, business visits, lectures, videoconferences,... We offer a wide range of possibilities to adapt to your schedule

### Public

- Either business or trade support institution, if you want to export or help exporters, this is for you. Each training is different as it adapts to its public. Let us know what you need and we will tell you what we have for you.

### Calendar

- Check the dates/cities and book your place online. Contact us if you want to organise a training in your town.



## INFORMATION

Many firms complain that it is difficult to find information on how to access other markets. Yet, the information is there. However, it is often split over many institutions, websites or reports so it is difficult to access to all the data you need.

The new exporter website compiles the information available on how to help a Botswana company to export. All in one site. Your one-stop-shop at [www.bitc.co.bw/export](http://www.bitc.co.bw/export)

If you cannot find the topic you are interested in, let us know and we will work on it

## PROMOTION



It is important to help you to access other markets but it is also important that other "markets" find you too.

To get buyers and investors, we must promote the Botswana products and services at home and abroad.

The project will help to promote Botswana by assisting BITC to bring potential investors and buyers to Botswana Global Expo