



**SACU PUBLICITY  
AWARENESS  
CAMPAIGNS IN THE  
MEMBER STATES**



**SACU**  
SOUTHERN AFRICAN CUSTOMS UNION

# CONTENTS

|  |    |
|--|----|
| Foreword by Ms. Paulina Mbala Elago, Executive Secretary of SACU .....   | 2  |
| SACU Publicity Awareness Campaign in Swaziland .....   | 4  |
| Programme.....   | 5  |
| Statement by Ms. Paulina Mbala Elago, Executive Secretary of SACU .....  | 7  |
| Keynote address by Honourable Martin Dlamini, Minister of Finance of Swaziland .....   | 10 |
| Engagement at the University of Swaziland.....   | 12 |
| Stakeholders' Engagement .....   | 17 |
| Corporate Social Investment: Donation to the Swaziland Government Halfway House Orphanage Home .....   | 19 |
| SACU Publicity Awareness Campaign in Botswana.....   | 22 |
| Programme.....   | 23 |
| Statement by Ms. Paulina Mbala Elago, Executive Secretary of SACU .....  | 25 |
| Keynote Address by Honourable Kenneth O. Matambo, Minister for Finance and Economic Development of Botswana .....                                  | 28 |
| Engagement at the University of Botswana .....   | 30 |
| Stakeholders' Engagement Session .....   | 33 |
| Corporate Social Investment: Donation to the Ithuteng Primary School .....   | 37 |
| SACU Publicity Awareness Campaign in Lesotho .....   | 42 |
| Programme.....   | 43 |
| Statement by Ms. Paulina Mbala Elago, Executive Secretary of SACU .....  | 45 |
| Keynote Address by Honourable Tlohang Sekhamane, Minister Finance of the Kingdom of Lesotho .....  | 48 |
| Stakeholders' Engagement .....   | 50 |
| Engagement at the National University of Lesotho .....   | 55 |
| Media Engagement Session .....   | 59 |
| Corporate Social Investment: Donation to the Itjareng Vocational Rehabilitation Centre and Mohloli Oa Bophelo Rehabilitation Training Centre ..... | 60 |
| SACU Publicity Awareness Campaign in Namibia .....   | 62 |
| Programme.....   | 63 |
| Statement by Ms. Paulina Mbala Elago, Executive Secretary of SACU .....  | 65 |
| Keynote Address by Honourable Carl-Hermann Schlettwein, Minister of Finance of Namibia .....   | 68 |
| Engagement at the University of Namibia .....  | 71 |
| Stakeholders' Engagement .....   | 74 |
| Media Engagement Session .....   | 77 |
| Corporate Social Investment: Donation to the Service Center of the Visually Impaired in Namibia .....  | 79 |

## FOREWORD BY MS. PAULINA MBALA ELAGO EXECUTIVE SECRETARY OF SACU



It gives me great pleasure to present the SACU Publicity and Awareness Campaigns Booklet. It sets out a chronicle of events and activities that formed part of the SACU Secretariat's Publicity and Awareness Campaign that took place in the SACU Member States between 2016 and 2018. The publicity campaigns sought to raise awareness on the SACU in general, and to create visibility of the SACU Brand through public dialogue events on the SACU Agenda with key stakeholders in the Member States and through Corporate Social Investment (CSI) sponsored initiatives.

The Campaigns also served as a platform to enhance stakeholders' understanding of the role and mandate of SACU and how the SACU Programmes serve as catalysts for economic development in the Member States. The various sessions and engagements attracted diverse groups of stakeholders. These included High Level representation from Governments amongst them Deputy Prime Minister, Ministers of Trade and Industry and Finance, to Permanent/Principal Secretaries and Senior Government officials. Chief Executive Officers, captains of industry, executives of Private Sector Associations, Diplomats, academia, students, the media as well as officials of the Secretariat, were among the invited guests.

The Secretariat collaborated with the lead Ministries that are responsible for SACU matters in each Member State to rollout the Publicity Awareness Campaigns. This also ensured that the objectives of the campaign were exclusively tailored for each Member State's context under the overall theme: "Connecting the Customs Union with its Stakeholders".

We have benefited greatly from engagements with stakeholders including their feedback and recommendations on SACU Programmes. These have enabled us to introspect on how best to deliver on SACU mandate as a regional bloc that supports economic development in the Member States.

I trust that you will find this publication of great value and benefit to your understanding of SACU, its Programmes and Institutions.

### Background of SACU

The Southern African Customs Union (SACU) is the oldest Customs Union in the world, having been established in 1910 between the then Union of South Africa (current Republic of South Africa) and the then British High Commission Territories of Basutoland (now the Kingdom of Lesotho), Bechuanaland (now the Republic of Botswana) and the Kingdom of Swaziland. South-West Africa (the Republic of Namibia) - then a colony of South Africa - was a de facto member of SACU at the time.

The political changes following the independence of Botswana, Swaziland and Lesotho (BLS) in the 1960s necessitated a re-negotiation of the 1910 Agreement. This culminated in the conclusion of the Agreement between the BLS and South Africa in 1969. Further political and economic dispensations in the early 1990s, including Namibia's independence in 1990, and the end of apartheid in South Africa in 1994; warranted a complete re-negotiation of the 1969 Agreement. The renegotiations culminated in a new Agreement in 2002, which sets out a broad framework for enhanced integration amongst the SACU Member States.

### SACU Agreement, 2002, (as amended in 2013)

The SACU Agreement, 2002, ushered in clear mandates, objectives, transparent and democratic institutions and collective decision-making by the Member States. The following are the salient features of the SACU Agreement, 2002:

- (a) free movement of goods between Member States;
- (b) common external tariff on imports from third parties;
- (c) sharing of revenue from customs and excise duties; and
- (d) harmonised customs and excise policies.

## SACU's Vision and Mission

SACU's Vision is to be *“an economic community with equitable and sustainable development, dedicated to the welfare of its people for a common future”*. Consistent with this Vision, SACU's Mission is:

- to develop effective, transparent and democratic institutions and processes;
- to serve as an engine for regional integration and development, industrial and economic diversification, the expansion of intra-regional trade and investment, global competitiveness;
- to building economic policy coherence, harmonisation and convergence to meet the development needs of the region;
- to promote sustainable economic growth and development for employment creation and poverty reduction;
- to serve as a building block of an ever-closer community among the peoples of Southern Africa; and
- to develop common policies and strategies for areas such as trade facilitation, effective customs controls and competition.

## Priority Areas

The below were the SACU's Work Programme priorities at the time of rolling out the Roadshows which were later reviewed:

- (a) regional industrial development policy;
- (b) review of the revenue sharing arrangement;
- (c) Trade Facilitation;
- (d) development of SACU institutions;
- (e) unified engagement in trade negotiations; and
- (f) Trade in Services.

## SACU Publicity Awareness Campaigns

The Secretariat undertook a series of Publicity Awareness Roadshows across SACU Member States from 2016 to 2018. The primary objective of the Roadshows was to raise awareness about SACU, its Institutions and operations and thereby enhance visibility of the SACU brand as well as create dialogue on the SACU Agenda in the Member States.

The Secretariat partnered with the lead Ministries in the SACU Member States to rollout the Publicity and Awareness Campaigns, that were undertaken as follows:

- (a) Swaziland from 9 to 11 March 2016;
- (b) Botswana from 21 to 23 November 2016;
- (c) Lesotho from 22 to 24 March 2017; and
- (d) Namibia on the 9<sup>th</sup> and 12<sup>th</sup> March 2018.

The Campaigns also served as a platform to disseminate information to segmented stakeholders on the role and mandate of SACU and its Work Programmes and how the Work Programme serves as catalyst of economic development in the Member States.

The need to introduce and embark on Publicity and Awareness Roadshow emanated from the lack of understanding and awareness about SACU in general. This followed an Assessment on the level of awareness on SACU amongst key stakeholders. The Assessment had revealed that most of the stakeholders consulted in the Member States, were either unaware of the existence of SACU or are not fully acquainted with the role of SACU and its impact on their economies. Its main conclusion was limited knowledge and awareness of the SACU agenda and thus the need to raise awareness on SACU in the Member States.

The Campaigns targeted key stakeholders in both the private and public sectors, the media as well as academia. These were exclusively tailored for each Member State's context with an underlying overall theme: *“Connecting the Customs Union with its Stakeholders”*.

The engagements and dialogue with stakeholders took the form of breakfast meetings, roundtable and panel discussions, public lectures and media briefings. In addition, interactive discussions were held as well as interviews with key stakeholders on the radio, television, newspapers and social media platforms.

The engagements with the academia included presentation and student's competition on writing an opinion paper on the SACU Agenda and marked by the Head of Economics of the University in each Member States. The top two students received laptops each, courtesy of the SACU Secretariat and a motivation for the students to learn and research on SACU Work Programmes and its impact in the economies of the Member States.

The breakfast sessions constituted the primary form of stakeholders' dialogue and engagements. They comprised keynote addresses by the Ministers of Trade and/or Finance and the Executive Secretary followed by panel discussions on thematic topics related to the Work Programme and key focus areas of SACU. This format was not only meant to connect the Customs Union with its stakeholders but also promote dialogue between key stakeholders.

The panel discussions centred around the following thematic areas:

- (a) SACU Work Programme, Institutions and operations;
- (b) the role of SACU in regional integration;
- (c) SACU Trade Facilitation Programme;
- (d) Market access opportunities available to SACU traders through different trade Agreements concluded with third parties, namely, SACU-EFTA FTA, EU-SADC-EPA, SACU- MERCOSUR PTA;
- (e) SACU Regional Customs Modernisation Programme; and
- (f) the SACU Revenue Sharing arrangement.

The Campaigns also incorporated an element of Corporate Social Investment (CSI) initiatives. These were part of the Secretariat's contribution and support to local communities. These initiatives sought to invest in community educational projects through the provision of material support to the identified beneficiaries in the Member States.



# SACU PUBLICITY AWARENESS CAMPAIGN IN SWAZILAND

9 – 11 MARCH 2016



▲ *Mr. Bheki Bhembe, the Principal Secretary at the Ministry of Finance of Swaziland, Ms. Paulina M. Elago, the Executive Secretary of SACU, Prof. Cisco Magagula, the Vice-Chancellor of the University of Swaziland, and Prof. Mgidi Dlamini, the Pro-Vice Chancellor of the University of Swaziland.*



## PROGRAMME

### Day1: Information sharing

Venue: University of Swaziland Sports Emporium Hall

#### Theme - "In quest for Knowledge"

##### *1<sup>st</sup> Session*

- Moderator** University Department of Economics, Head of the Economics Department, **Dr. Dumisile F. Dlamini**
- 09:00-09:10 Welcome Remarks by the University Vice Chancellor by **Prof. Cisco Magagula**
- 09:10-09:30 Presentation on Overview of SACU (Institutions, SACU Agreement and how SACU structures works) by the Executive Secretary of SACU, **Ms. Paulina M. Elago**
- 09:30-09:50 Presentation on the Role and Importance of SACU to the Economy of Swaziland - Central Bank of Swaziland by the Acting Manager: Policy Research and Macroeconomic Analysis, **Mr. Simiso F. Mkhonta**
- 09:50-10:30 **Questions and Answers**

#### Theme: The role of SACU in regional integration

- 11:00 -12:00 Panel Discussion
- Moderator** Executive Director of Swaziland Economics, Policy Analysis and Research Centre, **Mr. Dumisani Sithole**
- Panellist 1:** Trade Policy and Regional Integration in SACU - Director: Trade Policy, Research and Negotiations, **Mr. Anton Faul**
- Panellist 2:** Trade Facilitation in SACU - Acting Director: Trade Facilitation and Revenue Management, **Ms. Maggie Tladi**
- Panellist 3:** The academic outlook of regional integration in trade facilitation and trade negotiation by the Lecturer of Economics, **Mr. Mduduzi Mthembu**
- 12:00-13:00 Questions and answers session

#### *2<sup>nd</sup> Session*

##### **Media Brief and Networking**

Venue: University of Swaziland Sports Emporium Hall

#### Theme: Establishing Relationships

- Moderator** SACU Secretariat - Communications Manager, **Ms. Kungo Mabogo**
- 14:00-14:15 Welcome Remarks - Director of Media, **Mr. Phesheya Dube**
- 14:15-14:45 Objective and role of SACU by the Executive Secretary of SACU, **Ms. Paulina M. Elago**
- 14:45-15:30 Questions and Answers
- 16:00-17:30 Corporate Social Investment Project - **Swaziland Government Halfway House**
- 19:00-21:00 Welcome Cocktail



## PROGRAMME CONTINUES

### Day 2: Trade Facilitation stakeholders' engagement and Commissioners General meeting

Venue: Royal Swazi Spa Resort

*Theme: Laying the foundation for ease and free movement of goods in SACU.*

#### 1<sup>st</sup> Session

- Moderator** Principal Secretary of the Ministry of Commerce, Industry and Trade, **Mr. Jinnoh Nkambule**
- 07:30-07:40 Welcome Address by the Minister of Commerce, Industry and Trade, **Honourable Gideon Dlamini**
- 07:40-07:50 Introductions by the Principal Secretary of the Ministry of Commerce, Industry and Trade, **Mr. Jinnoh Nkambule**
- 07:50-08:20 Keynote address by the Minister of Finance, **Honourable Senator M.G. Dlamini**
- 08:20-08:40 SACU Trade Facilitation Agenda by the Executive Secretary of SACU, **Ms. Paulina M. Elago**
- 08:40-09:00 Trade Facilitation: Swaziland Perspective by the Commissioner General SRA, **Mr. Dumisani E. Masilela**
- 09:00-09:20 Enhancing Trade Facilitation in Swaziland: Private Sector Perspective - CEO of the Federation of Swaziland Employers and Chamber of Commerce, **Ms. Bonisiwe Ntando**
- 09:20-10:00 Questions and Answers Session
- 10:00-10:10 Vote of thanks by the Principal Secretary of the Ministry of Finance, **Mr. Bheki Bhembe**

*Theme: Maximising market access opportunities that are available to SACU Member States*

#### 2<sup>nd</sup> Session

- Moderator** Principal Secretary, Ministry of Finance, **Mr. Bheki Bhembe**
- 10:30-11:00 Overview of benefits of EFTA/EPAs/ MERCOSUR and how to access the benefits - Director of Policy Development and Research, **Mr. Anton Faul**
- 11:00-11:30 Challenges facing Private Sector in the SACU region - Representative of Trade Facilitation Committee, **Mr. Muzi Masuku**
- 11:30-12:30 Question and Answer Session
- 12:30-12:40 Vote of Thanks, Director of Trade, Ministry of Commerce, Industry and Trade, **Mr. Sizwe Ntshangase**



## STATEMENT BY MS. PAULINA MBALA ELAGO EXECUTIVE SECRETARY OF SACU



Honourable Senator Martin G. Dlamini, Minister of Finance  
Honourable Gideon Dlamini, Minister of Commerce, Industry  
and Trade  
His Excellency Mr. H. H. L Mahlangu, South African High  
Commissioner to Swaziland  
Development Partners represented  
Principal Secretaries,  
Mr. Dumisani E. Masilela, Commissioner General of the  
Swaziland Revenue Authority  
Chief Executive Officers and Representatives of the Business  
Community  
Members of the media  
Distinguished guests  
Ladies and Gentlemen, all protocol observed.

Sanibonani, good morning

Thank you for joining us this morning at this dialogue on  
trade facilitation between the public and private sector, co-  
hosted by the SACU Secretariat and the Swaziland Ministry of  
Commerce, Industry and Trade and the Ministry of Finance,  
under the theme "*LAYING THE FOUNDATION FOR EASE AND  
FREE MOVEMENT OF GOODS IN SACU*".

I would like to extend a special welcome and thanks to all the  
guest speakers for accepting our invitation. Your presence is a  
clear testimony of the importance and special role that trade  
facilitation plays in cross border trade.

In the same vein, I would also like to extend my deepest  
gratitude to the Honourable Minister of Finance for delivering  
a keynote address and the Honourable Minister of Commerce,  
Industry and Trade for his welcoming address. It will be

remiss of me not to acknowledge the Swaziland Government  
for availing officials to co-organise this event with the  
Secretariat.

This event is a continuation of a journey that the SACU  
Secretariat and the SACU Member States are undertaking,  
jointly, to engage the business community and key  
stakeholders on how, through trade facilitation initiatives, to  
better facilitate the movement of goods in the SACU region.

Through these interactions, we hope to use the feedback  
we receive to enhance our current interventions that are  
addressing non-tariff barriers and impediments to cross-  
border trade. We started in Namibia in 2015 and in 2016 we  
will complete the journey after holding similar events in the  
rest of the Member States.

The world trade in goods has increased from US\$15 trillion in  
2010 to US\$19 trillion in 2014<sup>1</sup>. Similarly, the trade landscape in  
SACU shows an increasing trend with intra-SACU trade valued  
at R201.3 billion in 2015 compared to R102.7 billion in 2010,  
increasing on average by 12.7 percent in the last 5 years.

The increase in the volume of trade compels countries,  
around the world, to create a conducive environment for  
trade to thrive unhindered. In addition to the increased trade,  
the production processes have become more fragmented but  
also interconnected across countries as inputs for finished  
products are sourced from all over the world. Consequently,  
international competition has increased and as a result, the  
firms' competitiveness is measured by the speed, efficiency  
and the ease with which products move from one country to

1 WTO statistics database



the other. This is at the core of trade facilitation in general and in SACU.

At the risk of stating the obvious, trade facilitation is aimed at reducing and minimizing the cost of the trade transactions and ensuring that all these activities take place in an efficient, transparent, and predictable manner. It also requires coordinated processes by all stakeholders that are responsible for regulating the movement of goods. This is especially important for the small and medium enterprises that are involved in international trade and the land locked countries as they depend largely on transit trade for their livelihood.

Governments and the private sector stand to benefit from trade facilitation as efficient border controls reduces instances of fraud and illegal entry of unwanted goods. Similarly, business can become more competitive as fast clearances will improve the speed with which their products reach their final consumer.

The World Bank Doing Business Survey of 2015/16 indicator on trading across borders ranks the SACU Member States out of 189 countries as follows: Botswana ranked 50 in 2015 and 51 in 2016; Lesotho ranked 35 in 2015 and 36 in 2016; Namibia ranked 118 for both 2015 and 2016; South Africa ranked 130 for both 2015 and 2016, whilst Swaziland ranked 29 in 2015 and 30 in 2016. The variables used include distance travelled, domestic transport time, cost, speed, cost per distance and other considerations included the documentary requirements for import and export transactions.

From this assessment, there is still a lot more that could be done to enhance border processes. These could be done through developing concerted measures to address bottlenecks and constrains in the following key focus areas:

- Release and clearance of goods;

- Border cooperation;
- Procedures on importation and exportation of goods
- Freedom of transit; and
- Customs cooperation.

The successful implementation of initiatives targeted at addressing the above will certainly create a trade environment that is predictable and conducive for businesses.

This is what the SACU Trade Facilitation Programme seeks to achieve, by working with governments and the private sector on creating a conducive trade environment.

Given the benefits associated with trade facilitation, the SACU Heads of State and Government have identified Trade facilitation amongst the 6 priority areas of focus.

To realise and create an enabling environment that is conducive for cross border trade, the SACU region is negotiating and implementing several trade agreements that are aimed at opening markets for business, whilst easing the movement of goods between countries.

In recent years, we have experienced increased global interest and momentum towards addressing bottlenecks and impediments to international trade. To this end, 162 Members of the World Trade Organisation endorsed an agreement on trade facilitation which marked the importance and the central role that trade facilitation plays in enhancing the competitiveness of firms around the globe.

The Agreement sets out common measures or standards intended to enhance the movement of goods amongst 162 countries that are Members of the World Trade Organisation. The agreement further seeks to address serious obstacles to trade such as, amongst others:

- Cumbersome formalities;

- Unclear rules and regulation;
- Inappropriate and unpredictable fees and charges imposed on trade;
- Non-tariff barriers to trade;
- Long waiting times at border posts;
- Cumbersome transit procedures; and
- Multiple stakeholders operating the border posts with varied interests.

The SACU Member States are preparing to ratify the Agreement and to conclude their schedules of commitments. Thus far Botswana and Lesotho have ratified the Agreement and Namibia, South Africa and Swaziland are at final stages of ratification.

The SACU Secretariat has been mandated to coordinate implementation of the World Trade Organisation (WTO) Trade Facilitation Agreement (TFA) by the five SACU Member States. To date, initial work begun at national and regional levels to prepare for implementation of the Agreement.

All Member States have established the National Trade Facilitation Committees to coordinate implementation of the Agreement with all stakeholders, including the Private Sector.

The SACU region is implementing a Customs Modernisation project, in collaboration with the World Customs Organisation (WCO) with funding support from the Swedish International Development Agency (SIDA). The project is also complementary to the implementation of the WTO Trade Facilitation Agreement. The first phase started from 2008 to 2014. It resulted in the conclusion of the regional Customs policy, which identified priority areas such as Customs Legislation; Risk Management and Enforcement; Trade Partnerships; Standard Operating Procedures in common areas; and IT Connectivity.



As part of the second phase, the SACU Secretariat is supporting the respective SACU Customs and Revenue Administrations in their bid to create a more conducive environment for business. This is implemented under the Preferred Trader Programme, such that:

- traders are mutually recognised by the respective Customs Administration in SACU when they move their cargo from one country to the other through a Preferred Trader Programme;
- information exchange is facilitated with ease between Member States through IT connectivity;
- entry of illegal cargo into the SACU region is reduced significantly; and
- the required legislation that supports cooperation and collaboration between the SACU Member States is available.

The SACU Member States are also developing legislations, policies and strategies that will strengthen cooperation and collaboration among themselves to enhance detection and manage risk whilst also enforcing compliance with the customs rules and regulations.

With regards to the enforcement of compliance with the Customs Legislations, the Member States are finalising a Regional Risk Management Strategy as a basis for a common approach to Risk Management in the region.

Furthermore, we are working towards establishing IT Connectivity between the Member States to enable an import transaction in one country to be automatically translated to an export in the next country. This process will minimise human intervention and reduce the margin of error.

To this end, we are completing the design for all the required pillars to support IT Connectivity and in parallel we have

initiated pilot projects on exchange of information to test exchange of data for declaration of goods. I am happy to report that the pilot project between Swaziland and South Africa has successfully exchanged information and other planned pilots are underway.

SACU Member States and the Private Sector launched the SACU Regional Customs Trade Forum in 2012 to facilitate dialogue between Customs and business on technical issues. The agenda for the Forum covers issues such as implementation of the WTO Trade Facilitation Agreement, Compliance, Modernisation of Customs, and Capacity Building, amongst others.

Notwithstanding these achievements, we still need to move the pace at which the agenda of the Regional Customs Forum is implemented.

I am certain that the successful implementation of the SACU Trade Facilitation programme as outlined, will improve and enhance cross border trade flows in the region. Stakeholder collaboration is critical to achieve these objectives. I am pleased to note that the SACU Revenue and Customs Authorities are leading customs modernisation programmes, which lays the basis for further work.

In conclusion, the SACU Secretariat will intensify efforts to lead and facilitate collaboration between the private sector and governments. This will promote dialogue and active participation by the private sector in the development and implementation of the trade facilitation initiatives.

Thank you again for taking time off your busy schedule to join us this morning. I look forward to a fruitful discussion.

Thank you!

## KEYNOTE ADDRESS BY HONOURABLE MARTIN G. DLAMINI MINISTER OF FINANCE OF SWAZILAND



My colleague, the Hon. Minister of Commerce, Trade and Industry;  
Madam Executive Secretary;  
Deputy Executive Secretary;  
CEO of FSE & CC  
Principal Secretaries  
Commissioner General of SRA  
Representatives of various companies operating in the country,  
Ladies and gentlemen,

It gives me great pleasure to be part of this very important gathering organised by the SACU Secretariat. Before I proceed, I would like to take this opportunity to welcome you Madam Executive Secretary and your delegation to Swaziland and further thank you for organising this event.

The regular sharing of information between any organisation and its stakeholders is very important as it is from these regular interactions that strategies for the growth of the organisation and the prosperity of its stakeholders are mapped. In the same vein, this awareness campaign came just at the right time as this will give SACU an opportunity to share with stakeholders in the country major developments in areas such as trade facilitation, market access opportunities available to SACU traders through different trade Agreements such as SACU - EFTA, SADC - EU EPA, SACU - MERCOSUR etc.

Indeed, this is a very important initiative as, SACU being the oldest Customs Union in the world, there are several milestones that SACU continues to achieve that regularly need to be communicated to all stakeholders. It is for this reason that I hope this interaction between the Secretariat

and all the stakeholders present today will continue and not end after this meeting.

SACU remains Swaziland's key strategic trade bloc for both trade flows. The latest statistics indicate that about 90 percent of the country's imports originate from SACU while about 65 per cent of our exports are consumed within the SACU region. In monetary terms, the indication is that about E17 billion worth of goods were imported by Swaziland from SACU in 2015 while SACU was the destination of about E12 billion worth of our exports. These statistics give a good picture of the level of importance of SACU to Swaziland.

It gives me pleasure to note that the theme for this awareness campaign is "Trade Facilitation Stakeholders' Engagement and Laying the Foundation for Ease and Free Movement of Goods in SACU". The need to improve on trade facilitation in SACU was recognised by SACU Heads of State and Government in 2011, when they agreed to include it as part of the five priority areas to underpin the overall SACU Work Programme. SACU Heads of State and Government included trade facilitation in the SACU Work programme after realising that the international experience points to the fact that many aspects of trade facilitation are increasingly being handled at the regional level and in our case, they can be handled better at the SACU level.

Trade facilitation is becoming increasingly important in reducing trade costs and enhancing the competitiveness of the private sector, in the context of abolition of formal trade barriers at both the regional and international levels.



Better trade facilitation is not an end but a means to providing more economic opportunities for our people. Trade facilitation can provide important economic opportunities for SACU by increasing the benefits from open trade and contributing to economic growth and poverty reduction within the five Member States. According to the World Bank, removing trade barriers contributed to the expansion of global trade in the decade after the conclusion of the trade negotiations of the Uruguay Round in 1994 and the subsequent establishment of the World Trade Organization (WTO).

Trade facilitation can also play a pivotal role in supporting small-scale informal traders. This support may, in the long run also bring more participants from the informal sector into the formal sector of the economy.

Ladies and gentlemen, it is an open secret that there is limited knowledge about SACU among most of our people. Most people perceive SACU as an organisation that only gives out money to the governments of its Member States as we all know that as a member of SACU, Swaziland derives more than 50% of her revenue from the SACU Pool. Most of our people have got little or no knowledge about the full benefits of regional integration in the SACU context in terms of expanded markets. There is thus a definite need to educate our people about the benefits and objectives of SACU which is what this campaign is all about.

Once again, ladies and gentlemen, I wish to extend my appreciation to you all for coming and further thank the SACU Secretariat for organising this event. In conclusion, I would like to urge you all to work towards a better Swaziland by realising the full benefits of our membership to SACU.

Thank you!



## ENGAGEMENT AT THE UNIVERSITY OF SWAZILAND



▲ Professor Cisco Magagula, the Vice-Chancellor of the University of Swaziland.



▲ Mr. Dumisani Sithole, the Executive Director of the Swaziland Economic Policy Analysis and Research Center.



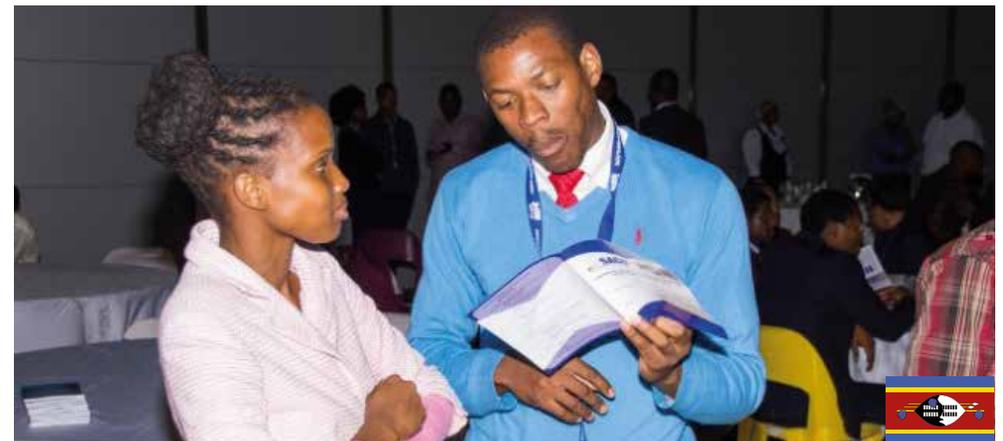
▲ Mr. Bheki Bhembe, the Principal Secretary in the Ministry of Finance of Swaziland.





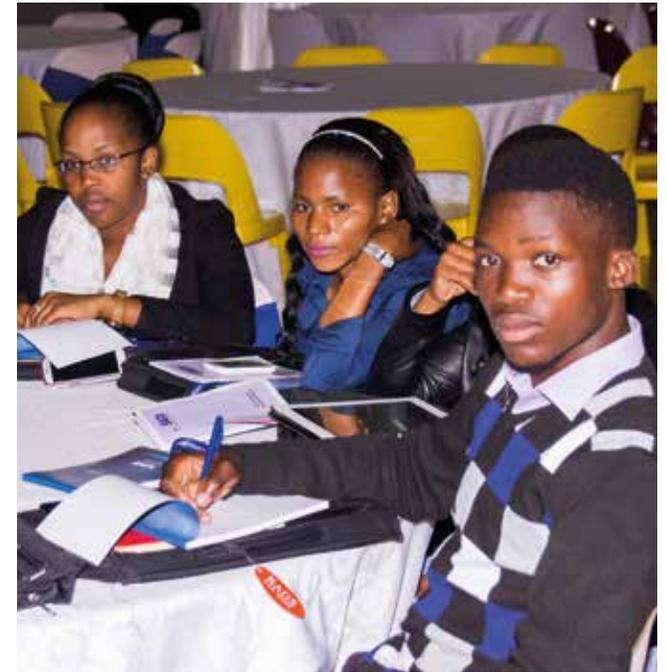
▲ Mrs. Dumsile Dlamini, the Head of Economics at the University of University of Swaziland.

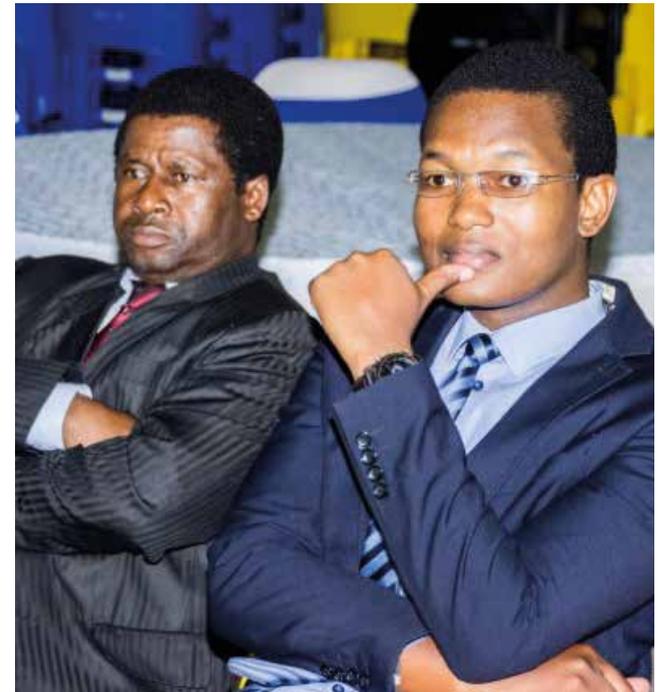
◀ Ms. Paulina M. Elago, the Executive Secretary of SACU, responds to the questions posed during an engagement at the University of Swaziland.



## ENGAGEMENT AT THE UNIVERSITY OF SWAZILAND











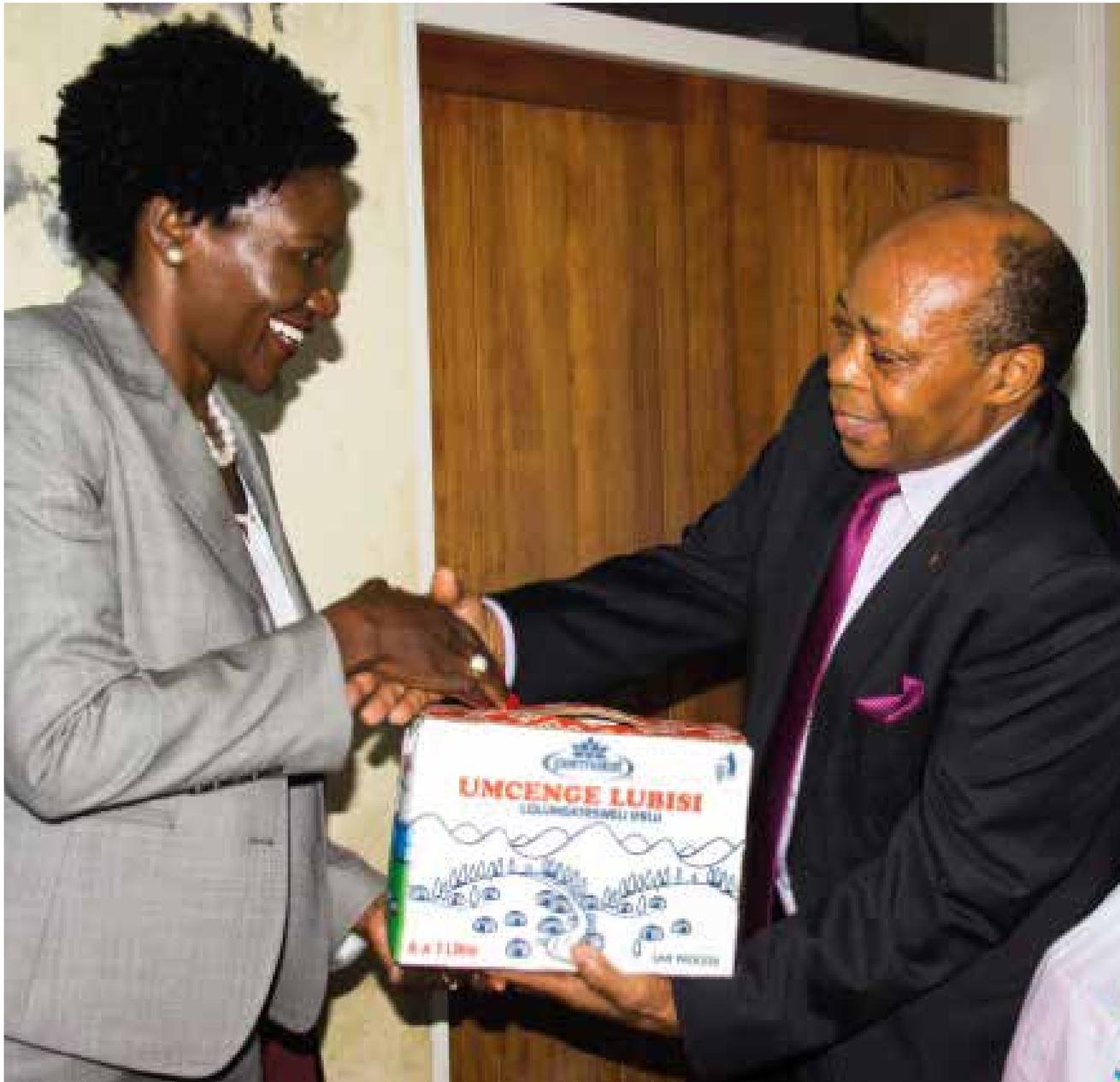
▲ Ms. Lerato Ntlopo, the Secretariat's Deputy Director for Trade Negotiations, speaking on the benefits of FTA/EPAs/MERCOSUR and how to access the benefits during the Stakeholders' Engagement Session.



▲ Ms. Ngoanamokgotho Tladi, the Secretariat's Deputy Director for Trade Facilitation, speaking on the Trade Facilitation in SACU during the Stakeholders' Engagement Session.



## CORPORATE SOCIAL INVESTMENT: DONATION TO THE SWAZILAND GOVERNMENT HALFWAY HOUSE ORPHANAGE HOME



◀ Ms. Paulina M. Elago, the Executive Secretary of SACU, hands over donated items to Honourable Paul Dlamini, the Deputy Prime Minister of Swaziland, on behalf of the Swaziland Government Halfway House.





◀ Ms. Paulina M. Elago, the Executive Secretary of SACU, together with the Honourable Paul Dlamini, Deputy Prime Minister of Swaziland, and the caretakers of the Swaziland Government Halfway House Orphanage Home and children during the donation handover.





◀ Ms. Paulina M. Elago, the Executive Secretary of SACU, painting one of the properties of the Swaziland Government Halfway House to signify the launch of the project.





# SACU PUBLICITY AWARENESS CAMPAIGN IN BOTSWANA

21 – 23 NOVEMBER 2016



▲ *Honourable Biggie Butale, the Assistant Minister of Investment, Trade and Industry of Botswana, together with Ms. Paulina M. Elago, the Executive Secretary of SACU, during the Stakeholders' Engagement Session.*



## PROGRAMME

### *Theme: Creating Awareness on SACU Activities amongst Member States*

*Venue: University of Botswana, Gaborone.*

08h00 - 08:30 Courtesy calls on Minister of Investment, Trade and Industry and the Minister of Finance and Economic Development

08h45 - 09:15 Courtesy visit to the Trade, Economic and Finance Parliamentary Portfolio Committee - Chairperson

#### *1<sup>st</sup> Session*

### *Theme: "In quest to share knowledge"*

Information sharing session - in partnership with Universities and BIDPA, E-Consult

**Moderator:** Professor J. Pansiri of the University of Botswana (UB) Department of Economics and the Director of Trade

10:00-10:10 Welcome remarks by the University of Botswana Vice Chancellor, **Prof. Thabo T. Fako**

10:10-10:30 Overview of SACU and its programme by the Executive Secretary, **Ms. Paulina M. Elago**

**10:30-10:40 Questions and Answers**

10:40-11:00 Tea Break

### *Theme: The role of SACU in Economic Development and Growth*

11:00 - 12:00 Panel Discussion - Moderator - Representative of Ministry of Finance and Economic Development, **Mrs. Irene Keboape Medupe**

Panellist 1: The Economic and development impact of regional integration: Academic perspectives  
Law Professor at the University of Botswana, **Prof. Clement H.S. Ngóngóla**

Panellist 2: Focus on trade negotiations and agreements concluded with SACU by the Deputy Director Trade Negotiations, **Ms. Lerato Ntlopo**

Panellist 3: Understanding the mechanics of Revenue sharing in SACU by the Trade Data Analyst, **Mr. Abel Sindano**

Panellist 4: The Role and Importance of SACU to the economy of Botswana- Ministry of Finance and Economic Development Representative, **Mr. Elias Moatlhodi**

12:00-12:30 Questions and answers session

12:30 - 12:50 Presentation of the SACU Trade and Statistical Database by the Trade Data Analyst, **Mr. Abel Sindano**

12:50-13:00 Closure - Representative of University of Botswana,

### *2<sup>nd</sup> Session - Media Brief and Networking*

### *Theme: Establishing Relationships*

**Moderator** Communications Manager, **Ms. Kungo Mabogo**

14:00-14:15 Welcome Remarks (Deputy Permanent Secretary to the Office of the President - Broadcasting and Information)

14:15-14:45 Brief overview of SACU and update on the Work Programmes by the Executive Secretary of SACU, **Ms. Paulina M. Elago**

14:45-15:00 Questions and Answers

19:00 - 21:00 Welcome Cocktail

## PROGRAMME CONTINUES

### Day 2

**Theme: Laying the foundation for ease and free movement of goods in SACU**

**Moderator: Permanent Secretary for Economic and Financial Policy Ministry of Finance and Economic Development, Dr. T. Nyamadzabo**

08:00 - 08:30 Breakfast

08:30 - 08:50 Welcome address by the Minister of Investment, Trade and Industry,  
**Honourable Vincent T. Seretse**

08:50 - 09:20 Keynote address by the Minister of Finance and Economic Development,  
**Honourable Kenneth Matambo**

09:20 - 09:40 Trade Facilitation in SACU by the Executive Secretary of SACU, **Ms. Paulina M. Elago**

09:40 - 10:00 Trade Facilitation in Botswana by the Commissioner General BURS, **Mr. Ken Morris**

10:00 - 10:20 Perspective from the private sector by the CEO of Business Botswana, **Dr. Racious Moatshe**

10:20 - 11:00 Questions and Answers Session

11:00 - 11:10 Vote of thanks by the Permanent Secretary of the Ministry of Investment, Trade and Industry,  
**Ms. Peggy Serame**

11:10 - 11:30 Tea Break

### *2<sup>nd</sup> Session*

**Theme: Market Access opportunities and Trade Agreements partnership with Botswana**

**Moderator: Representative of the Ministry of Investment, Trade and Industry**

11:30 - 11:50 Overview of benefits of FTAs concluded with third parties and how to access the benefits by the Deputy Director Trade Negotiations,  
**Ms. Lerato Ntlopo**

11:50 - 12:10 The benefits of the Trade Agreements: The experience of Botswana by the Ministry of Investment, Trade and Industry Chief Negotiator, **Mr. Phazha Butale**

12:30 - 13:00 Questions and Answers Session



## STATEMENT BY MS. PAULINA MBALA ELAGO EXECUTIVE SECRETARY OF SACU



Dumelang, Good morning.

Allow me at the onset to thank the Vice Chancellor, Prof. Thabo T. Fako, the Management and everyone at the University of Botswana for affording us an opportunity to interact with you this morning in the quest to share knowledge on the Southern African Customs Union (SACU). My staff and I are pleased to be here today and look forward to discussing and exchange views on SACU matters.

The theme for this session is “In the Quest for Knowledge”. As the theme suggests, the objective of this event therefore is to share knowledge and raise awareness on SACU, its institutions, operations and programmes. Ultimately, we want to enhance the understanding and knowledge on SACU by members of the public in each of our SACU Member States.

The event is also intended to offer an opportunity for dialogue with the national stakeholders and by extension raise awareness on the benefits of the Customs Union. Obviously, there is no better place to do this than here at the University of Botswana, the hub of knowledge for the country. That is why we are pleased to be here today.

This event is being held in partnership with the Ministry of Finance and I wish to thank the Hon. Kenneth Matambo, Minister of Finance, for co-hosting this even with us. We hope not only to share information, but to also learn from you through your contribution and active participation this morning.

I will begin my presentation by providing a brief history of SACU; our Vision, Mission, Priority Areas, SACU Institutions and how SACU structures work in general.

As you may be aware, SACU is the oldest customs union in operation today, having been established in 1910. The 1910 Agreement was re-negotiated following the independences of Botswana, Lesotho and Swaziland in the 1960s and culminated in the conclusion of the 1969 SACU Agreement. Further, political and economic dispensation of the early 1990s, including Namibia’s independence in 1990 and the attainment of democracy by South Africa in 1994 coupled with the lack of joint decision making; warranted a complete renegotiation of the 1969 Agreement with the aim of democratizing SACU and address the needs of all the Member States of SACU more effectively.

The current SACU Agreement was concluded in 2002 and sets out a broad framework towards the attainment of enhanced integration in the region. The SACU Agreement of 2002 establishes SACU Institutions and allows for joint decision making, amongst others.

The Vision of SACU is to be “An economic community with equitable and sustainable development, dedicated to the welfare of its people for a common future”.

Our Mission as a Customs Union is to:

- (a) Serve as an engine for regional integration and development, industrial and economic diversification, the expansion of intra-regional trade and investment, and global competitiveness;
- (b) Build economic policy coherence, harmonisation and convergence to meet the development needs of the region;
- (c) Promote sustainable economic growth and development for employment creation and poverty reduction;

- (d) Serve as a building block of an ever-closer community among the peoples of Southern Africa;
- (e) Develop common policies and strategies for areas such as trade facilitation; effective customs controls, and competition; and
- (f) Develop effective, transparent and democratic institutions and processes.

The SACU Work Programme is underpinned by the following priorities as approved by the SACU Heads of State and Government:

- (a) Regional Industrial Development Policy;
- (b) Review of the Revenue Sharing Arrangement;
- (c) Trade Facilitation;
- (d) Development of SACU Institutions;
- (e) Unified Engagement in Trade Negotiations;
- (f) Trade in Services; and
- (g) Strengthening the capacity of the Secretariat.

Work on the implementation of these Priority Areas is ongoing.

Allow me now to highlight some of the key elements of the 2002 SACU Agreement. The 2002 SACU Agreement, created the following institutions:

- (a) The Council of Ministers, which is composed of Ministers responsible for Finance, and Trade and Industry in the Member States, is responsible for the overall policy direction and functioning of SACU institutions;
- (b) The Customs Union Commission comprises Permanent /Principal Secretaries or Directors General from the Ministries of Finance and Trade and Industry of each Member State and is responsible for the implementation of the SACU Agreement and overseeing the work of the Secretariat;

- (c) Technical Liaison Committees (TLCs) covering Agriculture; Customs; Trade and Industry; Transport; and Finance sectors support the Commission in its work;
- (d) The Secretariat is responsible for the day-to-day operations of SACU and coordination of SACU activities;
- (e) The Tariff Board is mandated to make recommendations to the Council, on the level and changes of tariffs in SACU. It is yet to be operationalised;
- (f) The ad hoc Tribunal is tasked with adjudicating any dispute regarding the interpretation or application of the SACU Agreement. The Tribunal is yet to be operationalised.

National Bodies should also be established in all Member States, which are responsible to receive requests for tariff changes and carry out preliminary investigations for tariff changes and related issues. In the case of Botswana, the Botswana Trade Commission is responsible for this function. In general, the establishment of the national bodies is at various levels of development in the BLNS, while in South Africa, the International Trade Administration Commission, ITAC, is fully established and continues to set tariffs in the absence of a SACU Tariff Board.

In 2013, the Agreement was amended to institutionalise the SACU Summit of Heads of State and Government, as the highest institution of SACU. The Summit is responsible for providing political and strategic direction to SACU.

As a customs union, SACU maintains a Common External Tariffs (CET) on imports from outside of the Customs Area. Pending the establishment of the SACU Tariff Board, ITAC of South Africa is responsible for setting the CET in consultations with relevant authorities in other Member States.

Furthermore, SACU has a Common Revenue Pool, which is presently managed by South Africa on behalf of the SACU Member States, as a transitional arrangement. The Revenue is shared amongst the Member States through a revenue sharing formula that is calculated from three basic components:

- (a) Custom duties - allocated according to each country's share of total intra-SACU trade, excluding re-exports.
- (b) Excise - 85 percent of the excise revenue is distributed based on each country's share of total SACU GDP.
- (c) Development component - fixed at 15% of total excise revenue, is distributed according to the inverse of each country's GDP per capita and the distribution is weighed in favour of the less developed Member States.

As a Customs Union, SACU Member States have established a common negotiating mechanism for the purpose of undertaking negotiations with third parties. In this regard, SACU Member States continue to pursue a unified approach to trade negotiations with third parties including the EPA negotiations with the European Union, which was concluded recently.

The 2002 SACU Agreement recognises the need to develop common policies amongst the Member States in the areas of industrial development, agriculture and competition policies. Work and consultations among the Member States are ongoing with a view to work towards modalities for the harmonisation of the above-mentioned policies. The key objective of this work is to achieve balanced economic development and to deal with the effects of economic polarisation and industrial concentration.

Since 2002, SACU has concluded several trade negotiations with some of its key trading partners. These include:

- (a) Preferential Trade Agreement with MERCOSUR group of countries (Brazil, Argentina, Paraguay, Uruguay);

- (b) Trade, Investment and Development Cooperation Agreement with the US.
- (c) SACU-EFTA-European Free Trade Association (Norway, Iceland, Liechtenstein, Switzerland);
- (d) SACU-INDIA Preferential Trade Agreement Negotiation (Negotiations are currently underway under the leadership of Namibia); and
- (e) Economic Partnership Agreement with the European Union (EPA).

My colleagues will provide more details on the Trade Agreements and arrangements concluded between SACU and its trading partners during the next session. I trust that I have provided you with an overview that sets the stage for the discussions that will follow.

In conclusion, I would like to thank you once again for taking time off your busy schedule to be with us this morning. I look forward to a fruitful discussion in the quest for knowledge sharing.

Thank you for your attention.



## KEYNOTE ADDRESS BY HONOURABLE KENNETH O. MATAMBO MINISTER FOR FINANCE AND ECONOMIC DEVELOPMENT OF BOTSWANA



▲ Honourable Biggie Butale, Assistant Minister of Investment, Trade and Industry of Botswana, delivered the keynote address on behalf of Honourable Kenneth Matambo.

Director of Ceremonies;  
Honourable Assistant Minister of Investment, Trade and Industry;  
Ambassadors and High Commissioners here present;  
SACU Executive Secretary;  
SADC Executive Secretary;  
Heads of International Development Partners;  
Permanent Secretaries here present;  
Members of the SACU Commission;  
Heads of Parastatals;  
Private Sector Representatives;  
The Academia;  
Representatives of Research Centres and Think Tanks;  
Representatives of Government Ministries and Departments;  
Members of the Media;  
Distinguished Guests;  
Ladies and Gentlemen;

GOOD MORNING.

It gives me great pleasure to be with you today at this event as part of the SACU Roadshow that my Ministry is co-hosting with the SACU Secretariat. I am informed that similar events have been undertaken in Namibia and Swaziland, which demonstrates the SACU Secretariat's commitment to roll out knowledge on SACU in Member States to bridge the knowledge gap amongst various stakeholders.

The theme of the Roadshow is "Connecting the Customs Union with its Stakeholders." The theme is a deliberate attempt to keep Botswana abreast with SACU as an institution, especially that SACU is a significant revenue contributor to our national budget. As part of its accountability to Member States, the

SACU Secretariat organizes regular interactive sessions with stakeholders to share successes, challenges and risks in the implementation of the SACU Roadmap as well as emerging issues on the regional and international trade landscape. In this connection, I would like to urge the SACU Secretariat to continue with Roadshows in Member States as an educational strategy to accord citizens of this regional bloc an opportunity to scrutinize and appreciate SACU's programmes in its quest to achieve its mandate and strategic objectives.

The Roadshow comes at a time when SACU is reeling from a state of inactivity which has affected the trade bloc for the past three years due to disagreements on various matters. It is one of the most visible activities ever to be undertaken by the SACU Secretariat, following the Ministerial Retreat that was held in June 2016. This is a clear demonstration of efforts to revamp and normalize SACU operations to bring about real, measurable and desired impacts in Member States and their various constituents. I acknowledge that the adoption of the Terms of Reference for the Task Teams on Trade and Finance matters and the Work Programme emanating from the recommendations of the Ministerial Retreat are very critical to Member States and the SACU Secretariat in the implementation of similar activities to advance the SACU Work Programme, which will support efforts to return the region to its former glory. To this end, we as Members of the SACU Council of Ministers commit ourselves to adopt the two reports on the above-stated matters so that initiatives by the SACU Secretariat are not jeopardized.

This Roadshow takes place at a time when the global economic outlook remains subdued. World economic growth was revised downward by the IMF from 3.5% in 2015 to an

estimated growth of 3.1% during the same year. The outcomes of the recent USA elections and Brexit referendum have further constrained growth in advanced economies because of price volatility and currency depreciation due to increased risk, with a potential rippling effects the world over. Growth in emerging markets has weakened in the past few years due to depressed commodity prices. Owing to the above developments, economic activity in SACU continues to be low and as a result, an estimated deficit of 5% in the Common Revenue Pool is foreseen for the 2017/2018 financial year. In this regard, we as Member States should develop long-term mitigation measures to minimize external shocks to ensure predictability and certainty of SACU revenues.

I am informed that the Roadshow will run for three days and involves, among others, educational awareness campaigns through the sharing of information, a panel discussion on topical issues regarding economic development and growth in SACU, interaction with the media, a dialogue on trade facilitation matters and deliberations on issues of market access and trade agreements between SACU Member States and other regional economic communities. This Roadshow could not have come at a better time when civil education is more relevant considering economic developments in the region as well as the global arena. I believe the way the Roadshow is structured will leave a long-term legacy on the knowledge of SACU amongst various stakeholders as well as set a tone for subsequent related events in Botswana.

One of the primary objectives of integration of SACU markets through a regional trade arrangement has been to improve the standard of living of the citizens of Member States. To this extent, this initiative is a deliberate attempt by the SACU Secretariat to share the SACU vision and strategic goals, which are very critical in the achievement of the SACU developmental agenda. Furthermore, this event allows both the SACU Secretariat and stakeholders to proactively collaborate for mutual benefit through the identification of

economic and developmental problems and challenges on the ground, at the same time revamping the SACU brand as well as enhancing SACU's visibility.

Issues of market access and trade facilitation, which have dedicated sessions yet to follow during this Roadshow, are some of the topics that are key to economic development and growth of any country. Recent developments at global level have made it possible for countries to pursue alternative methods to reduce transactional costs and overcome complexities in international trade to nurture the ease of doing business. The SACU Secretariat has been instrumental in facilitating the implementation of key trade facilitation instruments such as the application of similar legislation on customs and excise duties, common procedures and processes and the use of common customs documentation. In a bid to enhance trade facilitation and improve access to markets between Member States and beyond, SACU has embarked on the One Stop Border Post initiative, which will go a long way in the simplification of procedures and standardization of processes. I am happy to inform you that currently, plans are at an advanced stage to implement this initiative at the Mamuno Border Post between Botswana and Namibia as a pilot project that will be rolled out to other border posts.

I would like to urge you as stakeholders to take advantage of this Roadshow to fill in the existing knowledge gaps on SACU as well as play a meaningful role in the advancement of Botswana's strategic national interests. As you might be aware, Government is grappling with the mammoth task of diversifying the economy from minerals, which have been the mainstay of the economy for the past four decades. In this regard, I would like to particularly impress upon members of the private sector to use the platform created by this Roadshow to exploit market access opportunities available to the SACU business community through various trade agreements such SACU-EFTA, SADC-EU EPA and SACU-MERCOSUR, among others.

Before I conclude, I would like to urge all of you to take this Roadshow not as an isolated event from the SACU development discourse. Rather, it is important that you reflect on the developmental priorities and means that could strategically improve Botswana and the SACU Region as you engage in various activities of the Roadshow in the next two days. Let us remember that as Botswana, we have a shared vision with the rest of SACU Member States and it is through this shared vision that we could reach the goal of deepening regional economic integration for socio-economic prosperity for our people.

I thank you for your attention.

## ENGAGEMENT AT THE UNIVERSITY OF BOTSWANA



▲ Ms. Paulina M. Elago, the Executive Secretary of SACU, briefing participants at the University of Botswana on the SACU mandate and programmes.



▲ Professor Martin Mokgwathi, the Deputy Vice Chancellor for Student Affairs at the University of Botswana.





◀ Ms. Paulina M. Elago, the Executive Secretary of SACU, and Dr. Jeff Ramsay, the Spokesperson of the Government of the Republic of Botswana, during a media engagement session.



▲ Dr. Keith Jeffries, the Managing Director of Econsult.



◀ Professor Clement H.S. Ng'ong'ola, the Law Professor at the University of Botswana.





▲ Mr. Abel Sindano, Secretariat's Trade Data Analyst, presents the Mechanics of Revenue Sharing.



▲ Dr. Susara Jansen Van Rensburg, the Secretariat's Trade Negotiations Coordinator, presents the benefits of SACU Free Trade Agreements concluded with Third Parties



## STAKEHOLDERS' ENGAGEMENT SESSION



▲ Ms. Paulina M. Elago, the Executive Secretary of SACU, together with Mr. Paul Kalenga, the SADC Senior Trade Policy Adviser, and Mr. Phazha Butale, the Chief Negotiator of the Ministry of Investment, Trade and Industry of Botswana.





▲ *Dr. Taufila Nyamadzabo, the Secretary for Economic and Financial Policy at the Ministry of Finance and Economic Development of Botswana.*



▲ *Mr. Gobusamang Keebine, the Chairperson of the Botswana National Private Sector Forum.*



▲ *Ms. Boikanyo Mathipa, the Director: Tax Policy in the Ministry of Finance of Botswana.*





▲ *Mr. Phodiso Valashia, the Commissioner of Customs of the Botswana Unified Revenue Service.*



▲ *Dr. Racios Moatshe, the Chief Executive of Business Botswana.*

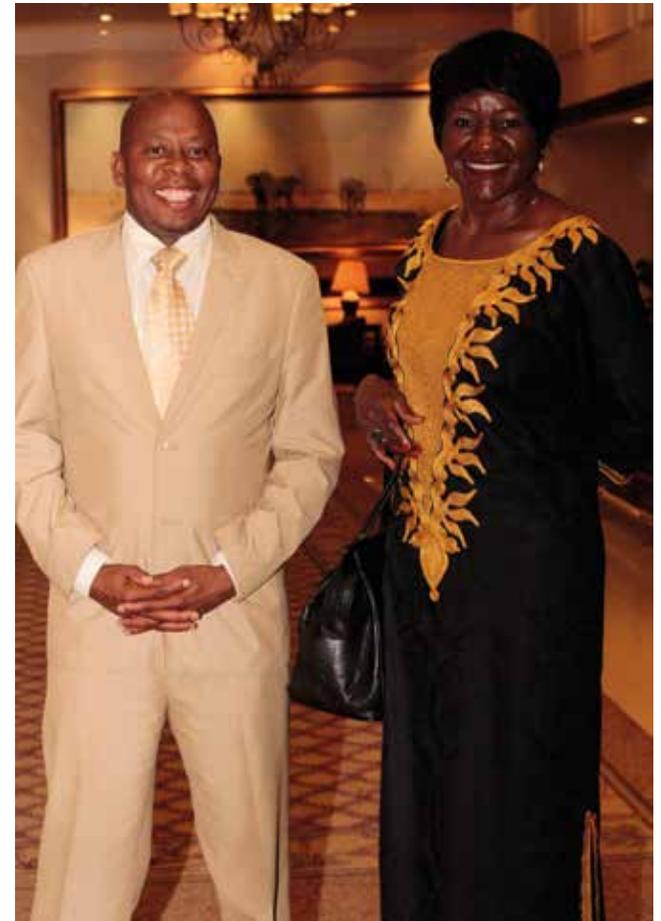


▲ *Mr. Phazha Butale, the Chief Negotiator of the Ministry of Investment, Trade and Industry of Botswana.*



▲ *Mrs. Ontlametse Ward, the Deputy Permanent Secretary Ministry of Investment, Trade and Industry of Botswana.*





## CORPORATE SOCIAL INVESTMENT: DONATION TO THE ITHUTENG PRIMARY SCHOOL



▲ Ms. Paulina M. Elago, the Executive Secretary of SACU, hands over donated items to Ms. Ditsile Keakopa, the Head Teacher of the Ithuteng Primary School.



▲ Dr. Taufila Nyamadzabo, the Secretary for Economic and Financial Policy at the Ministry of Finance and Economic Development of Botswana, and Ms. Paulina M. Elago, the Executive Secretary of SACU, during the donation.



◀ Ms. Ditsile Keakopa, the Head Teacher of Ithuteng Primary School.



▲ The Botswana Roadshow Organizing Committee members (consisting of SACU Secretariat staff members, the officials of Botswana's Ministries of Finance and Economic Development and the Trade and Industry) together with the learners and teachers of the Ithuteng Primary School.









# SACU PUBLICITY AWARENESS CAMPAIGN IN LESOTHO

22 – 24 MARCH 2017



▲ Honourable Tlohang Sekhamane, the Finance Minister of Lesotho, Ms. Paulina M. Elago, the Executive Secretary of SACU, and Honourable Joshua Setipa, the Minister of Lesotho of Trade and Industry, at the engagement with stakeholders session.



## PROGRAMME

### 1<sup>st</sup> Session

#### *Theme: Laying the foundation for ease and free movement of goods in SACU*

**Moderator:** Principal Secretary of the Ministry of Finance, **Mr. Thomas Mpeta**

08:00 - 08:20 Welcome Address by the Minister of Trade and Industry, **Hon. Joshua Setipa**

08:20 - 08:40 Keynote address by the Minister of Finance, **Hon. Tlohang Sekhamane**

08:40 - 09:00 Overview of the SACU Trade Facilitation Programme by the Executive Secretary of SACU, **Ms. Paulina M. Elago**

09:00 - 09:20 Cross-border trade and transit: Issues and Challenges for Lesotho by the Acting Commissioner General LRA, **Mrs. Idia Penane**

09:20 - 09:40 Private Sector perspective on Cross-border trade and transit: Issues and Challenges for Lesotho, by the Secretary General of the Lesotho Chamber of Commerce and Industry, **Mr. Fako Hakane**

09:40 - 11:00 Questions and Answers Session

11:00 - 11:30 Tea Break

### 2<sup>nd</sup> Session

#### *Theme: Market Access Opportunities and Trade Agreements Partnership with Lesotho*

**Moderator:** Director of Industry of the Ministry of Trade and Industry, **Mrs. Tsireletso Mojela**

11:30 - 11:50 Overview and benefits of Trade Agreements concluded between SACU and third parties and how to utilise preferential market access opportunities by the Deputy Director Trade Negotiations, SACU Secretariat, **Ms. Lerato Ntlopo**

11:50 - 12:10 Opportunities and the benefits of existing Preferential Trade Agreements, The experience of Lesotho by the Director of Trade Ministry of Trade and Industry, **Mrs. Mary Motebang**

12:10 - 12:30 Challenges facing the Private Sector in relation to trading in the SACU region by the President of the Private Sector Foundation of Lesotho, **Mr. Thabo Qhesi**

12:30 - 13:00 Questions and Answers Session

13:00 - 13:10 Vote of Thanks, Principal Secretary, Ministry of Trade and Industry, **Mr. Fusi Notoane**

13:10 - 14:00 Lunch

### 3<sup>rd</sup> Session

15:00 - 17:00 Corporate Social Investment Project Director of Ceremony by the Principal Secretary of the Ministry of Finance, **Mr. Thomas Mpeta**

Welcome Remarks by the Executive Director, Lesotho National Federation of Organisations of the Disabled (LNFOD), **Mr. Nkhasi Sefuthi**

Statement and Handover of the Project by the Executive Secretary of SACU, **Ms. Paulina M. Elago**

Vote of Thanks by the Principal Secretary of the Ministry of Social Development, **Mrs. Selloane Mamakhaola Qhobela**

### 4<sup>th</sup> Session

19:00 - 21:00 Reception Cocktail hosted by the Executive Secretary of SACU, **Ms. Paulina M. Elago**



## PROGRAMME CONTINUES

### Day 2

#### *Theme: In Quest to Share Knowledge*

##### *1<sup>st</sup> Session*

*Venue: National University of Lesotho*

**Information sharing session - in partnership with the University.**

**Moderator: Director of Communications and Marketing, National University of Lesotho, Ms. Momosa Moteetee**

10:00 -10:10 Welcome Remarks by the Vice-Chancellor of the National University of Lesotho, **Prof. Nqosa Mahao**

10:10 -10:30 Overview of SACU and its programme by the Executive Secretary of SACU, **Ms. Paulina M. Elago**

10:00 - 11:30 Panel Discussion

**Moderator: Principal Economist of the Central Bank of Lesotho, Mrs. Leonia Lephoto**

#### *Theme: The role of SACU in Economic Development and Growth*

Presentation of the paper on, “The role of SACU in Economic Development and Growth”

1. The Economic and development impact of regional integration, Academic Perspectives by the Head of Economics Department SACU Road Show in Lesotho National University of Lesotho, **Associate Prof. Ch. Paramaiah**
2. Overview of trade negotiations and agreements concluded with SACU with third parties, their impact on exports growth and general economic development by the Deputy Director Trade Negotiations SACU Secretariat, **Ms. Lerato Ntlopo**
3. Understanding the mechanics of Revenue Sharing in SACU by the Economist SACU Secretariat, **Mr. Tiroyaone Sirang**
4. The Role and Importance of SACU to the economy of Lesotho by the Chief Executive Economic Policy of the Ministry of Finance, **Mrs. Motena Tšolo**

11:30 - 12:30 **Questions and Answers session**

12:30 - 12:50 Presentation of the SACU Trade Facilitation Programme and the benefits to Private Sector by the Acting Director Trade Facilitation and Revenue Management, SACU Secretariat, **Ms. Ngoanamokgotho M. Tladi**

12:50 - 13:00 Closing Remarks the Lecturer of the Department of Economics at the National University of Lesotho, **Dr. R.E. Moshoeshoe**

13:00 - 14:00 Lunch



## STATEMENT BY MS. PAULINA MBALA ELAGO EXECUTIVE SECRETARY OF SACU



Honourable Minister of Finance, Mr. Tlohang Sekhamane  
Honourable Minister of Trade and Industry, Mr. Joshua Setipa  
Principal Secretary of the Ministry of Finance, Mr. Thomas Mpetla  
Acting Commissioner General LRA, Mrs. Idia Penane  
President of the Private Sector Foundation of Lesotho, Mr. Thabo Qhesi  
Secretary General of the Lesotho Chamber of Commerce and Industry, Mr Fako Hakane,  
Director of Trade in the Ministry of Trade and Industry, Mrs. Mary Motebang  
Director of Industry in the Ministry of Trade and Industry, Mrs. Tsireletso Mojela  
Senior Government Officials here present;  
Representatives of the Private Sector;  
Members of the media,  
Distinguished guests  
Ladies and Gentlemen.

Dumelang, Kgotsong, Good morning!

Allow me at the onset, to express my sincere appreciation to you all our guests joining us this morning for this special event which forms part of our publicity and awareness roadshow. The objective this morning is share and exchange views on Trade Facilitation and specifically, how to enhance cross border trade for goods in the Southern African Customs Union (SACU).

The SACU Secretariat is hosting this event in collaboration with the Ministries of Finance and Trade and Industry in Lesotho under the theme “LAYING THE FOUNDATION FOR EASE AND FREE MOVEMENT OF GOODS IN SACU”.

Allow me therefore to express my deepest gratitude to the Minister of Trade and Industry, Honourable Setipa for the welcoming address and the Minister of Finance, Honourable Sekhamane, for the keynote address.

In the same vein, I would like to extend a special welcome and appreciation to our guest speakers, Mrs. Penane, the Acting Commissioner General of the Lesotho Revenue Authority and Mr. Hakane from the Lesotho Chamber of Commerce for accepting our invitation. Your presence signifies the importance and special role that trade facilitation plays in cross border trade.

This event is a continuation of a journey that is being undertaken, jointly by the SACU Secretariat and the SACU Member States to engage the business community and key stakeholders on matters of mutual interest and, more specifically, how to enhance measures that facilitate cross border movements of goods in the SACU region.

We first started in Namibia in September 2015, followed by Swaziland in March 2016, Botswana in November 2016 and today we are in Lesotho. We will complete this journey after holding a similar event in South Africa.

Through these interactions, we hope to gain more insight from key stakeholders on matters of interest and to use the feedback we receive to sharpen, where possible, our interventions to address impediments to cross-border trade.

Given the benefits associated with trade facilitation, the SACU Heads of State and Government have identified Trade Facilitation amongst the 6 priority areas of focus for the region.



At the risk of stating the obvious, trade facilitation is aimed at reducing and minimizing the cost of the trade transactions and ensuring that all these activities take place in an efficient, transparent and predictable manner. It also requires coordination of processes by all stakeholders that are responsible for regulating the movements of goods. This is especially important for Small and Medium Size Enterprises that are involved in international trade and the land locked countries who depend largely on transit trade for their livelihood.

According to the 2017 World Bank Doing Business Survey, indicator on trading across borders ranks the SACU Member States out of 190 countries as follows - Botswana (51); Lesotho (39); Namibia (127); South Africa (139); and Swaziland (31). The variables used include time, cost per distance travelled. Other considerations included the documentary requirements for import and export transactions.

The survey shows improvements in some of the countries like Botswana, Lesotho and Swaziland, whilst there is room for improvement for countries such as Namibia and South Africa. A point to note however is that South Africa and Namibia are coastal countries and carry sea cargo that is destined for Botswana, Lesotho and Swaziland, amongst others. Their rating also considers the cargo dwell times and procedures at the ports.

Such improvements will require collaborative efforts from all stakeholders, including ports authorities. It is, however, worth noting that the SACU Member States view the survey in a serious light and are consistently developing interventions and measures to improve the rating.

The ratings and surveys such as these highlight the need for us all to work together to enhance efficiencies in the movement of goods in our region. This can be done through

concerted measures to address bottlenecks and constrains in the following key focus areas:

- (a) Release and clearance of goods;
- (b) Border cooperation;
- (c) Procedures on importation and exportation of goods
- (d) Freedom of transit; and
- (e) Customs cooperation.

The successful implementation of such targeted initiatives will certainly create a more predictable trading environment and one that is conducive for businesses.

The key question is; What contribution is SACU making towards creating an enabling environment for business? To realize and create an enabling environment that is conducive for cross border trade, SACU is implementing a Customs Modernisation Programme, in collaboration with the World Customs Organisation (WCO), funded by the Swedish International Development Agency (SIDA).

The first phase of the Programme started from 2008 to 2014 and it resulted in the conclusion of a Regional Customs Policy which identified Customs Legislative Reform; Risk Management and Enforcement; Trade Partnerships; Standard Operating Procedures in common areas; and IT Connectivity as priority areas.

The second phase of the SACU Customs Modernisation Programme, set to end in 2018, focuses on implementing the Regional Customs Policy and specifically the following four priority areas: Trade Partnerships; IT Connectivity; Risk Management and Enforcement; and Customs Legislative Reform.

The SACU Customs Modernisation Programme seeks to create a conducive environment for business and governments such that:

- (a) traders are mutually recognised by the respective Member States in SACU when they move their cargo from one country to another through a Preferred Trader Programme;
- (b) information exchange is facilitated between Member States through IT connectivity;
- (c) the entry of illegal cargo into the SACU region is reduced significantly through the Risk Management and Enforcement; and
- (d) the required legislation that supports cooperation and collaboration between the SACU Member States is available through the Customs Legislative Reforms.

Thus, far, notable progress has been made in the implementation of the SACU Trade Facilitation Programme.

On the *development and implementation of the Preferred Trader Programme*, the draft Manuals for Customs Officials and the Exporters have been completed. Work is underway in the Member States to establish their national Preferred Trader Programmes; and to conclude the negotiations on the Mutual Recognition Agreement (MRA) between the five SACU Member States. Upon establishment of the national Preferred Trader Programmes and ratification of the Mutual Recognition Agreement (MRA), the Member States will commence implementation of the SACU Preferred Trader Programme.

On *IT Connectivity*, the SACU Member States have completed two IT Frameworks to support information exchange and to enable automatic translation of import transactions in one country to exports in the next country. This process will minimise human interventions and reduce the margin of error. To this end, we are completing the prototype for IT



Connectivity and in parallel we have initiated pilot projects to test data exchange on declaration of goods.

I am pleased to report that the pilot project between Swaziland and South Africa has successfully exchanged static information. Additionally, plans are underway for Botswana and Namibia to also pilot the exchange of information. Lesotho is currently rolling out the Customs Management System (ASYCUDA) and upon its conclusion, LRA will also be able to pilot with the exchange of information.

Under *Customs Legislative Reforms*, the SACU Member States are reviewing their national Customs and Excise Acts and are currently at different stages of implementation. These are being reviewed to align to the national and global developments in international trade. Further, on 8 March 2017, the SACU Annex E on Mutual Administrative Assistance came into force. This Annex serves as legal basis to facilitate automated data exchange amongst the SACU Member States.

With regards to the *Risk Management and Enforcement component*, a Regional Risk Management Strategy has been completed and its implementation is ongoing. Allow me at this stage to also share our experience on the Risk Enforcement Operations that were undertaken in the past, targeting illicit tobacco and alcohol.

During the period 2013-2015, SACU Member States conducted two joint Customs Enforcement Operations, targeting illicit trade in tobacco and alcohol products respectively. These have resulted in 14 arrests for smuggling cigarettes and tobacco; the seizures of 9400 cigarettes master cases and 40 000 litres of un-denatured alcohol; and a combined revenue prejudice of 301 million from the two operations.

Based on the outcomes of the two operations, it is evident that, in the SACU region, illicit trade still poses challenges, mainly on the products that attract excise duties such as alcohol and cigarettes. Generally, illicit trade is complex and operational

methods change daily and thus making it also complex to measure. Tobacco smuggling is one of the largest organised criminal activities in sub-Saharan Africa. It is estimated to be worth more than R5 billion in lost tax revenue annually. There is, therefore, need to invest in audits and risk management capacity and to consistently upskill Customs Officers to be able to prevent, detect and mitigate illicit trade.

SACU Member States are also negotiating and implementing several trade agreements that are aimed at opening markets for business through the reduction or elimination of customs duties. To-date, the SACU Member States concluded and are implementing the SACU-MERCOSUR Preferential Trade Agreement; SACUEFTA Free Trade Agreement; and EU-SADC Economic Partnership Agreement. We therefore urge the trading community to take advantage of the preferential market access opportunities created to export, increase production, and diversify export markets and sources of imports.

The SACU Member States and the Private Sector launched the SACU Regional Customs Trade Forum in 2012 to facilitate dialogue between Customs and business on matters of mutual interest. The agenda for the Forum covers issues such as Customs Compliance, Modernisation of Customs, and Capacity Building, amongst others. Plans are underway to review the Programme and agenda of the Regional Customs Trade Forum to enable it to respond to national, regional, and global developments that affect SACU Member States.

In recent years, we have also seen increased global interest and momentum towards addressing bottlenecks and impediments to international trade. To this end, the 164 Members of the World Trade Organisation signed an Agreement on Trade Facilitation. This highlights the role Trade Facilitation plays in enhancing the competitiveness of firms around the globe. The Agreement came into force on 22 February 2017, following ratification by the two thirds-majority (110 Members of the WTO).

The SACU Secretariat has been mandated to coordinate the implementation of the WTO Trade Facilitation Agreement (TFA) for SACU Member States on those aspects that require regional coordination and response. To date, initial work begun at national and regional levels to prepare for implementation of the Agreement.

Thus far, Botswana, Lesotho and Swaziland have ratified the WTO TFA whilst Namibia and South Africa are yet to ratify the Agreement. The SACU Secretariat has also developed a draft Regional Work Plan.

Notwithstanding these achievements and ongoing programmes, we still need to increase our pace and to have those achievements translated into tangible outcomes that directly enhances efficiencies and creates a conducive environment for businesses to thrive unhindered.

I am certain that the successful implementation of the SACU Trade Facilitation Programme, as outlined, will improve and enhance cross border trade flows in the region. Stakeholder collaboration is however critical to achieve these objectives. I am also pleased to note that the SACU Revenue and Customs Authorities are leading customs modernisation programmes, which lays the basis for further work.

In conclusion, the SACU Secretariat will intensify efforts to lead and facilitate collaboration between the private sector and governments. This will promote dialogue and active participation by the private sector in the development and implementation of the trade facilitation initiatives. My team and I also look forward to your views and especially private sector's perspective on these matters.

Thank you again for taking time off your busy schedule to join us this morning and I look forward to a fruitful discussion.

Thank you!



## KEYNOTE ADDRESS BY HONOURABLE TLOHANG SEKHAMANE MINISTER FINANCE OF THE KINGDOM OF LESOTHO



Allow me to pay my respects to:

His Majesty King Letsie III and the Head of State  
The Right Honourable the Prime Minister and the Head of Government  
The Honourable President of the Senate  
The Chief Justice and Judges of the High Court  
Honourable Ministers of His Majesty's Government  
Honourable Members of both Houses of Parliament  
Madam Executive Secretary of SACU  
Members of the Diplomatic Corps;  
Senior Government Officials;  
Distinguished invited guests;  
Distinguished members of the Media  
Ladies and Gentlemen.

It is a great honour and privilege for me, on behalf of the Government and people of the Kingdom of Lesotho, to welcome you, Madam Executive Secretary of the Southern African Customs Union (SACU) Secretariat, and your delegation to Lesotho, for this educational and memorable endeavour.

It is also a great honour for me to present this keynote address on this roadshow crusade to showcase the SACU trademark and create visibility in member states. This mark yet another important landmark in strengthening the long-recognized relationship that exists amongst the five Member States of SACU. It also presents a good occasion to obtain views from stakeholders on how best SACU and its institutions can best assist its Member States on the regional integration agenda and on economic development.

We are all aware that SACU, which was established in 2010 by agreement between the Union of South Africa and the then colonial territories of Bechuanaland, Basutoland and Swaziland, is the oldest existing customs union in the world. Over the years since its establishment, SACU has evolved from a Union entirely controlled by one Member to the current structure where decisions are taken democratically by all its members. The current SACU Agreement of 2002, therefore, signified a serious milestone in the democratisation of SACU as an organisation.

In its operations, SACU has played a critical role in the development of the region and the less developed Member States, Lesotho included, through the revenue sharing mechanism, which has enabled the Government of Lesotho to mobilise financing of up to 60 percent of its annual expenditure since the commencement of the revenue sharing arrangement under the new SACU Agreement of 2002. Alongside these revenue shares, Lesotho has benefitted immensely from the free trade offered by the Customs Union through zero-rating of all imports of goods and services from the other members, especially South Africa, which remains the main source of Lesotho's imports. To a large extent, therefore, the Customs Union has contributed to the development of Lesotho's private sector and to the growth of her economy.

Despite the positive contribution made by the SACU revenue shares, experience in the recent past has been an awakening call to the less developed of the SACU Member States. There are serious dangers in relying on this source of revenue. Since the global financial crisis, it demonstrated pro-cyclicality and volatility that poses a huge risk on Lesotho's macro-economic and fiscal stability and sustainability. From 2005/06 when we



started to apply the new Revenue Sharing Formula under the 2002 Agreement, until 2009/10, Lesotho enjoyed growth in SACU revenue shares at an average 30 percent per annum. But in the advent of the global financial and economic crisis, we saw a dramatic decline in SACU revenue receipts, which led to serious macro-economic and fiscal challenges for our country. Although there has been a recovery, projections are that performance of the global economy and trading structures created by free trade arrangements between countries and regions will most likely lead to lower customs receipts and hence lower customs union receipts.

You may all be aware that the SACU Agreement of 2002 defines three components of the Common Revenue Pool, namely, the Customs Component, the Excise Component and the Development Component. A greater percentage of Lesotho's share of the revenue comes from the customs component. With Lesotho's low industrial base, her contribution to the overall SACU excise collections is very low. Hence the higher customs revenue shares.

It is my hope that by the end of our deliberations here, ladies and gentlemen, we will have come up with suggestions and strategies on how we can take advantage of the market created by the Customs Union to grow Lesotho's productive base, and hence our capacity to generate domestic revenue and reduce our dependence on the SACU revenue. This has been emphasized on every occasion, and I would like to challenge each one of us to endeavour to turn this rhetoric into reality. As we prepare the next generation National Strategic Development Plan, economic diversification, and more importantly, enhancement of trade opportunities should feature high on our economic growth agenda.

The SACU Work Programme has identified five key focal areas, namely,

- (a) Regional Industrial Development;
- (b) Review of the revenue arrangement;

- (c) Trade facilitation;
- (d) Establishing common institutions; and
- (e) Unified engagement in trade negotiations with third parties.

The approach that advocates value chain is very relevant for small economies such as ours which may not be able to establish large-scale industries right from the beginning. We therefore welcome the efforts and processes that are underway in SACU to develop an industrial development policy that emphasizes the importance and benefits of value chains.

The Government of Lesotho welcomes the initiative taken by the Secretariat to publicize SACU across the five Member States, and to enlighten nationals on SACU programmes. We trust that engagement with the various stakeholders will help ignite the requisite interest and a sense of responsibility to get involved, each one of us with renewed vigour, in our various areas of responsibility. We cannot leave the development of our country and the growth of our economy to a single stakeholder, which is the government. It should be a joint responsibility, with government mainly being responsible to create a level playing field for the private sector to grow and diversify. We need to all roll up our sleeves and get our hands dirty for the long-term benefit of our country.

It is my hope that this campaign will help strengthen partnerships between the government, the private sector and all the other players. I also hope this event will whet the appetite of our friends in the media to report on news relating to SACU and to keep government and the private sector on their toes to implement the SACU work programme.

I sincerely hope that the channels of dialogue on trade and trade facilitation that the SACU Secretariat has unleashed through this event will remain open, and that the partnership

encouraged by the SACU Agreement of 2002 will grow from strength to strength. More importantly, I hope that this event will help our private sector to better understand the business and growth opportunities presented by SACU.

Finally, I wish you all very fruitful deliberations.

Thank you!



## STAKEHOLDERS' ENGAGEMENT SESSION



▲ Hon. Joshua Setipa, the Minister of Trade and Industry of Lesotho.



▲ Mr. Fusi Notoane, the Principal Secretary of the Ministry of Trade and Industry of Lesotho.



▲ Mr. Thomas Mpeta, the Principal Secretary of the Ministry of Finance of Lesotho.



▲ Mrs. Idia Penane, the Acting Commissioner General of the Lesotho Revenue Authority (LRA)



▲ Ms. Rethabile Mokabe, Mrs. 'Makarabo Mapena Representative from the Lesotho Chamber of Commerce.



▲ Mr. Thabo Qhesi, the President, Private Sector Foundation of Lesotho.











## ENGAGEMENT AT THE NATIONAL UNIVERSITY OF LESOTHO



▲ Ms. Paulina M. Elago, the Executive Secretary of SACU, together with Professor Nqosa Mahao (center), the Vice Chancellor of the National University of Lesotho, and Professor Motlamele Anthony Kapa, Associate Professor of Political Science and Public Administration at the National University of Lesotho.

◀ Two students from the National University of Lesotho received laptop prizes from the SACU Secretariat when they presented papers on the Role of SACU in Economic Development and Growth. An invitation to prepare short papers on the topic was extended to 3<sup>rd</sup> and 4<sup>th</sup> year economics students and 17 students participated. Mr. M. Ts'ooanyane (center in the picture on the right) and Ms. Ts'epang Khumalo (center in the picture on the left) prepared the winning papers and they both prepared presented their papers at the SACU Publicity Awareness Roadshow at the National University of Lesotho held under the theme "In Quest to Share Knowledge". In the picture with the students are Ms. Paulina M. Elago, SACU Executive Secretary, and Professor Nqosa Mahao, the Vice Chancellor of the National University of Lesotho.





▲ Ms. Paulina M. Elago, the Executive Secretary of SACU.



▲ Prof. C.H. Paramaiah, the Head and Associate Professor in the Department of Economics of the National University of Lesotho.



▲ Mrs. Motena Tolo, the Chief Executive Economic Policy in the Ministry of Finance of Lesotho.



▲ Professor Nqosa Mahao, the Vice Chancellor of the National University of Lesotho.



▲ Dr. Ratjomose Machema, Lecturer in the Department of Economics at the National University of Lesotho.



▲ Mr. M. Ts'ooanyane, a student at the National University of Lesotho, presenting his essay conomic development and growth'.



▲ Ms. Tsepang Khumalo presenting her essay entitled 'The role of SACU in economic development and growth'.





SACU PUBLICITY AWARENESS CAMPAIGNS IN THE MEMBER STATES



## MEDIA ENGAGEMENT SESSION



▲ Ms. Paulina M. Elago, the Executive Secretary of SACU, responds to questions posed by journalist during the media engagement session with journalists and editors of various media houses.



▲ Mr. Tseliso Khomari, the Principal Secretary in the Ministry of Communications, Science and Technology of Lesotho.



▲ Mr. Tsebo Matšasa, the National Director of MISA Lesotho.



## CORPORATE SOCIAL INVESTMENT: DONATION TO THE ITJARENG VOCATIONAL REHABILITATION CENTRE AND MOHLOLI OA BOPHELO REHABILITATION TRAINING CENTRE



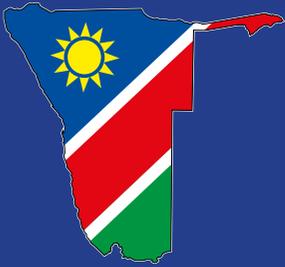
► Ms. Paulina M. Elago, the SACU Executive Secretary, hands over the leather materials to Ms. Mafeiki Phatsoane of the Itjareng Vocational Center.



► Mr. Nkhasi Sefuthi, the Executive Director of the Lesotho National Federation of Organizations of the Disabled (LNFOD), receives a donated computer from Ms. Paulina M. Elago, the Executive Secretary of SACU.







# SACU PUBLICITY AWARENESS CAMPAIGN IN NAMIBIA

9 AND 12 MARCH 2018



▲ Honourable Tjekero Tweya, the Minister of Industrialisation, Trade and SME Development, and Ms. Paulina M. Elago, the Executive Secretary of SACU, during the Stakeholders' Engagement Session.



## PROGRAMME

### 1<sup>st</sup> Session

Information sharing in partnership with the University of Namibia (UNAM)

**Theme: Laying the foundation for ease and free movement of goods in SACU**

**Moderator:** Communications Manager at the SACU Secretariat, **Ms. Kungo Mabogo**

09:00 Welcome Remarks by the Pro-Vice Chancellor for Administration, Finance and Resource Mobilization at UNAM, **Dr. Ellen Namhila**

09:20 Overview of SACU, its programmes and operations by the Executive Secretary of SACU, **Ms. Paulina, M. Elago**

**Moderator:** Control Customs International Relations Officer at the Ministry of Finance, **Mr. Boniface Sheyavali,**

10:00 The economics and development impact of regional integration with special focus on SACU by the Professor in Economics, Faculty of Economics and Management Science at UNAM, **Prof. Roman Grynberg**

10:30 The impact on exports growth, market diversification and economic development from trade agreements concluded by SACU with third parties by the Trade Negotiations Coordinator at the SACU Secretariat, **Ms. Albertina T. Hitiwa**

11:00 Understanding the mechanics of the SACU Revenue Sharing Arrangement for SACU Member States by the Deputy Director Revenue Management at the SACU Secretariat, **Mr. Donald Ndwandwe**

11:30 The Role and Impact of SACU to the economy of Namibia by the Deputy Director Policy Research and International Affairs at the Bank of Namibia, **Mr. Erwin Naimhwaka**

Questions and Answers

12:30 Presentation of the SACU Trade and Statistical Database by the Trade Data Analyst at the SACU Secretariat, **Mr. Abel Sindano**

12:50 Closing Remarks by the President UNAM Economics Society, **Mr. Kabwe Kaome**

13:00 Lunch

### 2<sup>nd</sup> Session

Engagement with Stakeholders

**Theme: Laying the foundation for ease and free movement of goods in SACU**

**Moderator:** Permanent Secretary of the Ministry of Finance, **Ms. Ericah B. Shafudah**

08:00 Welcome Remarks by the Minister of Industrialisation, Trade and SME Development, **Honourable Tjekero Tweya**

08:30 Keynote Address by the Minister of Finance, **Hon. Carl-Hermann G. Schlettwein**

08:50 Remarks by the Executive Secretary of SACU, **Ms. Paulina M. Elago**

09:10 The regulatory environment governing cross-border trade in Namibia by the Acting Commissioner, Namibia Customs and Excise of the Ministry of Finance, **Mrs. Tilya C. Hambira**

09:30 Cross-border trade in SACU: Opportunities and challenges faced by the Private Sector by the Public Policy Advisor of the Namibia Chamber of Commerce and Industry, **Mr. Leonard Kamwi**

**09:50 Questions and Answers Session**

10:50 Tea Break



## PROGRAMME CONTINUES

### 3<sup>rd</sup> Session

#### Sharing Information on Market Access

#### **Theme: Trade Agreements concluded with third parties and Market Access Opportunities for Namibia**

**Moderator: Permanent Secretary, Ministry of Industrialisation, Trade and SME Development, Mr. Gabriel P. Sinimbo,**

11:00 Trade Agreements concluded by SACU with third parties and market access opportunities for Private Sector by the Director Policy Development and Research at the SACU Secretariat, **Mr. Benjamin Katjipuka**

11:20 Maximising on the benefits of Trade Agreement with third parties: The experience of Namibia by the Deputy Director Trade Policy of the Ministry of Industrialisation, Trade and SME Development, **Mr. Peter Haufiku**

11:40 Challenges facing the Private Sector in utilising Trade Agreements concluded with third parties by the Trade Liaison Specialist at Namib Mills, **Mr. Koos Ferreira**

12:00 Questions and Answers Session

12:30 Vote of thanks by the Permanent Secretary of the Ministry of Finance, **Ms. Ericah B. Shafudah**

### 4<sup>th</sup> Session

#### Media Brief and Networking: Establishing Relationships with Namibian Media

**MODERATOR: MS. KUNGO MABOGO, COMMUNICATIONS MANAGER, SACU SECRETARIAT**

14:00 - 15:00 Welcome Remarks by the Permanent Secretary of the Ministry of Information, Communications and Technology, **Mr. Mbeuta Ua-Ndjarakana,**

Partnership with media to raise awareness on SACU regional integration and its impact on the Namibian economy by the Executive Secretary of SACU, **Ms. Paulina M. Elago**

The role of the media in promoting regional integration in SACU by the Chairperson of the Editors' Forum Namibia, **Mr. Joseph Ailonga**



## STATEMENT BY MS. PAULINA MBALA ELAGO EXECUTIVE SECRETARY OF SACU



Honourable Mr. Carl-Hermann G. Schlettwein, Minister of Finance,  
Honourable Tjekero Tweya, Minister of Industrialisation, Trade and SME Development,  
Senior Government Officials present,  
Representatives of the Private Sector,  
Members of the media,  
Ladies and Gentlemen.

Good morning!

Allow me at the onset, to express my sincere appreciation to all our guests for joining us this morning for this special event which forms part of our publicity and awareness campaign. The SACU Secretariat is hosting this event in collaboration with the Ministries of Finance and Industrialisation, Trade and SME Development under the theme “LAYING THE FOUNDATION FOR EASE AND FREE MOVEMENT OF GOODS IN SACU”.

Allow me to express my deepest gratitude to the Honourable Minister of Finance, Mr. Carl-Hermann G. Schlettwein for the keynote address and the Honourable Minister of Industrialisation, Trade and SME Development, Mr. Tjekero Tweya, for the welcoming address.

In the same vein, I would like to extend a special welcome and appreciation to our speakers for accepting our invitation to share their thoughts and views with us.

This event is a continuation of a journey that is undertaken, jointly by the SACU Secretariat and the SACU Member States to raise awareness on SACU and more specifically to engage in a dialogue on how to enhance measures that facilitate cross

border movements of goods within the Common Customs Area.

Through these interactions, we hope to gain more insights from key stakeholders and industry players and in turn use the feedback to review and sharpen, where possible, our interventions to address impediments and challenges to cross-border trade. We would also welcome your feedback on those areas where things are working well in addition to the challenges.

Before going into more details on the SACU work programme in the area of trade facilitation, I wish to inform our guests that the SACU Council of Ministers and the Summit of Heads of State and Government have agreed on an extensive Work Programme that came about as a result of some serious introspection and review of the SACU Work Program. These include reflections on the relevance of SACU to the economies of its Member States, considering regional and global developments.

Following that exercise, SACU Members States concluded that SACU remains relevant and important in supporting the economies of the Member States; and subsequently agreed on a Work Programme to be implemented through the leadership of two Ministerial Task Teams on Finance and Trade and Industry, focusing on the following aspects:

- (a) a review and development of a suitable architecture for tariff-setting, rebates, duty drawbacks and trade remedies;
- (b) a review of the Revenue Sharing Formula based on the principle that “no member State should be worse off”



and the long-term management of the Common Revenue Pool;

- (c) the establishment of a Stabilisation Fund and to explore the feasibility of a financing mechanism for regional industrialisation;
- (d) identifying financing options for regional projects; and
- (e) the development of public policy interventions to promote and align industrial development and value chains.

This work is to be completed with 24-month period. The scope of the work of the Ministerial Task Teams also includes the development of a comprehensive trade facilitation programme to improve border efficiencies. This includes the establishment of One Stop Border Post and to collectively address a range of behind the border issues, such as regulations, SPS and standards to enhance the cross-border movement of goods.

This new mandate builds on the ongoing Trade Facilitation Programme where the Secretariat and the Member States have been working on modernizing and streamlining procedures to facilitate the movement of goods across our borders. The Program is anchored on promoting greater customs cooperation; the removal of non-tariff barriers to trade; strengthening supply chains across the region to support development; and enhancing border efficiencies.

A key measure for cross border efficiency globally is the World Bank Doing Business rankings on trading across border Survey. The 2018 Survey's indicator on trading across borders ranks SACU Member States out of 190 countries as follows - Botswana (47); Lesotho (111); Namibia (79); South Africa (46); and Swaziland (63). The variables used include time and cost per distance travelled.

Other considerations included the documentary requirements for import and export transactions.

The survey shows improvements from the 2017 ranking in Botswana, South Africa and Namibia, whilst there was regression in Lesotho and Swaziland. Lesotho was ranked 39 and Swaziland 31 in 2017, respectively. A point to note is that Lesotho and Swaziland are still in the process of implementing their Customs IT ASYCUDA Systems and other major customs reforms which may also be attributed to the regression in their rating, amongst others.

These ratings highlight the need for us all to work together to enhance efficiencies in the movement of goods in our region. This can be done through concerted measures to address bottlenecks and constrains in the following key focus areas:

- (a) Release and clearance of goods;
- (b) Border cooperation;
- (c) Procedures on importation and exportation of goods;
- (d) Standards and Phytosanitary;
- (e) Freedom of transit;
- (f) Customs cooperation; and
- (g) Information sharing with the Private sector to enhance predictability on the export and import requirements.

Addressing these constraints will certainly create a more predictable and efficient trading environment and one that is conducive for businesses. It will require collaborative efforts from all stakeholders, including ports authorities, government agencies and private sector to develop interventions and measures to improve their ratings.

I am pleased to inform you that SACU is also currently implementing a Customs Modernisation Programme, in

collaboration with the World Customs Organisation (WCO), funded by the Swedish International Development Agency (SIDA). The Programme seeks to create a conducive environment for trade such that:

- (a) traders are mutually recognised by the respective Member States in SACU when they move their cargo from one country to another through a Preferred Trader Programme;
- (b) real time information exchange is facilitated between Member States through IT connectivity to allow risk assessment which in turn reduce time spend at the borders;
- (c) the entry of illegal cargo into the SACU region is reduced significantly through the Risk Management and Enforcement; and
- (d) the required legislation that supports cooperation and collaboration between the SACU Member States is available through the Customs Legislative Reform.

Thus far, notable progress has been made in the implementation of the SACU Trade Facilitation Programme. This includes the following:

- (a) Completion of the draft Manuals for Customs Officials and the Traders under the **Preferred Trader Programme**. Work is underway in Botswana, Lesotho, Namibia and Swaziland to establish the national Preferred Trader Programmes and South Africa has established and launched their national Preferred Trader Programme. Further, work is at an advance stage to conclude a Mutual Recognition Agreement (MRA) that will usher the full implementation of the regional Preferred Trader Programme between the five SACU Member States.
- (b) On **IT Connectivity**, the SACU Member States have completed two IT Frameworks to support information



exchange and to enable automatic translation of import transactions in one country to exports in the next country. This process will minimize human interventions and reduce the margin of error. To this end, we are completing the prototype for IT Connectivity and in parallel we have initiated pilot projects to test data exchange on declaration of goods.

- (c) Under **Customs Legislative Reform**, the SACU Member States are at different stages of reviewing their respective Customs and Excise Acts, to align to the best practices and regional and global international trade developments standards. Further, the SACU Annex E on Mutual Administrative Assistance came into force in March 2017. This Annex serves as legal basis to facilitate automated data exchange amongst the SACU Member States.
- (d) With regards to the **Risk Management and Enforcement component**, a Regional Risk Management Strategy has been completed and its implementation is ongoing. In addition, a SACU wide Customs Compliance Management Strategy will be concluded in July 2018. These instruments supplement each other and will assist in the harmonization and to promote the application of common standards and methods of compliance by the Customs Administrations across the region.

Allow me to also share our experience on the Customs Enforcement Operations that were undertaken in the past, targeting illicit tobacco, alcohol products and textile, clothing and footwear respectively.

During the period 2013-2017, SACU Member States conducted three joint Customs Enforcement Operations, targeting illicit trade in tobacco, alcohol products and textile, clothing and footwear. These have resulted in 14 arrests for smuggling

cigarettes and tobacco; the seizures of 14 900 cigarettes master cases and 40 000 litres of un-denatured alcohol; a total of 266 transactions were undervalued, 71 transactions were mis-declared as originating in Europe instead of China; 71 transactions were recorded for tariff misclassification; and a combined revenue prejudice of 308 million from the three operations.

It is evident from these results that illicit trade still poses challenges, especially for products that attract excise duties such as alcohol and cigarettes and imported goods with high tariffs. There are still cases of non-compliance when it comes to declaration of the origin, the value, and the classification of goods. Generally, illicit trade is complex and operational methods change daily and thus making it equally complex to detect and measure. Tobacco smuggling is one of the largest organised criminal activity in sub-Saharan Africa. It is estimated to be worth more than R5 billion in lost tax revenue annually.

There is, therefore, need to invest in audits and risk management capacity and to consistently upskill Customs Officers to be able to prevent, detect and mitigate illicit trade. Similarly, we also need to enhance capacity, knowledge and skills in the Member States around excise management.

Against this background, we are currently reviewing the Trade Facilitation Programme to address challenges I alluded to. It is envisaged that the new Trade Facilitation Programme will be completed and ready for implementation after June 2019. SACU Member States are also negotiating and implementing several trade agreements that are aimed at opening markets for business through the reduction or elimination of customs duties. To-date, the SACU Member States have concluded and are implementing the SACU-MERCOSUR Preferential Trade

Agreement; SACU-EFTA Free Trade Agreement; and EU-SADC Economic Partnership Agreement.

We therefore call on the trading community to take full advantage of the preferential market access opportunities available to export, increase production, and in turn diversify export markets and sources of imports.

Finally, I wish to point out that the SACU Member States and the Private Sector launched the SACU Regional Customs Trade Forum in 2012, to facilitate dialogue between Customs and business on matters of mutual interest. The agenda for the Forum covers wide ranging issues such as Customs Compliance, Modernisation of Customs, and Capacity Building, amongst others. Plans are underway to review the Programme and agenda of the Regional Customs Trade Forum to enable it to respond to national, regional, and global developments in the SACU Member States.

Notwithstanding the achievements and progress made through these programmes, we still need to increase the pace to create a conducive environment for businesses to thrive unhindered.

In this regard, the SACU Secretariat will intensify efforts to lead and facilitate collaboration between the private sector and governments to promote dialogue and active participation by the private sector in the development and implementation of the trade facilitation initiatives. My team and I also look forward to your views and especially private sector's perspective on these matters.

Thank you again for taking time off your busy schedule to join us this morning and I look forward to a fruitful discussion.

Thank you!



## KEYNOTE ADDRESS BY HONOURABLE CARL-HERMANN SCHLETTWEIN MINISTER OF FINANCE OF NAMIBIA



▲ Ms. Ericah B. Shafudah, the Permanent Secretary in the Ministry of Finance, delivered Hon. Minister Calle Schlettwein's keynote statement.

Director of Ceremonies,  
Honourable Tjekero Tweya, Minister of Trade, Industrialization  
and SME Development,  
Honourable Ministers and Deputy Ministers present  
Ms Paulina Elago; SACU Executive Secretary,  
Members of the Diplomatic Corps;  
Senior Government Officials;  
Distinguished invited guests;  
Captains of Industry,  
Members of the Media,  
Ladies and Gentlemen.

It is an honour for me, on behalf of the Government and people of Namibia, to welcome you all at this flagship event, profiling the role of SACU amongst its Member States.

The vision of SACU is to serve as a vehicle for economic development and poverty eradication among its Member States. This developmental role of SACU has evolved over the years since the formation of the Customs Union in 1910, from a purely revenue generation establishment, to a more trade creating and industrial development Customs Union in recent years.

To give effect to its renewed Vision, SACU Member States have agreed on a new Work Program, with associated milestones to address the historical challenges which faced SACU since its formation and transformation overtime.

This roadshow event is timely as it occurs at the time when the future of SACU has been reassured following the resolution of the impasse on the role and functioning of SACU institutional structures about two years ago.

The SACU Council of Ministers and the Summit of Heads of State and Government have agreed to move forward with a Work Program which address the concerns and the structural inequities identified by the Member States.

The agreed Work Programme has emphasized the importance of SACU in deepening regional integration, industrialization and economic diversification and further stress the need to reposition SACU in an increased integrated regional and global economy.

The concerns and developmental matters to be addressed through the agreed Work Programme entail:

- (a) the need for a suitable architecture for tariff setting, rebates, duty drawbacks and trade remedies to ensure that SACU trade policy has taken into consideration the diverse needs of its Member States which are at different levels of development,
- (b) review of the Revenue Sharing Formula and the long-term management of the Common Revenue Pool, guided by the principle that “no member should be worse off”. For Namibia, SACU revenues average around 32 percent of total revenue. For FY2017/18, the total revenue from SACU amounts to N\$19.6 billion. This is projected to decline by a cumulative of 19.0 percent to N\$16.2 billion by FY2019/20 because of the generalized economic slowdown in the SACU Area. The volatility arises from low economic growth and trade in the Customs Area, especially the negative impact on the Customs component of the Revenue Pool on which the BLNS economies largely depend. For this reason, our budgetary expectations on SACU revenue are cautionary



- and the tax policy and tax administration reforms going forward such as the expected establishment of domestic tax collection efforts;
- (c) establishment of a Stabilization Fund to smoothen excess volatility in revenue shares especially customs-related revenues and exploring the feasibility of financing such a Fund;
  - (d) identifying financing options for regional projects in the form of a Development Fund. In this regard, a broadly acceptable criterion for accessing the Fund is needed so that all Member States benefit from regional infrastructure development, and
  - (e) Finally, developing and agreeing to a framework promoting and industrial development through value chains within the Customs Area.

As the most advanced trade Agreement on the African continent, SACU is best positioned to play a strategic role as the engine for regional integration for its members. At the SADC level, the SADC Free Trade Area and its extension into the Tripartite Free Trade Area spanning EAC and COMESA offers a larger market space for intra- African trade.

Within SACU, the best hopes to advance greater regional integration is through value chains and industrial capacity, given the fact that SACU market is generally homogeneous in terms of its product range, which limits significant expansion in intra-SACU trade. We virtually produce the same range of products and the comparative advantages are generally weak.

### **Namibia and SACU: Benefits and prospects**

For Namibia as a small open economy, regional integration offers distinct advantages for economic expansion and membership to SACU provides for such distinct opportunities:

- (a) already, SACU presents a duty-free market size of about 61 million people, which is an important consideration

for investment location and a nucleus for regional integration’;

- (b) the growth opportunities presented by SACU are further reinforced by the benefits accruing from our membership from the Common Monetary Area, especially the price stability arising from the currency peg to the with the Rand, capital mobility and macroprudential regulations within the CMA;
- (c) industrial development opportunities because of the policy space arising from measures such as the infant industry protection, quantitative restrictions and trade quotas which allow for development and utilization of national productive capacity; and
- (d) increased flow of revenue from the Common Revenue Pool to support funding for domestic socio-economic and industrial development needs.

Nonetheless, the opportunities presented by SACU come with attendant development challenges. The structural and policy challenges confronting Namibia relative to SACU are similar to those facing other BLNS countries. These constraints are largely a by- product of the history of SACU and the perpetual outcomes it produced. SACU was historically established as a revenue sharing and market access arrangement between the then Union of South Africa and the former British Protectorates.

While the 2002 SACU Agreement offers a more democratic framework for SACU Member States to operate on equal footing and reap expanded benefits from their membership to the union, structural and historical challenges remain to be addressed in the framework of the recently adopted Work Program. The material issues are:

- (a) erosion of trade policy space due to a lopsided Common External Tariff. There is a justified view that the setting of the Common External Tariff should take

into consideration the different levels of industrial development amongst the SACU Member States.

- (b) absence of key institutional structures such as the SACU Tariff Board and the Dispute Settlement Mechanism. In the framework of the agreed program of work, equal participation in tariff setting and dispute resolution implies that Member States, Namibia inclusive, should set up the necessary institutional bodies to perform these functions for effective Member State participation;
- (c) another inherent structural matter is the captive market outcome with price-raising and trade deflecting effects, which negatively impacts on industrialization objectives of especially the BLNS countries. In this market set-up, which is uncommon for a customs union with one large player, competitiveness becomes increasingly tight.

Trade remedies, such as infant industry protection is therefore important policy to grow strategic domestic industries. To an extent, Namibia has utilized this policy space to develop fledgling industries such as milk, pasta and skins and hides. The Government wishes to work in partnership with the private sector on new industrial development and trading opportunities;

- (d) the volatility of the SACU Revenue Sharing Formula and the need to redirect some of SACU receipts to fund industrial development and trade creation interventions;
- (e) equitable support for industrial development through SACU-wide rebates, duty drawbacks and trade remedies;

### **Repositioning Namibia’s Regional Integration within SACU**

Taking into consideration the opportunities presented by the SACU policy commitment and new Work Programme as well as the market access opportunities under the Free Trade Area,



Namibia needs to fine-tune its national strategy to realize increasing value shares within the union. The key strategic intervention areas entail:

- (a) developing and strengthening national bodies for effective trade policy setting and implementation;
- (b) leveraging regional value chains in industries such as agribusiness, transport, tourism and services. Namibia aspires to be a regional logistics hub and has made significant investments to promote this objective.
- (c) Increasingly make budgetary provisions to support domestic industrial capacity in on low-hanging fruits such as renewable energy, jewellery and gemstones, meat and fish, leather and wool, automotive components;
- (d) investing in trade creation and cross-border trade facilitation infrastructure such as the One-Stop Border Posts for which we have adopted a designate legislation and established such a facility with Botswana. In this regard, I am glad to inform you that Namibia is fully engaged in the process of implementing a Coordinated Border Management concept, with the technical support of the Finnish Government;
- (e) establishing a Regional and Global Value Chain programme and supporting private sector development for participants;
- (f) addressing supply-side constraints and skills development to spearhead industrialization objectives; and
- (g) attracting investment in the national value chain industries

As I have emphasized before, the private sector is a key player in this national strategy. A robust regional integration strategy needs an enterprising private sector and an active partnership between the Government and the private sector.

The Government invites the private sector players and investors to take this agenda forward. Together, we should utilize the opportunities created by our membership to SACU to this objective. I commend the SACU Secretariat for this educational Road Show initiative.

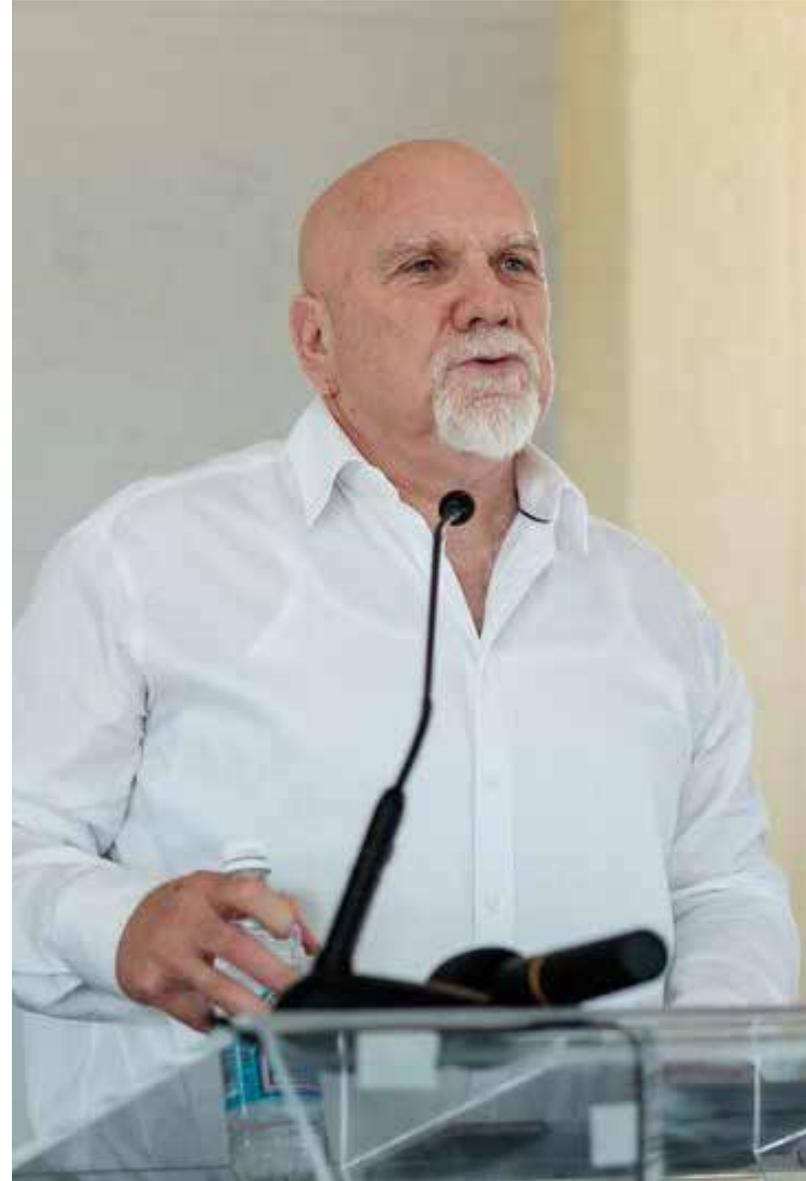
Thank you for your attention.



## ENGAGEMENT AT THE UNIVERSITY OF NAMIBIA



▲ Dr. Ellen Namhila, UNAM's Pro-Vice Chancellor for Administration, Finance and Resource Mobilization, speaking at the SACU Publicity Awareness Campaign Roadshow at the UNAM.



▲ Prof. Roman Grynberg of the Faculty of Economics and Management Science at UNAM, speaks about the economics and development impact of regional integration with specific focus on SACU.



▲ Ms. Paulina M. Elago, the Executive Secretary of SACU, presents a laptop prize to one of the winners of the essay competition. Economics and Political Science students were invited to write essays on the importance of Regional Integration in Economic Development focusing on SACU.



## STAKEHOLDERS' ENGAGEMENT SESSION



▲ Hon. Tjekero Tweya, the Minister of Industrialisation, Trade and SME Development of Namibia.



▲ Mrs. Tilya C. Hambira, the Acting Commissioner, Namibia Customs and Excise at the Ministry of Finance, speaking about the regulatory environment governing cross border trade in Namibia.



▲ Mr. Leonard Kamwi, the Public Policy Advisor at the Namibia Chamber of Commerce and Industry, speaks about cross-border trade in SACU focusing on opportunities and challenges faced by the private sector at the breakfast engagement with the stakeholders.







## MEDIA ENGAGEMENT SESSION



▲ Ms. Paulina M. Elago, the Executive Secretary of SACU, addressing questions posed by some of the media practitioners.



▲ Mr. Joseph Ailonga, the Chairperson of the Editors' Forum Namibia, talks about the role of the media in promoting regional integration in SACU at the Media Brief and Networking held under the theme "Establishing Relationships with Namibian Media".



▲ Mr. Mbeuta Ua-Ndjarakana, the Permanent Secretary, Ministry of Information, Communications and Technology, speaking at the Media Brief and Networking session.





## CORPORATE SOCIAL INVESTMENT: DONATION TO THE SERVICE CENTER OF THE VISUALLY IMPAIRED IN NAMIBIA



► Ms. Paulina M. Elago, the Executive Secretary of SACU, hands over four computers, a binding machine and the air-conditioner to Mr. Tobias Mumoye, the Chairperson of the Board of Directors of the Service Center of the Visually Impaired in Namibia.



▲ Ms. Paulina M. Elago, the Executive Secretary of SACU, together with Mr. Benedict Likando, the Deputy Director: Legal, Enforcement and International Matters at the Ministry of Finance, as well as Mr. Tobias Mumoye, the Chairperson of the Board of Directors of the Service Centre for the Visually Impaired in Namibia, with some of the students and staff members of the Service Centre.





SACU Secretariat  
Corner Julius K. Nyerere and Feld Street  
Private Bag 13285, WINDHOEK, NAMIBIA  
Telephone: +264 61 295 8000  
[www.sacu.int](http://www.sacu.int)  
[info@sacu.int](mailto:info@sacu.int)