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## In Focus

This is a very exciting time for us at the RCSA. Dr. Gerald Cashion has been named as the new Regional Mission Director. He will be sworn in on July 21st and will assume duties in Gaborone shortly afterwards. See the 'In the Spotlight' section for details about Gerry's considerable USAID experience in Africa.

In the coming two months, our new Regional Program Implementation Office will be fully staffed with foreign service officers F. Wayne Mc Donald as office chief, and Roslyn Waters-Jensen as the deputy. In addition, the RCSA will welcome advisors in Agribusiness, Animal and Plant Health Inspection Systems, Environment, Natural Resources Management, HIV/AIDS, Public/Private Sector Alliances, and Trade. These Advisors will be available to assist our client missions with their activity design and implementation needs. Formal scheduling of their services will take place at the fall workload scheduling and program directions conference. Follow the 'In the Spotlight' section for details on the Advisors' backgrounds and contact information.

*Dawn Thomas, Acting Regional Director*

## On The Move

### RCSA Continues its Support for the US-SACU FTA



In May, the US and the five countries of the Southern Africa Customs Union (SACU) met in Lesotho for the fifth round of negotiations towards a Free Trade Agreement (FTA). The RCSA has been providing trade capacity building (TCB) assistance to Botswana, Lesotho, Namibia, and Swaziland (BLNS) since 2003 in support of the FTA negotiations.

In recent months, the RCSA provided training in Trade in Services and Tariff Setting. The RCSA also supported BLNS environmental officials in attending an "Environmental Roundtable", coordinated by the US Department of State, held after the conclusion of the Lesotho round. Most recently, in May the RCSA provided support to BLNS officials to attend a SACU-coordinated workshop on Rules of Origin.

Over the next several months, the RCSA looks forward to continuing its support of the FTA process. We expect to conclude studies requested by the BLNS on services and tariffs, and provide support for the private sector to engage in the FTA process at the next scheduled round, in Atlanta in June. For more information about TCB for the US-SACU FTA, please contact

[Lisa Whitley](#)

## Madagascar's Environment Program Kicks Off

RCSA has been providing important support to the USAID Madagascar Mission in its work with Madagascar's environmental program. The program's new vision for conservation to triple the protected area network was announced by the President of Madagascar at the World Parks Congress in Durban, South Africa in September 2003.

The USAID Madagascar Environment/Rural Development Strategic Objective (SO6) was agreed upon and signed with the Government of Madagascar in August 2003. The SO is a multifaceted and integrated program that will continue to pursue and deepen the current eco-regional conservation and development approach to *Conserve biologically diverse forest ecosystems* by improving sustainable natural resources management and environmentally sensitive development in priority eco-regions.

To begin implementation of the new agreement, the Env/RD SO has worked closely with the RCSA contracting office in the design and posting five different



procurement mechanisms, three of which are contracts. Two of these were awarded in May. The first one, known as Miaro (protected), promotes biodiversity conservation in a manner, which includes the involvement of local communities and the private sector and ensures sustainable development for the people of this country.

To be able to get these mechanisms designed, approved, posted and awarded in the tight time frame in which the USAID Madagascar mission is working has been challenging. But in doing so, it has allowed the Mission to continue its support to the government's environment program at a crucial and opportune time. For more information contact [Lisa Gaylord](#)

## Saibl Trade and Us Embassy Swaziland Get Weavers to the prestigious Rooms on View Exhibition

RCSA's SAIBL TRADE activity successfully collaborated with the US Embassy in Swaziland to promote the woman owned and managed Coral Stephens Weavers at the prestigious Rooms on View home décor exhibition in Sandton, South Africa from 27 to 30 May.

Ms Murrae Stephens was excited about the prospects for her company when **In Focus** visited her stand at the show on Saturday May 29 where she had her hands full with admiring trade fair visitors and potential clients.

She said her time at the exhibition was truly fruitful as she recorded scores of enquiries, some of which were definite leads to future transactions. So impressed was she that she



immediately requested further assistance with another high level trade fair scheduled to take place in Johannesburg during the month of September.

Coral Stephens produces up-market home décor handicrafts including curtaining, decorative carpets, table mats as well as wool and mohair products. Ms Stephens, whose operation is in the rural district of Pigg's Peak in Swaziland, said she heard about the TRADE project from the US Embassy's Ms Dorothy Mlambo

## US/SACU TCB Tariff Policy Workshop

A Tariff Policy Workshop was organized by the RCSA as part of the US/SACU TCB program and held on 9-10 May 2004 in Maseru, Lesotho. The seminar brought together senior trade officials from the governments of Botswana, Lesotho and Swaziland.

The key objective of the workshop was to provide an assessment of SACU and US current external tariff policies with the aim of assisting the BLNS countries to better understand the role of tariffs in trade policy. The seminar also provided the participants with an opportunity to consider all the key elements in tariff setting and implementation.

Participants in their evaluation of the workshop indicated that the presentations and discussions held enhanced their understanding of issues around tariff setting and implementation of tariff policy. Furthermore, participants also highlighted the need for follow up dedicated national level seminars which will devote more attention to domestic considerations and industries.

During the discussions that took place, participants expressed concerns regarding the effects of tariff liberalization on national economies, lack of capacity at national level on tariff policy issues including the limited involvement of the private sector.

The poor state of data management and analytical capacity at the national level was highlighted as a major constraint to effective tariff policy formulation and implementation.

The timing of the workshop was highlighted as being consistent with the pace of developments in the negotiations and the need to follow up with dedicated national seminars was expressed that would equip each BLNS country with a minimum set of skills to undertake analysis of economic implications of further liberalization at the national level.

To learn more about the work the RCSA is doing in TCB to support the US-SACU FTA negotiations contact [Stanley Mupanomunda](#).

### US/SACU TCB Trade in Services Workshop

A Trade in Services Workshop was organized by the RCSA as part of the US/SACU Trade Capacity Building (TCB) program and was held 19-20 April, 2004 in Maseru, Lesotho. The workshop brought together trade negotiators and TCB facilitators from Botswana, Lesotho, Namibia and Swaziland (BLNS) that are engaged in the US-SACU Free Trade Agreement for training.

The main objectives of the workshop were to provide an in-depth assessment of the key elements likely to arise in phase two of the US-SACU FTA negotiations, highlight current WTO commitments of SACU and relationships to US FTA, share the experiences gained from the recently concluded US/Chile FTA, and to provide an opportunity for BLNS participants to consider the practical elements of negotiating and implementing a services bilateral regime.

Participants at the workshop highlighted four main service sectors that were likely to be covered in the FTA-financial services, telecommunications, e-commerce and tourism. A draft scope of work was drawn up for a pilot study that is aimed at highlighting the potential implications that SACU will need to evaluate in the process of the liberalization of the services sector.

The evaluation of the seminar was very positive, with all participants benefiting from the presentations and the exercises on scheduling commitments were considered particularly helpful. Several participants gained insight into the equivalence, in practice, of the positive and negative list approach. Of particular relevance to the participants was the presentation on Chile experience of negotiating an FTA with the US that generated a lot of discussion.

To learn more about the work the RCSA is doing in TCB to support US-SACU FTA negotiations contact [Stanley Mupanomunda](#).

### Thomas Maesele: USTTI Scholarship candidate

Over the last two years USAID/RCSA has facilitated two Botswana Government Broadcasting services employees to get scholarships for training with the United States Telecommunications Training Institute (USTTI). And Thomas Maesele will be the third.



USTTI scholarships are competitive and cover international airfare, hotel, and per diem assistance through funds made available to USTTI by a grant from USAID/Washington.

Mr. Thomas Malesela is employed by the Botswana Government Broadcasting Services as a Senior Technical Officer based in Selebi Phikwe and responsible for maintenance of transmission plant and equipment. Mr. Maesele is 23 years old and graduated from Botswana Polytechnic in Gaborone where majored in Electronics and Telecommunications.

*Traveling "overseas" for education and training has always been an important milestone in the career development of most third world citizens who have benefited from USAID assistance because of the opportunities it opens*

When Thomas called at our office for interviews and briefing as part of the lengthy clearance procedures, he was visibly excited not only because he had been applying for this opportunity in prior years but also because it will be his first trip “overseas”. Traveling “overseas” for education and training has always been an important milestone in the career development of most third world citizens who have benefited from USAID assistance because of the opportunities it opens. We are certain it will be no exception for Thomas.

One of the conditions of the scholarship, which BTV has always complied with, is to release staff on paid leave and guarantee them employment on return in order that they can apply the skills learnt. For more information about USTTI Scholarships please contact [Kelebonye Malope](#)

### **Santawani Lodge: Generating Rural Income Through Tourism**

The latest addition of the lodges of the famous Okavango Delta is the newly reconstructed Santawani Lodge. It is located near the southern gate of Moremi Game Reserve and about 80km from Maun. The lodge dates back to at least three decades when it was operated by a private sector company. Upon expiry of the private company’s 25 year land lease, the Government of Botswana transferred the lodge’s lease to the Sankuyo Tshwaragano Management Trust. This community trust was formed under the USAID supported Botswana Natural Resources Management Program. The trust, consisting of about 400 households with approximately 1000 people, has since negotiated concessions for the hunting and photographic safaris and has been generating significant profits.

The African Wildlife Foundation (AWF), through the RCSA supported Four Corners Activity, entered into a memorandum of understanding with the Sankuyo Tshwaragano Management Trust. The purpose of the MoU is to assist the trust in upgrading the facility, marketing it and develop a sound business plan. AWF provided a small grant of \$60,000 and the trust contributed a total of \$50,000 towards the implementation of the MoU. Under this agreement, six private chalets, with double beds, were built, a bar and a reception area. All of them are fully furnished. The building structures are in good shape and meet reasonable tourist standards. An experienced travel agent handles the marketing and she is based at the lodge’s marketing office in Maun. Currently, Santawani Lodge is running at approximately 50% capacity. The lodge is expected to make \$65,000 per year

even at 30% occupancy because the operation costs are low and can be adjusted to meet demand. A Grand opening is scheduled for June 17, 2004.

Several features of the Santawani Lodge make it unique among tourist lodges in the Okavango Delta.

Unlike most of the lodges in the delta, Santawani is fully owned by local community members, through the Sankuyo Tshwaragano Management Trust. This is a significant milestone in tourism in the region where a large percentage of lodges and camps are owned by large and mostly foreign-owned tourism companies.

The lodge is managed entirely by community members. When it becomes fully operational, it will employ about 20 community residents and create the much needed income. Currently the lodge employs 7 people on full time basis. The lodge employees have acquired hospitality industry management skills by working for lodges and camps in the Okavango. AWF has also significantly contributed by organizing training for these employees. It also offers clean basic facilities, a staff that is eager to please and a world class game viewing, all for less than \$100 per night full board

To expand the marketing reach of the lodge, AWF has partnered with the Regional Tourism Association of



Southern Africa (RETOSA), the body charged with marketing destinations in the Southern Africa Development Community (SADC). The lodge has already been showcased by AWF in a number of international travel and tourism shows in the United States of America, Europe and South Africa.

The success of the lodge will boost the income that the community is already generating from hunting concessions and photographic safaris.

This provides an opportunity for local people to improve their livelihoods through increased income and services. Proceeds from the lodge and concessions are distributed by the trust to community priorities such as health and education.

*The success of the lodge will boost the income that the community is already generating from hunting concessions and photographic safaris.*

For instance the community receives burial benefits of BWP 3000 per member and has managed to acquire ambulance services. Community scholarships also send about four to six students yearly to the University of Botswana. In addition the lodge will serve as an incentive for communities to invest in the conservation of local wildlife.

The lodge has potential to succeed in both conservation and improving livelihoods because experience elsewhere has shown that community enterprises are most successful where the community has organized institutions, local skills and capacity, and low population densities that allow benefits to be realized at the household level. The Sankuyo Tshwaragano has all of the pre-requisites for success. Thanks to the Government of Botswana policies aimed at increasing local participation and ownership in the tourism industry; and to USAID/RCSA and AWF for providing the required financial and technical support respectively.

### In the Spotlight

#### Gerald A. Cashion: New RCSA Director Designate

A Fulbright-Hayes fellow and a seasoned development expert with over 38 years of extensive work in Africa and a holder of a PhD. from Indiana University. Dr Cashion joins RCSA as the Regional Mission Director from REDSO where he has been the Deputy Regional Director since September 2001. He has worked for REDSO from August 1999 as Director of Non-Presence Country and Regional Conflict Management Programs.



Cashion was a Peace Corps Volunteer construction Superintendent Sierra Leone. He spent 3 years of doctoral research in Mali from where he began his extensive and distinguished USAID career with USAID/Bamako in 1978. He served as the PSC Mission

Anthropologist, Assistant Project Development Officer, Supervisory Project Development Officer and acting chief of the Design/Evaluation office with USAID/ Bamako

In 1984 he joined the Sahel West Africa Projects Office in USAID/Washington with responsibility for Niger and Cape Verde.

Dr. Cashion worked as senior social scientist in the Africa Bureau Office of Development Planning in 1987; served as a Special Projects Officer in USAID/Lagos in 1988-90; was Assistant, then Supervisory Project Development Officer in the Regional Development Office for the Caribbean in Bridgetown, Barbados in 1990-92.

In August 1992, Dr. Cashion returned to Washington as Supervisory Program Officer in the Office of East Africa Affairs and was Officer-in Charge for REDSO/ESA, Burundi, Rwanda, Djibouti and the Indian Ocean nations of Madagascar, Mauritius, Seychelles, and the Comoros. In 1994-95 he served as Supervisory Project Development Officer and chief of the Project and Food Policy Division in the Africa Bureau's Office of Development Planning. From August 1995 to June 1999, he was Director of the Office of Economic Growth at USAID/Morocco.

Dr. Cashion will be sworn in on July 21, and is expected to be in Gaborone by July 26 2004

### Around the Corner

#### SOUTHERN AFRICA GLOBAL COMPETITIVENESS HUB



#### Trade Hub Happenings

The RCSA's [Southern Africa Global Competitiveness Hub](#) is engaged in a broad range of activities contributing to economic growth in Southern Africa. Multiple contractor teams contribute to this work. Each month they issue the Hub Happenings which details planned activities for the month ahead. If you would like to learn more about the Trade Hub contact [Godwin Punungwe](#). Highlights of some of the upcoming activities include:

- Two Trade Capacity Building studies will be completed in June, examining the economic impact on the BNLS (Botswana, Namibia, Lesotho, and Swaziland) of liberalization of services and of tariffs within the context of the Southern Africa Customs Union (SACU)/US Free

Trade Agreement. The study on services will highlight key issues relevant to the benefits of and barriers to services and cross-border supply of services (including e-commerce) in financial services, telecommunications, tourism, professional services, and energy services. The tariff study will serve to estimate the likely impact of the FTA on fiscal revenue and on the main economic sectors.

- The Mid Term Review of the SADC Trade Protocol will be completed during the month of June. TCB teams visiting Malawi, Mozambique and South Africa to consult with government officials, business and other key stakeholders and preparing the initial report for submission.
- The Trade Hub's Customs Transit Specialist will visit Malawi, Tanzania, and Zambia to examine the Customs' legal and bond guarantee environment. Meetings will be held with Customs officials, potential Customs bond/guarantee providers, freight forwarders, and relevant customs and transportation stakeholder organizations.
- June 21-The Trade Hub's Risk Management Consultant will conduct a Risk Management and Intelligence course for Namibia Customs during the week starting 21 June 2004. Thereafter the consultant and the Trade Hub's Customs Reform Advisor will visit Tanzania Malawi and Zambia to evaluate the impact of previous Risk Management training sessions conducted in those countries and their progress in implementing Risk Management in Customs controls.
- June 14-20- The Trade Hub's short term Information Communications Technology (ICT) consultant will complete an analysis of the manual

procedures in Zambia and Malawi. Concurrently, the Customs Reform Advisor will be preparing a report on policy issues in these countries as it relates to electronic certification and transmission

- Dr. Andrew Mutaba Mwali, short-term corridors institutions sustainability specialist, assisted by the long-term training and capacity building specialist, Ms Maggie Makanza, and under the direction of SMAK Kaombwe, long-term transport policy advisor will visit TKC countries (Botswana, Namibia and South Africa) and DC countries (Malawi, Tanzania and Zambia). The team will also visit Mombasa, Kenya to obtain information and learn from the experience of the Northern Corridor Secretariat, which is the operational center of a corridor institutional framework that has been in existence for more than 15 years.
- June 21-27- In cooperation with Botswana's Ministry of Labor and Home Affairs and the Southern African Development Community (SADC) the Trade Hub will take part in the Women in Business-SADC Trade Fair and Investment Forum. The forum was designed to respond to the disparities existing between women and men in regional trade and economic development.

The Trade Hub website ([www.satradehub.org](http://www.satradehub.org)) includes information and tools for interested investors and entrepreneurs in the US and Southern Africa region. An extensive section on [AGOA](#) provides information about the latest legislation.