



EU-BOTSWANA BUSINESS FORUM (EBBF)

AN OPPORTUNITY TO PROMOTE BUSINESS OPPORTUNITIES IN BOTSWANA

The EBBF will take place on **11-12 October 2023** at the Botswana Conference & Exhibition Centre in **Gaborone**. It will be officially launched with an Opening Ceremony at 10:00hrs on 11th October 2023 at the Fairgrounds Holdings. The President of Botswana, H.E. Mr Mokgweetsi Eric Keabetswe Masisi will be invited to officiate at the opening ceremony. The Ambassador of the European Union to Botswana and SADC, H.E. Mrs Petra Pereyra will officiate the closing ceremony of the EBBF on the 12th of October 2023 at 16:00hrs.

The event will run in parallel to the Global Expo Botswana, which takes place between 11 and 14 October 2023 and will be launched at the same time.

Save the date: www.ebbf.co.bw/ - Registration open on 01st of June 2023

WHY BOTSWANA?

Botswana has much to offer to European Union (EU) investors looking for opportunities in Africa. Botswana is one of the most politically stable and economically prosperous countries in Africa and as such it offers a safe and welcoming environment for foreign investments featured by:

- ✚ **A strong economic growth:** Botswana has one of the fastest-growing economies in Africa, with an average annual growth rate of 4% over the past decade;
- ✚ **A business-friendly environment:** Botswana has implemented several policies and reforms to attract foreign investors, including tax incentives, streamlined bureaucratic procedures, and an efficient legal system.
- ✚ **A strategic location:** Botswana is at a crossroads in southern Africa, making it a gateway to the region;
- ✚ **A skilled workforce:** Botswana has a highly educated and skilled workforce, with a literacy rate of over 88%;
- ✚ **Abundant natural resources:** Botswana has significant reserves and not only diamonds but also coppers, coal, salt ash and other minerals;
- ✚ **A strong legal system:** Botswana has a robust legal system based on English common law, which provides certainty and protection for investors and businesses.
- ✚ **A diversified economy:** Botswana has a diversified economy, with sectors such as tourism, agriculture and manufacturing contributing to the country's growth;
- ✚ **A low corruption:** Botswana has a reputation for being one of the least corrupt countries in Africa, according to Transparency International.

A PLACE FOR BUSINESS NETWORKING!

A B2B matchmaking event between EU Investors and Botswana business owners/promoters will yield several benefits and provide a valuable platform for promoting investment and increase economic growth in Botswana by:

- ✚ **Facilitating the sharing** of information and ideas between investors and promoters;
- ✚ **Allowing to develop** a deeper understanding of each other's needs and expectations;
- ✚ **Leading to more effective collaboration** and higher likelihood of successful investments.

TEN FOCUS THEMATIC WORKSHOPS TARGETING:

- ✚ Life sciences, health and pharmaceutical sector
- ✚ Agri-business / Agro-processing
- ✚ Financial and business services
- ✚ Manufacturing including automotive and e-mobility
- ✚ ICT and innovation
- ✚ Mineral beneficiation
- ✚ Renewable Energy and Energy Efficiency (RE&EE)