



SUCCESS STORY

Trade Hub Improves Competitiveness

Southern African economies are now exporting more diverse products to more places



Photo: Southern Africa Trade Hub

SATH's assistance to Keedo clothing, a high-end children's clothing company exporting to the US ensured that more than 200 families in the Cape townships kept their incomes. Keedo's manufacturing suppliers are women-owned, small operations.

Originally established in 2002, the USAID Southern Africa Trade Hub (SATH) has played a critical role in increasing the trade competitiveness of southern African economies through supporting regional integration, enhancing international competitiveness through reducing trade costs and promoting exports.

Key results:

- Assisting more than 500 Southern African firms with advice and information about exporting to the US, including facilitating nearly 2,000 buyer-seller relationships through trade shows, business-to-business events and buyer engagement.
- The adoption, throughout the Southern African Development Community (SADC), of a single customs declaration form, replacing up to 15 different forms previously used.
- Acting as the preferred partner of the World Customs Organization and World Trade Organization to conduct studies to quantify the time taken, and thus cost, of moving goods across borders; and then propose solutions.
- Carrying out an annual audit on the implementation of the SADC Protocol on Trade, which reviews tariff reductions as well as other barriers to intra-regional trade.
- Providing trade-related capacity building and technical assistance to hundreds of individuals and dozens of companies and government officials.

Going forward, SATH will, among others:

- Work with the South African Commodities Exchange and Zambian Agricultural Commodities Exchange (ZAMACE) to increase price discovery through introducing a futures contract that will allow farmers/processors to lock in the prices they will receive at a future date.
- Reduce transport and transit costs by streamlining border procedures and automating interconnectivity between different customs administrations through a partnership with Microsoft.
- Work with to ensure effective implementation of the SADC Protocol on Trade.
- Enhance the contribution of private sector production of clean electricity to meet expanding regional energy needs.