



EU priorities in Southern Africa

**Webinar organised by the
Botswana Investment and Trade Centre and the EU Chamber
of Commerce and Industry in Southern Africa**

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5 Priorities of the new European Commission

- 1) European Green Deal**
- 2) Europe fit for digital age**
- 3) Economy that works for people**
- 4) Stronger Europe in the world**
- 5) Promoting European way of life**



New EU Trade communication: an open, sustainable, assertive trade policy

- 1) Openness and strategic autonomy**
- 2) Green and sustainable**
- 3) Digital and regulatory sphere**
- 4) Assertive defence**
- 5) Global alliances and strategic partnership with Africa**

**Translation
of these
priorities in
our relations
with South
Africa from
trade and
investment
perspective**

- Just and green transition/green economy
- 4IR/5G
- Implementation EU-SADC Economic Partnership Agreement
- Investment impediments
- Support strong, coherent voice of EU business in South Africa



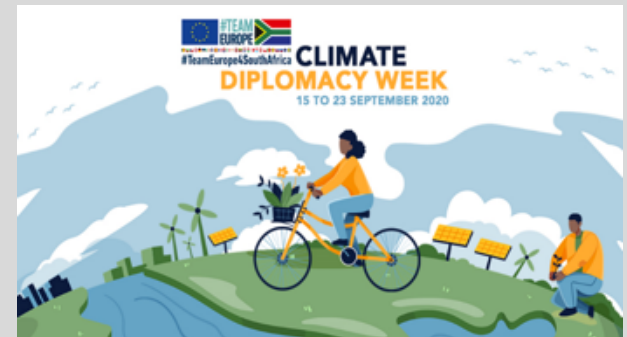
**APPROACH: TO OPEN WINDOWS
OF OPPORTUNITY for EU
businesses in our policy
dialogues with South Africa**



JUST AND GREEN TRANSITION

GREEN ECONOMY

- Just and green transition
- Energy transition
- Renewable energy and gas
- Nuclear (Euratom/SA agreement)
- Climate change adaptation
- Climate change mitigation
- Circular economy



4IR

5G

- Presidential Advisory Commission on 4IR
- Department of Science and Innovation; Department of telecommunication and digital
- Spectrum allocations
- 5G
- NRCS and Letter of authorisation for electronic/electrotechnical equipment



INVESTMENT IMPEDIMENTS

KEY APPROACH: strike a balance between investment/business friendly environment and economic transformation in South Africa

- B-BBEE
- LCRs
- Public Procurement
- Reliable supply of energy/infrastructure
- Skills and visas



**ADVOCACY
FOR EU
BUSINESS IN
SA**

- EU Chamber of Commerce
- “Profiling” EU companies and contribution to transformation in South Africa
- Work together with EU business in all above areas



**Foster
Value chains
in the region
with the EU
based on
provisions
of the EU-
SADC EPA**

OPPORTUNITIES but also important CONSTRAINTS

Industrial sectors:

- Automotive
- Renewable Energy

Agri-food:

- Natural Fibres
- Karoo Lamb
- Bioethanol

Constraints:

- Diagonal cumulation
- Localisation policies in SA



EU-SADC EPA

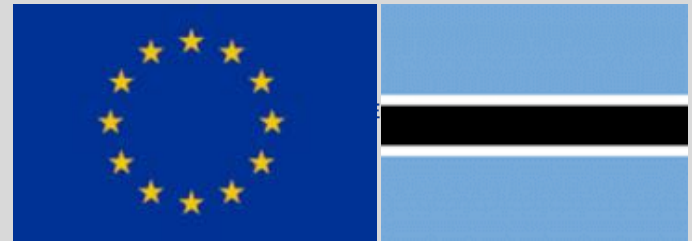
IMPLEMENTATION

- Trade impediments affecting EU exports
- RoO – diagonal cumulation
- Poultry
- Textiles
- Compromises with SA export interests
- Foster value chains between EU and SADC EPA States



Botswana - challenges and look ahead

- High dependency on a single commodity
- Need to diversify manufacturing base and exports
- Private sector development, SMEs, PPPs
- Longstanding political priorities; new impetus from COVID-19
- Import substitution, citizen economic empowerment
- Dependency on RSA; localisation



EU support to Botswana

- Potential of EU-SADC EPA underutilised
- EU support at national level / regionally:
 - export and investment promotion, business environment reforms and e-government, skills development, industrialization, transport and transit facilitation....
- Beef and leather value chains, tourism value chain



EU DEL in Botswana

- No European Business Organisation in Botswana
- Only 2 EUMS present
- EU DEL ready to work with EU businesses from South Africa
- You can help us! (Share information on bottlenecks to investment, market access barriers...)

