



Welcome to BEAUTIFUL
Botswana

'the true sparkle of Africa'

Botswana – A place to live, visit and invest

Botswana is a land of unmatched beauty, plentiful in wildlife and rich in culture, giving it a magical and dreamlike quality, from its prominent salt pans to diamond rich deserts and lush flood plains.

Since peacefully gaining independence in 1966, Botswana has managed to exploit its wealth of underground resources, especially diamonds, to develop not only its diverse economy but also its people. Botswana is the biggest producer of diamonds in the world by value. It is hailed as a shining beacon of democracy, stability and peace in a continent renowned for turmoil and instability.

Its people have a rich diverse culture and embrace all who come to Botswana with a welcoming warmth.

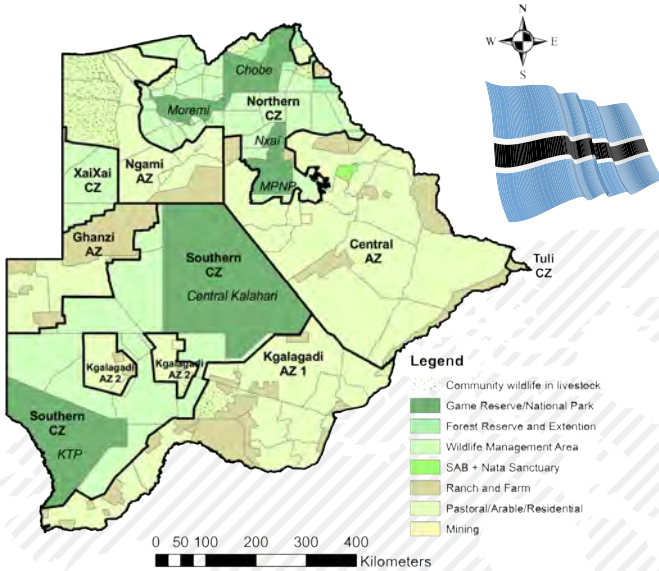




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ABOUT BOTSWANA

Area:	581 730 km ² - Botswana borders South Africa, Namibia, Zimbabwe and Zambia.
Population:	2 024 904 (2011 Population Census)
Capital City:	Gaborone
Other major towns:	Francistown, Lobatse, Selibe Phikwe, Jwaneng, Orapa
Form of Government:	Parliamentary Republic
Independence:	30 September 1966 (from UK).
Head of State:	President Mokgweetsi Eric Keabetswe Masisi
Adult Literacy Rate:	82% as per World Bank Report
National Language:	Setswana
Official Language:	English
Nationality:	Motswana (singular.), Batswana (plural)
Geography:	Southern Africa
Time:	GMT plus 2 hours
Borders:	South Africa, Zimbabwe, Namibia and Zambia
GDP:	(4.3% 2016) USD 15.6 billion (2016)
Real GDP per Capita:	USD 7,019 (2016)
Inflation:	(2.8% Av 2016), 3.4 % April 2017
Interest Rates:	Bank rate 5.5%: Prime rate 7.5% 2017
Terrain:	Desert and savanna, predominantly flat to gently rolling tableland
Climate:	Mostly subtropical, with warm winters and hot summers. Summer months – December to March and winter months – May to August.
Dialling code:	+267 - followed by a local number
Currency:	Botswana currency is the Pula. One (1) Pula is made up of 100 Thebes. Notes are: P200.00, P100.00, P50.00, P20.00, P10.00 and coins are P5.00, P2.00, P1.00, 50thebe, 25thebe, 10thebe and 5thebe.

International Diplomatic representation: Botswana has representation in Brazil, United Kingdom, China, Ethiopia, Germany, India, Japan, Kenya, Mozambique, Namibia, Nigeria, South Africa, Sweden, United States of America, Zambia, Zimbabwe and Kuwait.

Key facts about Botswana

- Attained Independence on 30th September 1966
- Botswana is a model democracy that boasts stable macro – economic and political stability.
- Botswana is centrally located in Southern Africa, there is an opportunity for expansion and exporting to the wider Southern African region, which provides an even bigger market of over 250 million people.
- Botswana is located centrally in Sub-Saharan Africa, and is a stable middle-income country.
- Literacy rate stands at an impressive 82%.
- Botswana always ranks highly and positively in most recognised international rankings. Botswana consistently ranks among the best governed, most transparent, most peaceful and least corrupt countries of Africa.
- Botswana is home to two UNESCO World Heritage sites, being the Tsodilo Hills and the Okavango Delta.

Official Site of Botswana: www.gov.bw

Official Brand Botswana site: www.brandbotswana.co.bw

Beautiful landscapes at **Kubu Island**

History of Botswana

Originally a British Protectorate and called Bechuanaland, Botswana attained her Independence from Great Britain on 30th September 1966. Botswana is one of Africa's success stories, from one of Africa's poorest countries at independence, to a vibrant, developed, middle income African state.

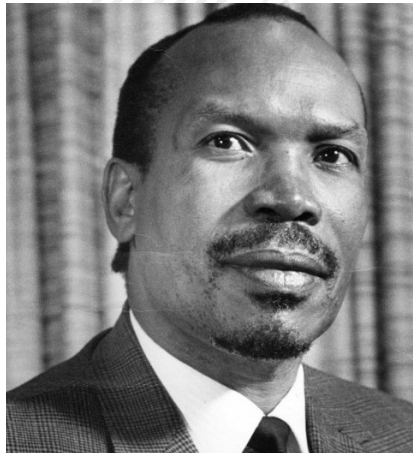
1966 saw a poverty-stricken Botswana with only 7kms of tarred road, a GDP of around 0.03 USD Billion and a largely uneducated workforce. Many at the time warned of impending disaster post-independence for Botswana. In their view, there was little glimmer of hope that the country would be able stand on its own without the colonial master's assistance.

Sir Seretse Khama, Botswana's founding President is credited for his prudent management of Botswana's mineral wealth which paved way for her enviable developmental success. Sir Seretse Khama passed on in July 1980 and was succeeded by Quett Ketumile Joni Masire who was later knighted. He would lead until 1998, when he stood down from the Presidency to pave way for Mr. Festus Mogae, a well-respected economist, who went on to receive the acclaimed Mo Ibrahim Award for Good Governance in 2008.

Mr. Festus Mogae would later make way for Sir Seretse Khama's son, Lt General. Dr. Seretse Khama Ian Khama who became Botswana's 4th democratic President. His term came to an end on 31 March 2018 after serving two terms as president. He made way for current President H.E. Mokgweetsi E.K. Masisi who was sworn in as Botswana 5th President on 1st April 2018.



Botswana attained her Independence from Great Britain on 30th September 1966



Botswana's founding President
Sir Seretse Khama

Fast forward to 2017, Botswana has been on a transformational journey from her humble beginnings. According to the World Bank, 'GDP in Botswana was worth 15.27 billion US dollars in 2016'.

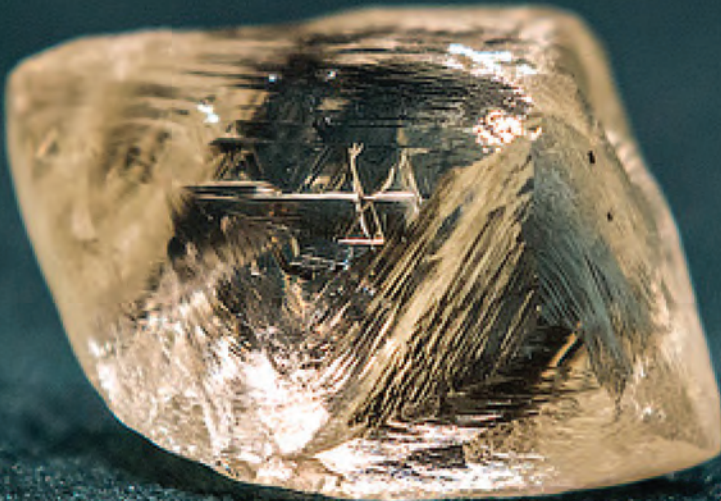
The GDP value of Botswana represents 0.03 percent of the world economy. The country averaged 4.30 USD Billion from 1960 until 2015, reaching an all-time high of 17.22 USD Billion in 2014. These figures prove that Botswana's economy is one of the fastest growing economies in Africa.

Diamonds were discovered in 1967, and the diamond proceeds have been a major driver of Botswana's rapid development. The Orapa Mine, owned by Debswana Diamond Company, began operations in 1971, marking the beginning of the 'Diamonds for Development' era. Later on the Jwaneng, Letlhakane, Damtshaa, Karowe and Firestone Mines would also start operations, making Botswana one of the biggest producers of diamonds in the world. The mining sector, in particular

diamonds, has played a critical role in Botswana's development. The discovery and subsequent mining of diamonds in partnership with global corporation De Beers, became a bedrock of the economy and government revenue. It was through this partnership, that government was able to establish an education system that would be virtually free for all its citizens from primary to tertiary level. It is these efforts that have increased the literacy levels in the country to 82%, giving the nation a strong workforce for development.

Diamond revenues have over the years been used to drive infrastructure development, extend free universal education and health care, as well as support a social support system for citizens.

Botswana is one of the world producers of **gem diamonds by value**



Botswana; A place to Live, Visit and Invest



A place to LIVE

- Modern and attractive to live in, work and enjoy life
- Offers good quality of life
- Friendly, welcoming and accommodating people
- A Democratic, Peaceful and Prosperous nation
- A safe and secure place to live, visit, invest and work
- Economically strong and politically stable
- A thriving democracy with good governance structures
- Botswana has a sustainable, and consistent power and water supply to most parts of the country
- Botswana offers good quality education. There are public schools as well as numerous international private schools offering both Cambridge and the International Baccalaureate syllabus
- The health system consists of public, private for-profit and private non-profit health care service providers.



A place to VISIT

- Welcoming environment and friendly people
- Botswana offers a great tourism experience with a wide range of safari offers, event tourism and adventure.
- Botswana is continuously rated as one of the best tourist destinations in the world
- Botswana is home to two UNESCO World Heritage Sites; the Tsodilo Hills and the Okavango Delta
- Voted as the best place to visit in 2016 by Lonely Planet



A place to INVEST

- Good sovereign credit ratings
- Lowest corporate tax rate in the region (15% for manufacturing /financial services, 22% for all other activities)
- Maximum personal income tax rate of 25%
- No foreign exchange controls
- Duty free importation of machinery used in production
- Duty free importation of raw materials used in exportable products
- Several double taxation agreements
- Enterprise can be 100% foreign owned
- Good industrial relations
- Trainable workforce and high adult literacy rate
- Within close proximity of fast-growing markets
- At the Heart of the SADC Consumer Market
- Highest investment grade sovereign credit rating in Africa long term "A-" & short term "A-2"



The Lifestyle

Botswana is a cosmopolitan, multi-ethnic country that offers a good quality of life. The country continues to develop rapidly, and has become a destination of choice to live and work in.

The capital city Gaborone, is the economic hub of the country, boasting a vibrant and inclusive atmosphere.

The development of high rise buildings and malls has also seen the opening of some global franchise restaurants and coffee spots.. There are several spots that provide the best of local cuisine, coupled with a good atmosphere that combines people with culture.

Weekends are increasingly being characterised by social gatherings, apart from the traditional weddings and birthday parties. Sunday sessions have become popular in Gaborone. City dwellers converge on picnic like events to enjoy the remnants of the weekend while watching the beautiful Kgalagadi sunset. Jam for Brunch, ChillStep Sundays, Pop Up Markets, Farmers Market etc. are such popular youth hip hangouts.

**Gaborone is a truly
buzzing metropolitan.**

Gaborone Central Business District by night



Interesting FACTS about Botswana

Botswana is home to the world's biggest concentration of **African elephants**.

Botswana is one of the **world's biggest diamond** producing country in terms of value and production

Setswana is the local language and the most spoken language throughout the country. **English** is the official and business language of the country.

Botswana has the **richest diamond mine** by value in the world; the Jwaneng Diamond Mine

About 80% of Botswana's landscape is covered by the **Kgalagadi Desert**.

The currency is the Pula (for notes) and Thebe (for coins).



Interesting FACTS about Botswana

Around 38% of the country's surface is dedicated to national parks, reserves and wildlife management areas

The Makgadigadi pans is one of the largest salt pan areas in the world, stretching over an area of 12.000 km².

In the North-Western part of the country, Botswana borders with 3 other countries, **Zambia, Zimbabwe and Namibia**. The only quadripoint in the world.

Before its **independence in 1966** Botswana was a British protectorate

The **Okavango Delta is the largest inland** delta in the world.

Botswana's capital city is **Gaborone**.

Botswana has approximately **2.5 million cattle**, more than the human population of 2.1 million.



For those who love the outdoors, there are other interesting places to visit, amongst them the Gaborone Game Reserve and Mokolodi Nature Reserve. For a taste of Botswana culture, one can visit the Bahurutse Cultural Village on the outskirts of Gaborone.

Francistown is the second city, in the North-Eastern part of the country. The city is surrounded by mining activity, most notably the Tati Nickel Mine and Phoenix Mine. Francistown's economy has been boosted by the resuscitation of gold mining. On the tourist front, the city offers historical and cultural tourism, bird watching, arts and crafts amongst others.

Maun is the administrative centre of Ngamiland District and is regarded as the gateway to the Okavango Delta, the 1000th UNESCO Heritage World Site. Ngamiland District comprises a fascinating variety of ethnic groups: the Batawana, Hambukushu, Basubiya, Bayei, Banoka, Baherero and Bakgalagadi. Maun is a popular tourist hotspot for locals and international visitors, offering wildlife and tourism tours, safaris, hiking, camping and river rafting. Maun is home to one of the busiest airports in Africa, with an operation of mainly small aircrafts carrying tourists into the Delta.

For those who love the outdoors



Kasane, located in the north-eastern part of Botswana is near the borders of Namibia, Zambia and Zimbabwe. It is the gateway to the Chobe National Park, which is known to the world over for being home to the largest elephant population of over 150,000 elephants. It is a tourism hub and a popular spot for international tourists. Other interesting places to visit are the snake park and the crocodile farm. Visitors to Kasane can further be treated to day trips to the Victoria Falls, located only 80km away from Kasane.

Culturally; Botswana is rooted on a strong cultural base that guides interactions between Batswana and the rest of the world. Although there are different tribes, there is a common thread that unifies Batswana.

Botswana's rich culture and heritage continuously amazes not only Batswana, but the world at large. Botswana's distinct culture comprises numerous traditions that are hinged on principles of mutual respect (Botho), humility and the Kgotla system; which encourages open dialogue and consultation. A system that has emerged as a result of these principles, has created a closely knit, homogenous nation comprising

of a people that lives harmoniously. The inimitable traditions found in Botswana makes for a rich culture made of various rituals, norms, values, myths and beliefs. Although there are various tribes that have diverse value systems, they have exchanged traditional practices through inter-marriages, arts and crafts, trade, religion and educational systems to keep Batswana amalgamated

Botswana beef is a major export, and a huge part of cultural celebrations. Pounded meat, called Seswaa, is a delicacy. Seswaa, maize meal and Morogo (a leafy green vegetable) form the staple diet for Batswana. Other important cultural elements that can be associated with Batswana are; Bogadi (bride price), Chieftainship and traditional/spiritual healers. Batswana are agriculturalists who treasure sheep, goats, horses and cattle. These are not only sources of food, clothing and trade; they are an indication of prominence in society. Tribal leaders charged with overseeing the community affairs and are known as Dikgosi (Chief), and are highly respected by community members. Botswana's wealth does not only comprise of nature's finest resources; its prosperity resides with the inner beauty that resides in the union of its people.

Botswana's rich culture and heritage continuously amazes not only Batswana but the world at large.

Botswana Women in traditional regalia (Leteisi and megagolwane)



Experience Botswana

• People

The people of Botswana are called Batswana (plural) and Motswana (singular). Family and togetherness among Batswana is a virtue in Setswana culture. Botswana is made up of diverse people, all driven by the value of Botho. Batswana continues to make meaningful and marked contribution across all sectors of society, including, but not limited to; Arts, Sport, International relations and Politics. Batswana have excelled in different fields across the World, showing their skills, prowess and leadership qualities. The likes of Former President Festus Mogae and recipient of the Mo Ibrahim Award, former Commonwealth deputy secretary Mmasekgoa Masire-Mwamba, International Criminal Court Judge - Judge Sanji Monageng, former Miss Universe Mpule Kwelagobe, athlete Nijel Amos, model and actress Kaone Kario, Radio presenter and businessman Thato 'DJ Fresh' Sikwane, Broadway actor Donald Molosi, international chef Joseph Seeletso, and fashion designers Black Trash etc, have put Botswana on the world map through their varied exploits.

• Culture and Heritage

"It should now be our intention to try to retrieve what we can of our past. We should write our own history books to prove that we did have a past and that it was a past that was just as worth writing and learning about as any other. We must do this for the simple reason that a nation without a past is a lost nation, and a people without a past is without a soul." (Botswana Daily News, 1970) - These are the famous words of Botswana's first President Sir Seretse Khama. Botswana indeed takes Pride in its past. Our heritage and Culture, which are the foundations of Botswana's interactions amongst Batswana and with the rest of the world, are held in high esteem. As a Nation, Botswana is grounded on strong cultural values of Botho and Therisanyo.

• Doing Business in Botswana/Immigration

Botswana remains one of the countries in Africa that can proudly pronounce itself as truly a destination of choice for investment, leisure and work. Botswana is centrally located in Southern Africa, presenting an opportunity for expansion and exporting to the wider Southern African region, which provides an even bigger market of over 250 million people. Botswana always ranks highly and positively in most recognised international rankings. Botswana consistently ranks among the best governed, most transparent, most peaceful and least corrupt countries of Africa

For more information on Doing Business in Botswana, visit;

Botswana Investment and Trade Centre: www.gobotswana.com

Business Botswana: www.bb.org.bw

Botswana Development Corporation: www.bdc.bw

Botswana Unified Revenue Services: www.burs.org.bw

Companies and Intellectual Property Authority: www.cipa.co.bw



BUSINESS HOURS

Public Sector: Monday to Friday 0730hrs – 1630hrs

Private Sectors: Monday to Friday 0800hrs – 1700hrs



Visas

Travelling to Botswana: For VISA information visit: <http://www.gov.bw/en/Visitors/Topics/Before-You-Go/Before-You-Go1/#c24331044200435fa8fd05c82016d2db>



Tourism

Botswana is home to great wildlife, cultural and event tourism, offering a blend of tourism options, resulting in a unique tourism adventure. Two UNESCO World Heritage sites can be found in Botswana, namely; the Tsodilo Hills and the world-renowned Okavango Delta.

These, among others, make Botswana a must visit tourism destination. The country's tourism industry is anchored on sustainable tourism development. Botswana's Safari experience remains untainted, unique and refreshing. Tourism in Botswana has and continues to contribute immensely to upliftment of the lives of Batswana

For more information on Tourism and Hospitality in Botswana, visit; **Botswana Tourism:** www.botswanaturism.co.bw
Hotel and Tourism Association Botswana: www.hatab.bw

Two UNESCO World Heritage sites can be found in Botswana.



Exports

Over the years, Botswana's exports have contributed immensely to Botswana's economic development. Revenues from Botswana's biggest export – Diamonds, have developed Botswana. Botswana is the world's largest producer of quality gem diamonds which account for about 70% of exports by value. Other than Diamonds, Botswana's other main exports include copper, nickel, soda ash, beef and textiles.

For more information on trading with Botswana, visit;

Botswana Trade Portal: www.botswanatradeportal.com

Botswana Exporters Manufacturers Association: www.bema.co.bw

Botswana Export Credit Insurance: www.beci.co.bw



Beef



Diamonds



Soda Ash

• Governance

Botswana prides herself on good, working governance structures and rule of law.

Botswana is a multi-party democracy and general elections are held every five years to elect a Government. Botswana's government is made up of the Legislature, Judiciary and Executive.

Botswana consistently ranks highly in most international rankings i.e. Governance, Peace, least corrupt, most transparent etc. Botswana is host of the Southern African Development Community (SADC) Headquarters

National Symbols

• National Flag



The Botswana flag was officially adopted on 30 September 1966. The colours on the flag correspond to those on the national coat of arms. The blue represents water, the white-black-white bands depict the racial harmony of the people, as well as the pluralist nature of the society.

• Coat of Arms



The Coat of Arms was adopted on 25 January 1966. The centre shield is supported by two zebras. The shape of the shield is that of traditional shields. On the top portion of the shield are three cogwheels that represent industry.

• Botswana Currency (Pula and Thebe)



Botswana currency is the Pula. One (1) Pula is made up of 100 Thebes

The national currency was launched on August 23, 1976, subsequently known as 'Pula Day'. At the time of launching the Pula, the denomination structure consisted of four notes (P1, P2, P5 and P10) and four coins (1t, 5t, 25t, and 50t).

Over the years, due to rising prices, higher value notes have periodically been introduced and coins, which last much longer, are now used for smaller denominations that are used more frequently.

The lowest value coins have also been demonetised. The design of the currency has been consistently based on symbolic illustration of the socio-economic, political and cultural make-up of Botswana as a country, including the importance of democracy, tourism and mining. The design has been periodically reviewed both due to improved security to counter forgeries and to make appropriate adjustments to the artwork. Regarding the latter, since the launch of the Pula in 1976, it had been the practice for all new notes to feature the portrait of the current president. However, since 1997 each denomination features a different portrait, with only the P10 note showing the current president.

On 23 August 2009, exactly 33 years since the introduction of the Pula, a new family of Banknotes was introduced. This included a new P200 denomination note, bearing the image of a woman teaching, reflecting both the importance of education and the contribution of women to national development. (Source: Bank of Botswana)

The Pride Mark

- The **'Pride Mark'** is a symbol of a commitment by an individual or group in Botswana to instill pride in the community.



- It links to the overall essence of 'Pride and Progress' and the Brand Botswana Blueprint.
- Each activity or product that carries the mark, must clearly support the essence of Brand Botswana, deliver positive social outcomes and demonstrate the values of peace, progressiveness, trustworthiness and inclusivity.

The Pride Mark is made up of three (3) elements:

1. The Word Mark

BOTSWANA

The 'Word Mark' consists of a uniquely crafted typeface, and uses the national colour, making it a strong identifier for the country.

2. Symbol



The Sun Symbol holds positive connotations of beauty, discovery and light, as well as a source of energy, progress and growth of a nation.

3. Tag Line

Our pride, your destination

The Tag Line instils a sense of ownership and pride of the Batswana people, yet also talks to an international audience, alluding to a land of promise and adventure, making it the ultimate "destination".



About Brand Botswana

The purpose of the Nation Brand, is to bring Batswana together around a single identity and agreed set of values, in order to stimulate stronger communities, culture and heritage and most importantly instil a greater sense of pride and community engagement in our country.

The brand also positions Botswana to international audiences as an attractive place to visit, work and invest. The national brand:

- highlights our national assets,
- looks to position Botswana and differentiate Botswana from its African neighbours,
- looks to grow our trade performance,
- endeavours to stimulate international investment
- Accelerates innovation and new industry development
- Enhances the tourism visitation and spend
- Administratively, Brand Botswana is responsible for the:
- development and management of the overall branding, marketing and promotion of the country
- coordination of branding, marketing and promotions by key national stakeholders such as tourism, export, investment, government entities
- authorisation to appraise Brand Botswana stakeholder activities, behaviours and communications for compliance with national brand strategy and call stakeholders into account
- management and licensing of the Botswana brand logo (Pride mark)



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Facebook – brandbotswana



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Instagram – @officialbrandbw



YouTube – BrandBotswana