EXPRESSION OF INTEREST

Background

Botswana Investment and Trade Centre (BITC) is an integrated Investment and Trade Promotion Agency (ITPA) with an encompassing mandate of Investment Promotion and Attraction, Export Development and Promotion and management of the Nation Brand.

In response to the Covid-19 global pandemic that has disrupted global trade, BITC recognizes the need to assist exporters to continue to sell their products to international markets. In the face of travel restrictions, digital platforms have taken centre stage to facilitate the interaction between buyers and sellers. BITC sees the need for companies operating internationally, to permanently adopt and implement e-export services as not only a crisis management solution but also a cost-effective futuristic strategy.

EOI Description

BITC is seeking Expression of Interest (EOI) from Botswana exporting companies to enrol into the e-Exporting programme. This Programme aims to boost the adoption of e-commerce strategies by Exporters to reach out to international buyers. The successful applicants will receive:

i. Advisory services on e-market platforms,
ii. Financial assistance on cost sharing basis; and
iii. Capacity building to equip companies with necessary skills to sell online.

Eligibility Criteria

Companies willing to enrol into this programme should meet the following minimum requirements which are:

i. The company must be already exporting,
ii. The company must demonstrate inhouse human resource capability to manage online sales; and
iii. Financial capability to enter into cost sharing partnership.

Submission of Expression of Interest

Companies can express their interest by filling an online form at https://www.surveymonkey.com/r/YQ3Y8VM and uploading a detailed company profile by Wednesday 29th July, 2020 at 1630hours. Interested companies should contact Calvin Ketshabetswe or Itumeleng Teseletso on the above email or call 3633317/3633348 for any clarification.

Note: Late submissions, facsimile, telephone or telefaxed submissions will not be accepted.