



BUSINESSBOTSWANA

Head Office: Luthuli Road | P.O. Box 432 Gaborone | Tel: 3953459 | Fax: 3973142 | email: publicrelations@bb.org.bw

North Region: Haskins Building | Private Bag F/85 Francistown | Phone: 2414622 | Fax: 2414494 | email: bbfrancistown@bb.org.bw

PRESS RELEASE

TO: All Media Houses

FROM: The Chief Executive Officer, Dr Racious Moatshe

DATE: 6th February 2017

SUBJECT: BUSINESS BOTSWANA SETS UP MARKET INTELLIGENCE INFORMATION SYSTEM

FOR IMMEDIATE RELEASE

Within the framework of the Private Sector Development Program (PSDP), Business Botswana (BB) is developing a Market Intelligence Information System (MIIS) which will assist businesses by providing information on national, regional and international markets and on how to access them. MIIS aims to provide an effective and efficient online trade intelligence service reinforcing the value added offered by BB which can support efforts for economic diversification.

The system will expose local businesses to international markets, trends, opportunities and requirements geared towards private sector development. Moreover, it will promote connectivity and linkages with retailers and wholesalers for priority sector such as *Beef, Tourism and Crafts and Jewellery* with the view to facilitate accessibility to prices and price structures of different markets to guide decision makers.

In order to develop an effective and useful system, a local company E-tourism (PTY) Ltd / Simply Botswana, has been engaged to develop the MIIS for BB, and will conduct workshops in various strategic areas in Botswana.

Please visit <http://www.botspsdpmade.org> to know more about the programme

For more information please contact Shiellah Moribame on (267) 395-3459 / 71310261 or email shiellah@bb.org.bw

Dr Racious M. Moatshe

CHIEF EXECUTIVE OFFICER

BUSINESS BOTSWANA OFFICERS:

L.L. Mosienyane (President), G. Keabane (Vice President- South.), P. Moithobogi (Vice President- North.), B.D. Phirie (Treasurer), Dr R.M. Moatshe (CEO)