



30 June 2009

**Export Promotion seminars on the Free Trade Agreement (FTA)  
between the Southern African Customs Union (SACU) and the  
European Free Trade Association (EFTA).**

1. The Southern African Customs Union (SACU) in collaboration with European Free Trade Association (EFTA) will host export promotion seminars on the Free Trade Agreement (FTA) between SACU and EFTA in SACU Member States during the month of July 2009. The seminars will be facilitated by experts from EFTA.
2. SACU and EFTA Member States signed an FTA in 2006. The Agreement entered into force on 01 May 2008. SACU Member States consist of Botswana, Lesotho, Namibia, Swaziland and South Africa; while EFTA Member Countries consist of, Switzerland, Norway, Iceland and Liechtenstein.
3. The main objective of the export promotion seminars will be to create awareness on the SACU -EFTA Free Trade Agreement (FTA).
4. The seminars will also present an opportunity for stakeholders to be provided with information needed to promote trade between

SACU and EFTA Member Countries and details on the Agreement reached between the two trading blocs.

5. The target audience for the seminars are Business Operators, Chambers of Commerce, Exporters Associations, Potential Exporters and Export Promotion Agencies.
6. The schedule for the seminars is as follows:

Country	Date	Number of days
Botswana	13th -14th July 2009	Fair grounds Holdings
South Africa (Pretoria)	15th -16th July 2009	Manhattan Hotel
South Africa (Cape Town)	17th -18th July 2009	Wesgro
Namibia	20th-21st July 2009	Safari Hotel & Conference Centre
Lesotho	23rd -24th July 2009	Lehakoe Club

7. For further information please contact the SACU Secretariat Trade Negotiations Coordinator, Mr Reginald Selelo at [Reginald.Selelo@sacu.int](mailto:Reginald.Selelo@sacu.int) or +264 61 2958020.
8. The Media are invited to attend and cover the seminars.

END

SACU Secretariat

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