



**Republic of Botswana**

**WELCOME ADDRESS**

**BY**

**HONOURABLE PEGGY O. SERAME  
MINISTER OF INVESTMENT, TRADE AND INDUSTRY**

**AT THE LAUNCH OF THE REVISED CEDA GUIDELINES**

**DATE: 16<sup>TH</sup> JULY 2020  
VENUE: OBERT FITNESS CENTRE, TLOKWENG**



**MINISTRY OF INVESTMENT,  
TRADE AND INDUSTRY  
BOTSWANA**



**Your Excellency, The President of the Republic of Botswana  
Dr Mokgweetsi Eric Keabetswe Masisi and First Lady, Mme  
MmaAtsile,**

**Honourable Cabinet Ministers;**

**Leader of Opposition Hon. Dumelang Saleshando,**

**Assistant Minister Ministry of Investment, Trade and  
Industry Honourable Karabo S. Gare.**

**Honourable Members of Parliament;**

**Chairperson of Ntlo-ya-Dikgosi and Batlokwa Paramount  
Chief Kgosi Puso Gaborone**

**Permanent Secretary for Ministry of Investment, Trade and  
Industry Mrs Keganele Malikongwa, and other Permanent  
Secretaries here present;**

**Chairman of South East District Council Hon Augustine  
Peloetletse**

**District Commissioner for South East District Mrs  
Sebokwane Dikgope**

**CEDA Chairman, Dr Alfred Tsheboeng and members of the  
Board of Directors**

**CEDA CEO, Mr. Thabo Thamane and your Executive Team,**

**Honourable Councillors here present,**

**All CEDA Branches joining us online and online viewers,**

**Media Fraternity here present,**

**Ladies and Gentlemen,**

**Good Evening,**

1. **Your Excellency, our First Lady and Distinguished Guests** it is my pleasure to welcome you to Obert Fitness Centre in Tlokweng, Botswana. The Fitness Centre is one of the many companies funded by the Citizen Entrepreneurial Development Agency (CEDA). It bears testimony to Government efforts in enterprise development and citizen economic empowerment with a view to create wealth and grow the economy.
2. **Ladies and Gentlemen,** we are gathered here today to witness the launch of the Revised CEDA Guidelines by His Excellency the President of the Republic of Botswana, Dr Mokgweetsi Eric Keabetswe Masisi. CEDA Guidelines were revised as a result of a manufacturing study which was carried out in 2019. Through the Manufacturing study, CEDA assessed investment opportunities in the Manufacturing Sector in Botswana with a view to ensure full exploitation by entrepreneurs.

The manufacturing study recommended a transformational approach which was the defining factor in the revision of CEDA Guidelines of 2008. It is envisioned that the revised Guidelines will increase citizen participation in key sectors. Further, the revised CEDA Guidelines were developed through extensive stakeholder consultations in Government, private sector and Non-Governmental organisations to ensure that their views were taken on board.

3. **Director of Ceremonies**, as Ministry of Investment, Trade and Industry we will continue to improve the doing Business Environment and promote investment and development of sustainable industries. In this regard, the revised CEDA Guidelines will go a long way in providing the requisite platform for development of sustainable SMME's and diversification. This will indeed promote inclusivity and bring us closer to realizing our national vision of a diversified, knowledge based High Income Country by 2036. We are therefore confident that with the relaxation of CEDA funding requirements, we will see development of the private sector resulting in a significant growth in start-ups investment in new areas and exploit value chain in all sectors, whilst taking advantage of the opportunities presented by the 4IR and Covid-19 response strategies.
4. Implementation of these Guidelines, coupled with support from relevant entities like Local Enterprise Authority through their entrepreneurship development proficiencies, and Botswana Bureau of Standards with their quality assurance expertise, combined with implementation of the regulations of the Trade and Industrial Development Acts, would transform SMMEs, culminating in creation of the much needed jobs for the citizenry of this country.
5. **Distinguished Ladies and Gentlemen**, this will also be reinforced by the upcoming Citizen Economic Empowerment Legislation which aims at ensuring inclusivity and empowering citizen participation in the development of the economy. It is anticipated that the

CEE Bill will be tabled during the July/August sitting of Parliament. I also wish to confirm that it is all systems go for the revised CEDA Guidelines as all the necessary enabling structures have been put in place. We are therefore confident that effective and efficient implementation of the Guidelines will bring the necessary impact on the growth of businesses; and go a long way in facilitating advancement to a more inclusive economy.

6. **Director of Ceremonies**, as I move towards conclusion, let me remind all existing and potential beneficiaries that CEDA has been set up as a revolving fund. For this objective to be achieved, it is imperative for all beneficiaries to adhere to the terms and conditions of the loans, in particular adherence to the repayment of the loans to allow for sustainability of the fund. This will in turn allow other potential entrepreneurs to access the facility.
  
7. With those few remarks Ladies and Gentlemen, let me welcome you to the launch of the Revised CEDA Guidelines. Your Excellency, we are ready to launch the new, bold, fresh and inclusive CEDA Guidelines.

I thank you for your kind attention.

PULA!

PULA!

PULA!