



**Corporate
Brochure**

BACKGROUND



SPEDU was established following a study on diversification that was commissioned through the Ministry of Finance and Development Planning funded by the European Union. The study recommended the establishment of a Unit to coordinate the regeneration programme for Selebi Phikwe. The Unit was established, domiciled under the Ministry of Finance and Development Planning through a presidential directive with the mandate to;

- ▶ **Manage the diversification programme**
- ▶ **Identify projects and progress them to potential investors**
- ▶ **Work with existing promoters and with government in respect of public sector projects**
- ▶ **Help promote the image of Selebi Phikwe**
- ▶ **Identify and secure outside technical assistance to carry out feasibility studies and other specialized tasks**

The Unit then evolved into a Regional economic development agency with the expansion of the mandate to the hinterland of Selebi Phikwe specifically to the area of Bobirwa, Tswapong North and Mmadinare-Sefhophe. Further to this transformation, the agency was registered as a company limited by guarantee in the year 2012, under the name SPEDU, wholly owned by the Government of the Republic of Botswana.

The transformation into a company would improve the efficiency of the organisation so as to expedite on the delivery of its mandate. In 2015 the company became fully operational under the Ministry of Investment, Trade and Industry (MITI), an alignment that was eminent in view of the mandate of the company and its operations.

SPEDU has been set up to achieve the following:

- ▶ **To further economic development and regeneration of the Selebi Phikwe Region**
- ▶ **To promote business efficiency and competitiveness in the Region**
- ▶ **To promote inward investment and trade facilitation**
- ▶ **To promote employment creation**
- ▶ **To enhance the development and application of skills relevant to employment in the Region.**

CORE IDEOLOGIES

Mission

To promote (LEAD) sustainable, diversified trade and investment in the SPEDU Region; in partnership with key Stakeholders.

Vision

To be a world class industrialised and diversified Region by 2035.

Values

- ▶ **Result-oriented:** We will be responsive and agile to achieve our targets. We are focused on delivery irrespective of challenges
- ▶ **Customer-centric:** The customer is at the centre of everything we do. We exceed their expectations consistently and we will be a trusted supplier in our field of work
- ▶ **Leadership:** We are focused and strategic in all our actions and decisions learning from our actions and from those who lead
- ▶ **Ethical:** All our decisions and actions will be above board. We espouse a culture of fact or evidence-based management

KEY ECONOMIC SECTORS

The SPEDU drive will bring a sustainable economy, employment and investment, which will ensure the long-term survival of the Region, with a view to broaden the economic activities through the following sectors:

Tourism



Agri-business



Manufacturing Industry



Strategic Infrastructure Development



SPEDU AREAS



The Region is made up of 5 SPEDU areas, being Selebi-Phikwe Town, Bobirwa, Tswapong North & Mmadinare-Sefhophe.



KEY PHYSICAL FEATURES IN SPEDU REGION

- ▶ Major rivers and big dams
- ▶ Wildlife reserves
- ▶ Historical tourist sites
- ▶ Beautiful rolling hills and rich vegetation



SPEDU FUNCTIONS



SPEDU provides the following services;

- ▶ **Facilitating land allocation for investors;**
- ▶ **Recommending for allocation of land to relevant stakeholders;**
- ▶ **Promoting investment viable projects;**
- ▶ **Conducting Research and product development;**
- ▶ **Creating and providing data base for project planning and management;**
- ▶ **Lobbying for special dispensations and conducive environment for doing business in the SPEDU Region;**
- ▶ **Stakeholder coordination and facilitation of dialogue for projects development;**
- ▶ **Providing support for entrepreneurship development;**
- ▶ **Addressing barriers to business start-up and growth;**
- ▶ **Facilitating market access for projects.**

COMMUNITY ECONOMIC FACILITATION PROJECTS	The function is critical to the implementation of the SPEDU mandate as it works directly with commUnities in the Region. Its main function is to work hand-in-hand with commUnities in project identification and advancing them to economically viable projects. The division seeks to organize communities into functional and effective bodies that carry out economic developments; developing management bodies for developments, business facilitation and creation of sustainable industries.
CORPORATE COMMUNICATIONS	The function oversees the implementation of the corporate communications strategy of the Company to ensure that the public image of SPEDU is enhanced. Further it is responsible for identifying and segmenting various stakeholders and developing customised programmes for promoting the Company amongst such stakeholders to ensure a strong brand appeal; and building and maintaining strong internal and external relationships with key stakeholders.

SPEDU FUNCTIONS



Current projects:

REVIEW OF SELEBI PHIKWE DEVELOPMENT PLAN	The Development Plan has been reviewed to infuse the plan into the town's developmental footprint and align zoning of land use with the economic sectors SPEDU is promoting. The plan will also consider future expansion of the town and clearly mark the town boundary.
SELEBI PHIKWE AIRPORT RUNWAY REFURBISHMENT	Project entails refurbishment of the Selebi Phikwe Airport runway, taxiway and apron. This joint collaborative project with the Civil Aviation Authority of Botswana was completed in September 2015. The refurbishment will allow increased air traffic into the Region for both passengers and cargo.
MOTLOUTSE FARM ELECTRIFICATION	Provision of electricity to 44 existing horticulture projects along Motloutse River from Selebi Phikwe to Bobonong/Gobojango Bridge. The project will improve operational efficiency of diesel powered irrigation pumps resulting in improved crop yields. The project will also benefit future farmers who have land along the Motloutse River.
SMALL DAMS FEASIBILITY STUDY	This study is carried in-house with the Ministry of Agriculture to establish potential dam sites which can be used for various diversification initiatives. Once the study is completed it will inform Government of locations, cost implications and management frameworks of these small dams.
LETSIBOGO AND DIKGATLHONG DAM MASTER PLANS	Involves provision of primary infrastructure and management plans to create a conducive environment for tourism for investor's enterprises by servicing land development. Tourism around the dams is a niche product in Botswana and will provide diversity in tourism development, attraction and offerings.
PROVISION OF BULK INFRASTRUCTURE FOR THUNE DAM IRRIGATION SCHEME	445 hectares have been set aside for horticulture at Thune Dam for irrigation. The project entails provision of primary infrastructure (fencing, access roads, sewerage lines, electricity). The project will improve efficiencies and food security.
PLATJAN BRIDGE CONSTRUCTION	Entails construction of a bridge across the Motloutse River into South Africa at the Botswana/ South Africa border post. The bridge; <ul style="list-style-type: none"> - is intended to reduce travel time, cost and distance across Botswana and South Africa; - will improve access into Selebi Phikwe and the SPEDU Region; - will support tourism and movement of goods across the borders.
DEVELOPMENT OF BUSINESS MODEL FOR HORTICULTURE SECTOR AND MARKET POTENTIAL OF HORTICULTURE PRODUCTS IN SELEBI PHIKWE	The main objective of this study is to conduct an in depth analysis of the horticulture sector along Motloutse downstream Letsibogo dam up to Bobonong/Gobojango bridge, in order to develop a horticulture strategy and to come up with recommendations on the overall management of the production cluster.

In addition to these projects, the division provides investment facilitation and promotion for investors in the SPEDU Region. SPEDU promotes inward investment through business facilitation and provision of a conducive business environment through:

- ▶ infrastructure and policy alignment
- ▶ advocacy for service provision
- ▶ operational land and space allocation
- ▶ expert advice
- ▶ market access
- ▶ specialized services for investors

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SPEDU is committed to promote inward investment into the Region to promote sustainable industries that will create not only sustainable, but innovative employment in the Region. The company is focused on broadening the economic base by tapping into the national plans on economic development and diversification.