Dumelang Bagetsho! I greet you all with joy and affection, as well as the hope that I find you well wherever you might be within the four corners of our land and beyond. I am so honoured by this opportunity to write to you. I note with pride that this is the third edition of Our Heritage, a beautiful publication that essentially seeks to help influence what we do today, to have a positive impact on generations to come. The notion of preserving our culture, environment and resources for our children’s benefit must never be sacrificed for expedience, even in the name of progress and so-called modern conveniences. Rather, science and technology must promote sustainability and work harder to reconcile our need to make life easier with the needs of our climate and environment. If we ignore these sensibilities, the world and our children after us will pay a heavy price.

I am thrilled by the diverse narratives laid out in this book and deeply encouraged by the shared commitment to deliver a legacy of hope and universal prosperity. It is often said that nothing is impossible, and it’s not hard to see why. To quote Audrey Hepburn, a famous actress of yesteryear, the word itself says "I’m possible"! That simply means we can achieve anything we set our minds to, even something as ambitious and painstaking as building consensus. It’s in our nature as Batswana to consult widely, to debate and consider issues objectively, respecting the opinions of others and working together for the common good. These are some of the strongest pillars of our cultural traditions, which have also served to strengthen our democratic credentials in a troubled Africa.
I see Our Heritage providing a platform to crowd source a vision, where we could organically organise our society (or at the very least its thinking) in a way that promotes best practise in business, in private and public institutions, in education, in political governance, right down to the social conduct of an individual. I want to thank all the sponsors, partners, contributors and participants that continue to make this publication a reality. It’s important for us to consider what kind of legacy we want to leave, and for the stories of our ambitions to be told. We owe it to the generations who will follow us, just as we have enjoyed the benefits of our heritage. It really is possible to leave the world a better place than we found it, all it takes is the will and action to back it up. Pula!

Kgosi Mosadi Seboko
Publishers
Foreword

Welcome to a very special volume three

“Like branches on a tree, our lives may grow in different directions yet our roots remain as one. All the flowers of all the tomorrows are in the seeds of today. Learn from yesterday, live for today, hope for tomorrow.” - Anonymous
Dear reader, we are thrilled once again to welcome you to another instalment of Our Heritage, which turns 3 this year. Quite evidently our baby is growing beautifully, and as proud parents, we are riding atop a groundswell of mixed emotions, surfing upon lofty ambitions and high-minded ideas concerning its future. We are happy to note that the book has earned a significant following and some evidence points to growing recognition by important players within key segments of our society.

This edition is particularly special and uniquely exciting for us because of the symbolic and encouraging endorsement of none other than Kgosi Mosadi Seboko, whose welcome remarks have been immortalised on our pages. We could not have wished for anything greater at this point. We remain confident that we will in good time reach every Motswana around our great nation, and enjoy household name status. It remains our founding goal to stimulate within the heart of every citizen and resident of Botswana, a desire to imagine, visualise and actively define their own role in preserving our natural resources, the environment as well as our most cherished traditional values and way of life for future generations. Our team might be small, with humble roots and limited resources, but we make up for this with unbridled passion and sheer commitment because our vision to transform our country must be that consequential.

Volume three follows the same bold path set out by the preceding books published under our Heritage banner, and continues to provide a heroic platform for companies and individuals to share their inspirational stories.
It is our mission to see more people and entities that live and do business in Botswana, intimately revealing their most ambitious goals and defining the future they want for themselves, their country, their shareholders, their stakeholders, their communities, their families and all future generations. Yes, our lives might flesh out in different directions, but our loyalties and interests as citizens and residents alike must in common, be rooted to the sacred land that sustains us today. We must ensure that a vibrant tomorrow is the only reality our children reap, and it is in the fertile bosom of consequence that we should sow the potent seeds of action, every day. We must indeed learn from our past and live responsibly in the moment, in order to bequeath hope for the future.

In volume three, our welcome note will explore facets of our natural resource heritage that appear to be under threat from economic and social pressures. We shall broadly cover among others, the highly emotive Phane economy, which is largely driven from parts of rural Northern Botswana, and the Tswii delicacy of Ngamiland. We trust you will find the narrative as enlightening and empowering as we did researching the content.

May we take this moment to thank all our contributors, sponsors, participants, clients and partners for bringing volume three to life. As you, dear reader, page through the inspiring stories and refreshing content painstakingly collected and laid out in this book, we thank you for supporting the dream and invite you to help influence its success by telling your own story in the next issue. Pula! ■

Del and Lebo
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Our Heritage

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VINCENT GRAFHORST:
He is a published nature photographer who has an immersive passion and desire to capture the amazing natural beauty and wilderness of Africa and create visual art. Driven by an inexplicable passion for the Africa’s landscapes and its animals, Vincent Grafhorst aims to create inspirational artwork that evokes emotions and command respect for Nature. Vincent’s primarily focuses on photographing Southern Africa, and Botswana which are without a doubt his favourite places. As an award-winning photographer, Vincent expressed that wilderness areas found in Botswana are still very special, unique in Africa and the world.

PETE HANCOCK:
Pete Hancock is a man who has invested in his life as a field biologist, professional conservationist and photographer. He shares his wealth of knowledge and experience with kindred spirits inside and beyond our borders, as an accomplished author. As a prolific writer, he has co-authored amazing books like the wildly successful Birds of the Okavango. Another of his books, The Chobe Companion, is an all in one guide to common animals and plants of the Chobe while a similar treatise; The Okavango Companion, tackles the common animals and plants of the Okavango. Pete has gone on to co-author Birds of Botswana, which in particular reflects his special interest in vulture conservation.

ULF NEMARK:
Is a teacher, biologist and museum curator who has chosen photography as a tool to tell stories of Botswana’s development and culture. Ulf has actively been involved with natural resource conservation as well as utilization. He was part of the team that worked on the dossier of Tsodilo Hills to be a World Heritage Site. Ulf is an active member of Botswana Society for the Arts and the Thapong Visual Arts Centre. Through these organizations he has been involved in the training and development of photography in Botswana. He has taken his teaching and training skills a step further and he can now offer accredited basic photography training and image management training suitable both for private students as well as for staff working with PR/Marketing in corporations and institutions.

WILDERNESS SAFARIS:
Wilderness Safaris is Africa’s leading authentic and sustainable ecotourism operator, specialising in extraordinary wildlife experiences and exceptional hospitality in the best portfolio of camps located in some of the most remote and pristine areas in Africa. Their vision is to conserve and restore Africa’s wilderness and wildlife by creating life-changing journeys and inspiring positive action.
BEVERLY JOUBERT:

Beverly is an award winning film maker, National Geographic Explorer at Large, conservationist and National Geographic Photographer who has specialized in African photography for nearly 30 years, with images in a dozen or more of National Geographic magazines and thousands of articles around the world. She strives to create image that opens a window into the souls of her subjects so that the viewer will feel a connection with the wildlife, and wild spaces they inhabit, in the hope of eliciting awareness to the urgent need for conservation. Beverly has exhibited her fine art photography across the world to raise awareness of the plight of Africa’s wildlife.

DERECK JOUBERT:

Dereck is an award winning filmmaker, National Geographic Explorer at Large, conservationist and CEO to the Great Plains Conservation and, together with their business partners, strive to secure African landscapes of a scale large enough to protect its resident and seasonal wildlife population. Together with his wife, Beverly the co-founded the Big Cats Initiative with the National Geographic as an emergency initiative to slow the rapid decline of big cats around the world.

DR GRAHAM MCCULLOCH:

Graham is an ecologist who has lived in Botswana for the past 24 years conducting research and working in the tourism and environment & wildlife sectors. Graham began his career in Botswana in the tourism industry as a professional guide for Uncharted Africa Safari Company. He then spent five years conducting a PhD research project on the ecology of the Makgadikgadi salt pans, at Sua Pan. On completion in 2003, he became a freelance consultant, conducting EIA’s and management plans for community and wildlife management areas (WMAs) around Botswana. Most recently, Graham co-founded the Ecoexist Project, a field intervention implementation project, with a research programme attached, that focuses on reducing human elephant conflict and supporting people who coexist with elephants in and around the Okavango Delta. Graham currently lives between the Okavango panhandle and Maun, where he and his wife, a co-director of Ecoexist, Anna Songhurst raise their two daughters.
Harmony of purpose
Over the course of what are now three published volumes, Our Heritage has proudly echoed what might be described as a chorus of appreciation and gushing praise for the land of Botswana and its people. The sentiment lives on in the hard-wearing optimism of ordinary citizens, affectionate residents, enamoured foreigners as well as venturesome, fee paying tourists. Even as the years go by and the times change, allowing many troubled parts of the world to shed off one vice after the other and move into the limelight, there is no diminishing Botswana’s place and stature.

Those with valuable opinions continue to wax lyrical about our country in a variety of uplifting and pleasantly soothing tones, going beyond the beauty of her picturesque sights and sounds, to the buried treasures and sheer attractive force of our motherland.
As the Heritage brand, we have boisterously sounded off on how our country is such a bountiful and exceptionally hospitable land mass for a stunning variety of creatures, plant life and people, as well as being a politically sovereign and welcoming territory where social harmony and cultural diversity thrives.

As a corporate citizen, our voice has hopefully resonated a pitch higher than others, riding the waves of our passion for all the nuanced things that make Botswana unique amongst the family of nations.

We’ve often highlighted with a familiar, somewhat soulful timbre, our pride in how all citizens in their colourful diversity identify themselves as “Batswana” first, a remarkable symbolism of national unity and harmony across communities, before answering to secondary associations with ethnic, racial or tribal groupings within our society.
We continue to be in awe of the quiet beauty of our rolling land masses and breath-taking landscapes, with thriving wildlife in largely unspoiled natural environments. We take pride in the rapidly rising cities and towns, progressively adorning themselves with quality, world class architecture and real estate, modern infrastructure, including some of the continent’s best health and social amenities among other conveniences for a reasonably high standard of living in Africa. Most importantly though, it is Botswana’s amazing people in their peaceful, loving and welcoming ways that have cemented our reputation and stature as simultaneously the pride of Africa and the Jewel of Africa. We must recognize above all else that our country owes its allure as much to natural endowments as the prevailing culture of responsible leadership.
A powerful concoction of our cherished cultural traditions, values and a dash of savvy diplomatic manoeuvring that predates our political independence, have combined to deliver our long list of incredible achievements. We must, as a nation, take pride in clocking over half a century of economic development in a continuously stable and enabling political environment. It is especially important for present and future generations to constantly reflect upon and uphold our enviable record of uninterrupted democracy and territorial autonomy with unprecedented honour.

History kindly recognizes how Batswana traditionally worked together and for each other, in common purpose, with resilience and characteristic self-reliance to propel themselves out of the harsh years of grinding poverty, and somewhere along the way, sacrificed precious cattle, in contribution towards the building of a world class university for their children against the odds. It is a beautiful story of selflessness, oneness and community, underlined by clear vision and ambition.
The future is better served by realising that in all our endeavours, we are most effective when we stand together, drawing our energy from the fountain of our country’s abundant promise, nourished by the blue, black and white blood of patriotism that courses through our collective veins, in the true spirit and image of our national flag. Whenever and wherever the opportunity arises for us to hold a hand to our hearts and sing "Fatshe leno la rona" it must always be with the fervour and spirit that Rre Kgalemang Tumediso Motsete himself might have imagined and brought to life with his inspired words, when he composed that ever-buoyant melody of our sacred national anthem.

The world is changing around us, fomenting new challenges in our individual lives, as families, businesses, communities and Government. It remains up to us to be permanently inspired by our one of a kind history, and always have a unique response to adversity, fired up with characteristic tenacity and signature confidence of being a Motswana, motivated by a fierce sense of pride in our way of life, our culture, and our people. We must, as a nation, take the time to identify the vulnerabilities that weigh us down in order to neutralise their threat, build up on our many strengths to defeat our adversaries, and embrace the endearing quirks that establish us as a culture, even as we learn to exploit them.
Above all, we must never lose our defining resilience. If we want to continue attracting the welcome attention of admirers, investors, naturalists, pleasure seekers, adventurers, tourists and quality immigrants from all over the globe, whose eternal search for new opportunities is driven in so many ways by diverse personal interests, we must persist in believing that dream ourselves. Yes, our dream lives on – that of an industrial yet organically natural, first world economy where poverty is eradicated, but the reality of youth unemployment and widespread lack of defined economic opportunities still stalks many families across the land. Whatever the different economic conditions of our current existence as our country evolves, we must be able to tap into our innovative nature to think beyond the proverbial box and make the land our primary source of answers.

We are born of it and onto it and we belong to it. Thus, when all else fails, we must always demonstrate our umbilical ties to the land that gave us birth, and which will ultimately reclaim us. We must exhort the land to work for us, just as we must learn to always work for the land. The simplistic tradition of hunting and gathering along with basic forms of pastoralism and subsistence agriculture that served our ancestors well at a time, allowed them to develop distinctive communities and organised societies, even as they might have dreamed of better ways to sustain themselves and better their lives.

History is replete with riveting stories of war, invasion, conflict, conquest, exploitation, subjugation and ultimately diplomacy, liberation and autonomy. The experiences and toils of our forebears, passed down through the ages contributed to, and helped to facilitate the complex lives that we often struggle to sustain in the future we built. We must consider that there is room in our time for all, if not for at least the most vulnerable communities to revisit the simplicity and true to nature strengths of their formula. Surely, we are better placed to live with the land and its resources in a better organized, creatively regulated and sustainable policy environment. The decisions we all make to advance our varied interests today, as people, businesses and government, invariably leave a lasting mark.

Depending on whether we are driven by profit motives, political ends or simply the basic need to feed ourselves and our families from one day to the next, our marks on Botswana’s future can be deep, far reaching and eternally there for all to see. Thus, the kind of legacies we leave, and how they will affect our children and the future generations remains the responsibility of everyone that walks upon our soil today.
In this volume, as with all our narratives, this is no scholarly discourse but rather a fleeting glance into a life that many Batswana are experiencing and actively passing on to their children, adding to our rich tapestry of traditions and history with every exploit, and each passing day. Triumphs, agonies and controversies notwithstanding, such as the nature of our evolving legacy and we must define it, embrace it, and ultimately own it.

Our Heritage invites you on an exclusive and shrewd voyage, deep into the culture and heritage of Botswana; exploring every facet of Botswana’s human and terrestrial endowments from the perspective of social and cultural values as well as capital investment and the economy. We will share inspiring stories of unflinching hope, irrepressible ambition and heroic conquests, which are all rooted in our rich legacy of effective leadership structures, innovative cultural and social institutions, inclusive social norms and sheer human perseverance.
We seek to paint a good picture of the historic and cultural influences that helped to make modern Botswana a source of pride to its citizens. Exploring how the people’s overwhelming sense of identity, common vision and unity of purpose has helped to nurture a Botswana that is one of the most successful African nations.

**OUR CULTURE- Evolving Legacy Edition**

Every one of the many ethnic cultures in Botswana has its own heritage of myths, legends, rituals, values and traditional artistic norms. However, the overlapping similarities between the different components create a homogenous culture, giving a rich and colorful patchwork of the diverse whole. The modern lifestyle has permeated the cities, but traditions are still very much in evidence in communities through clothing, housing, dance and performances, music, food and rituals, all rooted in the Setswana language.

Cattle are still a sign of wealth, whilst most have taken the cultural believe of wealth keeping and channeled it to buying of properties and vehicles, shares in businesses and on stock exchanges as well as keeping wealth in form of cash. Traditional medicine is practiced along with its modern equivalent.

Botswana fashion is known for holding its dressing with respect and of high esteem. Cultural dressing varies in Botswana depending on tribes and events. The Northern part of the country has the Herero tribe who are known for their Herero dress, whilst the leather attire is still appreciated and worn when performing traditional dances. Most common and trending is the leteisi, known as German print, which is now being designed into contemporary dress, including stylish wedding gowns, fitting it into the modern world.

Traditional music, based on stringed instruments, and dance generally declined during the colonial period. After independence there was a revival of interest, particularly in music on the radio. Young musicians are getting international platforms to showcase their music and most of them have had the opportunity to collaborate with other international artists. Though modern music seems to be growing, the traditional music is still knitted in Batswana and even in these days during ceremonies and celebrations; traditional music and dance is appreciated and performed.

Poetry is considered one of the premier cultural arts, and is alive and well in 21st century Botswana. Recently, the ancient oral tradition of myths and the unique praise poetry were transcribed and recorded, ensuring the craft is not lost over the generations. The dominant religion is Christianity, with a number of sects represented.
The best-known modern art form incorporating traditional craftwork is basketry; most of it from northwestern Botswana and is widely exported overseas. More and more Batswana continue to reveal their creativity and artistic abilities. We testify each day to beautiful artworks made from pallets and old tires. Not only do they show their skills but Batswana always have a sense of environment preservation.

The economy of Botswana was built on its diamond and beef industries, but in recent years the tourism market has grown into the second largest industry in Botswana. Through sound conservation management practices nearly twenty percent of the country is gazetted wilderness areas, which has allowed the tourism industry to flourish.

Botswana is a country of superlatives - with its deserts, deltas, spectacular wildlife and game parks that are pristine and well-managed. Botswana is a country sought after by tourists around the world, and it is one that is growing in stature with its secure economy and political stability.

Tourism and diamond mining are Botswana’s main economic mainstays and the reason for its robust economy. Outside the southeastern region and the capital, the Kalahari and Okavango-Chobe regions are home to national parks and forest reserves famed for their wildlife safaris and big game reserves. The thought of getting up close and personal with Africa’s Big Five (lion, elephant, buffalo, leopard and rhino) draws a huge number of visitors annually to the pristine wilderness, mostly unchanged since the dawn of human time.
Botswana’s wildlife is its main attraction, and there are numerous game lodges scattered across its savannahs. From inexpensive backpacker-style lodgings in the bush to top-of-the-line luxury resorts offering private cottages and fine dining, there’s something for all budget levels. Two of the favorite destinations are the Okavango River Delta in the Kalahari Desert and the glorious Northern Tuli Game Reserve. Visits to native villages are fascinating, and the incredibly ancient rock art sites give a glimpse into ancient beginnings. Activities in Botswana are all about seeing and appreciating rather than doing, and it’s hard not to leave changed by such a spiritual experience.

Wildlife watching, exploring the supreme, seasonal beauty of the landscape and delving into mankind’s early beginnings are the main things to do in Botswana. Experiencing the sounds of the African night from a camp in the wilderness overlooked by a myriad of glittering stars, or deciphering the world’s oldest rock art is as good as it gets.
The Evolving Legacy of Dining and Cuisine in Botswana

By first world standards, Botswana’s restaurants are by no means the greatest in the world, but the timeless experience of dining by candlelight in the country’s luxury game lodges is certainly something truly special. Meat-lovers are well taken care of with the sheer variety of classic protein sources such as the country’s excellent locally raised beef, chicken and succulent lamb. The menu of locally sourced meats extends to goat, mutton and river fish, which are all immensely popular. The accompanying vegetables are mostly grown nearby.

Botswana’s common diet and cuisine consists of sorghum and corn (maize) porridge, beans and other pulses, and traditional spinach, supplemented by tomatoes, potatoes, onions, and cabbage usually purchased from stores. Meat consumption has become more common with the opening of small butcheries selling beef.

Botswana has since spread its diet and cuisine to accommodate other international cuisines such as Indian, Asian and English cuisines. This has seen the opening of restaurants and food outlets that offer these international dishes. Whilst international cuisine is appreciated, Batswana still appreciate their traditional delicacies every now and again. Traditional foods include dried phane caterpillars from mopane woodland, eaten as relish or snacks, fruits such as the wild morula plum, and beer made from sorghum or millet.
In their considerable wisdom, scientists gave the Latin name Gonimbrasia belina to a certain species of emperor moth, that in its brightly coloured caterpillar stage, attracts intense seasonal attention among many sections of Botswana’s society. Most of the multitudes of Batswana who now expertly track the life cycle of this humble creature may never know or really care about its fancy foreign name, as they know it by a more familiar and arguably more palatable local name. In polite conversation, “Phane” is the common label attached to our treasured local delicacy, which is clearly more endearing than the rather insipid, yet accurately descriptive “Mopane worm”. Whatever name one might ascribe to it based on perspective or even academic sensibilities, there is one thing around which consensus may yet be assured. We have allowed Phane to become a strangely divisive and yet even more unifying phenomenon in our lives.
The background to this is that income for rural households in Botswana, as in many developing countries, typically comes in cash or in kind, depending on the various sources of livelihood available to specific communities and the natural resources surrounding them. In Botswana, incomes may vary on the formal scale from relatively scarce wage employment to direct government support programmes, as well as traditional crop and livestock production. Thanks to our nation’s large land mass relative to a rather small population, harvesting forest range resources such as Phane, contributes not just to rural incomes, but often supplements the livelihoods of struggling urban dwellers and lines the pockets of opportunistic entrepreneurs as well.

Thus, depending on your relationship with Phane, or even a lack thereof, this wild, naturally occurring resource stirs up many emotions in the country, some of which might sound strange when one considers that we largely ignore the creatures for much of the year. Phane lives a mysterious and very autonomous life that most of us only become aware of when the harvest season kicks in. In season, we have seen the rickety vending tables dotted at strategic places along the A1 road and other major bus routes, laden with small, heaped cups of the crunchy, lifeless grubs. You might even have seen them alive in their natural habitat, in and around the Mopane trees, feeding voraciously on their leaves. Or they might have caught your attention along the Mopane tree lined sections of the Francistown bound highway in between Mahalapye and leading out of Palapye. Here the agitated creatures emerge shyly from the grass verges, ambling towards a somewhat pointless death on the road to nowhere, in seemingly endless trickles of slimy life on the shimmering blacktop. On such occasions, you might have winced with a curious sense of compassion or alternatively mild disgust, as speeding vehicle after vehicle squished relentlessly over the slow, fat worms, crudely painting the tarmac with sticky bits of exoskeleton and grubby nutrients, which would in turn attract various species of birds and small animals to risk life and limb over a convenient feast.

Convenient feast indeed! Just by existing, it would seem Phane was always destined to worm itself into the centre of a socio-economic and quasi-political storm, where talking points revolve around politics of the stomach, and where the need to satisfy different forms of hunger appears to be the only priority. From any perspective, whether Phane harvesting feeds a philosophical hunger for formal employment and an honest living wage, or speaks more to the literal and yet basic implications of filling an empty stomach, there is a groundswell of divergent opinions on our people’s relationship with it.
Do we look at it as just a trifling, naturally occurring resource, owned by no one and everyone, thus opening it up to indiscriminate exploitation and the real risk of extinction. Or is it rather a national treasure to be stiffly regulated in perpetuity to the exclusion of community needs, making it impossible to exploit or develop any viable large scale commercial activities around it. While the reality may lie somewhere in-between, perhaps with some bias towards one position or the other depending on how one chooses to look at it, the government through the Department of Forestry and Range Resources (DFRR) has arguably done well thus far.

Available information, though not statistically verified, suggests that Batswana have been actively harvesting Phane on a significant scale for the last thirty years, and according to a 2015 report, it is thought that trade in the worms was worth some 10 million Pula at that point in time. What’s sad to note is really that up to this point, there are no significant moves or coordinated efforts to build industrial processing capacity for manufactured Phane products and boost or formalise economic activity around it.
What exists is a hands-off approach, where the public and other interested parties are grudgingly regulated by harvesting and export permits that allow them to move in specifically for the harvest. Because they are regulated by law, there is a disincentive to exploit the resource with care, and there is no individual concern, or motivation to ensure that the resource and its habitat are protected for sustainability throughout the rest of the year. The prevailing situation has the effect of apportioning sole responsibility for policing unsustainable harvesting behaviours and fostering good conservation practices to government through the DFRR instead of encouraging shared culpability with all the communities that benefit from Phane harvesting.

Given the importance of this resource, there should really be no reported instances of the department withdrawing permits in response to harvesters violating basic conservation rules by cutting down Mopane tree branches and overzealously capturing worms as they try to burrow into the ground, or otherwise flee to make up the foundation for next season’s stock of Phane. While indeed some harvesters recognise the importance of cooperating with the department’s regulations, it should be common practice that everyone agrees to conservation efforts and jealously defends the resource. By cutting down Mopane branches and thus killing the trees that almost exclusively nourish the worms, there can be no Phane. By recklessly over harvesting to the point where pupation or burrowing into the ground is inhibited or prevented, there can be no Phane. With no Phane, another important source of nutrition and income is literally taken off the table for many vulnerable communities and anger sets in.

Worm populations in Botswana, as in many places are undeniably under stress, and this can only be reversed by a change in attitudes and a recognition of every individual’s role in Phane’s demise or alternatively, it’s possible resurgence. We must first accept that it is not as simple as blaming foreigners or villagers from other communities who seasonally join the multitudes of Batswana at key harvest sites, nor is it the government for not legislating the worm into a stronger position. Scapegoats are great for whipping up emotions and venting frustrations, but they scarcely provide viable solutions. If we all choose instead to educate ourselves about the economics, the politics and the environmental and sustainability issues, we can determine the best course of action at all times, and spread the knowledge to others.
From a point of knowledge, we can recognise environmental threats, moderate human behaviour and impact as well as nurture conservation practices and sustainable relationships. While it is neither our role or intent to criticise harshly nor advise out of any imagined expert opinion, Our Heritage is only a concerned corporate citizen, active observer and participant in the wider economy, as well as a passionate voice of reason, holding up a mirror to our society and provoking the conversations that will lead to greater unity of purpose and keen awareness of our impact on the future of our children. Sometimes, this involves sparing a thought for something as humble yet incredibly important to our livelihoods, as a worm. Pula!
Tourism

“Tourism is more than visiting exotic places. When we visit foreign cultures, and look into the eyes of different communities, we understand their lives better. In the great wild places, like those in Botswana, we find inspiration and solace in its uncluttered pristine nature. Tourism is the nourishing of our souls.”

Dereck Joubert
CEO Great Plains Conservation/
National Geographic Explorer
Great Plains Conservation

Duba Plains Camp
This is the place that the owners, and National Geographic filmmakers, conservationists and explorers, Dereck and Beverly Joubert, chose for their home base. Great Plains Conservation is the only operator on the concession, thereby offering guests the ultimate opportunity for private wildlife sightings.

The renowned and totally brand new Duba Plains Camp sits in the heart of the Okavango Delta.

A matrix of palm-dotted islands, flood plains and woodland, the 77,000 acres private reserve typical of the region’s unique landscape. Duba Plains Camp offers 5 bespoke tents, in addition to a separate 2 bedroom suite aptly named the Duba Plains Suite, all designed by Dereck Joubert to blend into the forest and to take advantage of the shapes and textures of the shade but also to evoke the old classic African safari style of the 1920’s. It is a wildlife connoisseur’s getaway with literally thousands of animals in an almost endless pattern across the flood plains.
Duba Plains has developed a model that creates maximum benefit for the community nearby with lease funds, jobs and other projects like our Big Cats Caring for Communities, Lamps for Learning (solar jars) Conservation Camp for Kids. This partnership ensures that these communities receive tangible and substantial benefits from wildlife conservation.
Zarafa Camp
Overlooking the crystal waters of Zibadianja Lagoon, the source of the famous Savute Channel, every area of camp has a magnificent view. The lagoon is also the water source for a tremendous population of wildlife – dry season sightings boast buffalo and elephant by the hundreds.

Great Plains Conservation

Zarafa Camp is an intimate, four room exquisite tented camp located on the private 130 000 hectare Selinda Reserve in northern Botswana, an area linking the Okavango Delta and the Chobe/Savute corridors. Few camps rival the location of this little gem, Botswana’s first Relais & Chateaux property.
Zarafa may in fact be the "greenest" luxury safari camp on the continent. Only recycled hardwoods and canvas were used in the construction and all the camp’s electricity comes from its solar farm while ‘bio gas’ plants recycle waste into usable cooking gas.

The guest tents, offering an average 100m² under canvas living space (excluding the railway sleeper wrap around decks and private plunge pools), are under beige, flowing canvas, with canopy ceilings and completely open (yet netted) sides. Entering through the heavy wood Lamu door transports guests to a lavish space of deep reds, browns, brass and copper, evoking richness and beauty. Each tent has a full lounge with desk and gas fireplace for winter. The large bedroom is connected to an open layout bathroom with impressive copper claw foot bath, indoor shower, separate loo and double basins.
Decking around the tent leads to the private plunge pool and full-body outdoor shower, all with views of pristine Botswana wilderness. Under an impressive canopy of African ebony trees, the camp has a sizable main lounge, with adjacent library and dining area. A curio shop satiates those who need retail therapy. In-room massage is also available. Zarafa has succeeded in successfully in retaining a clearly African feel, while balancing that delicate relationship between personal and informal and romance and adventure. Zarafa Camp has no equal in terms of its environmental credentials and its careful appointments. Pula!
Wilderness Safaris: Mombo Camp
Whilst visiting Mombo is therapy in itself, thanks to its tranquil wilderness location, guests are guaranteed to a holistic health and wellness experience and even more ways to help them to relax, unwind and to reconnect with themselves, their partners and with the environment.

Unveiling a new spa experience in the wilderness

Following the successful opening of the rebuilt Mombo and Little Mombo camps in January 2018, Mombo did not only unveil its new spa, gym and 12.5-metre lap pool, but also welcomed a full-time yoga instructor to the camp, offering an unrivalled health and wellness experience in the heart of this pristine wilderness sanctuary in the Okavango Delta.
The new spa room is a relaxing retreat for guests wishing to enjoy a range of signature treatments, including Mombo’s Soul of Africa massage, which uses marula oil mixed with Floral Blend (a product comprising Cape snowbush, geranium and jasmine) to soften signs of aging through its anti-stress action. Other treatments include body and scalp massages, facials and body treatments, as well as manicures and pedicures.

All of these treatments can still be enjoyed in the luxury and privacy of guests’ tented suites; guests can tailor make their experience to suit their specific needs. Mombo’s health and wellness experience include a rebuilt fitness room, which features new equipment including a sitting bike, two treadmills, rowing machine, pilates balls, kettle bells, etc. There is also a fridge in the gym with isotonic drinks like coconut water, and a convenient shower room should guests prefer to freshen up there before game drives.
An exciting addition for yoga fans is the permanent employment of yoga instructor, Renée Klopper. Yoga sessions are offered at both Mombo and Little Mombo and although the classes are mostly conducted at the gym/spa area, they can also be held in a variety of bush locations. There are no extra costs involved; this is simply an addition to the incredible wellness offering at the camp.

The spa and gym area overlooks a beautiful part of the concession, making it the perfect place to either destress or to work off some of Mombo’s delicious food offerings, whilst taking in the sights and sounds of this idyllic bush setting. Mombo was also vigilant in choosing environmentally-sound spa products that will protect this pristine ecosystem, selecting Africology as its preferred range. All Africology products are eco-friendly, 100% biodegradable and comprise only natural ingredients.

This highlights Mombo’s commitment to operating with as light an eco-footprint as possible. Considered one of the best wildlife areas in Africa and renowned as the “Place of Plenty”, Mombo’s commitment to Wilderness Safaris’ 4Cs sustainability ethos (Commerce, Community, Culture and Conservation) ensures the protection of this pristine wilderness concession and its enormous number and variety of fauna and flora. Each and every guest plays a vital role in ensuring the conservation success of Mombo. It is a place of harmony: a balance between the camps, the environment and the people who stay here. Pula! ■
Beyond Chobe Under Canvas
In addition to the vast floodplains that occur along the river, Chobe offers tracks of dry savannah. Dense teak woodland provides thick cover in the north-eastern parts of the reserve. Watching the elephant families drink and bathe in the river is an unforgettable sight, all the more impressive when herds of buffalo, rafts of hippo and gigantic Nile crocodiles are part of the scene. Lion and spotted hyena are frequently seen on the floodplains, where red lechwe, puku, zebra, sable and roan come out to graze.

Luxury tailormade Botswana Safari Experience

Chobe—home to one of the greatest game reserve Chobe National Park famed with large herds of elephants and buffalos, as well as the two antelopes that cannot be encountered anywhere else in Botswana, the puku and Chobe bushbuck.
Well-used animal trails meander between five en-suite safari tents at &Beyond Chobe Under Canvas, positioned at exclusive campsites in the northern reaches of the park, within driving distance of the Chobe River. A thrill filled adventure, where one gets to connect directly with nature to give the full safari camp experience. The roar of lions can be heard so clearly as if they are close to the camp site accompanied by wildlife which is always in eyes range for the best game viewing.

An action packed adventure is prepared for the traveller; two game drives daily where they can appreciate the beautiful views over the river, with very high densities of elephant, buffalo and hippo, as well as enormous crocodiles, lions, fish eagles, water monitors and black-backed jackal.
As well as one half-day photographic boat safari that will allow them to capture the magnificent fauna and flora of the Chobe River, aboard a custom-built Pangolin photographic boat.

The guest area is also refreshingly simply cozy and comfortable with spacious tents for dining, pre-dining drinks or just to relax unwind with a good book and a frosted beer or glass of wine. To add on to the camp feeling all meals are cooked over the coals and are shared around a blazing fire.

Beyond continues to evolve their legacy, well positioned to carry on the success of their vision that puts the guest, as well as the land, wildlife and people of Botswana at the heart of their business. By going on an authentic journey that has been tailor-made for each guest, it helps them to look after the iconic destinations that you visit. Pula!
Famously known as the river that never finds the sea; the Delta’s crystal-clear channels spread over the thirst lands of the Kalahari with their papyrus-fringed banks and fertile floating islands. Adapted for a life in and out of water, the elegant red lechwe and shy sitatunga are found in this watery wilderness.

Lion, cheetah, leopard and African wild dog share the floodplains with large herds of elephant and buffalo. Hippo inhabits the deeper channels and lagoons, while honey badgers can be seen in broad daylight. Tall termite mounds are homes for families of dwarf and banded mongoose. Traditional mokoro (dugout canoe) rides explore the delicate details of the glistening waterways, where iridescent dragonflies, frogs of every colour and jewel-like kingfishers live in the papyrus lined banks.

&Beyond Nxabega Okavango Tented Camp

A maze of sparkling lagoons, meandering channels and overgrown islands teeming with wildlife, Botswana’s Okavango Delta lies like a sparkling jewel at the heart of the Kalahari Desert.

&Beyond Nxabega Okavango Tented Camp is located in an exclusive wildlife concession on the edge of the Okavango Delta, bordering the Moremi Game Reserve. Ideally positioned to explore the magnificence of the Okavango, the camp is known for its elegant tented accommodation, which boasts breath-taking views of the ever-changing Delta.

Blending skilfully with the environment, nine exclusive tented suites, set on raised wooden platforms, are tucked beneath a canopy of ebony trees. Each spacious tent features a luxurious bed that faces the beautiful views of a reed-filled floodplain; an en-suite bathroom with an indoor and al fresco shower and a sprawling veranda with a spacious sitting area and a private sala. A family tent, consisting of two luxury tents joined by a walkway, offers the perfect setting for families to enjoy the wonders of the Delta.
The Camp’s glamorous, light and earthy look begins on arrival, with an elegant entrance lending a sense of place and atmosphere to welcome guests to the camp. The beautiful interiors feature earthy tones that echo the magnificent natural setting, while a sophisticated safari style offers a contemporary spin on the traditional tented camp.

The camp’s extensive pool area offers salas for shade, and comfortable loungers positioned to make the most of the beautiful Okavango Delta views. A dedicated massage sala allows guests to enjoy a decadent treatment in a private setting that plays on the tranquil environment. Guests can freshen up with a steaming hot coffee served by expertly trained baristas from the camp’s interactive food and coffee bar.

The spectacular open air boma encircled by a rugged wooden fence on the very edge of the Delta, and set in the mottled shade of the camp’s massive ebony trees allows for starlight night time dining. Private Bush dinners, breakfasts in bed, lamp-lit cocktails on a river island or a walking safari with al fresco picnic are all provided with pleasure by Nxabega’s warm and friendly staff. Pula!
Belmond Eagle Island Lodge is the ultimate Okavango Delta water-experience-focused safari lodge, with a sleek new look after an almost total rebuild.

Belmond Eagle Island Lodge is one of Botswana’s original safari lodges, perched on a private island encircled by some of the deepest stretches of the Okavango Delta, one of the world’s largest inland water systems and a UNESCO World Heritage Site.

The lodge is decorated to reflect an explorer’s base. Design highlights in the twelve spacious deluxe tented rooms include oversized beds with views of the delta, large outdoor decks with a vista, private plunge pools, luxurious bathrooms with large tubs, indoor & outdoor showers, a relaxation and reading nook, and walk-in wardrobes.

Fully rebuilt public areas include a stylish dining area with a pizza oven, a lounge area with an artisan-style bar, a library, a separate campfire area and the Fish Eagle Bar which is located directly on the water. Local artisans and materials were used throughout the renovations.

The lodge offers a variety of essentially water-focused safari activities including motorboat safaris, barge cruises, mekoro safaris (a local canoe), fishing, as well as walking safaris and the ultimate air safari experience by helicopter – a highlight of any guests’ stay!
There is an abundance of bird and aquatic wildlife around the lodge, complemented by larger mammals such as elephant, buffalo, hippo, crocodile, as well as the ever elusive big cats that have made this island their home. Pula!
Big Valley Game Lodge
Such is the noble eco-tourism idea behind the creation of Big Valley Game Lodge, a facility that affords clients a much-needed pause in their busy lives, giving those moments of clarity and complete peace of mind. For so many years, the citizen owner was content with the idea of building his retirement home there, and keeping a few animals with no intentions to commercialize.

As Botswana’s cities and towns grow and develop, so do the levels of strife related to the hustle and bustle. It is becoming increasingly important for us all as corporate executives, individuals and families to find the time to periodically switch off the toxic buzz recuperate and re-energise in a natural environment of organic peace and quiet.
After building the first residential chalet and experiencing first hand just how alluring and breathtaking the landscape was, he allowed himself to be seduced by its commercial potential, and felt compelled to share the experience with other nature lovers.

Big Valley Game Lodge is designed to deliver a tranquil and peaceful environment for guests to enjoy a renewed communion with nature and connect with each other, far away from the odious din of city life.

The Lodge is far enough from towns and villages to guarantee pristine silence and offer the right balance of conveniences. Electricity onsite is clean, solar based energy, with the obligatory backup generator on hand only for emergencies. Fresh water is freely available, and is piped in from a selection of four boreholes, while a sparkling swimming pool and a man-made lake provide romantic backdrops for a plethora of activities.
One such activity is birdwatching while sipping on drinks of one’s choice, served from a well-stocked bar on an artificial island, to which guests are delivered by small boats. Fishing is another activity one might indulge in, although it is only on a catch and release basis for fun and no game hunting is allowed.

For a small fee above the cost of accommodation, guests can choose to be taken for game viewing drives and enjoy the opportunity to see some of the 700 plus animals that call the Big Valley Lodge home. Among these are giraffe, zebra, kudu, impala, water buck, wildebeest, red hartebeest, eland, gemsbok, duck, duiker, steenbok and a host of different migratory birds. Should one prefer a quieter and more sedate way of getting around, there are horses and camels available to ride.

Accommodation at the lodge is provided through self-contained chalets equipped for self-catering built on a hill, characterized with front and back balconies which allow guests to usher in glorious morning sunrises and dramatic evening sunsets.

Conservation of nature is such a strong theme at the Big Valley Game Lodge that much of the rock that was displaced from the hill to pave way for construction remains very evident in the walls and flooring. Pula!
Fine Art Photographic Prints are our specialty. We offer a unique range of Limited Edition Fine Art Colour and Black & White or Sepia Prints, perfect to decorate the walls of Offices, Hotels, Lodges, Restaurants, Conference rooms, Shops and Homes to create either rustic time-less African atmosphere or to fit a modern stylish appearance. Prints are made on archival quality media, with premium archival inks that will last for many decades. These quality materials and the printers used moreover result in maximum detail and unmatched colour accuracy.

Vincent Grafhorst's passions are traveling and spending time in the wild. Photography is his quest, inspired by the beauty and splendour of the natural world, its epic landscapes and iconic wild animals. His aspiration is to create art, composed with natural light, colour, shapes and textures, out of amazing and dramatic moments in time and space, and display the unparalleled beauty, diversity and grandeur of nature at its most impressive. If this helps to engender an awareness and appreciation of Nature in others, thus conserving the natural world, he believes his art has achieved a higher purpose.
Favourites are our monochrome images printed straight onto brushed Aluminium Dibond, creating an extraordinary metallic appearance to suit a stylish modern interior. For very eye-catching prints with vibrant colours and excellent detail on a high gloss stylish finish, we offer the famed Diasec archival prints. Traditional paper prints as well as affordable canvas prints are the other common options.
Hotels

“Serving others is the focus of true hospitality”

Justin Jose
Director Project Development,
Overseas Development Enterprise
Room 50Two
Setting the bar high in Luxury Hotels

Reflective of Botswana’s successful tourism developments in recent times are the developments of the ODE Hospitality Group which has as its flagship, the Boutique Hotel Room50Two situated in the heart of the Central Business District of Gaborone. The building itself sets an imposing facade as Room50Two is a luxury hotel located inside Gaborone’s tallest building.

The hotel is a luxurious boutique hotel with 54 en-suite rooms and blends the concept of serviced apartments. With the hotel facilities, which offer self-catering options, complementary Wi-Fi and other amenities one would expect to find in a premium hotel. The rooms have been designed to suit both long term and short stayers alike, especially as the target market of the clientele has been geared to burgeoning business travellers to Gaborone and its renowned surrounds.
This luxurious venue is punctuated with a rooftop restaurant on the 28th floor, Table5OTwo, which in addition to the delicious food and professional and friendly service, allows majestic views of the vibrant city skyline.

ODE has expanded the quality of choice hotels in Botswana and now provides affordable accommodation at their TraveLodge in Gaborone, their TraveLodge in Kasane and the Kalahari Arms in Ghanzi.

Justin Jose, Director of ODE Hospitality, explains, “We have expansion plans and we continue to look for sustainable venues with our commitment to giving a sustainable career to our qualified personnel, many
who have been trained by both local and overseas experienced professional trainers. We continue with this mission to ensure we employ ‘Local’ resulting in 90% of our employees being citizens of Botswana.

Jose goes onto say, "There is shortage of reasonable priced, quality accommodation in Botswana. ODE Hotels are here to fill in that gap in the market. We are committed to contributing to the country’s economic diversification within and beyond the hospitality sector.

Tourism contributes 12% of Botswana’s GDP. As the second biggest contributor to the GDP it has an important place in providing sustainable economic development to the citizens of this country. Our mission is to provide affordable quality accommodation in all the major towns of Botswana.

Jose concludes, "We employ people locally, so that the local economy also benefits from the activities surrounding our operations. With the group well received by the market, we have confidence to roll it out to other towns in Botswana. We ensure that a proper feasibility study is carried out before venturing into any new property, thus protecting the interest of shareholders, as well as employees”.

ODE Hospitality is actively involved in other social initiatives. Our hotels support various Non-Governmental Organizations and charities as part of its Corporate Social Responsibility, which includes programmes spread across the country. Pula! ■
Cycad Palm Guesthouse
Often when we think of getting away, we think of faraway locations, but when we really think about it, what we want is to get away from our everyday activities, and what fun is a getaway without your loved ones?

Unpretentiously Luxurious

Have you ever just sat there staring into space daydreaming about how refreshing a getaway would be, but then quickly changed your mind because you think of all the costs that will come with the trip?
With accommodation facilities in Gaborone and Palapye; Cycad Palm Guesthouse offers five luxury peaceful escape rooms furnished with earthy tone features. The guesthouse was designed with the aim to provide accommodation, but more so, with the knowledge that privacy is also important when one is travelling either for professional or private reasons.

All rooms have standard fittings/amenities such as worktable, bar fridge, satellite tv, and Tea/Coffee station. Guests in the executive bedroom will wake up to a spectacular view of the rising sun, a view they will continue to enjoy from most areas of the bathroom, where they will either indulge in a spacious hot bath or treat themselves to a steamed shower. The fully airconditioned rooms are also ideal for business travellers or tourists looking for a convenient, serene, safe, private place to stay. Crisp fresh linen daily, free Wi-Fi, an en-suite jacuzzi, poolside bar and the outdoor big screen TV are all trimmings for a relaxed time away.
In Gaborone, the standard luxurious room sleeps two and offers guests a cosy queen bed. This room is perfect for guests looking to have a calm evening in a comfortable and affordable room, while the Ultra Executive Room is for the “VIP” guest who wants to stay in ultimate style. The spacious room has a large TV, offers a walkthrough closet, a balcony overlooking the pool area and an open bathroom, with a view of the beautifully manicured lawn and refreshing garden. Cycad Palm Guesthouse also has available to customers, in the lounge area, a massage chair and a full bouquet DSTV were they are free to select a channel of their choice. Also on offer at the guesthouse are leisure facilities such as an outdoor barbecue station, massages station and upon request, laundry and shuttle services are available.

In the town of Ba-ga-mmangwato (Serowe), a fully fleshed hotel with eleven (11) luxury rooms was added to the Cycad family. The rooms are all located on the first floor except for one and the set up allows for easy access to the rooms in which customers can enjoy amenities such as, a work station, bar fridge, satellite TV, tea/coffee station and fixed telephone service. Each bedroom has an en-suite bathroom furnished with a shower and designer vanity with matching mirror cabinet. The hotel has a full-service restaurant which offers breakfast and other freshly prepared meals throughout the day, with an enclosed air-conditioned dining space that can accommodate about 20 people and an outdoor dining area which can sit a further 20 people. Pula! ▶️
Planet Lodge
A Revolving Hospitality Legacy

Planet Lodge provides a quality accommodative experience, for a wide variety of travellers. Being a family business built on the Setswana tradition of Botho (humility), the Planet Lodge facilities were established with the objective of providing a quality hospitality experience that feels like a home away from home, at the convenience of all its clientele.

Inspired by a true understanding of the different needs of different types of travelers, Planet Lodge boasts two separate facilities: one for the budget conscious traveler, and the other for those looking for a more high-end experience.
Budget-friendly, Comfortably Hospitality
At Planet Lodge, it is believed that travel should not only be for the wealthy. Located in central Gaborone in extension 4 along South Ring Road, is the delightful, cozy and affordable Planet Lodge 1. This charming facility offers guests an array of comfortable conveniences in the form of DStv, air-conditioning and a mini-fridge, with a well-trained, friendly and welcoming staff that ensures their comfort is maintained throughout their stay. Specifically designed to satisfy travel needs without blowing the budget, Planet Lodge 1 offers a variety of both single and double rooms: both available with either a shared bathroom or en-suite. Whether a tourist looking to experience the city of Gaborone for the weekend, a city-dweller in need of a break from their routine life, this facility offers the convenience of being centrally-located while maintaining a peaceful, comfortable feeling of home.
A Luxurious, World-Class Experience
Planet Lodge 2 is considered an industry leader by many due to the hotel experience this facility offers. This elegant designed hotel boasts of individually configured stylish rooms to stand the test of time. These rooms consist of either a queen or king-sized bed and sophisticated décor that give each room its own feel. Inclusive to the room features is the high-speed Wi-Fi, mini fridge, a digital safe and a flat-screen TV with 11 different DStv channels. Situated in the heart of the city in Block 3, Planet Lodge 2 is approximately 10 kilometers from the Sir Seretse Khama International Airport and within walking proximity to the Central Business District (CBD) and shopping malls. Planet lodge 2 is convenient for business travelers and holiday makers alike. Pula! 

![Image of Planet Lodge 2's rooms and facilities]
Falcon Crest Suites
Surrounded by beautiful perfectly manicured gardens, the main house is adorned with a sumptuous wooden carved spiral staircase reminiscent of the old English vintage cottages. The stair case leads to eight individually decorated en-suite bedrooms, of which five are fitted with Jacuzzi baths and three with Victorian baths. With its engulfing serenity, subdued non-imposing grandeur, one will be excused for having to be reminded that these luxurious suites are situated in the heart of Botswana’s capital city.

“Experience opulent comfort”

Falcon Crest Suites has since inception set out to refine the Gaborone hospitality landscape by providing customers with the luxury of experiencing its mixture of modern with a hint of Victorian offering. Located along Nyerere Drive, which is where one of the city’s prime locations, the accommodation facility offers that feel of a cozy homely feel.
Because business never sleeps, the venue has functionalities in place that cater to the needs of those looking to mix business with leisure. Falcon Crest Suites has two fully air-conditioned conference rooms which accommodate up to 16 and 30 participants respectively along with two meeting rooms for smaller groups. The blend of professional and classy décor creates the ideal balance, especially for those looking to “woo” clients. Projectors are available for use upon request.

Surrounded by lush green nature and mature gardens, the restaurant & outside catering provide a setting that recalls a cool summer evening. The Falconry restaurant offers a full a la carte menu throughout the day. In the mornings, guests wake up to the aromatic flavor of the variety of coffees, teas, which guests may enjoy with the daily made fresh cakes while on the beautiful patio, which is also surrounded by a lovely garden.
For those looking for a little bit of privacy during meals from 07h00 to 22h00 when the restaurant is open, there is a private dining room which caters for between two to eight people.

All rooms are air conditioned with satellite television, a mini bar and have internet access, and a full continental breakfast is included in the room rate.

Outside catering is also available for any occasion, be it weddings, cocktail parties, private lunches and dinners as well as board meetings. Pula!
Camel’s Inn Lodge
Beautiful sunrises and sunsets are a sight to be enjoyed, along with moon watching as the day winds down. The lodge amenities include two conference facilities, fourteen chalets; swimming pool and gym room. All chalets rooms are fully serviced with private bathrooms; patios; Air-cons; mini fridges; satellite cable TV; WI-FI connectivity and complementary tea and coffee.

A modern cultural experience where peace and tranquility are the norm

The 100% citizen owned company began operating in 2004 as a restaurant, but has since grown to a 2 Star Lodge/Hotel, an expansion made possible by CEDA.
Owner and Managing Director Ms Barudi Mosimeaneotsile, "We want to make Camel’s Inn into a true ‘ambassador of culture’ that will cater all traditional activities be it music, games, food and storytelling. We also want to develop further the cultural and tourism aspects of the business to include local people who make crafts and help start a community project where people, particularly women, and the girl child can be supported to make things and then bring them to the lodge to be sold.”

For those looking to do a little bit of business away from the hustle and bustle of the city, the Nare and Tlou conference centres with their Modern/African deco are fully equipped with Air-cons, TV, Overhead Projectors and Flip charts.

The lodge is particularly known for its provision of quality traditional Setswana cuisine but also offers international dishes. Upon request the contemporary cultural lodge provides off location catering services for events of groups of 10 all the way to 1000 guests. Camels Inn has an extensive clientele including government ministries, private companies, families and individuals. Camel’s Inn is able to design menus that match the client’s event(s) creating lasting impressions and memorable moments.

Whether looking to take a break from your usual city life, be it with your partner, family, friends, or work retreat, the cultural modernity of Camel’s Inn Lodge, will give you an opportunity to comfortably connect with Setswana heritage.
Camel’s Inn has a beautiful garden in which events such as weddings, parties, showers may be hosted. The Lengau has proved to be quite popular for those looking to have a less formal dinner away from the restaurant or dining room.

The Lodge has an array of activities to suit the various needs of their clientele including; Kwa-Isong, a traditional package for those who want to enjoy traditional food, music and games;

Other activities include hosting kids from kindergarten to secondary schools, with new additions to be completed by way of, exotic and natural Bird watching and Donkey rides for all ages. Pula!
The Melva
If you are looking for a breather from the hustle and bustle of the city, this is your spot. Block 8 allows both the peace of mind of being away from the city centre, but also offers the convenience of easy access to the very same place, should you decide to wander back in that direction.

**An Unpretentious Sweet Haven**

The Melva is an accommodation facility located in Block 8 in Gaborone. Having recently opened its doors to the public, The Melva promises to its customers, a warm and friendly reception from the moment of arrival until the very last waves of goodbye by the friendly staff at the establishment.
The Melva is within proximity to one of the most popular locations in Gaborone, Airport Junction Mall. The kitchen at The Melva is open for breakfast, lunch and dinner. Whether you are looking for a quick snack on the run or sitting down for a meal to relax and take in the ambience.

The fully airconditioned rooms at The Melva are all equipped with DStv for the viewing pleasure of guests during their stay. For those who might be on business trips, the free internet at the venue allows for you to continue with business as usual, ensuring you don’t miss out on any important activities back at the office, to further ensure that customers are never inconvenienced, a power back up system has been installed.

The Melva has on offer, free airport shuttle service upon request to its customers. Pula!
Majestic Court
Let the Majestic Court be your place to be, to unwind and relax!

With a glass exterior redolent with style and elegance, the Majestic Court is resplendent just a stone away from the ever busy A1 road. The front desk is welcoming with kind and friendly staff. The Majestic Court is an epitome of beauty in the lobby and the entire hotel. The artwork and the refinements are magnificent and the hotel is a modern, clean with a touch of freshness.

The skyline of Palapye will never be the same after a new three-storey opened its doors on the busy street of the rapidly urbanising village. Visitors to the Majestic Court will be awed by the most glamorous building that is beautifully erected with everything one needs for comfort, hospitality and class.
With a 24-hour reception area and free Wi-Fi to all rooms, the majestic plays homage to all with a bed and breakfast treat. With a total of 45 deluxe rooms with a balcony, suitable for those looking for a fantastic view overlooking Palapye, one is spoilt for choice of whether they are looking for rooms at ground level or as high as third floor.

The rooms are fully-equipped with a high class definition TV. The rooms are all modern, homely and cozy with fully equipped bathrooms that has an independence entrance inside.

The deluxe rooms includes a choice either a king sized bed or twin beds with premium bedding and comfort. All the rooms are non-smoking rooms and every room features complimentary coffee/tea amenities, hair dryers, telephones, mini fridge and air conditioner. All rooms are equipped with a balcony, providing the best views from all levels.
The hotel boasts against its most private and secure parking space in the basement and an elevator, which is the first in Palapye.

The Majestic Court comes through as an addition to the already well renowned Majestic Five hotel which has become one of the key players in the hospitality business. This addition came as means of satisfying market demands hence the 96 that are also to be built and finished in the coming year.

Majestic Five Hotel and Majestic Court now stands with a total of 222 rooms thus having the largest accommodation capacity in the central region. The capacity will increase to a total of 318 rooms. Pula!
Fine Dining

“Cooking is an art, infused with great love to bring out a tasteful meal that lasts till the last bite”

Anonymous
Both indoor and outdoor locations set the atmosphere, and without doubt, the sprawling landscape below will take your breath away. Be it in the daytime where that landscape allows magnificent unspoiled views of the major surrounds, or in the evening when the sparkling lights of the CBD captivate the spectators to the joy experienced under a glorious evening sky.

High Praise Above the Rest

Situated atop the Towers South building, on the 28th floor, of one of Gaborone’s tallest buildings, is the elegant and stylish Table50Two Restaurant. Due to its lofty presence, the dining area is blessed with panoramic views below and this commanding position is without a doubt regarded as a spectacular bonus to the fine dining reputation the excellent fare the patrons experience; added to which the character is further enhanced by the friendly, sophisticated and professional service on offer.
Be it day or night the multi-cuisine menu, complimented by wide ranging choices of wines and beverages will serve as memorable experiences for the customers who savour the fresh food on offer, whether for breakfast meetings, corporate power lunches, quiet family dinners, or those romantic dinners for two. Table50Two prides itself on a variety of fresh choices for its sophisticated clientele. Signature dishes are a feature, highlighted by available fresh produce, sourced by the highly qualified, and talented chefs to ensure the quality results in delivering mouth-watering dishes, which are perfectly prepared. The variety continues in Local Cuisine, a selection of Vegetarian dishes and Westernised inspired dishes. An international a la carte menu, a buffet selection and a platter-based menu are all designed to offer continued quality to add to the diversity this now famous restaurant is renowned for.
Perhaps the punctuation to the marvel of this incomparable venue is best described by the sundowners offered at exactly the right time and repeated at the request of regular guests, who often are heard to tell our service personnel, “We cherish the moments we have here... we just do not want to leave.” Pula!
The company’s expansion map has an aggressive strategic roll out plan, which aims to initiate few more Restaurants in the next 12 – 18 months.

We have also recently started catering outdoors for individuals, Organizations or corporates.

Indo Asian Fusion

Started operations in September 2013, Saffron commenced its operations in Gaborone Botswana. As comments would have it, it has been termed as one of the best thing in the Hospitality Business to happen in Gaborone. Being one of the leading players in the organized retail restaurant business Saffron currently dominates the Indian Asian Fusion Market. This is a Majority Citizen Shareholding Company.
The mission of our company is to entice every customer with delicious eating experience at great value. We believe in working as a close-knit family where each member performs their duties responsibly to give the best possible services to our patrons. We endeavour to meet the expectations of our patrons and promise to deliver services which would compel them to revisit for another special dining experience.
Over the course of the last 15 months Saffron has cemented its presence in the country. By offering a wide range of options for dining - be it a value for money destination or fine dine restaurant - Saffron reaches out to customers from different walks of life. One of the Top movers in the large Indian restaurant market, Saffron established a scalable national presence in the Indian milieu. Pula!
Culture Art Café
With a menu endorsed confidently by many, the Culture menu is prideful in listing what the custodians refer to as “signature uncomplicated cuisine and amazing cocktails”. The aesthetics that give the feel of a modern African city experience.

What is Culture Art Café?

A unique Art Café, Bar and Lounge that offers signature uncomplicated food, drinks, tailored entertainment solutions coupled with an art of high-touch, carefully crafted service for a quality lounge experience. Culture Art Cafe creates an aesthetically pleasing ambient setup for taking a break, unwinding to the soothing sound of music, the pleasant chatter of conversations and relaxation that is unique to Botswana, Africa and the World.
This unique bar and lounge desires to go beyond serving food and drinks at the convenience of its customers, aiming to be a leader in a social movement and engagement in the name of contemporary art and culture.

Culture is an adaptable space, with décor left simple enough to shift and adapt to allow for gallery-style exhibition or a customer tailor made entertainment solutions including live performances. This space looks to connect its patrons with our local art and culture. It puts the icing on top of a well-rounded experience with an entertainment program that is responsive to the sonic desires of the contemporary Motswana.
Culture boasts a modern contemporary design with sophisticated elements. Located on the ground floor, unit 101 of Molapo Crossing Mall next to the Stanbic Bank Piazza, The Art Café has a true understanding of the power of being customer-centric, targeting upward mobile 23 year olds and above from within Botswana, Africa and the World. Pula!
Must be the best kept secret in Gaborone! But if you do get to taste their products, you will be happy and proud they are created by sons of the soil in our beautiful Botswana. It is a small fully home-grown company with a big vision. And that is to produce and present distinct world food flavours, pushing boundaries of modern cuisine in Africa to become the leading store in the region for rich, delicate and appetizing food products sold in cafes, restaurants and stores.

Food that speaks to the traditional farmhouse appeal walking you down memory lane when you had enjoyed the fine aroma wafting from your mother’s kitchen as she turned out her favourite dish using just picked ingredients from her garden. No need for frills, the aroma carries the promise of the best that is yet to come! Just that there is the signature of My Farmhouse Kitchens.

They work round the clock researching, discovering, preparing and delivering good food products like their trail blazers; the Asian curry puffs and the English pound cakes. This way you are guaranteed to have the best culinary experience money can buy without spending days researching on your own.

With its production base located in the suburbs of Gaborone, it now boasts cuisines from the eight corners of the world across the spice trail from the sunny islands in the Caribbean to the mystique Far East, top on BBQ from the big five, to the clean lines of tastes of continental Europe and contemporary flavours of Africa.

So, whether you are looking for an awesome culinary experience for family, friends, hosting hi-quality boardroom meetings, hi-tea events, urban and intimate parties or just a go-to place to find sensational tasting products for yourself... you have come to the right place.
The company recently introduced its frozen products range of its signature products on online stores including Ziigie.com and Skymart.

This came as a solution for those looking to order in bulk for use later. Storage for the frozen range is easy and convenient, with a short preparation of 4-minutes deep frying or, if you prefer, 20 seconds defrost on medium power with their ready-to-eat product lines and voila!

Look out soon for their foray with My Foodness on their food ordering mobile apps into the supper and weekend food scene. Within MKF’s immediate aspirations, is to manufacture and export signature products while working with investors to build a regional franchise network and creating employment.

The current focus of its corporate development is building its corporate brand and so this partnership with Heritage has come in at just the right time. Pure Inspiration! Pula! ■

“Art washes away from the soul, the dust of everyday life.” - Pablo Picasso
"As we journey through this transformation we note that in order to carry a positive action we must develop a positive vision hence our commitment to deliver mutual benefit to our shareholder, customers and communities through bringing their possibilities to life”

Reinette van der Merwe
Managing Director,
Barclays Bank of Botswana
Barclays Bank of Botswana
In June 2017, Barclays Plc concluded its sell down of its shareholding and now own 14.9% of Absa Group Limited. Barclays Bank of Botswana will follow suit within the next few years to rebrand to Absa. This is subject to shareholder and regulatory approvals.

Barclays Bank of Botswana is one of the leading financial services companies that have been operating in Botswana for the past 68 years. We have been listed on the Botswana Stock exchange since 1989.

Re-branding journey - We are an African bank with global reach
We are a forward looking business that recognises our African heritage. With a shared sense of purpose and identity, we celebrate our diversity and inclusion. Our expertise and passion lie in bringing your possibilities to life.
This is a significant development in Africa and in Botswana, particularly since the deeply rooted brand has been part of our heritage for 68 years. For many of our customers, Barclays is the brand they are accustomed to.

Our research has shown that Batswana are familiar with the Absa brand. Absa’s support for various sporting leagues makes its brand highly visible on the sub-continent and Botswana’s proximity to South Africa means that Batswana visiting across the border are invariably exposed to the Absa brand and also use the bank’s facilities.

As an African brand, Absa promises to be more in tune with African conditions. We will continue to be a responsible corporate citizen, giving back to the communities in which we operate through initiatives that stimulate small business development, assisting young people in the agricultural sector and growing financial literacy.
In partnership with Project Concern International (PCI) and Stepping Stones International (SSI), Barclays continues to implement the Ready to Work initiative, a programme that assists young people to transition from school to the world of work. As at the end of June 2018, 142 youth had been placed in either internship or employment opportunities across various organisations in the country. The target is to place 200 youth by the end of 2018.

Barclays is providing scholarships to deserving young Batswana through the Barclays FG Mogae scholarship, which has seen a boost in the bank’s investment in education increase to P3million. The Madi Majwana radio drama on financial literacy continues to make an impact on the conversation on money skills and promoting financial inclusion. In 2018, the drama production went on a nationwide roadshow and reached approximately 7,000 people in 16 villages and towns. The radio drama continues to reach more people through broadcast on 3 commercial radio stations.

As we continue our transition from Barclays to Absa, three elements remain pivotal in our pursuit of our strategic goals; customers experience, technology and human capital. The bank will continue to create conducive working environment, supported by a prolific, passionate - customer obsessed workforce who are proud to work and be associated with its brand. Our ambition is to become a business which is digitally led, digitally capable and scalable. It is fundamental to our future success. The bank will continue to invest in technology to ensure that it realises this ambition and building on its digital capabilities to meet customers’ needs and bring their possibilities to life. Pula!
First Capital Bank
Where belief comes first

Building a Sustainable Bank
The local banking sector has traditionally been cut-throat, being a small market dominated by initially two and lately five large banks that generally account for more than 90 percent of the sector’s collective banking assets.

First Capital Bank Botswana began its commercial operations humbly with one branch in 2008 and now has four branches in Gaborone and Francistown as well as five loan centres in Gaborone, Francistown, Palapye, Mochudi and Kanye. They also moved into their new Head Office in the heart of the CBD in September 2018.
A new holding company was formed in Mauritius and named FMB Capital Holdings. This company is now listed on the Malawian Stock Exchange and will eventually directly hold shares in all the banks in Botswana, Malawi, Mozambique, Zambia and Zimbabwe.

FMB Capital Holdings have therefore become a Southern African regional banking group, domiciled in Mauritius, with more than 128 branches and assets in excess of $1.2 billion. This has resulted in their customers benefiting from first-class banking services in their home country and in the region.

The rapid growth unfortunately caused four different names in five countries. It was therefore decided to launch one brand across all geographies and today all Banks in the FMB Capital Holdings Group operates as First Capital Bank.

For Botswana specifically, “it has all been about building a sustainable business and not a one-day wonder,” says Chief Executive Officer, Jaco Viljoen. “It’s an approach focused on sustainability and our board has been conservative, low on risk taking which has stood us well over time such that we have not run into trouble when times were tough.” First Capital Bank’s strategy of steady growth based on establishing sound personal relationships has allowed it the distinction of being the only bank in Botswana not to ever run a loss.

“How we carved a niche in the market was about relationships and service,” Viljoen explains. “It’s about knowing your customer and your customer knowing the bank. Banks tend to offer the same products, so it’s about people and the interaction between them. Being a smaller bank, we offer quicker turnaround times through our understanding of the local market”.

In many ways, the CBD is the heart of Botswana’s business space, and it is only fitting that the new Head Office are at the core of it all.

Whilst the Botswana business has grown over the last decade at a steady/sustainable pace, their parent, FMB Capital Holdings, has grown and changed beyond recognition over the last decade.

The initial success in Botswana enabled FMB Capital Holdings to embark on further geographic expansion. In 2013, they entered Zambia and Mozambique through the acquisition of small non-performing banks and completely transformed them. They are now profitable and growing at a good pace. In 2017 they took the bold step of acquiring Barclays Bank in Zimbabwe. Barclays has been in Zimbabwe for over 90 years and has 25 branches and is very profitable. Barclays PLC have retained a minority stake.
The bank has set itself ambitious growth targets. First Capital Bank of Botswana aims to grab a five percent market share in the local banking sector by 2020 in terms of balance sheet, a plan which means it needs to double its volume of business in the next three years.

First Capital Bank Botswana’s story and its vision for the future are remarkable considering that its growth has been anchored on SMEs, a sector associated with high risk and generally shunned by banks. SMEs, particularly start-ups, are known for high rates of failure and a tendency by entrepreneurs to “talk up” their ideas and expect financing, even without a track record at the most elementary level. Despite the challenges, First Capital Bank pushes on in the SME sector because, as Viljoen explains, players in this arena are significant drivers of the economy and have the highest potential for employment.

First Capital Bank Botswana is looking forward to a future of empowering its employees, increasing returns to shareholders and contributing to growth in the local economy.

Belief truly came first for Viljoen and the First Capital Bank staff. Pula!
In the words of Ben Graham: “The individual investor should act consistently as an investor and not as a speculator”

Bokete Mokgosi
Chief Executive Officer,
Stockbrokers Botswana
Stockbrokers Botswana
It is one of the oldest security houses in Botswana, founded in 1989 and has over the years been predominantly a citizen led institution. Led by its Chief Executive Officer, Bokete Mokgosi; SBB currently has a staff compliment of 13 employees and an expatriate.

Stockbrokers Botswana (SBB) Limited is a 100% citizen owned registered member of the Botswana Stock Exchange servicing institutional, corporate and retail clients in Botswana and around the world. We provide research, stock brokerage, bond dealing and corporate finance advisory services.
Our primary goal is to create wealth for our clients and shareholders, and attract investments into Botswana. At SBB, we are proud at having a strong track record of delivering to our clients.

SBB strives to ensure and promote citizen participation in the economy by giving Batswana access to Botswana’s capital markets. This is done in 2 ways; at individual level through buying and selling of shares and at business level through accessing capital for their business either through listings or private placement.

SBB proudly contributes to the sustainable development of Botswana by bringing companies to the market and the BSE. We have a well-established corporate client base and have assisted our clients with more than BWP 10 billion worth of transactions. We have seen success through the likes of Choppies, Letshego, Turnstar and Sefalana. Whilst we primarily serve Botswana we are also looking into attracting foreign companies to list here and in turn create employment, contribute to GDP and hopefully attraction of FDI.
SBB aims to contribute to Botswana’s development agenda through creating sustainable employment and business opportunities for Botswana and its youth. We seek to employ and recruit the best talent available. However, in order to achieve this, we consider citizens first and where we can’t find the requisite skills we look outside. We are proud to be a birthing ground for many of Botswana’s seasoned investment professionals, currently we employ 3 interns.

Going forth we seek to engage youth owned companies for provision of services in the technology space to enable us to be an agile and relevant organisation going forth as technology platforms and disruptions take shape.

SBB is proud to continue its substantial investment in social projects, a pivotal part of our company since its inception. These include an internship programme, donations to non-profit organisations seeking to promote and build public-private partnerships and sponsorships to charitable organisations or events. These initiatives underpin our commitment to contribute positively to the communities within which we operate and we look forward to continuing our support in the years to come. We will however be focusing our efforts in the forthcoming year (2019), in events and causes aimed at improving financial literacy. We believe Financial Literacy is a basic life skill essential to every Motswana.

We also believe in financial inclusiveness; all Batswana need access to investing on the BSE and future plans are in place to enable Batswana everywhere with the scale and capability to transact with us from anywhere in the world.

We are proud to be a pioneer in the local brokerage industry and also instrumental in the development of Botswana’s capital markets. We are responsible for a majority of the listings (19 Domestic Listings, 2 Foreign) on the BSE, Initial Public Offerings worth BWP 2.856 billion, Rights Issue of BWP 1.037 billion and Note Programme totalling BWP 2.717 billion. We boast a retail client base of more than 30,000 plus (local and international).

Stockbrokers Botswana is a major financial institution in Botswana and has over the years made good on its promise of creating wealth for clients and attracting investments into Botswana. Undoubtedly the coming years will have its challenges, but with our deep-rooted expertise, ever-growing team and our unwavering dedication to our partners and clients, we are confident that we will continue to serve their best interests in the times ahead.

We would like this to be more inclusive, where every single Motswana has the opportunity to be financially literate, sound and invest. Pula!
Botswana Stock Exchange Limited
Botswana Stock Exchange Limited (BSEL) delivers these opportunities to ordinary Batswana, allowing them to easily buy shares in the different businesses that choose to go public in order to access cash from the bourse. These listed companies typically use the cash to fund strategic activities and expand their business, growing their revenues and allowing them to create even more employment for Batswana.

Creating long term wealth for generations

A vibrant stock exchange is one of the most exciting drivers and empowering features of a progressive economy such as Botswana’s. It is not just a secure and efficient platform where securities such as shares and bonds smoothly change hands between and among stockbrokers and traders. It is a viable route to extraordinary wealth creation for ordinary citizens who want a meaningful stake in the economic activity happening around them, without directly running businesses.
Shareholders are not only offered dividends when companies perform well, but they may also see the value of their shares grow exponentially over time. The BSEL regulates the market to maintain confidence in the market.

Headed by a widely experienced citizen CEO, Mr. Thapelo Tsheole, BSEL takes its regulatory mandate for the securities market in Botswana seriously, and has created an environment where an impressive variety of companies have raised billions of Pula in capital to date.

Mr. Tsheole proudly notes that over 34 percent (%) of Botswana’s GDP is accounted for by listed companies, underlining the importance of the local bourse. The BSEL achieved 2 listings in 2016 and 3 in 2017, which by African standards reflects strong performance.

In 2017, the BSEL registered phenomenal growth with more than 12 bonds, one of which was a supranational bond and another was a dollar denominated instrument. Mr. Tsheole emphasizes that in his view, the stock market really is the best platform for citizen empowerment and participation in the economy and that BSEL is committed to educating Batswana about the opportunities offered.

The BSEL employs a refreshingly young team of 23 staff members cutting across a wide range of skill sets, which include Chartered Accountants, Corporate Lawyers, Economists, IT Professionals, Marketing and Finance Experts.

While the BSEL is confident of its advanced progress in achieving its stated vision to be a world class securities exchange delivering innovative products and services, it is also proud of its record in giving back to communities. The organization has championed a vigorous drive to deliver financial literacy around the country, helping Batswana to understand the life changing opportunities that are available to them on the stock exchange.
BSEL has also made strategic investments in disadvantaged communities by adopting schools in rural areas such as Kanngwe Primary School, with the aim of helping to improve their results. Also of significant interest is the organization’s intervention to support the development of ICT skills with donations of computer equipment to schools around the country.

Mr. Tsheole is very passionate about increasing the number of local companies listed on the Stock Exchange and with the support of a dynamic board and executive team, he remains confident on the performance of his organization into the future. He is proud of the big strides BSEL continues to make in opening up opportunities for citizen investment, and he is grateful for the opportunity to be one of the champions behind this effort. Pula!
Benefits to your business
- There is an early warning system for bad payers or poor risks, assisting in avoiding a bad debt
- Indemnity from 80% to 100% of each unpaid debt
- Credit management advice to assist in managing your debtors (where BECI provides the guidelines to collection of overdue amounts)
- Claims are paid when the accounts are overdue for payment to cover at most operational expenses
- A policy that may improve your banking arrangements as collateral security
- We raise the confidence to deal with new customers or entering new industries, regions or sectors

Why Performance Guarantees?
Performance or contract guarantees are provided to protect contracting parties from concerns such as contractors being insolvent before finishing the contract. When this happens, the compensation provided for the party that issued the performance bond may be able to overcome financial difficulties and other damages caused by the insolvency of the contractor.
BECI is therefore the supporting partner to the contractor and the employer in ensuring that the contractor gives confidence to the employer that they will have the project completed, and failing which BECI shall compensate the employer for the losses incurred.

**Benefits to the contractor**
- BECI offers lower security requirements for experienced contractors
- A longer relationship with BECI allows the contractor to take on more projects with lower security
- Access to materials from credit suppliers subscribing to the Trade credit cover policy
- Ability to provide bridging finance on delayed certified payments from employers

**Why Financing Solutions?**
Typically, and traditionally business financing has been limited to the commercial banking sector. Over time as the world economy evolved, the Small and Medium Enterprises (SMEs) have dominated the world economy. According to OECD SMEs account for over 95% of firms and 60%-70% of employment and generate a large share of new jobs. Such firms have specific weaknesses. This lack therefore meant a new policy drive or policy change in the financing of such entities.

The BECI financing solutions respond to such limitations by SMEs of accessing the traditional banking sector financing models. As a developmental institution we provide the following financing solutions
- Purchase Order Financing
- Invoice Discounting
- Bridging Finance for contractors issued with performance bonds

The short-term financing solutions allows for ease of cashflow, and over time the smaller entities grow their balance sheet and the size of the establishments to qualify for banking terms loans.
“Everything worthwhile begins with energy. We exist to ensure sustainability in the energy sector”

Ms Rose Seretse
Chief Executive Officer,
Botswana Energy Regulatory Authority (BERA)
Botswana
Energy
Regulatory
Authority
Botswana’s own regulator was set up by an Act of Parliament of 2016 and was duly named Botswana Energy Regulatory Authority (BERA). BERA has a sweeping mandate to control the country’s energy sector, in terms of the supply of electricity, gas, coal, petroleum products, solar and all other forms of renewable energy.

Energising the economy, securing the future for generations

Energy is definitively one of, if not the most important sectors in any economy. Energy regulatory authorities exist in our world today, as a deliberate, efficient and calculated measure by governments to stimulate, promote or sustain desired outcomes within the sovereign territory and its energy sector. Using various tools such as licensing, taxes, subsidies and the imposition of strategic targets, a typical regulator works to support the agenda set by policy makers to achieve specific goals.
The Authority is head-quartered in the quiet, hilly town of Lobatse, where it employs the diverse talents of some 50 industry professionals to promote sustainable growth in Botswana’s entire energy sector. BERA counts among its technical and administrative staff, a team of highly skilled engineers, innovative pricing specialists and highly motivated inspectors who strive to deliver service with a smile, every working day.

BERA’s performance in executing its mandate has a clear influence on the efficiency with which all players in the economy deliver on their bottom lines, giving the Authority incredible sway on contribution to the country’s GDP.

There is no denying Botswana’s dependence on reliable energy supplies to thrive as a nation, and because our country has no known petroleum resources of its own, or direct access to the sea, we must look to our neighbours for assistance.

All petroleum products in Botswana are imported, mainly from or through South Africa, and BERA provides key mechanisms for ensuring the security of supply, to keep our economy humming along.

As Botswana’s supplies are delivered by road and rail, BERA must always contend with threats to the security of these routes at any given moment, such as resurgent strikes and industrial action in South Africa, which have shown an ability to cripple the flow of petroleum into our country. It is BERA’s responsibility to plan ahead of such hurdles to ensure uninterruptible supply in the country. To this end, the Authority is working to extend our strategic national consumption storage capacity from its current 8 days cover, to an ambitious target of 60 days cover through the development of new storage plants and the expansion of existing facilities.

BERA recognises as part of its primary mandate, an obligation to deliver economic regulation functions, which determine the balance between required revenues and tariffs.
BERA is dedicated to creating a regulatory environment within the energy supply industry that encourages private sector participation. This is especially important in growing the installed base of generation assets, building capacity for reliable services and supply, as well as providing choice and ensuring affordability for end users through healthy competition.

BERA regards itself as a dedicated agent for galvanising and strengthening Botswana’s efforts to achieve energy independence and security of supply, now and into the future. At all times however, the Authority’s interventions are carefully considered and deployed responsibly, without losing sight of the need to protect the environment.

Another key objective of BERA’s mandate is to protect customers, but in doing so, the Authority remains cognisant of the need to balance their needs with the interests of private investors in the regulated sectors, who must enjoy the confidence that they can earn a fair return on their investments.

It is important to note that prior to the establishment of BERA, the energy sector was directly controlled by Government, acting as owner, policy maker and economic regulator setting prices, as well as an operator through parastatal entities. The conflict within some of the functions often proved problematic and unsustainable for holders of political office. For example, a taxing need to keep tariffs low might be introduced solely for political reasons, or subsidies may have to be reduced to address fiscal constraints, with both scenarios potentially resulting in under investment.
Deterioration in the asset base is inevitable in either case, slowing down expansion of service provision. Given that such an environment typically restricts services to wealthier communities, and marginalises the poorer sections of society living beyond the limited service area, it was clearly an unsustainable model for a progressive nation such as Botswana. By separating economic regulation from policy making, tariffs could be set independently on the merits of ensuring that service providers are able to collect sufficient revenue to finance their functions on a sustainable basis.

Similarly, by separating operation from regulation, the framework for accountability of service providers to customers was fundamentally strengthened, allowing BERA as an independent regulator, to concentrate on objectively evaluating the performance of service providers against the service objectives set. By aggregating pertinent challenges around the provision of reliable energy and streamlining response mechanisms into BERA’s mandate, Government created a proud and dignified Authority that stands for the interests of Batswana, as an effective champion for sustainable development, and a worthy custodian of our children’s future for generations.

BERA is dedicated to creating a regulatory environment within the energy supply industry that encourages private sector participation.
Key notes to BERA’s extensive mandate

As Botswana’s sole and empowered energy regulator, BERA ensures:

- that there is sustainability and security of supply in the energy sector;
- that high service standards are set, maintained and adhered to;
- that revenues are sufficient to ensure the financial sustainability of service providers;
- that energy customers and consumers are protected from monopoly power;
- the maintenance of a transparent and open criterion for licensing and granting of construction permits for new facilities in the energy sector;
- that energy prices are fixed on the basis of a Tariff methodology that has been set up in a transparent manner;
- that interests between consumer and licensees are adequately balanced;
- that the environment is protected and preserved.

BERA is actively involved in and responsible for:

- Monitoring and enforcing compliance with service standards;
- Setting targets for efficiencies and creating incentives for utilities to deliver efficiency savings;
- Mediating between service providers and customers to resolve disputes, avoiding the need for such disputes to be handled at Ministry level; and
- Undertaking willingness to pay and affordability surveys to support tariff structures that protect poor households.
Total Botswana
Having started its operations in 1980, Total Botswana’s presence in the local market is through the Marketing and Services (Retail) arm of the Total Group. The company’s local head office is located in Gaborone West and its main objective is importing and marketing fuels and lubricants in Botswana. Relative to Total affiliates in other countries, Total Botswana is a small affiliate, but growing, in the local fuel market.

Total Botswana is a subsidiary of the French international oil company (IOC), Total. As an integrated IOC, Total operates in the following key segments of the oil industry: crude oil extraction (Exploration and Production), Refining and Chemicals, Marketing and Services (Retail) and in the production and marketing of lubricants.

Globally, Total is a market leader in Europe and Africa in the retail segment (downstream) of the fuel market. In Africa, Total has more than 4 500 service stations while the next competitor has 2 200 service stations.
Total Botswana is headed by Mr. Diego Mtshali as the Managing Director of Total Botswana; whilst Mr. Patrick Thedi (Operations and HSE), Mr. Sandy Mfosi (Commercial) and Mr. Letsogile Moampe (Finance) hold other key positions. 93% of the workforce are Batswana and there is ongoing skills transfer to, one day, achieve 100% localisation.

In the fuel retail business, service stations are built by the company and operated by Batswana. Running service stations gives Batswana an opportunity to run a business and make a living out of it. By so doing, local citizens are slowly but surely being included in the economy of Botswana and employment is created as the company grows.

Each new service station employs between 20 and 30 people. Also, Total runs the Young Dealers’ Program which is aimed at giving entrepreneurial youths an opportunity to operate service stations and generate income for themselves. Local companies benefit from Total’s presence in Botswana through offering maintenance, transportation, facilities management, fuel and lubricants reselling opportunities and many more services to the company.

Total Botswana’s track record in CSI initiatives is second to none. Recent CSI events were: Cycle your City which promoted road safety, waste management and cleaning event which was graced by the First Lady of Botswana, Mokobeng school library refurbishment, installation of recycle stations at schools and many more.
As Total, we have made it our priority to be a responsible energy company. Thus, Total is involved in developing renewable energy solutions. For example, Total recently commissioned one of the biggest solar farms in the Northern Cape of South Africa which is used as a source of energy by a number of villages.

In fuels, Total Botswana markets cleaner fuels with our patented "Excelleum" engine-cleaning additive for both petrol and diesel cars. These fuels are available in Botswana for customers to enjoy. In its efforts to contribute to the sustainable development of Botswana, Total Botswana provides energy solutions as well as ensuring that the environment is protected while carrying out business activities.

Total Botswana’s competitive advantages are high quality products, reliability of our supply chain and being trustworthy to customers. Being the exclusive supplier of lubricants to all Toyota car outlets is an achievement that any Total employee, stakeholder or customer should be proud of. As an oil major our quality assurance is second to none. The industry trusts us to advise and continuously improve product quality and safety standards.

Today, Total Botswana is the only remaining oil major in Botswana, as such; customers can always trust the quality of products that they buy from us. Our legacy is that of the last remaining bastion of quality in the fuel and lubricants market. Pula! 🇧🇼
Vivo Energy Botswana
Since taking over the marketing and distribution of Shell fuels and lubricants in Africa, Vivo Energy has managed to successfully sustain relationships with various stakeholder, while in the process maintaining the highest international Health, Safety, Security and Environment (HSSE) standards.

In 2012, Vivo Energy Botswana, part of the Vivo Energy plc, took over the downstream operations of the Shell brand, following Shell’s over 50-year presence in Botswana. The past six (6) years have seen Vivo Energy Botswana rise to become the preferred supplier within the fuels and lubricants industry.
With its sights firmly set on becoming Africa's most respected energy business, Vivo Energy offers high-quality Shell products and services to both retail and commercial customers, setting new standards for safety, innovation and service wherever it operates.

Vivo Energy Botswana is a subsidiary of Vivo Energy Group, and as such, becoming a global preferred partner in the fuels and lubricants industry is well within its grasp. Vivo Energy Group has a network of over 1,800 service stations in 15 African countries, these countries export lubricants to other markets in which the company is not represented.

As a company operating in Africa, Vivo Energy is listed both in the London and Johannesburg stock exchange as of May 2018. This has presented with it, an opportunity for the public, to buy into the business.
Vivo Energy invests in the future of its employees through various training facilities, which not only ensure that as a Vivo Energy customer one receives the best service, but also to instill growth and knowledge within the oils industry.

Vivo Energy Botswana looks after the safety of its people and those in the communities where it operates as part of its commitment to achieving and maintaining the highest international Health, Safety, Security and Environment (HSSE) standards. Zero harm to people and the environment being the key objective.

Vivo Energy plays an active role within the communities where it operates. Through its community investment program, Vivo Energy Botswana’s activities and recent initiatives have focused on education, road safety and the environment. Vivo Energy Botswana is proud to have initiated, under the Shell brand, the Shell Children’s Traffic School in Gaborone and its collaboration on the Shell maps and field guides portrays Botswana as a very attractive tourist destination.

Donation of study lamps have been made to school children who do not have access to electricity, which has also boosted the academic performance of many young children in the country.

Vivo Energy understands that customers are looking for more than just a fill-up when they drive onto the forecourt, and as such, an array of offerings is available to customers, also available are the well-stocked, attractive shops and excellent levels of service. The company has launched a new range of ‘welcome’ convenience stores, its own bespoke customer focused convenience retail brand to cater for changing customer needs. The first store was opened at Shell Marang in Francistown. The brand will be gradually rolled out through company’s retail network.

In the corporate world, Vivo Energy Botswana is recognised as a business partner who focuses on innovation and value improvement with the willingness and ability to adapt to the changing needs of customers in every sector. Building in country technical and service competence remains a top priority. The company partners with various stakeholders within the industry to ensure that its customer receives the best products, services and value for money and maximum contribution to Botswana’s economy and its people.
Minerals

“Value natural resources because you are part of them and you depend on them. Do not merely view them as solely sources of profit or gain.”

Anonymous
Diamond Trading Company Botswana (DTC Botswana) is a 50/50 Joint Venture partnership between the Government of the Republic of Botswana and De Beers Group. It is the world’s largest and most sophisticated rough diamond sorting and valuing operation, with a capacity to sort 45 million carats a year.

DTC Botswana sorts and values Debswana Diamond Company’s rough diamond production. Debswana Diamond Company (Pty) Ltd is a 50/50 Joint Venture partnership between the Government of the Republic of Botswana and De Beers Group. The main purpose of the company is to mine and recover diamonds optimally and responsibly.

DTC Botswana aims to facilitate, drive and support the creation of a vibrant, sustainable and profitable downstream diamond industry in Botswana through superior sorting and valuing practices. The downstream activities will add additional value to the local diamond industry through cutting & polishing of diamonds and ultimately manufacturing of jewellery which will develop core competencies for adding higher value.

While DTC Botswana seeks to maintain a profitable business environment, at the same time it focuses on enhancing its reputation and the well-being of our society as well as the country in general through corporate social involvement.

DTC Botswana defines corporate social investment as contribution in the form of money, employee time and other resources towards the improvement and development of the lives of the community and creating a legacy of sustainability.
DTC Botswana funds programmes that focus primarily on projects and initiatives that are inclined towards capacity building and enterprise development. DTC Botswana has supported the following projects:

**D’KAR PRIMARY SCHOOL:**
On 18 March 2016, DTC Botswana unveiled sponsorship amounting to P2 Million to D’Kar Primary School. D’Kar Primary School commenced operations in 1965 and was run by the Dutch Reformed Church. Subsequently, it was taken over by the Government of Botswana around 1973/1974. D’Kar Primary School is a boarding school with enrolment of approximately 650 students.

D’Kar Primary School is faced with challenges of poor performance, absenteeism and drop outs. The school has generally been performing very poorly in the national examinations in the past years.

Pass rates at the school have been below 31% over the past four years. The majority of students at the school come from farms in the remotest areas of the Ghanzi District, mostly from poor families. Therefore, on the basis of the needs of the school, DTC Botswana entered into a 3-year partnership with the school to offer the following:

- Provision of meals
- Horticulture project
- Provision of uniform
- Sporting kits and related equipment

**Other key beneficiaries of DTC Botswana assistance are as listed below:**
- Botswana Society for the Deaf: P412,319.04
- Mochudi Resource Centre for the Blind (MRCB): (Year 2014) P258,420.15 (Year 2015) P800,170.00 (Year 2016) P946,981.00
- Thapong Visual Arts Centre: over P1 million
- Botswana 2nd African Youth Games: P100,000.00
- Oodi College of Applied Arts and Technology (OCAAT): P300,000.00
- Botswana Baylor Children’s Clinical Centre of Excellence (COE): P100,000.00
- Central Association of the Blind & Disabled: P391,200.00
Botswana’s diamonds have famously been described as development diamonds, and it is because of the integrity with which they are extracted and traded across the world, that is why Naia Diamonds has proudly joined the industry.

Naia Diamonds is resellers of rough and uncut diamonds to the diamond trade globally. This is a bold company that seeks to open up the market for serious players wishing to participate in Botswana’s diamond market. Naia Diamonds believes the diamond trade can only thrive in an environment that prioritizes a secure value chain, based on compliance with regulations, integrity of purpose and building mutually beneficial relationships with business partners, shareholders and all stakeholders.
Naïa Diamonds has been duly licensed and accredited as a diamond dealer in Botswana, with a commercial mandate to secure and facilitate smooth transactions between diamond dealers and buyers. The company is particularly focused on helping international buyers tap into the Botswana diamond market, by providing a secure and user friendly platform. Botswana companies and dealers can conveniently register their inventories online.

Naïa Diamonds’ expert industry knowledge and unique passion for presenting Botswana diamonds in their very best light, is calculated to inspire unrivalled confidence in international buyers.

Naïa Diamonds facilitates access of rough diamonds from local and regional producers to international buyers and sellers. We buy, sell, import and export rough diamonds whilst at the same time promoting an effective link between the diamond trade and the diamond industry in Botswana, thus increasing sales of the diamond in international markets.

Naïa Diamonds provides fairness in trading by promoting and protecting the interests of all partners through the up keep of the foremost important rule in diamond trade which is mutual trust. We ensure all partners vow to uphold the rules and regulations of the trade.

Naïa Diamonds facilitates secure trading and also ensures that partners have access to market demand. We make sure all partners’ trade and lodging needs are taken care of. Through a secure website, only available to partners, partners have direct access to real demand for stones, thus gaining a distinct advantage for your business. Partners have access to trade houses and are guaranteed of secure delivery of parcels to any destination. Naïa Diamonds also provides a platform for networking with leading diamond dealers, brokers and jewellery manufacturers. Pula!
Technology

"Technological innovation and Information Communication Technologies (ICTs) foster economic growth and is conduit to trade and foster global commerce. The development of wireless technology and ICT infrastructure as an economic backbone is a vital part of the entrepreneurship, small business development as well as nation building.”

Sean McCormick
Chief Executive Officer,
Broadband Botswana Internet
Broadband Botswana Internet
The Innovative Internet Services Provider

Broadband Botswana Internet, better known as BBI, is an internet services provider with a national footprint and an industry leader in internet innovation. At BBI we believe the internet is pivotal to human development, collaboration and knowledge. The single greatest invention of our time, the internet educates, connects and transforms the world we live in.

This interlinked platform allows us to communicate with government, business, family and friends on a daily basis from remote locations across the world. We know how important this is to our customers, which is why we are dedicated to ensuring our customers have the best services and solutions available in Botswana throughout the year and access to our 24-hour support lines.
In 2000 BBi was awarded a communication license by Botswana Communications Regulatory Authority (BOCRA) to transmit data and internet services throughout Botswana. After operating for several years in Gaborone, BBi expanded its operations and opened a branch in Francistown in 2006. Between 2008 and 2009 BBi was acquired and merged with Wireless@Home. During this period BBi joined Botswana Internet Exchange (BIX) and Botswana Internet Service Providers Association (BISPA). BBi also played a critical role in the successful launch of Globalstar (GINC), a second generation satellite constellation. In 2015 BBi celebrated its 15th anniversary and also managed to reach 25% citizen shareholding. During this time BBi also commenced the roll-out of Hotspots at strategic public areas. 2016 saw the establishment of a presence in Maun. It is our objective to further expand our reach and coverage countrywide.

Why Choose BBi?
BBi has been powering internet services since 2000, providing reliable and cost effective services to customers all over Botswana. Choosing to put internet and IT requirements in our hands yields our customers:
- 24-hour support
- value for money
- fast download speeds
- an array of value added services

Our Services
Internet Connectivity - BBi provides high speed internet, data, broadband and voice solutions using various connectivity mediums which can be used to get international and nationwide connectivity connecting our customers to the world. We provide the right solutions using the right products.

Support Services - We give our customers peace of mind so that they can focus on their core business while we take charge of all their IT requirements. Our customers benefit from our years of experience in IT support and receive excellent remote and on-site support, server monitoring, hardware management and network management.
Hosting - We offer commercial-grade hosting at affordable prices. Hosting at our high-security data centre means backup generators, high uptime and increased productivity.

Google Apps for Business - As an authorised Google Business Apps Reseller BBi provides professional email, online storage, calendar, video meetings and other business tools that transform the way our customers work. Google Apps is the perfect web-based solution for small and medium businesses as there is no need for additional hardware, licences and dedicated IT staff.

Connection Types
Fibre (FTTx) - Provides all the benefits of fibre connectivity on a carrier class fibre network infrastructure at remarkably affordable prices.

Wireless - High speed wireless internet delivered over carrier grade wireless infrastructure. BBi’s wireless infrastructure is completely independent of any third party provider and therefore a fantastic alternative to ADSL or Fibre.

Satellite - BBi offers broadband services over satellite that deliver the speed, flexibility, reliability, optimisation and simplicity that enterprises and individuals demand. Network bandwidth is dynamically allocated among all locations, maximising usage and reducing under-utilised capacity.

If you aren’t already with BBi it’s time to level the playing field so you can start thriving in today’s world. Pula!
Zebranet
Connecting Botswana to the world

Founder and Director of Zebranet, Venkata RamiReddy Pallapolu arrived in Botswana 17 March 2002 upon being offered a 3 year contract with Botsnet which was a subsidiary of Botswana Telecom’s now called BTCL. This contract was renewed for another 3 years. Venkata realized that he had trained a number of employees at Botsnet who were able to take over his position at Botsnet. Upon leaving Botsnet, he joined BBi as Director, which over the years has become one of the first successful wireless companies in Botswana.

After serving a year at BBi and acquiring enough knowledge, Venkata spread his wings to greater heights and joined Choppies Group under ELECTROMETRIC ENTERPRISES PTY LTD t/a IOB; where he worked as Director for 4 years and became a shareholder.
Venkata is highly grateful to Choppies C.E.O Mr Ram and Farook Ishmail who gave him the opportunity to utilize his acquired experience to connect all Choppies stores country wide. In 2012, Venkata together with Mr Jagdish Shah and his long term partner of CA Sales, Mr Ian Thomson; started their own company called Desert Road (Pty) Ltd t/a Zebranet.

Zebranet is a reputable Internet Service Provider, well known for providing fast and reliable Internet Connectivity Services throughout Botswana. At Zebranet we continuously employing young graduates so as to train and make them very experienced technicians in the industry. We also take interns, whom we groom and train in preparation for after graduation. Interns also get a minimum payment to support their transport allowances.
Zebranet works closely with Bofinet and Btc on Adsl buying at wholesale rates. Our technicians have the know how to installation, support and using temporary wireless until fiber is ready to be installed.

Due to Bofinet’s extensive investment in National Fiber Capacity upgrades and new roots with higher capacity and also International Transit Protocol (IPT) capacity; companies registered with BOCRA as ISP migrated to SAPs and PTOS now called Network Facility Provider (NFP) and Content Service Provider (CSP).

As Zebranet continues to aspire to be the leading ISP in the country, Venkata would like to sincerely thank all Zebranet past and present customers and employees for their continued support. Our sincere gratitude goes to the highly esteemed Government, parastatals and hospitalities group, similar establishments, Corporates and residential customers; who have kept their trust in Zebranet services and continue to sign long-term contracts.

A special thanks goes to Zebranet Staff who at all time take it upon themselves to ensure that all customers are happy and enjoying the services. Pula! ■
Kudu Communications

The specialist in Telecommunication Systems and Products

Kudu Communications (Pty) Ltd specialize in supply, installation, Networking, Commissioning, linking and programming, service, and repair of telecommunications equipment & products viz, Two-Way radios, Telemetry, Microwave, Trunking, Video Conferencing, PABX, Telephone Receivers, Public Address Systems, Computer Networking, Satellite Phones, Towers, Solar equipment etcetera.

The now 100% locally owned business was initially Motorola Botswana (Pty) Ltd, who relinquished their business interest in Southern Africa, due to trade sanctions imposed on South Africa by then. Both the Managing Director and Technical Director who are also co-owners of the business, attained Higher National Diploma in Telecommunications, so the continued growth of the company comes as no surprise.

Kudu Communications is an authorized distributor and a local representative of many of the well-known telecommunication infrastructure and integrated network solutions providers and manufactures which include Ceragon Networks, IT hardware and software manufactures as well as other leaders within the industry. The company distributes and supports telecommunication technology and infrastructures products to business enterprises and public institutions in the region.

The staff compliment at Kudu comprises of 18 highly trained individuals who each work tirelessly to make the company the well-oiled running machine it is today. The company has as a result of both a dedicated team and provision competitive products and services. It distributes and supports telecommunication technology and infrastructures products to business enterprises and public institutions in the region.
With the growth that has come over the years, Kudu proudly boasts footprint that provides service to the whole of Botswana. Kudu provides services utilized by various government ministries, private sector, mining industry, parastatals, and NGO’s. The company aims to develop and sustain long-term business relationships by providing value adding solutions in the communication industry at highly competitive rates to the market. The pursuit of superior performance and customer satisfaction is well infused into the DNA of all operations at Kudu.

Over the next 5 years Kudu looks forward to supply/distribute and maintain telecommunication and information technology related systems, products, networks, infrastructure and I.T. products as well as being the first choice for all these products and services. Kudu Communications continues to work hard to establish itself as the leading communication & IT Company in Botswana with interests in expanding its footprint in Africa and abroad.
Prinsan Group, PPADB and EDD registered, is a Youth and 100% Citizen owned ICT company registered under the laws of Botswana. Mr Gaone Prince Gopolang serves as the Group Chief Executive Officer of this fast-emerging integrated solutions and services company.

In 2012, Gaone founded Prinsan Group, which predominantly provides IT infrastructure and software support services. Furthermore, Prinsan is an implementer of turnkey solutions, delivering software and hardware support solutions to the public and private sector by combining technology, strategy and creativity from a high-calibre team of seasoned professionals.
Gaone reveals that the establishment of Prinsan Group was largely driven by his personal ambition of self-reliance, citizen empowerment and to participate meaningfully in the economy. Prinsan Group’s mission is to assist organizations to gain increasing value from their service improvement efforts through disruptive innovation in a practical manner. Prinsan is built to deliver customer satisfaction through honesty, humility, dedication and perseverance to foster quality output. The company currently employs 41 capable citizens, many of whom are highly skilled technical support personnel.

Even as Prinsan Group and its subsidiaries develop and expand their business footprint, community engagement and corporate social responsibility are just as high on the company’s agenda. External efforts are focused on helping achieve a higher quality of life for all citizens by promoting issues of wellness, productivity and national pride through strategic contributions to sports and culture, as well as environmental concerns and social interventions that support children and local communities. Internally, Prinsan commits significant time and resources towards supporting personal development and growth among employees. Such bold commitments will be written into the company’s story of growth and success over the years, highlighting in particular, an ongoing social programme for sponsoring youth in academic programmes at tertiary level.

Gaone keenly recognizes the value of human resources as the cornerstone of success in any business. He views his staff not just as Prinsan’s most valuable investment, but really in the same light as his own family, highlighting his personal belief that an organization is only as good as the people in it. In his words, employees come first, customers a close second and he considers himself last. With a charmingly benevolent smile he explains that the company strives to treat employees fairly and ethically. He enthuses that Prinsan has created an environment that allows its people to develop professionally and personally by implementing a continuous learning and skills development programme.

Gaone is proud of what Prinsan has become, and perhaps more importantly, what it has made of him. With a look of satisfaction, he declares that his legacy is still under construction! Pula!
"Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family."

Kofi Annan
These colorful and seemingly childish thoughts need to be nurtured and encouraged by providing our children the tools they need to grow into happy, efficient adults. Named after the famous Italian physician and educator, the late Dr. Maria Montessori.

Explore, Absorb, Excel

It has been said that our most formative years are between the ages of 0 – 5 years of age. Past that age, children have almost already formed an opinion on what they like or don’t, what their favorite colour is, etc. Although during the course of life, elements beyond our control may influence us to otherwise take a different path, for a fleeting moment in our childhood we were content and without a shadow of a doubt positively sure of what we wanted.
The Montessori Method is generally based on the idea that children learn best when the environment supports their natural desire to acquire skills and knowledge. The school, which describes itself as a child-centered, parent-inclusive school, provides a stimulating environment where all children are encouraged to continuously share their ideas. Brookhills Montessori School is located in Tlokweng and enrolls children from 3 months old (Baby care) to 6 years old (Reception Class). It offers Lunch as well as activities such as swimming, cookery, computer, foreign and local language lessons at no additional costs. It runs a full day program from 7:00 am to 5:30 pm.

Each child has different needs and personality, the qualified staff at the school understand and encourage diversity of the children. The school encourages individuality as it believes this goes a long way in the development of the child’s sense of independence, self-discipline and confidence in a safe, supportive, culturally and academically diverse environment.

“Plainly, the environment must be a living one, directed by a higher intelligence, arranged by an adult who is prepared for his mission.” Dr. M Montessori. Pula!
Its diverse curriculum places emphasis on individual teaching taking into account the child’s personal strengths and weaknesses. Children are taught to think out of the box whilst teachers are taught to teach using technology and diversity in both subject matter and methodology. Thus, children receive diverse ideas and concepts pertaining to the topic at hand rather than the views of a few authors.

“Education is the most powerful weapon which can be used to change the world” a quotation by Nelson Mandela that forms the basis of the vision of The Academy of Toddlers. Academy of Toddlers is an intimate school in The heart of Phakalane that caters for Pre And Primary School children and further offers a tuition centre for children that need to work at their own pace to accomplish their personal goals in a formalized environment.

Where education care and play go together
Children are encouraged to debate ideas and to formulate their own views on diverse topics. Teachers are motivated to plan lessons on every day occurrences hence a child at AOT can use the skills gained to evaluate and think logically on various aspects of life using Mathematics, Science and logical thinking.

The qualified and innovative teachers are passionate about taking their children to the next level through methodology that suits each child in their care. Children are assessed on a continuous basis and any gaps that present themselves are dealt with immediately.

At Academy of Toddlers we encourage children to be themselves whilst maintaining self-respect and respect for others.
We believe in a learning environment that is engaging and thus children are exposed to public speaking, music, drama and dance in order to encourage self-esteem and confidence in themselves and their abilities. At Academy of Toddlers we encourage children to be themselves whilst maintaining self-respect and respect for others.

Education is the one aspect in life that has not changed to suit the modern way of living, at Academy of Toddlers our vision is to take our students forward into the world of today! To deal with today’s way of thinking and today’s way of doing things! Come visit us and find out why we are different???

“Be smart, be thoughtful, be generous”. Make your life memorable! Pula!
Construction Industry Trust Fund (CITF)
The Fund has over the decades prided itself in being a responsive Competency Based Individualised Modular Training (CBMT) institution in vocational skills development. This comes because of continuing to provide skilled and competent talent into the industry. The dedicated CITF team possesses a world of knowledge and competencies necessary to head such an operation.

Construction Industry Trust Fund (CITF) has since inception in 1991, lived up to its mandate to emphasis skills training for construction, and later, the emphasis was to be inclusive of allied industries. CITF was established under Section 25 of the Finance and Audit Act (Cap: 54:01) as a special Fund, through Statutory Instrument No. 139 of 1991.

Restoring the past; Maintaining the present; Building the future
Led by the Acting Executive Director, Mr. Sabryn Tsie, who is also the Human Resources Development Specialist, a Trainer, an Associate Electrical Engineer, a Competency Based Training practitioner and a Performance Management Specialist, the team is committed to proactively meet the vocational skills needs of the building construction and allied industries by offering a responsive Competency Based Individualised Modular Training in Botswana.

As a training institution within the industry, CITF is committed to ensuring that there is a continued transfer of skills within the local communities. This is done through the Mobile Training Unit of CITF. The project is run via practical exercises which provides the platform to CITF learners to have real life experience in the trade that they are undertaking.

CITF has a Corporate Social Responsibility policy which supported the Presidential Housing Appeal by constructing a house in Kazungula, Kasane, which was built for a destitute family.
CITF is in constant communication with different industry associations through which upon completion of their training, learners are registered to assist them with employment placement opportunities and forming their own companies. The Fund is considered a go-to within the industry in instances where companies require skilled and semiskilled artisans. CITF has also managed to train unemployed youth in different parts of the country and continues to contribute to the economy in terms of skilled local personnel without having to rely on imported skills.

CITF has also partnered with the German Engineering Association (VDMA) in the introduction of new trades like Programmable Logic Controls (PLC) and Mechatronics required by different industries in the economy. Other partnerships are with Debswana and the Gaborone University College of Law, Saint Gobain, and The Botswana Institute for Technology Research and Innovation (BITRI).

The CITF Mobile Training Unit (MTU) is an offshoot of CITF main training activities which serves to provide an outreach program to ensure a nationwide spread foot print for CITF, especially for the remote parts of Botswana. A lot of youth are enrolled in various building and construction programmes through CITF and as a result, this has not only reduced unemployment within the age bracket, but also equips the youth with skill sets which can guarantee immediate transition into the labour force. The MTU training supports a broader Government strategy of employment creation by rapidly producing semi-skilled artisans required by the building and construction companies to meet their manpower needs. There is currently one Mobile Training Unit in Kazungula and three satellite centres in Moreomaoto, Chalibe and Thamaga.

The following trades are offered at CITF.

“It’s not hard to make a space look good by itself. The trick is to craft a room that’s even more attractive when it’s occupied. That’s when it becomes magical”

Kerry Joyce
Leseding Interiors (Pty) Ltd a well-established interior design company was incorporated and registered in 2001; with the aim of providing Batswana with state of the art in interior & exteriors fittings and fixings. The company’s main objective was to form partnerships with its clients and provide solutions to their interior and exterior needs. Leseding Interiors has managed to achieve this by using the clients’ key inputs and doing all the necessary sourcing and execution. The result is second to none!

Promoting a modern environmental friendly design industry

Creativity and design inadvertently gives shape to our future. Each space communicates how it ought to be presented; this look and feel should be workable in that space and for those who will use it. Design should not be an afterthought but should be knitted in everything we do. This is why there is an increasing growth in interior and exterior design companies. In order for them to be the intermedior between what is in the mind and what is in the reality. Their sole purpose is to produce and transform what we visualise in our minds.
Embedded on our vision to be the leading interior and exterior décor company in Botswana; Leseding Interiors thrives on hiring industry professionals, who are goal driven problem solvers, self-managing, planning oriented and independent decision makers. The company has a multi-disciplinary team of professionals in various fields of Fabrication Engineering, Glazing, Interiors Designs Carpentry & Joinery and Fittings.

We are a medium sized company and are proud to say that our size creates a highly effective forum that enables to deliver any service within our fraternity; we are just a call away. We guarantee full nationwide interior and exterior fixture and fitting service availability around the clock to our clients.
Our mission is to create an uncompromising standard of service where our customers are always treated with respect, honesty and integrity. Whilst guaranteeing first and foremost under any circumstance all customers are dealt with professionally, ensuring complete and total satisfaction.

Our Passion is unique brands; we pledge to go beyond merely "Interior" and help our customers find value in our services in a way that is unique and appropriate for any business or organisation needs.

Leseding Interiors is proud of the legacy they have built and strive to continue to provide the best interior and exterior services to Batswana.

At Leseding Interiors you can be guaranteed to be provided quality complete service in Supply and Installation of:
- Aluminium Shop Fronts
- Custom made Doors & Windows
- Sliding Doors and Windows
- Aluminium Wall Curtaining
- Shower Doors and Return Panels
- Partitioning & Suspended Ceiling
- Aluminium Ceiling
- Aluminium Composite Panel Cladding
- Acoustic Doors and Wall Cladding
- Wooden Wall Cladding
- Patio and Skylight
MG Properties
As one of the leading property consultants in Botswana, MG Properties operates under the understanding that within its industry, you are only as good as your last fruitful and successful deal. With offices operating in both Francistown and Gaborone, and their main attributes being trust, honesty and integrity, MG Properties continues to provide its clients with nothing but the finest in property sales, leasing, property management and valuations.

Your Space Our Expertise

Owning property; be it an office, an apartment or a house is one of those life’s changing moments for an individual or family. Finding that suitable property is however no easy feat as it is all about location, location, location. As with all life altering decisions in our lives, it is best to let experts in the field guide you to where you need to be.
Whether you are looking for property to rent, buy or to even looking for a tenant, the team at MG Properties is on hand to offer expert advice and the best solution to any scenario presented. In today’s world, convenience is imperative, at MG Properties, they provide clients the luxury of continuing to go on with their day-to-day activities by handling all processes from start to finish. The MG Properties team can deliver property which is a true replica of their client, based on understanding their needs; dreams and aspiration.

The core business of MG Properties (marketing, lettings, sales, valuations, management and consultancy of all types of properties) requires a high level of professionalism, integrity and unique service delivery, all of which are introduced and instilled within each team member upon joining the establishment.
MG Properties aims to be the leading Real Estate Experts nationwide and believes that building a solid relationship with its clients is half the job done.

In total commitment to working together to make the whole experience easier, less stressful and far more rewarding, the MG Properties promise is absolute assurance to clients of just how seriously they take on responsibilities on behalf of their clients. This is the consultant’s way of being held accountable.

MG Properties believe property is more than just brick and mortar but is the ultimate expression of you because it says everything about you. Pula! ■
Construction & Equipment

“Whatever good things we build they end up building us.

John Rohn
Established in Botswana in 1988 as CPP Botswana with predominantly foreign ownership, the company went on to re-register in 2002 as CPP Botswana. The new name brought with it some structural changes, with majority of its shareholding by Batswana.

Developing tomorrow’s Africa through multidisciplinary Engineering

Having gained a widespread footprint in most of Africa, CPP Botswana (Pty) Ltd has over the years become not only one of the most recognizable consulting engineers firm within its industry, but also one of the most reputable independent firms.
The firm specializes in Civil, Structural, Highway, Bridge, Drainage, Water and Wastewater Engineering and has a broad expertise and an extensive professional and geographical experience that extends to South Africa, Mozambique, Zambia, Liberia and Ghana.

Because of its diversity, CPP Botswana is best placed to provide tailored services to any one customer’s needs. The company currently employs 19 Engineers, 10 Technicians and 9 administrative support staff. CPP offers a wide range of services in a spectrum of sectors covering all phases of a normal project cycle, from the earliest pre-investment studies and feasibility phase, through project implementation to the actual operation phase including institutional development and strengthening of clients’ organizations.

The company’s vast experience in various civil engineering fields, came about as a result of successful execution of numerous projects (mostly in Southern Africa) and also through the individual experiences of its key personnel, many of whom have pioneered several efforts in developing private sector consultancy services in several fields of civil engineering - the true definition of going the extra mile to provide a service. Services offered have included planning/feasibility studies, detailed engineering design, construction supervision and other project management services.
The company’s major projects include among others:

- Botswana International University of Science and Technology
- Institute of Health Sciences-Serowe
- Lotsane Dam and Associated Works
- Gaborone Drainage Master plan
- Palapye Serule road
- Ngoma - Kachikau Road
- Mohembo bridge
- Kazungula Bridge
The company’s vast experience in various civil engineering fields, came about as a result of successful execution of numerous projects mostly in Southern Africa.

Over the years, CPP Botswana has managed to ensure the implementation and maintenance of a Quality Policy. Through this Policy the company’s commitment to acquire and execute consulting services related to civil and structural engineering projects in accordance with accepted standards of engineering practice has always been upheld. This has contributed to the firm’s successful bids in major significant projects as well as memberships with other professional and business associations such as Association of Consulting Engineers Botswana (ACEB) and Business Botswana. In 2005, CPP earned The Gold category award in the Consultancy Engineering Category for Doing Their Best to Enhance Botswana’s Economic Growth and Development.

30 years later, CPP Botswana is proud of their legacy and their commitment to ensure the development of Botswana through their multidisciplinary engineering skills. Moving forward they continue to commit to the enhancement of Botswana’s economy and communities. **Pula!**
This particularly important link gave birth to the establishment of Colic Construction Development Company (Pty) Ltd, in 2007. The growing local industry giant is a wholly owned subsidiary of WeiHai Construction Group of China founded in 1952, before ultimately becoming an empowerment focused shareholding corporation, whose shares are held by its staff.

Botswana is not just a thriving democracy in Africa, it as an economically ambitious nation that has shown unwavering commitment to peer network building, exploiting trade opportunities and fostering great partnerships across the world. One of the most significant relationships that have contributed immensely to infrastructure development in the country is that of Botswana and the People’s Republic of China.
For over 10 years, Colic Construct has proudly served Botswana’s exacting infrastructure needs achieving phenomenal growth, and delivering a diverse range of quality projects that are contributing to a better living and working environment for numerous communities around the country. Colic Construction has consistently demonstrated its prowess in Building Construction Works and Maintenance, Civil Engineering Works and Water and Sewage Treatment Plants, as well as Water Engineering Services. Guided by strict quality control protocols and systems, they have also proudly earned a certificate of international quality management system ISO9001-2008.

Colic Construction is proud of its signature achievements, iconic projects and a culture of continuous staff training and technology upskilling. The company has sponsored Airport Safety Management as well as Health and Safety workshops to sensitise and empower staff with relevant knowledge and skills on an ongoing basis.
Colic Construction has helped to translate the Botswana Government’s vision to see continuous improvement in the lives and livelihoods of citizens with key upgrading projects such as; the 2008 infrastructure upgrade at Old Naledi, on behalf of Gaborone City Council (GCC); and the 2013 sewer system upgrade at Tlokweng Border, for Botswana Unified Revenue Service (BURS). The building of 20 housing units for BHC which included site-works and services at Lobatse, they are currently engaged in ongoing BHC projects commissioned in 2017. With the excellent work done on the Nata Secondary School Hostels which began in 2009, Colic Construction pushed the bar even further with the Police staff housing project at Block 10 in Gaborone, built for the Ministry of Defence, Justice and Security.

In Maun, Colic Construction donated a children’s rehabilitation centre, based in Sedie Ward meant to assist abandoned, orphaned and less privileged children with pre-school education.

Colic Construction projects that have been completed to date cut across aviation and road transport, housing and sanitation as well as the education sector. Between 2008 and 2012, the company successfully constructed the Kolobeng River Crossing for the roads department, and beautifully facelifted Maun Airport Service Area for CAAB, before delivering an iconic new Air Traffic Control Tower in 2015, along with its associated technical blocks, at the same airport. While still in Maun, the company took up construction of the expansive and impressive Thamalakane River Bridge in 2013.

Colic Construction is a company with a bold vision for the country’s future and remains focused on delivering high quality projects that not only serve to beautify our built environment, but also allow Batswana and indeed foreign residents to enjoy a superior quality of life in Botswana. Pula!
CUL Building and Transport
CUL has a formidable team of office, clerical and operational staff, which includes Project Managers, Pipe fitters, Quantity Surveyors, Site Agents, Electricians, Civil Engineers, Bricklayers, Boilermakers, Structural Engineers, Carpenters, Welders, Painters, Crane Operators, Plumbers and general labourers, as well as Safety and Health Officers.

Putting Botswana on the map for excellence in civil engineering, transport and construction

From the mining enclave of Jwaneng, comes a growing, citizen owned company, CUL Building and Transport (Pty) Ltd. It is a Jwaneng based organisation headed by Mr. Calvin Moraka, who cut his professional teeth as a qualified Training Development Officer. He brings a wealth of over 15 years’ experience and expertise in construction related ventures. He is ably supported by Mr Tetlo Gasewagae who has full responsibility for the Project Management function and is qualified Civil Engineer registered with ERB.
CUL employs highly qualified personnel in key roles, and is committed to ensuring the systematic mobilisation and allocation of optimum resources to achieve set goals within any given circumstances. In this way, the company is able to expand and ramp up its capabilities with additional manpower at short notice, based on the workload requirements of a given project. Collaboration and alliances with strategic third parties allows the company to tap into a wide range of external specialist functions and capabilities that complement its own.

CUL was first registered as a company in 1991, and assumed formal operations as a construction company in the year 2000.
The company subsequently registered with Debswana and the PPADB, by which it is formally recognised for tender purposes as a supplier of services in Building Construction, Civil Works, Mechanical Works, Steel Fabrication, Electrical as well as Building and Plant Maintenance. CUL’s vision is a deliberately broad and ambitious mandate to “provide complete and innovative services of unsurpassed quality and value for clients”. In the construction field, the company offers key capabilities and 360 degree services in Project Planning, Project Development, Project Implementation and Project Management.

CUL Building and Transport is committed to institutionalising quality assurance with clients throughout the process, to achieve top quality buildings. With every project, CUL aims to guarantee that the requirements of “Standard Specification of Material and Workmanship for Building Contracts of April 1989” are consistently fulfilled.

**PROJECTS**

- Construction of fabricated building for BIUST University, Palapye: Value **P85 287 254.00**
- Refurbishment of Museum Building at Orapa Mine: Value **P4 138 421**
- New Tyre Bay Repair Shelter at Jwaneng Mine: Value **P 9 415 131**
- Bin liner replacement at Jwaneng Mine: Value **P 12 000 000**
With over 25 years of experience, M&S Pump and Pipe Installations Botswana are industry leaders in provision of petrochemical services and products. M&S is a 100% owned company established in 2001 and has since spread its footprint widely across Africa, including in South Africa, Swaziland, Mozambique and Lesotho. Upon arrival in Botswana, a partnership was formed between M&S and Pipe Installations Botswana, and for many years, the partners have services local companies across the Botswana landscape.

With its main scope of work being installation, erection and maintenance of petrochemical plants and sites; the scope extends to include among others; Chevron accredited SWP (Safe Work Practise) Trained staff; Chevron accredited SWP Permit Issuers and Qualified Gas Testers; Puma Accredited Contractor; Engen accredited Permit to Work and Gas Testing; SOPAF PTW and AGT Facilitator Permit to work and Authorised Gas Tester; System design and consultation; H.F.O. Installations; Valuations on equipment. Equipment and machinery valuation services; Construction and maintenance on petrochemical installation; and LPG Installations.

With a clientele base that includes both private and government, the Company has been involved in the servicing of aviation by way of maintenance and servicing of aviation fuelling equipment. refuelling equipment. Routine maintenance of aircraft refuelling vehicles. Tank cleaning and inspection, under wing nozzle repair and servicing (Thiem, Carter, etc); Refurbishment of refuelling vehicles are some of the services available, along with the building of portable refuelling units

Puma Energy Botswana; Engen Botswana; Chevron Botswana; Total Botswana; Vivo Energy
Botswana; Prowalco; Botswana Vaccine Institute (BVI); Debswana, (which includes Jwaneng Mine, Jwaneng Airport, Orapa Mine); University of Botswana; Lubricants Supplies Botswana (Castrol); BCL Mine – Selebi Phikwe; Botswana Railways; Unitrans Botswana and CEDA are all proud client of M&S.

With a staff complement of 19, the company on occasion engages casuals on site on a short-term contract for the duration of the project. This allows for fluid provision of services in a timely manner. M&S has a full fleet of vehicles, plant and equipment consisting of LDV’s, 5 Ton Truck, 16 Ton Crane Truck and tow behind compressors, concrete mixers, NUPI welding machines x 2, UPP welding machine x 1. Pula! ■
Manufacturing

“Great things are done by a series of small things brought together”

Vincent Van Gough
IqRAA
Agencies & Investments
IQRAA Agencies & Investments strives to create an uncompromising standard of service where customers are always treated with respect and integrity. The company pledges to help customers find value in their services in a way that is unique and appropriate for any business need.

IQRAA Agencies & Investments was launched on 30 June 1997 and began its official operations on March 2000. The company is emerging as a leading player in the supplier’s industry providing quality products that remain ahead of competitors as well as providing perpetual service excellence to customers.
In eighteen years of operation, the company has worked to realise its vision of being a partner of choice for clients and employer of choice for staff. It has shown commitment to building a recognised manufacturing and supplies company that is sustainable. IQRAA Agencies and Investments continue to provide amazing career growth and wealth creation opportunities for its employees, while delivering remarkable value for money and phenomenal interior finishings for clients.
IQRAA Agencies and Investment are specialised dealers who deliver top notch services in the following fields:
- Industrial shelving
- Racking
- Supermarket
- Fixtures and fittings
- Joinery works
- Industrial catering equipments
- Laundry machines
- Industrial dishwashers
- Bakery & Butchery equipments
- Extraction Systems
- Cold/Freezer rooms
- Spares and maintenance
- Supply and install air conditioners
Food is the fulfillment of relationships, the common language that brings people together regardless of the situation. Learning and indulging in a nation’s dishes helps you to relate with its people and culture. Botswana like most African countries has its main dishes being maize and meat whilst other cuisines are also present. For continued enjoyment of our delicacies from maize and sorghum the milling of these products has to take place. This has given birth to companies like Lobatse Quality Foods.

Having operated for more than a decade, Lobatse Quality Foods (LQF) has on offer, some of the best local products available in the market. The 100% citizen owned milling service is located in the outskirts of Botswana’s Lobatse town. Along with products such as Samp Maize Rice, Super maize meal and Special maize meal, Lobatse Quality Foods not only provides refined maize product as listed above but also produce chop/maize bran for animal consumption.

With a passionate, driven team at its helm, the milling company has over the years continued to expand, ensuring customer satisfaction at all times. This is evident because when LQF has big orders they bring in extra hands to ensure they meet orders and deadlines for clients.

Having continued to provide its customers with impeccable and innovative products at the most affordable prices over the past ten years, LQF strongly believes it is of paramount importance that they not only deliver products and services, but also maintain its already existing status quo.
Above that, LQF is global accredited in quality, management and food safety systems. The company’s staff compliment is trained to perform tasks to their best capabilities, and to work towards excellence, and as a result, bringing forth quality products for the public.

LQF caters for both big and small business at a competitive price. The milling company mills up to 330 tonnes of maize per week. Even with these impressive numbers, LQF aspires to be a provider of the finest quality of maize product in the Southern African region. In keeping with its international aspirations; the company sets high targets for itself in order to keep up with global industry standards, as well as maintain high service and product provision locally.

LQF believes in building and maintaining a strong relationship with its stakeholders and providing them with the loyalty and dedication they deserve. Pula!
Logistics & Distribution

“Ensuring the efficiency of internal warehousing and transportation functions to maximize efficiency in the movement of goods, products and information.”

Anonymous
The Journey
It all began in 1988, when CA Enterprises began its activities as an agency company. In 1993, it transformed itself into CA Sales & Distribution and changed focus onto distribution and merchandising. Today the company is part of the larger CA Sales Holdings, that has presence in countries like Namibia, Lesotho, Swaziland, Zambia and Zimbabwe, not to mention South Africa, where the group’s headquarters are located.

Linking Botswana To Quality Products

Its late July afternoon, a “Ma Zezuru” mother emerges from one of the back alleys of Ramotswa, with a pack of rice for her baby, wrapped neatly in a piece of white cloth on the back. Her journey from a difficult past to the present comfort is no less comparable to that of CA Sales, the company that brings this rice to most households of Botswana. Not just food, if you are buying anything from a candy to a fine bottle of South African wine, there is fair possibility that it has been distributed through either through CA Sales or Dafin.
The company’s defining moment has been its inclusion into the famous PSG Group of South Africa in 2012, whereby alongside group entities like PacknStack, SMC Brands, Expo Africa and Logico, the company emerged as an inviolable distributor in the Southern African region. Alongside, acquisitions of small and medium sized businesses, under the group umbrella played a crucial role in this journey. To name a few of these - Dafin Sales & Distribution, Kalahari Training, Warehousing Services, Smithshine Enterprises and Peo Promotions (Botswana); Wutow, Diverse Distribution (Namibia); SMC Brands (South Africa); Whitetakers (Lesotho); Logico (Swaziland) and BullRed Distribution (Zimbabwe).

**Present Day**
Today CA and Dafin Sales boast of having state of the art secured warehouses and distribution chains and part of the larger ZAR 4.8 billion CA Sales Holdings that is listed on the Botswana Stock Exchange.
For all leading manufacturers of consumer goods in this region, the name is synonymous to supply of products into even the deepest part of Botswana, in lowest possible time but with highest reliability. With massive facilities in Gaborone and Francistown and aided by an owned fleet of over 130 delivery vehicles, the journey involves seamless dispatch into stores across forty-two routes for 350+ merchandisers and 570+ customers, round the clock and twenty-four by seven.

Propeller of Growth
The portfolio of principals represented, covers all categories of consumer products mainly food and beverages but also a large variety of homecare, personal care, durables, alcohol and tobacco.

The company’s excellent storage solutions and distribution network provides certainty to the principals that their goods will be delivered in perfect condition to all stores including Choppies, Sefalana, TransAfrica, Spar, Shoprite, Pick N Pay and Liquorama. Adding to the kitty, is an array of innovative promotional activities undertaken by the company or group entities like Peo Promotions that injects new energy into the products.

Leadership
The group’s overall policies are framed and guided by Mr. Johan Holtzhausen- Group Chairman and Mr. Frans Britz- Group CEO. However daily operations are under the leadership of Mr. Claude Hassett, CEO and an expert in consumer goods distribution with over 26 years of experience. For him, it’s all about “re-inventing every moment.”
Today the company is part of the larger CA Sales Holdings, that has presence in countries like Namibia, Lesotho, Swaziland, Zambia and Zimbabwe, not to mention South Africa, where the group’s headquarters are located.

The mantra is to follow the core principles of service excellence, integrity, reliability and caress for stakeholder value. Under his leadership, the company saw transformation into a diversified and indispensable fulcrum of a publicly listed parent. Claude makes almost daily visits to the warehouses and distribution facilities to make sure that supplies are seamless, no matter what comes on the way. The company’s financial decisions are undertaken by Mr. Kaushik Shah, Finance Director. He, being a Chartered Accountant, with an in depth knowledge on Botswana’s financial sector, has been part of this journey for twenty-two years into CA Sales’ transformation from a new born into a grown beauty.

The combined leadership led to a smooth and successful public issue at the Botswana Stock Exchange, in 2017.

**Contributing to the Nation**
CA and Dafin together employ more than twelve hundred employees, of which more than 95 per cent are citizens. To patronize local empowerment further, the company pledged 72 houses in response to “President’s Housing Appeal for the Needy”. A substantial portion of the CSR activities also goes into SOS Children’s village, old age homes and orphanage. It is committed to social contributions and believes in “what you give today socially, comes back multiplied”.

Today the company is part of the larger CA Sales Holdings, that has presence in countries like Namibia, Lesotho, Swaziland, Zambia and Zimbabwe, not to mention South Africa, where the group’s headquarters are located.
What Lies Next
Leveraging on the high growth in African incomes, the company desires to consolidate further its position in FMCG and allied services, but simultaneously expand into other sectors and markets. Following the business model of transforming medium scale operations into large ones, it is looking forward to diversify the offerings in near future.

Heal the World
As a responsible corporate citizen of this country, keeping in mind the importance of environment, CA Sales is committed to reduce carbon footprint by utilizing more of renewable energy, reducing usage of fossil fuels and maintaining a greener environment. As part of this initiative, a green program is currently underway through planting of new trees and flower plants in the area surrounding its warehouses in Gaborone. The management is committed to participate in more of such environmental measures and achieve carbon neutrality. Pula!
Bravo Marketing (Pty) Ltd is a privately owned marketing, sales and distribution company. Bravo Marketing is within a large group of companies consisting of 7 companies. Its management has many years’ experience in the fields of importing and distributing. The basic function of the company is to source, market and distribute cosmetic products, foodstuffs and beverages from both the domestic and overseas markets. Located in the heart of Broadhurst, Bravo Marketing distributes natural cosmetics to various countries in Southern Africa.

Amongst the products Bravo Marketing markets and distributes are brands like Top Class, Apollo, Angel and Chigo; of which Top Class brand is the company’s own registered brand. Apart from Southern African, the brand has been distributed and sold in International markets.

Bravo Marketing started out as a small family business in 2016 when the core business of the company at that time was supplying small retail outlets with cosmetic and hair products. The company has since grown rapidly and now employs over 20 people with warehouse and office space in the main business location of Gaborone.

In Botswana, they are well established with a highly professional sales, marketing and warehousing & distribution operation. Consequently Bravo Marketing is able to deal with all the major supermarkets and independent retail operators. They continuously source products, which they feel have the potential to positively impact on the lives of Botswana. The company has all the necessary experience, knowledge and capital to ensure the success of their suppliers.
Bravo Marketing’s mission is to spot developing niche markets and take advantage of these opportunities by working closely with suppliers and customers. They strive to provide an excellent marketing service that is supported by an experienced sales team.

The company’s continued success is based on their experience of the South African market and their ability to add value to leading brands. Bravo Marketing facilitates the management of existing brands and to accommodate potential strategic acquisitions.

As they continue to be the distribution choice for both vendors and wholesales throughout Botswana and regionally; Bravo Marketing would like to think that their customers to keep seeing them as adding value to their lives and that suppliers view them as genuine partners. Pula!
Wellness & Health

“The concept of total wellness recognizes that our every thought, word, and behavior affects our greater health and well-being. The ability to be in the present moment is a major component of mental wellness- the realization that everything we do, think, feel and believe has an effect on our state of wellbeing.”

Camelot SPA
Camelot Spa
5 proud years of excellence and bringing wellness to your world

For five blissful years, the acclaimed Camelot Spa has delighted its legion of loyal and discerning clients with an impressive repertoire of exclusive, proprietary treatments and therapies as well as all the popular industry fare offered by others. Camelot Spa’s clients continue to find the kind of comfort and therapeutically pampering treatments they crave, only within the pleasantly soothing embrace of the Camelot brand.

Located within the luxurious environs of Gaborone’s five-star rated Grand Palm Casino and Convention Resort Hotel, Camelot Spa continues to deliver the essential royal treatment for every body shape, including the realm of the senses and ultimately the spirit! The Camelot Spa brand has lived up to the bold vision that gave birth to the local business in 2013, steadily growing a sophisticated client base and securing a bulletproof reputation for reliable quality, as well as a sterling service culture and absolute value for money.
At the turn of half a decade of service, Camelot Spa is renowned for its unique customer experience, which begins the moment one walks through the doors. Beyond the welcoming smiles of the staff, whose only passion is clearly to serve and provide care, a typical client is also immediately aware of an alluring presence. There is an unmistakable concoction of seductive fragrances and aromas that assail the nostrils with the most exotic of flavours, and as one indulgently breathes in, they soak deep into the body and mind, inspiring the most beautiful thoughts, feelings and calming sensations, even before the treatments commence!

Five years of service has allowed the Camelot Spa team to add valuable experience to their specialized knowledge and understanding of what it takes to win and retain high-calibre clientele.

Whether they are dealing with high-flying corporate executives taking the odd break from their many boardroom conquests; or maybe weary political elites looking for those rare therapeutic moments to restore their sanity, away from the glaring heat of public scrutiny; or perhaps homemakers and retired entrepreneurs with a lot of time on their hands, the end game is invariably the same. Being able to help clients rise above the source of their pain points, and allowing them to physically de-stress, re-energize and rejuvenate their bodies effectively, is absolutely essential to the brand experience. Camelot Spa’s highly qualified people have in five years of service, learnt how to deliver on their brand promise in a way that truly massages away turmoil, delving deep into the clients’ mind, if not their very souls, to achieve a level of ultimate peace and energized calm.
Within the cocooning environment of a treatment area that is optimized for comfort, Camelot Spa clients can look forward to five more years and beyond, enjoying the benefits of all those health, beauty and wellness treatments, oozing from the lushly appointed and elegantly furnished surroundings that wear their gold, bronze, copper, ochre and silver opulence with pride. Driven by a strong brand vision to make “Your World of Wellness” a reality for everyone who strives for it, Camelot Spa will continue to refine the experience and formulate ways to help more Batswana access the calm, serenity and peace they deserve at least once in a lifetime.
Unpacking Your World Of Wellness

Luxurious furnishings, as well as a relaxing and ergonomic design of the treatment environment mark the start of every Camelot Spa customer’s journey. The signature Frangipani scent is prevalent every corner of the spa, relaxing and cocooning one within a shroud of peace, comfort and security. Treatment follows with customary tea infusion rituals, helping to deepen relaxation, and liberating one from the stresses of the outside world. Skilled therapists move in to delight the client’s entire physical being, using highly professional massaging techniques and empathetic touch, taking them on a soothing journey of Wellness.

The proprietary Camelot music catalogue is chosen for its ability to penetrate the mind, taking clients along their journey to “Your World of Wellness” on a dreamy cloud of peace and melodious tranquility.

Camelot Spa offers an array of treatment ranging from nail treatments, facial treatments and body treatments which help to ascertain your current level of health and assists with in house treatments as well as home care to bring you to a healthy state of wellness.

Camelot Spa continues to deliver the essential royal treatment for every body shape, including the realm of the senses and ultimately the spirit!
They offer spa treatments for all occasions and celebrations, ranging from baby showers to bridal showers, or wedding anniversaries to corporate wellness outings.

Camelot Spa continues to look ahead to amazing successes in the future, providing the best health and well-being services money can buy, while taking pride in being a major player in the wellness industry. Pula! ■
CHELSEA opened its doors in November 2017, and offers express MANICURES, PEDICURES, WAXING, THREADING and MASSAGE services, with a focus on nail care and general well-being. Treatments are designed with thought of people on the go who don’t have the time to spend getting pampered in a spa. Customers are called GUESTS and The CHELSEA Guest values their time. They would prefer to spend more time with their families and in their communities and less time getting pampered but still demand excellence.

A Slice of New York City in Gaborone

Set amid the newly opened “Fashion Lane” in Botswana’s busiest mall, Game City, CHELSEA NYC Salon transplants Guests to New York City by providing clean, modern and unique facilities and offering the latest equipment, furnishings, decor and service protocols.

Step inside this unique and modern salon, and instantly feel transported to New York City’s trendiest suburbs. The dedicated staff are trained to attend to your every need during your stay, and promise an experience and attention to detail that is unrivalled in Gaborone.
CHELSEA also provides a perfect venue for couples, friends, groups, parties and families who want to soak in the NYC atmosphere, whilst experiencing the services that CHELSEA has to offer. Multiple pedicure and manicure stations mean that getting a nail service can be a fun and social affair, and CHELSEA often hosts birthday parties, stork parties, baby showers and the like. The menu of services caters not only for women, but also has an array of services for gentlemen and kids. The Signature LUXE services are highly unique and popular and bring Guests back again and again. Consistency is key, and the staff strive to provide a service that is consistent, if not better, at every visit.

Appointments are not accepted at CHELSEA; further stamping the NYC ethos. The salon is a walk-in, first come, first serve service salon – the Guest comes in at their convenience. If Guests aren’t able to come to the store, CHELSEA Mobile services will travel to them, where services such as mani’s, pedi’s and massages are provided.
This is a boon for busy professionals unable to leave their office or for pregnant or new mothers who cannot travel. Gift vouchers can be purchased and delivered electronically, for those too busy to come in to the store.

In the quest to achieve the authentic look and feel of the vibey New York suburb after which it is named, every detail has been considered. The décor includes state of the art customized manicure tables, massage pedicure chairs, customized drying stations and waxing/massage rooms. The slick salon is Wi-Fi equipped for free Guest use, stays open till late for Guests convenience and keeps a composite profile on Guests. Loyalty points can be accrued at all CHELSEA and SOHO stores, and offers perks to loyal Guests.

The brand stays on top of fashions and trends in the global nail industry and is always up to date with new colour collections and techniques.

CHELSEA So-So Silky Vitamin E, Go-Go Cuti, Bye-Bye Cali and Yum-Yum Sugar Scrub are just some of the products used and retailed at CHELSEA, so that the Guest can take their CHELSEA experience home.

CHELSEA’s unique treatments and friendly and excellent service and attention to detail is what makes this brand highly competitive in the Gaborone market. Pula!
Yet we live in a weird and wonderful world full of natural predators and pathogens of macroscopic and indeed microscopic scale, capable of dealing fatal blows to our defenses, and guaranteeing that things will go wrong often enough in our lifetimes. The advancement of medical sciences remains our most potent response to these threats and in particular our ever-growing capabilities to unmask the stealthiest of our adversaries, even when they are invisible to our naked eyes.

Pathology you can trust

The physical health and mental wellbeing of any individual directly influences the quality of their participation in society, including economic productivity and even reproductive capacity. It’s therefore mankind’s basic responsibility to fight disease, pain and incapacitation of any kind, to ensure our social and economic progress as a species.
As a leading player in the local segment of this thriving global enterprise Diagnofirm Medical Laboratories (DML) occupies a special place in the lives of Batswana, supporting medical practitioners in their work and guiding their hands towards effective diagnosis and ultimate prescription of treatment. Indeed, Diagnofirm is a widely respected Botswana based medical laboratory business with years of valuable experience in this field. Boasting a strong team of highly trained staff, advanced technology and some of the world’s best available equipment, Diagnofirm offers a wide range of services underpinned by a commitment to professionalism, accuracy and confidentiality.

The company’s headline services include the nursing or phlebotomy function, which involves careful collection of samples and specimens by well trained personnel. Clinical microbiology, Flow cytometry, Virology, Clinical chemistry, Haematology, Serology or immunology, Cytopathology and Histopathology are just some of the specialist services and capabilities applied to the relevant samples, which are processed in accordance with the specific request.

The company handles these complex tasks routinely, in a pristine clinical environment, with precision tools and characteristic expertise. With its proven abilities over the years, Diagnofirm remains at the forefront in Botswana’s committed fight against sexually transmitted infections, particularly HIV/AIDS, in clinical diagnostics and monitoring.
Staff development is critical for maintaining the company’s competitive edge in a fast paced, technology and skills driven industry. In addition to opportunities for continuing education, Diagnofirm supports its people with knowledge resources that include an up-to-date library, and routine lectures by key personnel in the industry and academia.

While Diagnofirm continuously demonstrates its commitment to the health and wellness of Batswana through efficient service, the company also makes time to weigh in on advancing the social and economic conditions of local communities.
The company aims to be a trusted, conscientious, responsible and caring corporate citizen by providing material support to the less privileged, and in many ways helping to strengthen community development initiatives through social investment.

The path to a healthier, more prosperous nation is clear, and Diagnofirm is helping to lead the way. Pula! ■
Fashion & Beauty

“I am rewriting the story of an African child”.

Mothusi Lesolle
Founder iZaura
Mothusi Lesolle
Professionally, a qualified political science graduate, when the bug bit, he turned to Flair Magazine which was his first real introduction to the world of fashion. By nature, a colourful and vibrant personality, Mothusi felt right at home at Flair. Having been hired as a marketer at the magazine did not stop him from appointing himself as the resident fashion editor, a task he excelled in.

The brains behind the iZaura Brand

It is not easy to make the decision to leave the corporate world to start your own business. The odds seem forever stacked against you, but that is exactly what Mothusi ‘Cassper’ Lesolle did. In a move that can only be described as visionary, Lesolle has had to overcome seemingly endless hurdles on his journey to realising his dream.
Thus, was born iZaura the idea, a clothing label which has fast become one of the most successful exports from Botswana. From showcasing on the world’s best stages to rubbing shoulders with royalty. Some of Mothusi’s most memorable moments include; being featured on CNN’s African Voices; involvement with DeBeers shining light jewellery awards; Travelling to the United States of America (USA) to showcase at the Southern African Fashion during a show organised by the Botswana Embassy in the America; representing Botswana in London for a cultural fashion exchange which was hosted by the Duchess, Kate Middletto; having Motlalepula, a Leteise dress showcased at international retail store Macy’s Metro Centre in Washington DC, and most recently, dressing one of his favourite local musical bands during one of Botswana’s most highly anticipated reunion shows in August 2018.

Having always had fashion and design as ago to, even in his formative years, and fuelled by passion and the strong desire to succeed, not only in the fashion industry, but as a person who had dropped everything to follow their dreams, Mothusi set out to defy the odds. And boy, has he defied them!

iZaura fashion ranges from smart streetwear for both men and women, traditional attire, bridal and couture gowns along. Batswana the world over have proudly embraced the fashion brand, and can be found on their social media platforms showing off the fancy threads by Mothusi. “Having an extremely supportive family has provided me the space to grow both as business owner and a creative.

It is important for someone in my position to be able to say to people, it was tough getting here, but it was all worth it, as opposed to the flowery stories people conjure up in their minds about a journey such as the one I am on”, said Mothusi.
Mothusi credits his success to many who came before him, and as such, at every opportunity, he involves himself in engagements aimed at the upliftment of others, both in and outside of his work sphere. iZaura has continued to over the years, surpass its clients’ expectations and is well on its way to becoming the international sensation its founder dreams about.

“You can have anything you want in life if you dress for it.” — Edith Head.
Urban Soul
As a key player in Botswana’s urban fashion and lifestyle scene, addressing a large, predominantly youthful market, Urban Soul bears the responsibility of helping to shape the minds and attitudes of our country’s succeeding generations.

For The Well Connected

Fashion shapes and inspires communities, maintaining a powerful influence on popular culture, with clear effects on personal as well as group identity, individual self-worth and confidence within societies.
A brand that started its legendary life with the edgy, provocative and somewhat rebellious name ‘Mafia Soul’ took a bold decision to mellow its character and ‘mature’ its message over the years, into the more progressive, sophisticated yet authentically streetwise ‘Urban Soul’. The brand continues to be a credible torch bearer for its fans, consolidating its place as a trail blazing company, trend setting market leader, as well as a strong voice for the youth, who are a diverse and vibrant audience that includes the young at heart. Urban Soul’s unique understanding of global fashion trends and the serious business of helping its discerning customers make the right statement with timeless style, has allowed the brand to command respect, loyalty and passionate support.

The brainchild of a young citizen entrepreneur, Molefi Nkwete, Urban Soul’s history can really be traced back to the corridors of the University of Botswana, and is an inspiring journey of vision, courage, perseverance and national pride.
Indeed, the business has been described as Botswana’s own national brand, helped in no small way by Molefi’s patriotic signature Rep-Gabs, which remains a rallying call for fans to represent Gaborone, and by extension, Botswana itself. The Urban Soul brand distinctly has its roots in hip hop culture, and is ever focused on delivering genuine experiences, whether in terms of style, taste or quality. It is such a deeply felt commitment that there is no room for fakers and posers – Urban Soul customers know what they want and that they will get it at only the best price. Needless to say, premium quality and genuine brands are never cheap, so it is really the experience of buying such world class fashion from a knowledgeable and reputable retailer that makes it all worthwhile.

By constantly updating its fashion lines and keeping a vigilant eye on popular culture and global trends, Urban Soul helps Botswana’s youth stay on par with the very best in the fashion world. Throughout their impressive chain of retail centres, Urban Soul continues to work hard to reward customers for coming through, offering a purchasing experience that is second to none within an instore environment that simply delights the eyes, massages the ear drums and excites the senses. In keeping with its millennial credentials, Urban Soul stays in touch with its customers and fans beyond the retail stores, sharing content as well as stimulating peer to peer conversations about the latest and greatest on social media platforms. Urban Soul truly is a progressive and inspirational brand for Botswana’s young and most vibrant. Pula!
Botswana is a nation budding with entrepreneurial talents and skills who each day contribute greatly to the socio-economy of the nation. Some of the burgeoning gifted and highly skilled entrepreneurs are beauticians and make-up artists. With a spontaneous mastery of combining passion, skill and style, has given birth to brands like La’Proc Face Art. Founded by Natasha Nyaladzi Proctor a Limkokwing University student and aspiring full time make-up artist; the brand might be young but it is by no means trivial.

La’Proc values beauty in all aspects, favours to let every session tell its own story, relate its own message thus every make-up to suit the desired occasion. They understand and favour quality over quantity. Ordinariness and poor service is not an option at La’Proc, so while the brand may appear not to be afforded by many; it must be relatable to all Batswana as a basis of national pride.

Tentatively established in 2016 from grassroots level, the brand aspires to be a glorified brand when they celebrate their 5th anniversary. Natasha aims to have been well-established with her own make-up studio and make-up line not only limited to Botswana but to the world at large.

For Natasha these dreams and aspirations are not hard to achieve as this is an inborn passion rather than an acquired skill and her love to make other people enhance their beauties drove her to pursue her first love. La’Proc is a brand that lives to motivate, encourage and empower society, more specially women to love who they are and yet be able to show off their inward beauty through these enhancements.
Like fashion, make-up reflects a person’s character, tells a story and reflects culture as well as tradition. While these things might seem like known things already, there is still a gap in society and Natasha hopes in the future she can be able to have her own motivational seminars; encouraging the young generations to follow their passions. This especially applying to those who have passions in skills jobs that they may not be ashamed to pursue them but go for them so that Batswana know that there is success in creative passions.

Natasha is proud of her legacy she is building through La’Proc and continues to work hard so as to make a positive impact in the beauty industry as well as in the community so that she can be an inspiration the next generations. Pula! ■
Charities

“Be iconic in all that you do”

Amsha Naicker
Lion’s Club Zone 3C Chairperson & District Chairperson - ICT and Communication
Lions Club Phakalane
The club has exploded to be the biggest club in Southern Africa recruiting one hundred and fourteen new members into the pride, boosting the call of "Ask one". Through the growth of Membership, the Lions vision echoes the sentiment of having more hands to serve under the motto of "where there is a need there is a Lion!"

Lions Club - Phakalane the new kid on the block that has encompassed the Lions Clubs International vision and mission with robustness and passion. Chartered on the 3rd July 2017 Lions club of Phakalane entered the arena of Lionism with a zest to serve, completing seventy-one projects by the end of their first year of existence and sponsoring the birth of the Lions Club of Thamaga to assist in developing and sustaining humanitarian services under the umbrella of Lions International.

OUR Heritage

Serving to make a difference in the world
In 2017 alone, Lions Club Phakalane won first prize within the district 412 which comprising of 4 Countries - Malawi, Mozambique, Zimbabwe and Botswana Marketing PR competition, an achievement of great pride for the club as a whole. At the District 412 Convention held in Selebi Phikwe, Lions Club Phakalane received accolades that swept District 412 by storm.

Lions Club Phakalane has embraced the pillars of Lionism and completed by the end of 100 days all six Pillars of service namely Pediatric Cancer, Environment projects, hunger and diabetes awareness. It has been a roller coaster as New Lions strive to serve the community of Botswana. The vision is simple to plan and implement projects of substance that creates sustainability that becomes the tradition of the club.
Lions Club of Phakalane has enveloped the call of the community by being actively involved in mental health issues like depression and bringing to the fore Autism and disabilities. In light of the vision of Promoting Women and family, Lions Club of Phakalane has embarked on women empowerment projects as part of their integral portfolio. Also its Charter President, Amsha Naicker elaborated by stating "Our plans are to start with girls and women between the ages of ten to eighty where we plan to have workshops and motivational speaking to uplift their self-confidence, knowledge on their bodies and to develop and inculcate a belief in themselves and their abilities as individuals. Lions Club of Phakalane has a vision to make an impact on every life they touch and have yet to touch."

Gratitude and giving coupled with generosity is a criterion to join Lions Club of Phakalane! Pula!
MenEngage Botswana
The network is comprised of Non-Governmental Organizations and one (1) government organization being the Men’s Sector. The network is part of the MenEngage Africa Network. The network is dedicated to the betterment of those who find themselves in unfortunate situations which include; women and children who are survivors of violence and other social circumstances such as poverty and lack of access to resources and services.

Boys and Men For Gender Equality

This is a network of NGOs that advocate around a number of key issues where gender directly affects the lives of women and men. The network was formed in September 2014 and is hosted by the office of Men and Boys for Gender Equality (MBGE) which serves as the secretariat.
Tlhogo’s Foundation assists directly by offering support to the communities of Motshegaletau, Sehunong, Mabuo, Thabala, Moiyabana, Mogorosi and the surrounding areas to fight poverty which has contributed to the education status of the communities; school drop outs are increasing, inconsistency of students results in schools and in other cases due to domestic work students cannot cope with home works and studying. The organization is focussed in three areas being Empowerment, Education and Donations.

RAINBOW IDENTITY ASSOCIATION (RIA) is based in Gaborone, Botswana and continuously challenges laws which side-line transgender members of the community (trans women, trans men, trans sexual, gender non-conforming and queer) and intersex persons.
The organization explores ways to advocate for the inclusion of transgender and intersex people across all spaces and to challenge the stigmatizing and discriminatory social treatment of transgender and intersex bodies, identities and people as unjust. RIA strongly believes in equality and in equitable consideration of its members, beneficiaries and stakeholders at large, by itself being a non-discriminatory organization to lead by example.

Our Fathers Foundation was registered in 2017, in Botswana to give advocacy to children who do not have access to their fathers. The Foundation seeks to restore within the child victims, faith, trust and drive to aspire to grow to become functional members of the community. Focus is mainly on PROSTITUTION, DRUG TRAFFICKING, ABUSE and ABANDONMENT. Our Fathers provides a home where processes are undertaken to restore the children spiritually, physically along with their emotional health. A part of the Foundations’ mandate is to Rescue, Train, Restore and Sustain, families of the affected children need to become a part of the process and the Foundation reaches out in efforts to get families to embrace the children back into the family fold.

Men and Boys for Gender Equality (MBGE) is a registered Non-Governmental Organization which was established in October 2013. The organization focuses on gender transformative interventions with both men and boys to take action on ending violence against women and children; prevent HIV through interactive participation in sexual and reproductive health issues. The organization’s mission is to engage men and boys in reducing gender inequalities preventing HIV, ending gender-based violence and promoting the health and wellbeing of women, men and children.

Lenkokame Foundation is a duly registered charity (non-profit organization) in the Deeds Office of Botswana (Attorney General). The intent of the mission is centered on improving access to educational opportunities and spiritual support for the underprivileged or orphans and vulnerable children of this country. The organization’s mission is to create equal educational opportunities for orphans and vulnerable children.

THC Foundation is a Botswana registered non-profit organization that is dedicated to providing support to women and children who are victims of domestic violence. Founded in 2012 by the former Botswana Chief of Defence Forces, Lieutenant General Masire, and named in honour of the founder’s initials Tebogo Horatious Carter (Masire). The Foundation is managed by a Board of Trustees. The organization’s mission is to provide support and promote advocacy, training and education to women and children who are victims of domestic violence through encouragement and advancement of initiatives that promote and protect women and children’s rights. Pula!
“Don't be caught in listening to what others say, believe in your art, believe in yourself and you will be great.”

Kelly Ramputswa
Yarona FM
Station Manager
The station’s programming reflects these ideals over and above journalistic integrity and fair and balanced reporting. Keeping the core of the station’s target audience engaged, it mainly services audiences of 21 – 29, with a core target audience of 25 – 27.

Live the Music

Yarona FM is an urban youth radio station, founded in 1999 as a regional broadcaster. It cemented its place from inception as a voice of a generation, setting the tone and accelerating conversation on burning issues. Now a national broadcaster since 2008, it has continued to embrace the next generation that aspires to be highly informed, opinionated while uplifting the next man.
Yarona FM News aims to deliver the most relevant and empowering news that is up accurate, fair and balanced at all times. Offering timely interpretations and context, the News team is as thorough as it is in-depth in its reporting. As a Youth Broadcaster, the station will always get to the bottom of issues and enquire what they mean or what’s in it for the youth!

The station rocks the newest songs first and has a long history of breaking new artists in Botswana and supporting them throughout their careers, with initiatives such as the Yarona FM Music Awards (YAMAS) which have been successfully hosted since 2014.

Our 5th installment of the YAMAS will see us celebrate 20 Years of being the entertainment authority in Botswana. These initiatives contribute to a sustainable entertainment industry that is able to support a variety of businesses from top tier suppliers to fringe youth ventures and allow many individuals to feed their families while using the station’s high value brand as a stepping stone to bigger achievements.

Sporting the most recognizable presenters, Yarona FM identifies, trains and mentors a host of award winning talent. As a business, Yarona FM aims to provide the greatest ROI for its clients.
The dedicated Sales team works like a well-oiled machine, working with Marketing, Programming and Production to give our clients the trendiest and most effective campaigns. The inter-departmental synergy ensures that all commercial activity is delivered to the satisfaction of clients and agencies.

The station is the voice of urban youth everywhere. With an increasing digital footprint online, we not only broadcast for Botswana, we broadcast from Botswana, to the world. From setting trends on-air to setting trends online, we are Yarona FM and we LIVE THE MUSIC.
Clouds TV Botswana represent a totally unique entertainment platform in Africa. We seek to bring the very best in entertainment from across the African continent, in culture, drama, comedy, adventure, vibrancy, and more. Be we Africans.
Having received the right to trade as a services provider by regulator, Botswana Communications Regulatory Authority (BOCRA) in June 2017; management at the station set out to put together a content plan that would address the needs of the younger generation in the country. The free-to-air general entertainment channel comprises of a 60% local content offering along with a mixture of international content which Maru TV says has been welcomed by their customers.

Taking Botswana’s entertainment industry to great heights

March 2018 saw the launch of Maru Television (TV), Botswana’s first youth television channel on DStv channel 291. With Batswana welcoming the new development, especially the platform the channel will provide and is available in most of the digital platform’s bouquets offerings, Maru TV has continued to soar.
Maru has since inception grown both in content and customer base with shows that include: general entertainment, local news, religious programmes, kiddies content, finance, economic and business debates and more. Maru’s drive to air on the DStv platform was informed by the decision to want to reach the masses, as opposed to confining the channel to a local audience, hence it is a the free-to-air offering.

Maru TV has provided the youth with the opportunity to watch television which they can relate to, not only because it is a youth-based channel, but also due to local content. This has presented with it, opportunity for the youth of the country to have more confidence and commitment to their advancement in the broadcast industry. Presenters, production, performers and others now have more platforms on which to perform, on an international stage.
With big dreams and aspirations in sight, Maru TV looks forward to drastically improving the production industry in Botswana by becoming the best there is to set a president for quality provision. Although dubbed a ‘youth television channel’ Maru has set out to provide a little something for everyone, regardless of age, because at the end of the day it is about the story and the message it contains, as opposed to who is telling it. Pula!
Heritage
Branding & Marketing Communications
Creating compelling and measurable Branding & Marketing Solutions

Using our creativity and ideological potential, we offer our clients solutions that are not only visually beautiful, but also increase the sales. We carefully study the client, the product and the market, to provide a stable basis for our strategies. To create compelling content with maximum efficiency, we have a full complement of in house production proficiencies.

Heritage Branding & Marketing Communications is an integrated agency that offers a marketing platform, creative design solutions, and brand visibility through different media platforms, more especially publications.
Heritage is the most innovative marketing communication’s company that has effect public brand development, brand awareness ideas and most creative user friendly design solutions. Since opening its doors, Heritage’s concept has always been to preserve the legacy and heritage main stories of the corporate world all across the nation. Heritage has created a brand around legacy chronicles of the corporate world for the benefit of the next generations and the world now. As an agency whose creativity is mostly centred on story-telling, Heritage has since proudly produced three coffee table books that highlight and showcase corporate legacy and heritage stories.

As they adapted and appreciated social media, Heritage maintained the tradition of written material and excelled in content creation, thus landing them influential brands not only in Botswana but in other southern African countries such as Namibia.
The partners have worked side by side and have created a strong creative team that continues to grow the agency. As they continue to hone their skills as creative and strategic leads to their clients, their commitment to creating an agency and culture built on the best of what they learnt is still a priority. The result is a spontaneously full-grown creative agency firmly established in the digital age. Pula!
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P O Box 47003, Phakalane, Gaborone  
Tel: +267 316 2837, Fax: +267 316 2854,  
Cell: +267 7210 7291  
email: toddlersacademy@it.bw  
Facebook: Academy of Toddlers, Twitter: @ToddlersAcademy |
| 60   | andBeyond  
Nxabega Tented Camp | Plot 568, Mathiba Road, Maun, Botswana  
P O Box 20853, Maun, Botswana  
Tel: +267 683 0134/5  
www.andbeyond.com |
| 56   | andBeyond  
Chobe Under Canvas | Plot 568 Mathiba, Road Maun, Botswana  
Private Bag BO34 Maun Botswana  
Tel: +267 686 1979  
www.andbeyond.com |
| 118  | Barclays Bank of Botswana | Plot 74538, 5th Floor Building 4,  
Prime Plaza CBD, Gaborone  
P O Box 478 Gaborone, Botswana  
Tel: +267 368 6020  
www.barclays.com |
| 164  | Botswana Broadband Internet | Plot 50362, Unit 1, Fairground, Gaborone, Botswana  
Tel: +267 391 2345, Fax: +267 393 0183  
email: sales@bbi.co.bw  
www.bbi.co.bw |
| 136  | BECI | Plot 142, Unit 1 Gaborone International Finance Park  
Private Bag BO 279 Gaborone, Botswana  
Tel: +267 318 8015, Fax: +267 318 8017  
www.beci.co.bw |
| 62   | Belmond Eagle’s Island Lodge | Okavango Delta Chobe National Park,  
Moremi Reserve Botswana  
Tel: +267 686 0302, +27 21 483 1600  
www.belmondsafaris.com |
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<td>Plot 5656 Legolo Road, Broadhurst Industrial, Gaborone, Botswana P O Box 402319, Gaborone, Botswana Tel: +267 393 7634, Fax: +267 393 7654 email: <a href="mailto:bravomarketing2016@gmail.com">bravomarketing2016@gmail.com</a> <a href="http://www.bravomarketing.org">www.bravomarketing.org</a></td>
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<td>Brookhills Montessori School</td>
<td>Plot 6066 Ramfurwa, Tlokweng P O Box 46015, Gaborone Tel: +267 396 9978, Fax: +267 396 9979 <a href="http://www.brookhillsmontessorischool.com">www.brookhillsmontessorischool.com</a> facebook: BrookhillsM School</td>
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<td>The Grand Palm Hotel Plot 17989, Bonnington Farm, Molepolole Road, Gaborone, Botswana Tel: +267 363 7788/77, Tel: +267 397 2537 <a href="http://www.camelotspa.co.za">www.camelotspa.co.za</a> Facebook: @CAMELOTSPA Twitter: @CAMELOTSPA Instagram: @CAMELOTSPA</td>
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Tel: +267 316 7005 / 318 4274, Fax: +267 318 4274  
P O Box 1176, Mgositshane, Botswana  
email: camelsinn@hotmail.com  
www.camelsinn.com |
| 244  | Chelsea NYC Salon | Shop 110 (close to Egdars) Gamecity Mall,  
Lobatse Road, Kgale Hill, Gaborone, Botswana  
P O Box 26685, Gaborone, Botswana  
Tel: +267 311 4733  
www.chelseanycsalon.co.bw |
| 186  | Construction Industry Trust Fund | Private Bag BO 122, Bontleng, Gaborone, Botswana  
Tel: +267 391 1362, Fax: +267 390 6380  
www.citf.co.bw |
| 208  | Colic Construction | Plot 37180, Block 8, Gaborone, Botswana  
P O Box 47597, Gaborone  
Tel: +267 316 5880 |
| 202  | CPP Botswana | Private Bag BR 121, Broadhurst, Gaborone, Botswana  
Tel: +267 395 1654, Fax: +267 391 2890  
email: cppmail@cpp.co.bw  
www.cpp.co.bw |
| 212  | CUL Building and Transport | Plot 456 Kweneng Drive,  
Jwaneng Industrial Site, Jwaneng Botswana  
P O Box 945, Jwaneng, Botswana  
Tel: +267 588 2293, Fax: +267 588 1108 |
| 110  | Culture Art Café | Plot 33695, Unit 101 Ground Floor,  
Molapo Crossing Mall (next to Stanbic Bank Piazza),  
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Cell: +267 7148 6332  
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Facebook: izaura by Mothusi Lesolle |
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P O Box 1464, Gaborone, Botswana  
Tel: +267 391 2984, Fax: +267 395 1385 |
| 264  | La’Proc Face Art      | Cell: +267 7559 8390  
facebook: Natasha Proctor  
Instagram: Natproctor / Laprocfaceart |
| 192  | Leseding Interiors    | Plot 5656, Legole Road, Broadhurst Industrial  
P O Box 402319, Gaborone, Botswana  
Tel: +267 318 2662, Fax: +267 318 2846  
info@lesedinginteriors.co.bw  
www.lesedinginteriors.co.bw |
| 268  | Lions Club            | Plot 61688, Phakalane, Gaborone, Botswana  
P O Box 47003, Phakalane, Gaborone, Botswana  
Tel: +267 316 2837, Fax: +267 316 2854, Cell: +267 7210 7291  
email: lionsclubphakalane@gmail.com  
www.lionsclubphakalane.org  
Facebook: lions club- phakalane  
Twitter: @LionsPhakalane  
Instagram: lionsclubphakalane |
| 224  | Lobatse Quality Foods | Plot 2126, Woodhall Mall, Lobatse, Botswana  
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Tel: +267 533 3885, Fax: +267 533 3881  
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| 216  | M&S Pump & Pipe Installation | Plot 1415, Tlokweng, Gaborone, Botswana  
P O Box 3346, Gaborone, Botswana  
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Private Bag 00468 Gaborone Botswana  
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Tel: +267 310 5497,  
Fax: +267 310 5498  
facebook: facebook.com/mgpropertiesbw |
| 114  | My Farmhouse Kitchen | Plot 1455, Mogoditshane, Botswana  
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www.myfarmhousekitchen.weebly.com  
facebook: My Farmhouse Kitchens |
| 160  | Naia Diamonds | Plot 103, Unit 6B, Ipelo House,  
Gaborone International Commerce Park,  
Gaborone Botswana  
Tel: +267 311 1282, Fax: +267 391 2492  
email: info@naiadiamonds.com  
www.naiadiamonds.com |
| 80   | Planet Lodge | Plot 27280/1 (65877) Boka Road, Block 3, Gaborone  
P O Box 46015, Gaborone  
Tel: +267 391 0116 / 391 0117, Fax: +267 391 0118  
www.planetlodges.com |
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<td>iTower South, New CBD, Gaborone Botswana. Tel: +267 397 5557, Cell: +267 77510298. Email: <a href="mailto:res@room50two.com">res@room50two.com</a>. <a href="http://www.room50two.com">www.room50two.com</a></td>
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<td>Plot 74358, Morula Building, North Wing, Prime Plaza, CBD, Gaborone. Private Bag 00113, Gaborone. Tel: +267 395 7900, Fax: +267 395 7901. Email: <a href="mailto:info@sbb.co.bw">info@sbb.co.bw</a> / <a href="mailto:info@stockbrokersbotswana.co.bw">info@stockbrokersbotswana.co.bw</a>. <a href="http://www.stockbrokersbotswana.co.bw">www.stockbrokersbotswana.co.bw</a></td>
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<td>44</td>
<td>The Great Plains Conservation: Duba Plains</td>
<td>Tel: +267 686 4001, Cell: +267 7131 3375. Email: <a href="mailto:dorian@greatplainsconservation.com">dorian@greatplainsconservation.com</a>. <a href="http://www.greatplainsconservation.com">www.greatplainsconservation.com</a></td>
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<td>48</td>
<td>The Great Plains Conservation: Zarafa Camp</td>
<td>Tel: +267 686 4001, Cell: +267 7131 3375. Email: <a href="mailto:dorian@greatplainsconservation.com">dorian@greatplainsconservation.com</a>. <a href="http://www.greatplainsconservation.com">www.greatplainsconservation.com</a></td>
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</table>
| 92   | The Melva | Plot 34912, Block 8, Gaborone, Botswana  
Tel: +267 311 9162  
email: themelvaboutique@gmail.com  
www.themelva.com |
| 148  | Total Botswana | Plot 22010, Kgomokasitwa Road, Industrial Sites,  
Phase 4 Gaborone West, Gaborone  
Private Bag 365, Gaborone Botswana  
Tel: +267 395 6673, Fax: +267 390 3098  
www.total.co.za |
| 260  | Urban Soul | Shop No. 41 Airport Junction Mall  
Cell: +267 7366 6666 / 7182 2997  
Instagram: urbansoulstores  
Facebook: Urban Soul Botswana  
Twitter: Urbansoulstores  
www.urbansoulapparel.com |
| 152  | VIVO Energy Botswana | Plot 50369, 2nd floor, Tholo House,  
Fairgrounds Gaborone Botswana  
P O Box 334, Gaborone, Botswana  
Tel: +267 395 3025, Fax: +267 397 3155  
www.vivoenergy.com |
| 44   | Wilderness Safaris  
Little Mombo | Private Bag BR159, Broadhurst, Gaborone Botswana  
Tel: +267 392 6886, Fax: +267 393 2677  
www.wilderness-safaris.com |
| 278  | Yarona FM | Unit F18, Fairgrounds Shopping Mall,  
Plot 28562, Samora Machel Drive, Gaborone, Botswana  
Tel: +267 391 2305  
email info@yaronafm.co.bw |
| 168  | ZebraNet | ZebraNet Portion Farm 867, 2nd Floor  
Opp. Kgale Hill, New Lobatse Road,  
Private Bag 00442, Gaborone, Botswana  
Cell+267 7230 2092  
Tel: +267 395 9000, Fax: +267 395 6000  
email: info@zebranet.co.bw  
www.zebranet.co.bw |