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SOUTHERN AFRICA

SUCCESS STORY

Trade Publication Keeps Industry Informed

Empowering stakeholders with timely information



Photo: USAID

The second issue of the USAID-sponsored publication "Inside Southern African Trade," also known as INSAT.

"I read your last issue... and found it to be an excellent collection of valuable and insightful material," said Luis Eduardo Siteo, National Director for International Relations, Ministry of Industry and Trade, Mozambique.

Telling Our Story
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Washington, DC 20523-1000
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Industry news outlets and trade magazines often play a critical role in fostering development and trade. So when Southern African entrepreneurs saw the first issue of a specialized news quarterly covering trade issues in their region, they were ecstatic.

"It is a great paper — I really think this is a great service to all of us in the field," said Carrie Walczak of the U.S. Trade Development Authority. "Congratulations! This is a very good effort in concise reporting on regional issues," wrote another reader, J. A. H. Hoffmann, a senior trade advisor from Namibia.

Designed to complement other activities undertaken by USAID's Southern Africa Trade Hub, the newsletter was distributed electronically and in hard copy to over 5,000 readers in the region and beyond. The publication goes hand in hand with the trade hub's strategic goal of furthering trade competitiveness, economic development, and growth in the Southern Africa region. The publication's target audience includes representatives of governments, the private sector, civil society, and the donor community in Southern Africa, as well as interested parties outside the region.

The publication will fill an information void in the region — there is very little reliable and regular information on trade-related issues in Southern Africa. This prevents stakeholders from being able to define, articulate, and defend their interests. The lack of information about Southern Africa has also contributed to perceptions that the region is a high-risk investment destination.

The publication addresses these issues by providing clear and concise reporting on issues that affect trade and competitiveness in the region. The publication's goals include promoting good trade practices by featuring stories on innovative approaches; acting as a reference for trade-related resources; highlighting initiatives to support development in the region; providing in-depth analysis of trade-related issues that may have been overlooked by the media in the region. The first issue was published in May 2005. Through the year that followed, readers expressed great enthusiasm. With timely and accurate information, everyone will benefit: exporters, government bodies, employers, and even employees.