

Eswatini Export Readiness Guide

1. Background

Eswatini is a small, landlocked economy located in Southern Africa. Her economic livelihood is heavily reliant on exports and export earnings. However the country has been reliant on a small range of essentially primary products and has not been able to sufficiently diversify and expand her export sector to deal effectively with issues such as poverty and unemployment in the country.

The Government of Eswatini has therefore identified the export sector as an important driver for rapid economic growth and development. The country's National Development Strategy and most recently, the Strategic Road Map 2019-2023 identify the Small, Micro and Medium Enterprises and the private sector as the engine for economic growth and the export sector as the main means of ensuring a vibrant and a self-sustaining economy. Export success contributes to job creation and the reduction of poverty in the country.

The need for an Export Guide was identified by Government through the Eswatini Investment Promotion Authority, as necessary to promote the participation of SMME in the export industry. The purpose of this document is to provide a training guide that clarifies steps and process which an aspiring Eswatini exporter would take, in developing their export business. It is based on the experience of current exporters and especially support organizations in the export business.

