



International Management & Business Consultants

Case Study

Trade and Investment Promotion: Botswana

An Economic Diversification Programme for Selebi Phikwe

Selebi Phikwe is the third largest town in Botswana. Developed from scratch in the 1970s and with a population of around 50,000, it depends almost entirely on a copper and nickel mine and smelter for employment. The mine has a finite life and there are concerns that it could become a ghost town unless new investment and employment are attracted.

James McLeod headed a team which designed an economic diversification programme which included proposals for investment projects in tourism, agriculture, educational services and engineering. The study included research to assess the town's strengths and key assets and to identify known and potential investment projects and opportunities. The report included proposals for a management structure, budget and operational modalities. The programme was adopted by the government and is now in execution.