

Product Basket	Imported Value per Year Estimated	Specific Product(s)	Investment Value Chain Opportunities
Articles of Paper	E167 million	• Cartons • Boxes • Cases • Bags • Other packing containers	• Manufacturing
Stationery Books	E68 million	• Registers • Account books • Note books • Order books • Receipt books • Letter pads • Diaries	• Manufacturing
Paper labels	E113 million	• Paper labels • Paperboard labels	• Production
Steel Pipes	E55 million	• Steel line pipes • Steel drill pipes • Steel tubing	• Manufacturing
Steel Nails	E16 million	• Steel nails	• Manufacturing
Copper Pipes	E17 million	• Copper tubes • Copper pipes • Copper fittings	• Manufacturing
Metal Hand tools	E35 million	• Spades, shovels • Forks, mattocks • Picks, hoes, rakes • Saws, blades	• Manufacturing
Fish Products	E35 million	• Live fish • Fresh or chilled fish • Frozen fish fillets or meat • Dried, salted or smoked fish	• Hatchery • Breeding • Processing
Eggs	E77 million	• Fertilised eggs • Fresh eggs	• Hatchery • Broiler chicken farming • Layer chicken farming
Fresh Vegetables	E231 million	• Potatoes, Tomatoes, Onions • Brassicas, lettuce, cucumber, etc.	• Agri farming • Agri processing
Fresh Fruit	E111 million	• Fresh fruits	• Agri farming • Agri processing
Corrugated Iron Sheet	E185 million	• Corrugated Iron sheets	• Manufacturing

Market Access

Eswatini offers preferential and duty-free market access to over 1.5 billion markets in SADC, COMESA, AU, EU, USA, Taiwan, Switzerland, Norway, Lichtenstein, Generalized System of Preference of Japan, New Zealand and Russia.

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Summary of Trade Agreements

Product Basket	Imported Value Per Year Estimated	Specific Product(s)
1. Southern African Customs Union (SACU)	Eswatini, South Africa, Botswana, Namibia, Lesotho	• 55 million consumers, with South Africa as major trading partner • Allows free movement of goods within the customs union
2. Eswatini - Taiwan Economic Cooperation Agreement (ECA)	Eswatini and Taiwan Bilateral Trade agreement	• 24 million Taiwan consumers • Duty free market access to over 100 products lines • Flexible rules of origin
3. Southern African Development Community (SADC)	Eswatini, Angola, Botswana, Lesotho, Madagascar, Mauritius, Namibia, Tanzania, Mozambique, South Africa, Zimbabwe, Zambia, Malawi, Seychelles, DR Congo	• 238 million consumers • Free trade area with preferential market access for goods and further integrating to customs union • Highlighted State are not implementing the FTA
4. Common Market for Eastern and Southern Africa (COMESA)	Eswatini, Angola, Uganda, Kenya, Ethiopia, Eritrea, Burundi, Rwanda, Egypt, Libya, Zimbabwe, Zambia, Madagascar, Mauritius, Comoros, Congo, Somalia, Sudan and Malawi	• 374 million consumers • Free trade area with preferential market access further integrating to a customs union. • Swaziland only SACU member state currently in COMESA
5. Generalised System of Preferences (GSP)	Japan, New Zealand, USA, EU, Russia, Switzerland	• Over 600 million consumers • Eswatini as beneficiary country enjoys preferential market access • Scheme enables developing countries to access markets of industrialised countries
6. African Growth Opportunity Act (AGOA)	USA	• 300 million consumers • Over 6500 duty free tariff lines • Duty free market access till 2025 • Third country fabric provision till 2015
7. Economic Partnership Agreement (SADC-EU EPAs)	EU 27/28	• 500 million consumers • Duty free entry for Swazi products to EU 27 • Simplified rules of origin including cumulation
8. SACU-European Free Trade Association (PTA)	Switzerland, Iceland, Norway, Lichtenstein	• 12.8 million consumers • Preferential market access for Swaziland products mostly in agriculture
9. SACU - MERCOSOUR (PTA)	Brazil, Argentina, Uruguay, Paraguay	• 241 million consumers • Preferential market access
10. Tripartite Free Trade Area (COMESA-EAC-SADC)	27 countries in COMESA-EAC-SADC	• Combined consumers of over 500 million and GDP of over US\$800 billion • Under negotiations until 2014 • Will increase Africa intra trade
11. African Continental Free Trade area	All 54 countries of Africa	• Still under negotiations



Eswatini Investment Promotion Authority



DOING BUSINESS IN ESWATINI

Eswatini at a Glance
Population: 1.2 million (2024)
GDP = US\$4,6531Billion (2023)
GDP per Capital = US\$3,917 (2023)
Real GDP Growth = 4.7% (2024)
Average Inflation = 4.17% (2024)
Literacy Rate = 89.3% (2023)
Interest Rate = 7.50% (2024)

Eswatini a competitive location

- Efficient Trade facilitation - Ranked 1st out of 54 countries in ease of business 2020.
- Abundance of qualified skills and trainable work force - Eswatini is in top 10 most literate countries in Africa).
- Peaceful country - Ranked 14th out of 54 countries on Global Peace Index 2020.

Reasons to Invest in Eswatini

- Eswatini is a low-risk country (politically and socially stable).
- Proximity to ports - In the Republic of South Africa (Durban and Richards Bay Ports) and Mozambique (Maputo Port).
- Strong Investor Protection Framework (signatory to MIGA, member of UNCTAD and ICSID).
- Good employer - employee relations and efficient dispute resolution mechanisms.
- Relatively well educated and trainable labour.
- Has access to over 1 billion preferential market through regional and overseas markets.
- The country has quality roads, rail and communication infrastructure. In addition, it has a guaranteed water and electricity supply.

Incentives

- Corporate tax concession at the maximum rate of 10% for ten years, applicable only in Manufacturing, Mining, Tourism, and International Services after due evaluation for qualification (guidelines available).
- Special economic zones including a perpetual 15% tax concession amongst others.
- Exemption from import duty on raw materials used to manufacture goods to be exported outside the Southern African Customs Union (SACU) for qualifying goods.
- Reduced duties/duty-free and / rebate on importation of machinery and equipment.
- Zero Capital Gains tax.
- Full Repatriation of profits subject to withholding tax.
- Government provision of purpose-built factory shells at subsidised rates.

INVESTMENT OPPORTUNITIES

Manufacturing & Agro-processing

- Value addition of agricultural produce (e.g., sugar, tomatoes, peppers, sweet corn, citrus, etc.).
- Packaging materials.
- Building materials.
- Automotive components.

Agriculture

- Establishment of small and large scale Agro-processing facilities.
- Dairy production - increase milk production, dairy products.
- Opportunities lie with the products that can be mass produced, which include tomatoes, peppers, sweet corn, citrus and other fruit.

ICT

- E-government services: E-commerce, E-health, Smart traffic, Smart ID’s, E-procurement, E-visa, electronic transaction platforms, E-agriculture, E-education, E-parliament.
- Cyber security: IT solution against cyber-attacks in the financial sector.

Tourism

- Water theme parks.
- Bungee jumping.
- Cable motors and Leisure Resorts

Mining

- Mineral extraction (available minerals include iron ore, gold, coal, diamond,etc.).
- Mineral beneficiation.

Trade Opportunities

The Kingdom of Eswatini has extensively diversified exports which are destined to developing and developed markets. Top exports include soft drink concentrates, sugar, baking ingredients, textiles and apparel, timber products, citrus and canned fruits, fresh fruits and vegetables, handcraft products, meat and meat products (Pork, Poultry, Beef), furniture and accessories.

Why consider Eswatini as your preferred sourcing location?

- High quality products due to adoption of global standards (ISO, Global Gap).
- Good soils and climatic conditions (four seasons in one year) for agricultural products with guaranteed capacity to supply all year round.
- Competitive pricing due to access to preferential trading terms in global markets.
- Exporters enjoy duty free import incentives to enhance their competitiveness in pricing.
- Proximity to major shipping ports (Maputo, Durban, Johannesburg)
- Eswatini is 5th Largest Sugar Producer in Africa.
- No.1 in trading across borders in Africa as per World Bank Ease of Doing Business Report.
- Eswatini exports top brands such as Coca Cola concentrates, Kellogg Noodles, Rhodes canned products and others.

Summary of Import Substitution Opportunities

The summary shows the potential of investment opportunities availed through the amount of goods that Eswatini imported, which is also the consumption value by the local market. This calls for company diversification or new capital investments.

Product Basket	Imported Value per Year Estimated	Specific Product(s)	Investment Value Chain Opportunities
Live Animals	E28 million	• Day old chicks (broilers and layers) • Pigs • Sheep • Cows & Goats	• Hatchery • Breeding • Abattoirs
Meat and Processed Meat	E142 million	• Fresh and frozen pork, chicken and sheep • Offal of bovine, chicken, sheep	• Breeding • Abattoirs
Milk and Milk Products	E321 million	• Fresh milk (unsweetened) • Sweetened milk • Cheese, butter & whey	• Dairy farming • Cheese and curd manufacturing
Water	E307 million	• Still or natural • Sweetened or flavoured water	• Bottled water processing plant
Grains	E917 million	• Corn or maize • Wheat and Barley • Sorghum • Rice • Soya Beans and	• Corn or maize farming • Wheat farming • Soya Bean farming and processing (Oil cake) • Rice packaging or distributor
Cereals & Pasta	E299 million	• Cornflakes • Noodles • Pasta, pastry, bread	• Cornflakes’ manufacturing • Noodles manufacturing • Pasta and spaghetti manufacturing
Packaging Material	E222 million	• Plastic bottles, Boxes, Sacks and Packets, lids, caps, stoppers	• Packaging manufacturing • Recycling company
Chemicals & fertilizers	E318 million	• Industrial chemicals • Medicaments • Fertilisers	• Manufacturing • Medicine manufacturing
Soaps	E119 million	• Washing and body cleaning soaps	• Manufacturing
Candles	E20 million	• Candles, tapers	• Manufacturing
Spirits	E142 million	• Spirits, whiskies, vodka, gin, rum, Geneva, liqueurs and cordials	• Manufacturing
Toilet Paper	E67 million	• Toilet paper • Cleansing tissues • Paper towels • Serviettes	• Manufacturing
Corrugated Iron Sheets		• Corrugated Iron Sheets	• Manufacturing
Plastic Pipes	E80 million	• Conduit pipes • Gutter pipes • Water pipes • Hoses • Fittings (joints, elbows)	• Manufacturing • Distribution
Bolts and Nuts	E37 million	• Bolts • Nuts • Washers	• Manufacturing
Wooden Boards	E48 million	• Particle Boards • Oriented Stand Boards • Fibreboards • Plywood	• Manufacturing • Distribution