



# BOTSWANA STOCK EXCHANGE

## PRESS RELEASE

### BSE PARTNERS WITH BLOOMBERG TO PROMOTE INTERNATIONALIZATION STRATEGY

**For Immediate Release, 23<sup>rd</sup> June, 2021:**

The Botswana Stock Exchange (BSE) is pleased to inform valued stakeholders that it has partnered with Bloomberg effective today to promote its Internationalization Strategy.

This strategic partnership was established to increase the visibility and presence of our local capital market to the global business community. The decision to partner with Bloomberg is attributed to the fact that they are a leading global news leader in business and financial reporting. They have millions of followers on their social media platforms and have thousands of daily visitors on their website tracking the latest financial markets news. Hence, the underlying objective is to leverage off Bloomberg's vast network to bring the spotlight on the Exchange and listed companies with the aim of attracting potential issuers and investors to our market.

In terms of the agreement, the BSE has floated content on the Bloomberg website which will redirect visitors to the BSE website ([www.bse.co.bw](http://www.bse.co.bw)) to ensure that they are provided with easy access of information. This will ensure that visitors from around the world are able to ascertain information on BSE products and services, listing rules, market development initiatives and information on listed companies.

Commenting on this initiative, the BSE CEO, Mr. Thapelo Tsheole said, ***"The BSE is on an aggressive drive on raise its profile to the international, business community. Activities facilitated under our Internationalization Strategy are aimed at showcasing our capabilities as a frontier and emerging market to prospective issuers and investors with the intent of deepening our local capital market. This exercise will not only induce appetite from the global business community in doing business with the BSE, but it will also serve to showcase our listed companies and Botswana as an ideal investment destination."***

**For more information, contact the following;**

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