



Botswana Development Corporation Limited

"Your Investment Partner"

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Botswana Development Corporation in collaboration with the Media Institute of Southern Africa (MISA) and Southern African Institute of Media Entrepreneurial Development (SAIMED) is to host a workshop on Business Journalism in Botswana. The 3 day workshop to be held at the Syringa Hotel will feature Guest speaker Prof. Nixon Kariithi, Head of Media Studies at the University of Witwaterand.

BDC acknowledges that the media and in particular, business journalists, have an intrinsic role to play in the development and marketing of Botswana through news reporting. Many of the nation's economic and business successes deserve to be frequently highlighted in a way that would attract investors to the country and boost trade regionally by exemplifying Botswana as a strategic investment destination and a country with a vibrant and conducive business environment.

The workshop is specially tailored for Botswana journalists and is expected to provide them with a strong foundation in economic, business and financial reporting and writing. The course is designed around the general theme of Business Journalism. As expected, other aspects of economics journalism such as writing, newsgathering, ethics, dealing with numbers, etc, have been built into the course.

Seminar participants will be predominantly business editors and journalists from Botswana's media houses.

For more information on the Workshop, please Contact:

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