## BOTSWANA COMPETITION COMPETITION COMPETITION COMPETITION BULLETIN Isue 2 Volume 4 2016



## THULA'S LAST DANCE



Mr. Kaira getting down on the dance floor at his official farewell dinner

The former Chief Executive Officer of the Competition Authority, Thulasoni Gilbert Kaira, was given a memorable send-off at a glittering dinner to honour the founding CEO of the organisation which was held at the upmarket Masa Square Hotel on 21st April 2016. The event was attended by the bigwigs in the Ministry of Investment, Trade and Industry, heads of parastatals, captains of industry and other prominent citizens, media, current and former staff of the Authority.

Speaking at the occasion, the Assistant Minister of Investment Trade and Industry Advocate Sadique Kebonang, observed that the occasion was befitting a man of Kaira's stature given the tremendous work he put in to set up the Competition Authority from scratch into the reputable organisation it is today. Minister Kebonang observed that Kaira was a very knowledgeable man yet very humble. He said the people of Botswana would always be grateful to Kaira for what he has done for Botswana. He observed that long after Kaira would have left

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### Thula's Last Dance

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Botswana, the country would continue to reap great dividends from the seed of competitive markets that he had planted in Botswana.

Minister Kebonang further stated that Kaira made a lot of sacrifices by coming to Botswana. "At the time when he was recruited he had a secure job as the CEO of the Zambian Competition and Consumer Protection Commission. It is not like we paid him a lot of money, he was possibly not making a lot better than his package in Zambia but he chose to come and help us set up. The project he started has been a huge success and I want to thank him for this." The Chairperson of the Competition Commission Dr. Onkemetse Tshosa also described Kaira as a humble man who executed his work diligently.

The night would not have been over without the toast of the night having said a word or two. For an eloquent speaker that he is, Kaira did not disappoint when giving his valedictory speech. It was a night where many

struggled to keep their tears for the tear ducts were full, and this seemed more like the right moment for the ducts to be emptied. Kaira gave a speech laced with mirth and when he delved into nostalgia by describing events in the past, one or two tears must have soaked the culinary napkins that covered the stainless steel cutlery meant for the evening sumptuous dinner.

Kaira said the decision to come into the unknown was not an easy one, but one that he took pursuing professional growth. " I can testify that this was a great career opportunity not just to set up the Competition Authority, but to grow professionally and spiritually in many ways that I could never have grown if I had not come to Botswana," he said.

Upon looking back at his five year journey, which started on 18th April 2011 when he was employed as the first employee of the Competition Authority, he said there have been many lessons, many successes, and many losses. "There is someone who is recorded as having said that: I came, I saw, I concurred. Dare I not say this but: I came, I experienced, I grew".

official farewell dinner on 21st March 2016

Kaira was showered with gifts from his colleagues at the Authority but being a man who affected many outside his organisation, there were fraternal messages and gifts about this 'friend' who came and impacted lives.

With official speeches out of the way, the time to unwind, eat, drink and even dance the night away came. The live band blended well and did a soulful job on the instruments. As soon as the band strummed their hands and hit the scales there was competition on the floor. It was not easy to tell the fairness of the competition that ensued on the floor, some seemed to dance in a choreographed group which seemed to suggest some collusive behaviour. For a moment, it looked like nobody cared whether the businessman danced dangerously close to the investigator or the tribunal jurist. On this night, at least this night, it did not matter.

The stage was getting hot and the man of the night seemed to have been enjoying himself on the dance floor; there were taps on the floor and smiles all round.

#### What a night!

What a way to celebrate a true competition luminary and a humble giant.

## REFLECTIONS OF A CEO KAIRA GOES DOWN MEMORY LANE

BCB: You are the founding Chief Executive of the Competition Authority. Take us back to the time you were recruited. What do you think earned you this coveted position?

*Kaira:* I believe that all positions, especially of leadership, come from our Lord God. It would be shameless idolatry for me to claim that my might or intellect earned me the position.

#### BCB: You left your home country to come and set up a new organisation in a foreign country. How easy was that decision?

*Kaira:* It was not an easy decision. Leaving your whole life to relocate to another country is not a snap decision. I was a CEO already and everything was going just right. I was nominated to be an elder in my local church at the time and our investment projects were to be neglected or abandoned altogether. In net worth terms, there was no substantial remuneration or fringe benefit difference to motivate a migration to another country. I consulted my dear wife and we analysed the advantages and disadvantages eventually agreed to take up the challenge. After 13 years at the CCPC, it was time to handover the baton to new leadership.

#### BCB: Its five years later, since you were appointed CEO of the CA and the Competition Authority is now a bigger part of the Botswana regulatory environment. What did it take to set up the agency?

*Kaira*: I reckon it takes the grace of God firstly. Secondly, there was a lot of goodwill from the Government of Botswana, the business community, the consumers and the international community to ensure that the agency was set up, and functional. Of course, thirdly, it takes vision, passion, integrity, teamwork and selflessness in leadership as well as ensuring that the agency's growth path is not hijacked by any clique of persons whose agenda may be personal than organisational benefits.

#### BCB: What have been your best experiences for the past five years as the founding CEO of the Competition Authority?

*Kaira:* The best experience was the surprise farewell that the staff arranged at their cost at Mma Ndubiwa's farm somewhere in Molepolole. It was unbelievable - the welcome song, the traditional food cooked by the staff, the dancing, the final hugs. It was unbelievable (A Modimo o le segofatseng

The Botswana Competition Bulletin (BCB) set down with the former CEO Mr. Thula Kaira to reflect on his tenure at the Competition Authority of Botswana.



Mr. Kaira toasting with staff after the first dawn raid in 2012

Bakaulengwe!)That will remain with me forever. The second one was when there was a first dawn raid in a suspected bid-rigging case that was done by the staff in 2012. I gave the staff a pep talk on how to undertake a raid at premises and they successfully executed the raid and they came back with great testimonies and we had a celebration - of which I still cherish that picture with everybody smiling with champagne glasses raised. The third best experience was a day when I was really having one of 'those' days and reflecting on something I can't even recall and three Angels came into the office singing a song with a cake with two chocolate dots on it... we had a good laugh about the two dots - but it was really uplifting. The fourth best was when we won an award as most visible agency in 2013. Last but not the least, was at the last board meeting when members of the Commission were bidding farewell and each one said the nicest things. Being in leadership you are trained or gain experience on how to handle or withstand all kind of pressure or negative vibes...but you are not often told about how to handle the nicest farewell messages. I became quite emotional and I shed tears of joy.

### BCB: What were your major challenges as CEO?

Kaira: A key challenge as CEO was really on how to balance my loyalty to the Authority and also to the Commission, which as you know operates as corporate governance board, as well as the adjudication body. I was CEO of the Authority and Secretary to the Commission. It was such an awkward arrangement for both the Commission members and myself. It really never worked - and cannot work - in so far as the integrity of the investigation and adjudication processes are concerned, as well as affording a cordial working relationship. I thus applaud the Government of Botswana for taking a bold step to amend the Competition Act and separate the corporate governance functions from the adjudication. Another key challenge was how to make lawyers and economists work together on one hand, and/or socalled 'technical' staff and 'administrative/ support' staff on the other hand ... I guess I am not the only competition agency CEO who has this problem. I think we dealt well with through the Leadership Development

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### Reflections of a CEO

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Program under the auspices of the Pacific Institute. Another challenge was increasing public demand for specific competition related quantifiable benefits arising from our interventions, e.g., fines, lower prices, employment created, etc. These are medium to long-term deliverables that I am hopeful fertile ground has been laid in the last five years for the incoming leadership to realise.

#### BCB: You leave a five year old Competition Authority, is it making any positive contribution to Botswana's economy?

Kaira: Well, yes I think it is. Besides the results from our enforcement and merger/acquisition review work, our 'unsung' positive has been advocacy. When you consider all the passionate presentations/ lectures and advisory opinions we have rendered to various Government entities on prevention and detection of bid-rigging, effective tender processes, removal of barriers to business entry and growth, anti-competitive regulations and competition provisions in various trade agreements, etc., you will begin to realise what mind-shift and policy change we have influenced. You may note also that we made substantive proposals towards the draft National Anti-Corruption Policy, review of the Consumer Protection legislation and Articles 40 and 41 of the SACU Agreement on competition policy and unfair trade practices respectively. At the time I was leaving in April 2016, we were finalising a Post-merger Impact Assessment, which also outlined the positive contribution of notable mergers that had been authorised with conditions. Positive contribution is also that we provided Batswana with a trustworthy, transparent and accountable platform for them to report anti-competitive practices that they encountered.

#### BCB: If you were to compare your ideas of where you wanted to take the Authority in 2011 and the Authority as we have it in 2016, is this the picture of the organisation that you wanted to create?

*Kaira:* Definitely not! I think the staff have done exceedingly beyond what I ever imagined would be achieved. It is really up to them to safeguard the integrity of the institution, which integrity starts with their own professional and ethical persuasions within the framework in which competition authorities the world over are expected to



Mr. Kaira receiving the Competition Authority's Most Media Visible Parastatal Award from the former Minister of Trade and Industry Hon. Dorcas Makgato

operate in.

BCB: The independence of competition agencies is considered paramount in the execution of their mandate. Would you say the Competition Authority and Competition Commission are independent?

Kaira: Yes, they are independent in the context of the legal framework. However, 'de jure' independence and 'de facto' independence may be different. One's behaviour may make them lose or sell their own independence. That is why I have always emphasised to staff on integrity and ethics. Independence should also be understood in a reasonable manner. Independence still has to be accountable. Both institutions are accountable to the shareholder, represented by the Government of Botswana. Such accountability is in terms of fulfilling the mandate, ensuring that delivery feeds into the national development vision and strategy, consulting shareholder before taking or making certain decisions affecting policy, use of public funds (Public Accounts Committee or Auditor-General), corporate governance compliance and so forth.

#### BCB: What are your thoughts on Botswana's competition law and policy?

*Kaira:* Botswana's competition law and policy have undergone an implementation phase between 2011 and 2016. Batswana now know what exactly these are. The next stage is to inculcate a competition culture or spirit in society. This requires 'competition culture champions' to begin to emerge and blow the whistle accordingly. We thus need to see such champions coming up from the NGO, business, academia, Parliament, Government (National Strategic Of-

fice, Economic Diversification Drive, High Level Consultative Council, National Doing Business Committee, etc) and other levels as we have on gender, corruption, youth empowerment, preferential procurement, etc. Competition mentality cannot be left to the CA alone.

#### BCB: They usually say it is lonely at the top. As a non-national in Botswana did you ever feel lonely and cut-out?

Kaira: Well that is a cliché that can be true. Often, you have to call the last shot as everyone looks to you. It has nothing to do with being a national or a non-national. If anything, perhaps being a non-national and without any sectarian affiliation made it easier for me as I mingled with everyone with ease. Once at the top, you have to make sure you constantly look behind and see not just who, but what kind of following you are attracting. If you don't reflect, reposition and restart, it can be lonely and such loneliness, if sustained, is really leadership failure in the same context as you would have State failure. Reflection is a personal 'me' time for a leader to review his or her ways. There were those few times I felt lonely as I reflected on certain events but then through reposition and restarting, got back to the straight and narrow.

BCB: It must be a difficult balancing act dealing with an expectant group of professionals, a public that expects results, and the expectations of your principals on the other hand. How did you walk the tight rope?

*Kaira:* Firstly, I had the benefit of working in two competition authorities before I came

## Reflections of a CEO

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to Botswana; in Zambia and then in Australia. I always watched and studied those in leadership and how they handled things and took note. Secondly, it is about understanding your corporate deliverables and having them at your fingertips all the time. Our deliverables are in the Competition Act and the Strategic Plan. Out of these two, we derive annual performance plans with measurements and targets. We execute, monitor and communicate results to various stakeholders in various ways and forms. Lastly, in relation to staff expectations, effective and timely 'Therisanyo' (i.e., consultation) to understand their needs and communicate accordingly was ably handled through the Staff Welfare Committee as well as quarterly staff general meetings addressed by the CEO. I also did carry out routine walk-abouts to chat with staff.

#### BCB: Everybody calls you 'Morena'. Where does this come from Morena?

Kaira: In Zambia there is a general title of respect you can call people, both strangers and acquaintances if you do not know or do not want to call them by their name. It is 'Bachikulile' or 'Boss' - similar to 'Oga' or 'Chief' in Nigeria. When I was going round the furniture and household goods shops in Gaborone in early months of arrival, a number of shop attendants got to know me as a 'big buyer'... so when I entered such a shop someone would run up to me and say 'welcome morena' ... Eventually I learnt it was something similar to 'Bachikulile' or 'Oga'. Since I had problems pronouncing Tswana names, especially at the office, I started calling every gentleman as 'morena' and they equally reciprocated. (I asked about the female version of 'morena' - no one told me throughout the 5 years. So I settled for 'Mma')

#### BCB: Batswana are big on eating beef, phane, rearing cattle and love the outdoors. Is there any Setswana custom that rubbed on you in anyway?

Kaira: Definitely cattle ranching is something I want to try. I will try some goats as well. Batswana's love for and development of their villages is something I will try out. On a more serious note, Batswana's love for German cars has not rubbed on to me. I am a sworn Toyota fellow!

#### BCB: What advice would you give to the next CEO of the Competition Authority?

Kaira: Firstly, if you don't have one, get a relationship with God and learn to pray beyond the Lord's Prayer and/or meal time prayer. It is an amazing experience! Secondly, integrity and ethics are the bedrock of a competition authority. You can subcontract anything else, but not integrity and ethics. Lastly, show great respect to all the staff, especially the lowest in rank.

#### BCB: What are your future plans beyond the Competition Authority?

Kaira: I am looking forward to a 60 day sabbatical to spend with the family and assist my wife in her last lap as we expect a new baby. During the same time, I intend to engage in some philanthropy and reflect on the various options available and then we will see what happens. Otherwise "Ga ayo mathata... Modimo a le teng..."

BCB: What is your parting shot to the Competition Authority staff, the Competition Commission, the Ministry and many other stakeholders of the Competition Authority that you have interacted with?

Kaira: A Modimo o le thuse!



Acting Competition Authority CEO Tebelelo Pule

## **TEBELELO PULE APPOINTED ACTING CEO OF** THE COMPETITION AUTHORITY

he Minister of Investment Trade and Industry has appointed Mrs. Tebelelo Pule as the Acting Chief Executive Officer of the Competition Authority. Mrs. Pule, who has been the Authority's Director of Corporate Services, took the baton from Mr. Thula Kaira with effect from 18th April 2016.

Mrs. Pule is a Bachelor of Commerce graduate from the University of Botswana. She is a Fellow member of the Botswana Institute of Chartered Accountants (BICA) and an Associate member of the Chartered Institute of Management Accountants (CIMA) (UK). She holds a Master of Business Administration from the University of Derby in the UK.

Mrs. Pule has previously worked at Botswana Telecommunications Corporation as General Manager Finance, responsible for Treasury, Credit Control, Revenue Assurance, Cash Management, Budget and Budgetary control, Fixed Assets, Management and Statutory Accounts and Reporting, Procurement and Costing. After leaving BTC, Mrs. Pule joined Bokamoso Private Hospital where her portfolio covered Finance, Front Office and Records.

## CA APPROVES SABMILLER AB INBEV MERGER WITH CONDITIONS

he Competition Authority on 4th May 2016 authorised the acquisition of SABMiller Plc by Anheuser-Busch InBev (AB Inbev) but set some conditions citing public interest concerns.

The Authority said the acquisition is not likely to result in substantial lessening of competition, due to the fact that product overlap is very minimal as the products of the acquirer are distributed independently by a third party.

However, the public interest concern raised under section 59(2) of the Competition Act, is that the manufacturing plant in Botswana could be affected in the future as a result of the merger. "This is due to the fact that manufacturing costs are relatively cheaper in South Africa as compared to Botswana, which could provide an incentive for the merged entity to turn the Botswana business into a distribution centre" the CA said.

Taking the public interest concern into account, and pursuant to the provisions of section 55 of the Competition Act, the Authority approved the proposed acquisition with the conditions that: The merged entity shall use all its endeavours to ensure that the manufacturing business of KBL is maintained instead of turning it into a distribution point for imported products; and that in the event that the merged entity is compelled to change the business model into a distribution point, such inten-



An employee at the Kgalagadi Breweries Limited (KBL) plant in Gaborone, Botswana

tions should be communicated to the Authority with a clear justification for the decision.

On 5th April 2016 the Authority held a public hearing to allow the parties to the transaction to make verbal representations to the Authority with respect to the transaction, as well as allow their competitors and the general public to express their views on the acquisition.

The acquiring firm, AB InBev, is a public company incorporated under the Laws of the Kingdom of Belgium and is active in the production, marketing and distribution of beer, nonalcoholic/near beer and soft drink products. The target firm, SABMiller, is a public limited company incorporated under the Laws of England and Wales. Through its subsidiaries it is engaged in the manufacture, distribution and sale of various types of beverages, including brewing and hop farming activities, and offers beer, soft drinks and other alcoholic and non-alcoholic beverages.

SABMiller operates in Botswana through Kgalagadi Breweries (Pty) Limited (KBL) which produces and distributes beer and non-alcoholic beverages. Post implementation of the acquisition, AB InBev own 100% of the issued shares in SABMiller.

# CA Takes Competition Gospel to Lobatse



From L to R – The Town Clerk Mr. Boikhutso Matenge, the Mayor, Her Worship Malebogo Kruger and the Deputy Mayor Hon. Tiro Mokwena

he Competition Authority on 21st April addressed the Full Council sitting of the Lobatse Town Council on the benefits of Competition to the economy.

Speaking at the occasion, the Director of Communications and Advocacy, Gideon Nkala, told the councillors that competition brings a lot of benefits to the economy, including growth, job creation, lower prices of goods and services, quality goods and better welfare for the consumer in general.

He said the Competition Act, which the Competition Authority implements, is about curbing unfair activities that undermine free competition in the market. Using the four elements of competition: horizontal agreements, vertical agreements, abuse of dominance and mergers and acquisitions, he elaborated on some of the schemes that businesses that are motivated by greed use to stifle competition in the market.

He appealed to councillors as community leaders and law makers to assist in championing the competition message. He implored councillors to tell their constituents about the existence of the Competition Authority and the services that it offers, and how the public and enterprises can utilise the Authority. As it is custom at such interactive gatherings, the councillors had the occasion to comment and ask questions.

The Mayor, Her Worship Malebogo Kruger, thanked the Authority for the presentation, which she observed was very informative and an eye opener and asked the Authority to share a lot of their products with the Council so that they can be better informed, and for them to be in a good position to better inform their electorates. There were a lot of questions asked by the councillors but many were interested on why the Competition Act allows vertical integration of services, particularly in the retail and agricultural sector.

The Councillors felt that Botswana as a small country that is confronted with unemployment, should not allow big chain stores to be selling almost all consumables; and to be engaged in farming in order to supply their shops.

"Where are Batswana businesses going to get the market if the big players are allowed to self-supply?", quipped one Councillor. While the councillors appreciated that the Authority was newly established, they said they are impatient to see the Authority crack the whip and normalise a market that they openly stated was characterised by unlawful greediness and countless anti-competitive conduct.





The Director of Communications and Advocacy Mr. Gideon Nkala addressing the MTI Youth Summit

Some of the participants at the Youth Summit

## The Competition Authority Tackles Them Young

The Competition Authority was part of organisations that addressed over 1200 youths from the southern part of the country that converged at Tlotlo Conference Centre in Gaborone on 18th March 2016.

The aim of the gathering was to educate youths, who are into business or intending to go into, about the requirements that they will need in order to succeed in business. The workshop which was organised by the Ministry of Investment Trade and Industry was officially opened by the Minister responsible Hon. Vincent T. Seretse.

Minister Seretse encouraged the youths to do all in order to succeed in business. Sharing from his vast experience as a businessperson, he said he learnt from experience that a business requires forward planning, passion, perseverance, strategy and resources. He encouraged the participants to learn from the various industry experts and service providers in order to gain wisdom about the world of business.

For his part, the Director of Communications and Advocacy at the Competition Authority, Gideon Nkala, said the Competition Authority implements the Competition Act which ensures that big business or existing business do not use underhand means through agreements to prevent access into the market.

He said as potential business owners, it was important for them to be aware of the dangers of engaging in anticompetitive conduct to the economy. During question time, participants took interest to know deeper about the Authority and many said they would visit the Authority's website or even physically come to the offices to deepen their understanding of the Authority's mandate and how to utilise the CA's services.

# South Africa Criminalises Collusion by Directors and Managers

D irectors and managers will for the first time in South Africa face jail time for participation in a cartel. Addressing Parliament on 21st April, Minister of Economic Development Ebrahim Patel announced that the amendments to the Competition Act which introduce criminal liability for cartel conduct will come into effect from 1st May 2016.

The amendment will introduce criminal liability for directors and individuals with 'management authority' who are responsible for, or knowingly acquiesce, in cartel conduct. Cartel conduct includes the fixing of prices and trading conditions, market division, and collusive tendering. Staff members at all levels in the management chain (not only directors) are potentially at risk of prosecution.

An individual can only be charged if the company involved has been found to have contravened the cartel provisions by the Competition Tribunal, or it has admitted a contravention in a formal consent order. Individuals will be able to seek leniency from the competition authorities in the same way that companies can at present, however enforcement of this offence will be handled by the Department of Public Prosecutions and the criminal courts, so immunity from the competition authorities may not be enough to shield managers from prosecutions.

At the time that the amendments were signed, concerns were raised about whether the criminal provisions are in line with the Constitution, and particularly whether they uphold an accused's right to be considered innocent until proven guilty.

Noticeably however, those parts of the amendments which caused the greatest concern have not been brought into effect, including those which state that a finding of the Tribunal of cartel conduct or a consent order constitutes proof for the purposes of the criminal prosecution that the company engaged in cartel conduct. The amendments preventing companies from paying fines or legal fees of their employees criminally charged also have not been brought into effect. However, the constitutionality of these provi-



sions may still be raised as a defence by anyone charged under the new law.

It appears that it will be left to the prosecuting authorities to determine what the appropriate penalties will be, since the sections setting out the criminal penalties for this conduct are not included in the sections brought into effect from 1st May. What should companies and their directors do to protect themselves against these increased risks? Recommendations include:

- The implementation of a suitable competition law com pliance programme.
- Development of robust monitoring and reporting procedures so as to establish an early warning system for leniency applications.
- A regular internal review of all agreements and practices of your business, particularly in the context of industry associations where staff interact with competitors.
- Roll-out of training providing guidance on how to react in the event of a dawn raid - search and seizure proceedings are increasingly a favourite weapon in the Competition Commission's arsenal.

Source: http://www.nortonrosefulbright.com

## **COMPETITION AUTHORITY IN PICTURES**

Official Farewell Dinner for Mr. Thula Kaira at Masa Square Hotel in Gaborone on 21st April 2016



#### Captions

Mr. Kaira receiving a gift from the CEO of CEDA Mr. Thabo Thamani
The Chairperson of the Competition Commission Dr. Onkekemets Tshosa and the Vice Chairperson Mr. Gaylard Kombani
From L to R : Permanent Secretary in the Ministry of Investment Trade and Industry Ms. Peggy Serame, Hon. Assistant Minister Advocate Sadique Kebonang and Mr. Kaira
Former Chairperson of the Competition Commission Dr. Zein Kebonang chats to Mrs. Kaira (left) and a guest at the farewell dinner
Mr. Kaira with CEOs Thuli Johnson (left) of the Gambling Authority and Thabo Thamane of CEDA while MC for the night Tshepo Ntshole looks on
CA's Bonyana Ndubiwa with the Kaira kids Kutemwa and Kuzika

## CA STAFF THROW A SURPRISE PARTY FOR THEIR CEO

Competition Authority staff threw a surprise farewell party for Mr. Kaira at the farm of staff member Bonyana Ndubiwa on 22nd April 2016. Traditional Setswana food, song and dance were galore!

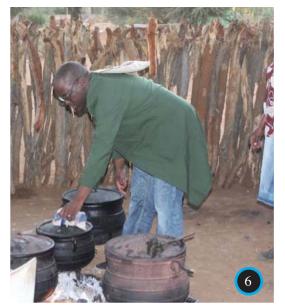














#### Captions

1 & 2. Staff welcoming the Kairas to the surprise farewell party with song and dance
4. Rebecca Rabakane cooking 'morogo wa Setswana' a traditional vegetable delicacy
5. Dumplings cooked in meat, a delicacy handled by Neo Gopolang
6. Innocent Molalapata busy cooking
7. Tapiwa Masie, Mothusi Lotshwao and Nkay Morupisi busy with preparations

## CA ADDRESSES LOBATSE TOWN COUNCIL ON THE BENEFITS OF COMPETITION



#### Captions

1, 2, 3 & 4. Some Councillors and members of the public at the Lobatse Town Council Chamber during the CA presentation by the Director of Communications and Advocacy Gideon Nkala on 21st April 2016





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