



# INVEST

## NAMIBIA JOURNAL



VOLUME 1 | ISSUE 4 *Enhancing Investment to propel "Growth at Home"*

DECEMBER 2018

# Driving Namibia's Industrialisation Agenda



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PRESIDENT GEINGOB  
APPOINTS AMBASSADORS  
& HIGH COMMISSIONERS



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NEW PEUGEOT OPEL  
PLANT ROLLS INTO  
PRODUCTION



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NAMIBIA MINERAL  
BENEFICIATION  
TAKES ROOT





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An illustration of Namibia's industrial development agenda

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## Trade and investment promotion drive gathers pace

**2**018 was another eventful year as Namibia witnessed more new trade and investment opportunities, as a result of the country's successful investment and trade promotion drive.

Among the highlights, Namibia signed the Continental Free Trade Area (ACFTA), set to unlock the over US\$3 trillion African market, assumed the Chairmanship of the regional body, SADC, celebrated the establishment of a new N\$190 million Peugeot Opel Assembly Namibia (POAN) at Walvis Bay, the first of its kind in the country, and welcomed various top-level business delegations from Germany, Finland, Turkey and China, to name but a few.

The N\$2.7 billion reinforcing steel manufacturing plant project, which was promoted during the Invest in Namibia Investment Conference in November 2016, has gained traction and its construction is now imminent. The project will see Namibia reduce its dependency on imported steel, pivotal for industrialisation and is primed to create up to 350 jobs.

With this fourth edition of **INVEST NAMIBIA JOURNAL (INJ)**, we continue with our dedicated effort to showcase investment and trade opportunities in our country as we strive towards economic prosperity.

This mission was clearly emphasised by H.E. Dr. Hage G. Geingob, President of the Republic of Namibia on 26 November, 2018, when he commissioned 14 ambassadors and high commissioners, with a clear mandate to promote economic diplomacy and trade opportunities.

Government's various trade and investment promotion initiatives, coupled with the Growth at Home strategy, remain key in ensuring that we achieve the development goals set out in the National Development Plans, Vision 2030 and the Harambee Prosperity Plan.

**INVEST NAMIBIA JOURNAL** will continue to highlight the key areas for investment and trade in line with H.E. President Geingob's call for sustained efforts towards investment promotion and economic development.

In this fourth quarter installment of **INJ** we zoom in on Namibia's industrialisation agenda, following up on the recent SADC Summit theme of *"Promoting Infrastructure Development and Youth Empowerment for Sustainable Development"*. We highlight efforts being made to step up the beneficiation of Namibian minerals and also introduce the 14 heads of missions appointed by H.E. President Geingob.

It is our sincere hope that **INJ** will continue to make a significant difference in its drive to showcase Namibia's investment and trade potential by availing relevant information that helps you our reader, businessperson and investor in your decision making process.



Ms. Tunga-eumbo Mboti

Therefore, we welcome feedback from our readers within the borders of Namibia and abroad.

As the curtain draws on this event filled 2018, let me, on behalf of our Honourable Minister, the Deputy Minister and the entire staff of the Ministry of Industrialisation, Trade and SME Development in particular the Namibia Investment Centre, wish you a happy and safe Festive Season and a Prosperous 2019.

Happy Reading!

**Tunga-eumbo Mboti,**  
*Deputy Director: Namibia Investment  
Centre and Editor*

# MITSMED bids farewell to Permanent Secretary Sinimbo

*The Ministry of Industrialisation, Trade and SME Development (MITSMED) Permanent Secretary, Mr Gabriel P. Sinimbo, has left us to take up a new responsibility as Namibia's High Commissioner-Designate to the Republic of India.*

Mr Sinimbo was appointed on 26 November, 2018, by President Hage Geingob to serve as Namibia's representative in India.

Mr Sinimbo has diligently served the MITSMED since his appointment as PS for the Ministry in July 2015. He previously served in the same position at the Ministry of Youth.

Before his appointment as Permanent Secretary, Mr Sinimbo was tasked with the responsibility of setting up the regional council in Kavango West. He also worked as the director of planning in the Kavango Regional Council.

Mr Sinimbo also has vast experience in the private sector where he served in various managerial positions. During his tenure as PS at MITSMED, Mr Sinimbo played a key role in promoting trade and investment, among his other responsibilities.

We have no doubt that he will excel in his new posting as Namibia's High Commissioner to India, and will continue to promote trade and investment in Namibia.

The Minister, Hon. Tjekero Tweya, the Deputy Minister, Hon. Lucia Iipumbu, and the entire staff of MITSMED bids farewell to Mr Sinimbo and wish him success in his new diplomatic role.

*Mr Gabriel P. Sinimbo, Namibia's High Commissioner Designate to India*





# Namibia's Ambassadors and High Commissioners to focus on economic prosperity

*President Dr. Hage Geingob on 26 November 2018 commissioned 14 Namibian ambassadors with a clear mandate to promote economic diplomacy.*

"I expect you, as my representatives, to inform your host countries truthfully and regularly about economic opportunities and other developments in Namibia," President Geingob told the new diplomats. "I expect you to maintain good character, integrity, thus consistently upholding the honour, dignity and good reputation of Namibia.

The national interest of Namibia and the wellbeing of its people should be at the front and centre of all your activities.

I expect you to be reliable and scrupulously precise in your reporting, as well as to interpret the policies of your government with loyalty," the Namibian Head of State said. The new diplomats underwent an induction course in diplomacy organised by the Ministry of International Relations and Cooperation.

The President made the following new diplomatic appointments:



*His Excellency Dr. Hage Geingob, President of the Republic of Namibia*

"I expect you to maintain good character, integrity, thus consistently upholding the honour, dignity and good reputation of Namibia."



*Mr. Asser K. Kapere,  
High Commissioner-Designate  
to the Republic of Botswana*



*Ms. Linda Scott, High  
Commissioner-Designate to the  
United Kingdom of Great Britain  
and Northern Ireland*



*Mr. George M. Liswaniso,  
Ambassador-Designate to the  
Kingdom of Sweden*



*Mr. Gabriel Sinimbo,  
High Commissioner-Designate to  
the Republic of India*



*Ms. Emilia N. Mkusa,  
Permanent Representative  
to the African Union*



*Mr. Samuel H. /Goagoseb,  
Ambassador-Designate to the  
Republic of Cuba*



*Mr. Clemens H. Kashuupulwa,  
Ambassador-Designate to the  
Russian Federation*



*Ms. Nada Kruger,  
Ambassador-Designate to the  
Republic of Austria*



*Mr. Albertus !Aochamub,  
Ambassador-Designate to the  
Republic of France*



*Mr. Patrick Nandago,  
Ambassador-Designate to the  
Republic of Angola,*



*Mr. Morven Luswenyo,  
Ambassador-Designate to Japan*



*Mr. Penda A. Naanda, Permanent  
Representative to the United  
Nations Office in Geneva and  
other International Organizations  
in Switzerland*

I expect you to be reliable and scrupulously precise in your reporting, as well as to interpret the policies of your government with loyalty,”

Mr. !Aochamub pledged to elevate Namibia's relations with France, specifically aiming to enrich and grow the Namibian manufacturing and value addition sectors. In addition to being Namibia's representative in Paris, !Aochamub will also push Namibia's economic diplomacy in Portugal, Spain and Italy as well as the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

Ms. Scott, who previously served on the permanent mission to the United Nations, said her priority as Namibia's representative to the UK would be to focus on Brexit

to prevent any negative impact on Namibia and southern Africa. “London is one of the economic hubs, and we are looking at how we can continue to benefit from that, and we will also try and find ways on how our goods can enter that market. We have been sending our beef and grapes to the UK, so we are going to see how we can continue to send those products. I believe Brexit will not have that much of an impact on our access to the market,” she said.

Ambassador Nandago also emphasised focus on economic diplomacy in his



*Mr. Haindongo R. Siyave, High  
Commissioner-Designate to the  
Republic of Zambia*



*Mr. Simeon Uulenga,  
Ambassador-Designate to the  
Democratic Republic of Congo*

new role as Namibia's envoy to neighbouring Angola. He said there was need to continue enhancing bilateral relations centred on promoting trade and investment.

“We have a lot of bilateral programmes, some are ongoing, and some are still in the pipeline. We have been discussing the construction of the hydropower station, it is an ongoing project, and there are other projects where we have

partnered. It is just a question of mobilising resources,” Nandago said.

Former National Council Chairperson Kapere said his mission in neighbouring Botswana will target promoting tourism and the integration of the transport sector, as Botswana is a landlocked country which relies heavily on the port of Walvis Bay and also on the TransKalahari Highway.



# Namibia's Peugeot Opel assembly plant rolls into production



President Geingob touring the new Peugeot Opel assembly plant



President Geingob inspects one of the newly-assembled vehicles

**The** N\$190 million Peugeot Opel Assembly Namibia (POAN) at Walvis Bay, in the Erongo Region, the first of its kind in the country, was commissioned by President Hage G. Geingob on December 5, 2018.

The new auto assembly, which the President said will bolster the diversification strategy set out in Namibia's 'Growth at Home' strategy, will have an initial annual production capacity of 5 000 vehicles by 2020.

The assembly plant is a joint venture between Peugeot's parent company, Groupe PSA, and the Namibian Development Corporation (NDC). It will start by building the Peugeot 3008 make, and introduce more products as

per market demand. The intention is eventually to add Opel cars. PSA bought the Opel brand from General Motors in 2017.

The POAN plant, which is part of Peugeot's effort to rebuild its footprint in Africa where it was once a dominant force, will assemble imported car kits from France and Germany, a process known as semi knocked-down, or SKD.

President Geingob said that it has been the Namibian Government's objective, since independence in 1990, to create conditions necessary for increased investment and the development of a competitive industrial sector.

"Furthermore, in recent years, we have intensified efforts to promote local value addition and strengthening of forward and backward linkages within the Namibian economy," the President said.

"We should always be mindful of the fact that Government's efforts to attract Foreign Direct Investment to Namibia's shores are not merely for the purpose of establishing factories, but these investments should ultimately buttress our efforts to boost local enterprise



President Geingob speaking during the launch of POAN







President Geingob officially launches POAN



Minister Hon. Tjekero Tweya, France's Ambassador to Namibia Claire Bodonyi and Erongo Governor Cleophas Mutjavikua join the President at the launch



France's Ambassador to Namibia Claire Bodonyi



The newly opened Peugeot Opel Assembly plant in Walvis Bay, Namibia



President Geingob touring the new plant



Hon. Tweya speaking during the launch

### ***"Economic growth without investment in human development is unsustainable and unethical",***

development and increase the entry and participation of emerging and existing businesses into the mainstream economy," the Namibian Head of State continued.

The investment by Peugeot Opel, President Geingob said, signifies Namibia's intent to realise its own industrial revolution.

"The Peugeot Opel Assembly Plant is another example of the fruits of the robust Franco-Namibia relationship. Let me thank our French partners for the excellent job they have done. In the same vein, let me also express my gratitude to all the local Offices, Ministries and Agencies, whose hard work and determination have made this project a reality. You have all contributed towards creating the necessary conditions for this investment," he said.

The automotive industry is one of the sectors identified in the 'Growth at Home Strategy' as a priority sector. By attracting

investment into automotive, the Government hopes it will help diversify the economy and support the national ambition to become a regional gateway that offers a stable political and economic environment for multinationals, such as Peugeot-Opel, to establish regional headquarters and manufacturing facilities.

In terms of location advantages, Namibia offers a strategic location to investors, as a gateway into the Southern African market. Through the port of Walvis Bay, which is the pinnacle of the transport corridor concept, Namibia is able to provide access to other all destinations within SADC, including land locked countries that have become sea-linked through the Walvis Bay Corridor.

Quoting Economist and Philosopher Amartya Sen's sentiments that "economic growth without investment in human development is unsustainable and unethical", President Geingob said

economic growth was a necessary condition for human progress, but not sufficient in itself to guarantee Namibia's holistic economic development.

"For this reason, Government has deployed several strategies to ensure that Namibia not only becomes one of the most competitive economies on the continent, but also boasts the most educated and skilled workforce. It is therefore pleasing to note the recruitment of a fairly young and diverse workforce at this assembly plant, who will gain added expertise through technological transfers," he said.

Geingob said although the continued automation of the workplace represents a significant shift, with robots replacing the jobs of factory workers, he believed that by properly educating and training Namibia's workforce the country will avoid the onset of structural unemployment that could result from automation.



Emre Karaer, Peugeot Namibia Vice President



Dignitaries being taken through the assembly plant



Deputy MITSMED Minister Hon. Lucia Lipumbu



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# President Geingob, Minister Tweya lead Namibia trade missions abroad

**N**amibia stepped up the drive to attract investment to the country with several top level missions abroad during 2018, led by H.E. President Hage Geingob and Minister of Industrialisation, Trade and SME Development, Hon. Tjekero Tweya.

Namibia's investment promotion drive included missions to the United States of America, Canada, Indonesia, Turkey, China and the Czech Republic.

In Canada, President Geingob held bilateral talks with that country's Prime Minister, Justin Trudeau. The talks focused on inclusive growth, trade and investment, among others. In New York the Head of State addressed an Invest in Namibia breakfast meeting with American business leaders.

President Geingob also travelled to Indonesia where he urged that country's business community to consider investing in Namibia because of its strategic location as a gateway to the southern African market. Addressing the Indonesia Namibia Business Forum held in Jakarta, Indonesia, Geingob told the Indonesian business community that presence in Namibia translates into having access to a market of approximately 330 million people due to trade arrangements such as the Free Trade Agreement under SADC.

During the visit to Turkey, led by Minister Tweya, the Brainstorm Corporation expressed appreciation to the Namibian government for linking up Turkish traders and investors with Namibian counterparts.

Focus of the visit was on the agriculture sector, including livestock and charcoal trade. Linkages were created between Namibian and Turkish processors and distributors of meat products. Namibian beef is in high demand in all corners of the world and Turkish suppliers have been seeking possible suppliers from Namibia. Several value addition and agricultural



*Dr. Hage G. Geingob meets Canadian Prime Minister Justin Trudeau*



*Minister of Industrialisation, Trade and SME Development, Hon. Tjekero Tweya addressing a business seminar in the Czech Republic*

related food production arrangements between the two countries are currently under consideration.

Minister Tweya led a business delegation to the Czech Republic aimed at strengthening economic ties and promoting closer trade and investment relations with the Central European country. The Czech Republic's prosperous market economy, led by automobile exports, boasts one of the EU's highest GDP growth rates (4.3% in 2017) and

lowest unemployment levels (currently at 2.5%).

The Namibian business delegation consisted of both SMEs and larger companies from various sectors, including agriculture, food processing and financial services. Together with the Hon. Minister, the delegation participated in a week-long programme which included a well-attended business seminar and a number of company visits in Prague and neighbouring towns.





*Hon Tjekero Tweya with Martin Tlapa, Deputy Minister at the Czech Ministry of Foreign Affairs*



*A Namibian delegation visiting Mlékárna Hlinsko which markets its dairy products under the brand Tatra.*



*Members of the Bremen business delegation*



*Finnish businessmen engaging Namibian business owners on possible partnerships*

Hon. Tweya also met with Vladimir Bärtl, the Deputy Minister of Foreign Trade and the EU at the Czech Ministry of Industry and Trade as well as Martin Tlapa, the Deputy Minister of Foreign Affairs.

### INWARD TRADE MISSIONS

Top level business delegations from Germany, Turkey, Finland and China also visited Namibia during 2018 to pursue business ventures.

A business delegation from Bremen, in Germany, which was led by the President of Bremen's Senate and Mayor Carsten Sieling, expressed interest in the harbour and logistics infrastructure of the Walvis Bay port.

The Bremen business delegation, which visited Namibia in June, 2018, comprised

of representatives from the fields of logistics, harbour and shipping industry, plant construction, electronics and IT, construction industry and infrastructure, energy industry and service industries, health and food industry.

The Embassy of Finland hosted its first 'Doing Business with Finland' seminar in Namibia. The event attracted more than 100 participants and 30 "business matches" were made between Finnish and Namibian companies.

Finnpartnership, a Finnish organisation financed by the Ministry for Foreign Affairs, coordinated the business matchmaking, together with the Namibian Chamber of Commerce and Industry (NCCI) which identified local players in the various sectors.

Areas of focus during the seminar were Agriculture, Cleantech, Education and Information & Communication Technology.

A Turkish business delegation visited Namibia early in December to further explore the Namibian business environment and to discover trade and investment opportunities between the two countries.

Minister Tweya urged the local business community to engage their Chinese counterparts in networking and discussing joint ventures in manufacturing to add value to the raw materials that Namibia exports.

# Namibia scoops award at World Investment Forum 2018



*Dr. Mekondjo Kaapanda-Girnus and Ms. Tokkie Nchindo, MITSMED Officials, receive the award from Dr. Mukhisa Kituyi, Secretary General of UNCTAD*

**N**amibia was recognized with an award for its exceptional exhibition stand at the World Investment Forum (WIF) 2018, held in Geneva, Switzerland.

The Ministry of Industrialisation, Trade and SME Development, at the invitation of the United Nations Conference for Trade and Development (UNCTAD) in collaboration with Namibia's Permanent Mission, participated in the World Investment Forum Investment Village Exhibition which was held from 22-26 October, 2018 in Geneva, Switzerland.

The 10th year anniversary of the WIF was themed: Investing in Sustainable Development. The aim of the Investment Village Exhibition was to showcase products and services that each of the 50 participating countries has to offer.

Dr. Mukhisa Kituyi, Secretary General of UNCTAD, said during the official opening of the Investment Village that the exhibition provides a platform for participating countries to present their investment projects and opportunities to WIF participants and investors. MITMSED's participation at the 2018 WIF showcased trade and investment opportunities available in Namibia, with the support of stakeholders such as Namibia Breweries Limited and GIZ. Products on display included Windhoek lager brands, Vigo juices, Kiyomisandz, !Nara and Desert Secrets cosmetics products, tinned meat, Namibian charcoal, as well as Erongo Winery brands, to mention a few.

The WIF attracts about 5000 investment stakeholders from across the globe who visited the exhibition stands.

The stands were evaluated on the quality of promotional materials and visual aspects, and efforts made to target investors in sustainable development projects.

The award ceremony was held on 26 October, during the closing ceremony of the forum and Namibia was among the six countries that were recognised for outstanding exhibition stands out of 50 participating countries.





*Hon. Minister Tjekero Tweya welcomes James Zhan, Director of the Investment and Enterprise Division at UNCTAD, at the Namibian stand at the #WIF2018 Investment Village*



*Namibian Products on display during the WIF 2018*

# Time for SADC to embrace Industrialisation



SADC Chairperson and President of the Republic of Namibia, Dr Hage G. Geingob

***It is time for the Southern African Development Community (SADC) to take a great leap forward by harnessing the opportunities provided by regional value chains and the Fourth Industrial Revolution.***

The newly appointed SADC Chairperson and President of the Republic of Namibia, Dr Hage G. Geingob addressed the regional leaders during the Summit held in Windhoek, which took place from 9-18 August 2018.

"I wish to underscore the importance of unity in our pursuit to enhance the living standards and wellbeing of our people. When we move forward as a united force and as a coordinated team, we will overcome challenges and accomplish our goals of ensuring that the citizens of SADC, and of Africa in general, realise the

benefits of socio-economic and political integration," said the President.

Intra-Africa and intra-SADC trade and investment, which has the greatest potential for building sustainable economic development and integration in Africa, is at the core of SADC engagements.

One of the objectives of SADC, as stated in Article 5 of the SADC Treaty, is to promote self-sustaining development on the basis of collective self-reliance, and the inter-dependence of Member States.

To spur inter-dependence and intra-Africa trade, some SADC Member States have signed the COMESA-EAC-SADC Tripartite Free Trade Area (TFTA) Agreement. The main objective of the TFTA Agreement is to strengthen and deepen economic integration of the southern and eastern Africa regions, and to harmonise policies and programmes across the Regional Economic Communities (RECs) in the areas of trade, customs, infrastructure development and the movement of goods and people.

The Chairperson, bemoaned challenges being faced by SADC citizens to travel within the region.

"It is disheartening to learn that some citizens are encountering difficulties moving across borders within our region. South Africans, who should benefit



“Infrastructural development is a catalyst for youth empowerment and job creation. It is one of the avenues through which we can address the issue of youth unemployment in the region,” said Geingob.



*SADC Chairperson Dr Hage G. Geingob with South African President Cyril Ramaphosa*

from the five flights a day that take place between Johannesburg and Windhoek, are hindered by the fact that they are required to apply for an entry visa for every single visit. This is a barrier to business and ultimately, our aspirations of integration. This is why we have taken a decision that Africans carrying diplomatic passports can come to Namibia without visa requirements. Eventually we plan to do away with visa requirements for all passports,” said the SADC Chairperson.

Most SADC Member States have signed the African Continental Free Trade Area (AfCFTA), which is a flagship project of Agenda 2063, where goods and services will move freely among member states of the African Union (AU), with the objective of boosting intra-African trade. The agreement, which will bring together a market of 1.2 billion people with a combined GDP of over US\$2.5 trillion, reinforces the leaders’ commitment to the multilateral trading system.

“During my tenure as Chairperson, I will strive to ensure that SADC remains focused on the promotion of intra-Africa trade. I plan to work closely with my peers to ensure that our economic growth and industrialisation agendas are supported by infrastructure development. The aim is to foster the consolidation of synergies, which will result in the effective implementation of the SADC Industrialisation Strategy and Roadmap. We should not falter in our pursuit of industrialisation,” said Geingob.

The SADC Chair also bemoaned the fact that most SADC countries are net importers of finished products including food.

He said underdevelopment, exploitation, deprivation and backwardness in Southern Africa will only be overcome through economic cooperation and integration. “Under our Chairmanship, we shall leave

no stone unturned in working with all of you in promoting economic cooperation and integration within SADC. For we believe in a SADC without underdevelopment, a SADC without exploitation, a SADC without deprivation and a SADC without backwardness,” said Geingob, whose chairmanship of SADC runs till August 2019.

The 38th SADC Summit was held under the theme: “Promoting Infrastructure Development and Youth Empowerment for Sustainable Development”.

The theme, Geingob said, attests to SADC’s commitment towards taking the agenda of infrastructural development forward, and the need for the youth to be at the centre of the region’s agenda.

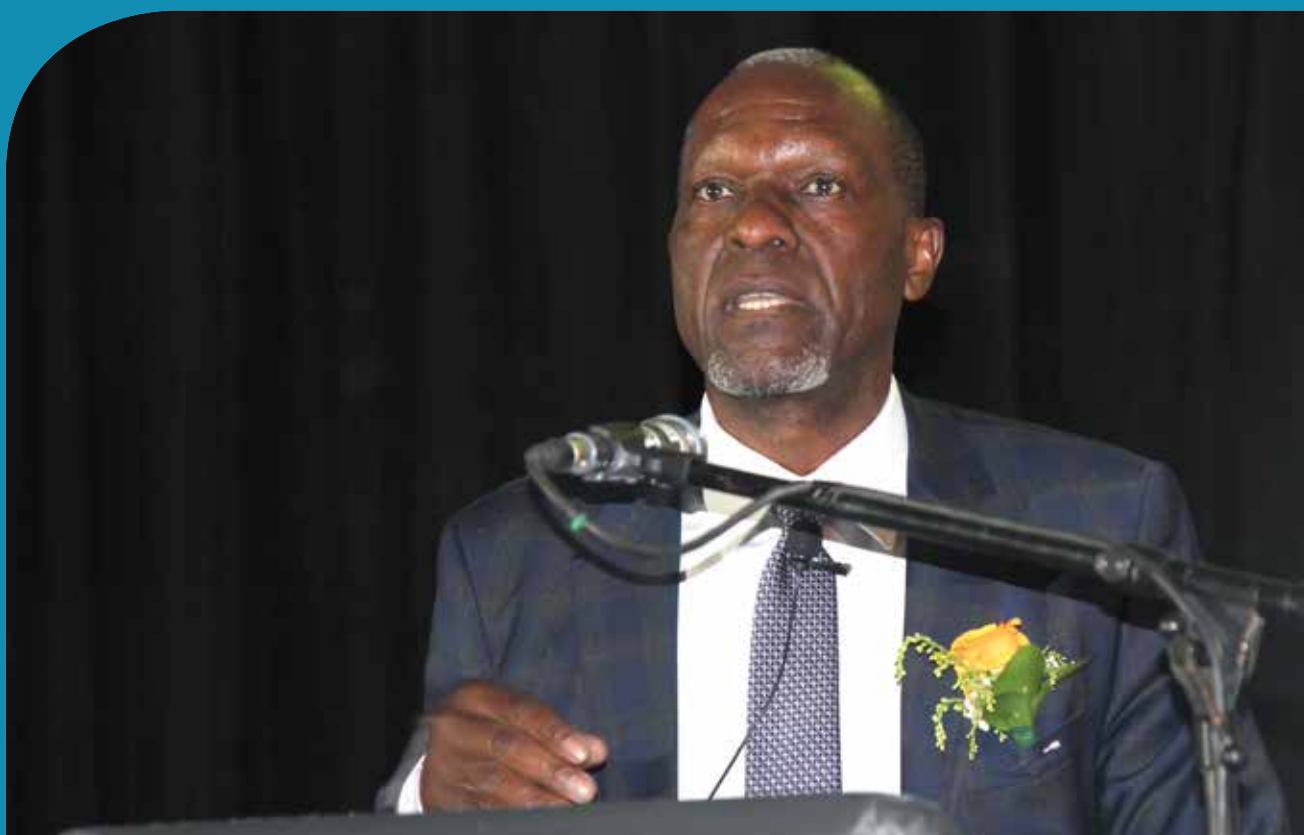
“This is a continuation of the industrialisation trajectory of the last four Summits, starting with Zimbabwe in 2014, Botswana in 2015, The Kingdom of Eswatini in 2016 and South Africa in 2017.

The theme guides us towards the attainment of the goals and aspirations of the Region, as espoused in the Revised Regional Indicative Strategic Development Plan (RISDP) 2015-2020 and the SADC Industrialisation Strategy and Roadmap, 2015-2063.

“Infrastructural development is a catalyst for youth empowerment and job creation. It is one of the avenues through which we can address the issue of youth unemployment in the region,” said Geingob.

The Head of State emphasised that SADC’s aspirations of industrialisation and subsequent sustainable development cannot be pursued without the existence of robust good governance mechanisms in all the Member States.

# Mineral beneficiation takes root in Namibia



*Mines and Energy Minister, Hon. Tom Alweendo*

**G**rowing calls by Mines and Energy Minister, Hon. Tom Alweendo, for Namibia's mining industry to edge towards beneficiation points to a positive trajectory to expand Namibia's most productive industry.

The mining sector has been and remains a foundational sector for the economy of Southern Africa and its role in the Namibian economy is no exception. Since independence it has consistently been one of the main contributors to Namibia's GDP, contributing approximately 13% on average over the past 10 years.

According to the Institute for Public Policy Research (IPPR), the implication is that if government wants to develop successful downstream mineral beneficiation industries in Namibia, it is not sufficient that those resources are extracted in Namibia. What is needed instead, the institute says, is sufficient infrastructure to meet demand requirements, an investment climate and a regulatory

framework that incentivise investment in smelting, refining and/or manufacturing activities in Namibia.

"A similar policy approach to diamond beneficiation should be adopted – beneficiation should not be thrust on mining activities as their enforced responsibility, but rather specialised manufacturing companies need to be attracted.

In essence, miners should be able to remain miners, while manufacturers should be positively incentivised to set-up shop in the country to develop the

value-chain of certain strategic minerals. The focus should not remain just on downstream beneficiation, as significant upstream integration opportunities exist," the IPPR said in a recent report compiled by economist, Rowland Brown tackling beneficiation in Namibia.

Namibia's mining sector grew by some 12.2% in 2017 and contributed the same percentage to the country's Gross Domestic Product (GDP). This is in comparison to a contraction of 5.8% and GDP contribution of 12% in 2016, showing a marked improvement driven mainly by the improved output of diamonds, uranium and gold.

Furthermore, local diamond production for the 2017/2018 financial year was just over 1.8 million carats. Of this, government agency, Namib Desert Diamonds (Namdia) and other sightholders were offered 240,000 carats of Namdeb's run-of-mine production valued at some US\$360,125,000 as compared to





*Namibia's internationally-acclaimed diamonds*

US\$291,800,000 in the 2016/17 financial year.

Subsequently, Hon. Alweendo took the opportunity to voice his aspiration for downstream beneficiation when Namdia declared its dividends to government in November, highlighting that his Ministry would be interested to hear from Namdia's Board and Management on how it intends to proceed on meeting the National long-term objectives of value addition of our natural resources through beneficiation.

"I do realise that with the current 15% allocation, this may prove to be a challenge and therefore there is a window of opportunity in the medium term to negotiate the terms of the contract to allow for an increased allocation. It may even want to consider venturing full-time into cutting and polishing as an extension of its current business," he said.

"We are all aware that the world's diamantaires have a great appetite for Namibia's rough diamonds and Namdia's mandate which can best be described as

aimed at discovering the real price for our diamonds cannot be underemphasized. It is entrusted with a high value resource which can provide meaningful change to the lives of our people through the payments of dividends and taxes to government which will in turn be used for the broader socio-economic infrastructures of our society," Alweendo added.

For Namibia, beneficiation is a logical process that promotes industrialisation and generate significant economic growth, which in turn should reduce poverty and inequality in the country. Beneficiation is an attempt to diversify away from simple commodities, foster industrialisation (a driver of growth) through structural transformation, and reduce high unemployment as a result of the creation of new local industries.

"Value addition and beneficiation of minerals before export should be one of the key pillars of Namibia's goal to create value to our products and create employment for our unemployed youth,

whose statistics now stand at 43.4 percent, and accelerate industrial development," leader of the opposition, McHenry Venaani, told this publication.

Mineral value addition features a significant employment multiplier, which has the potential to create jobs for young Namibians and produce ripple effects throughout the economy.

It is under this pretext that local mining firms should at the very least start focusing on how they can build the mines of the future that use technology and data to operate more efficiently and effectively.

Imperatively, competitiveness in mining in the near future will no longer be premised upon land and capital, as it has been in the past. Instead, the world is quickly moving towards a technology- and data-enabled period in which success and failure will depend on a mines ability to extract efficiently and productively from the information collected at their operations.

# Namibia sets sights on steel processing



Noric Otavi Steel Processing signed an agreement on November 14, 2018, with Nedbank Namibia Corporate and Investment Banking (CIB) for the bank to act as the lead arranger for the Otavi Steel Manufacturing Plant

**N**amibia's N\$2.7 billion reinforcing steel manufacturing plant project, which was promoted during the Invest in Namibia Conference 2016, has gained traction and its construction is now imminent.

The project will see Namibia reduce its dependency on imported steel for construction, pivotal for industrialisation and is primed to create up to 350 jobs, comes at a crucial time when the country is seeking to break out of a prolonged economic downturn.

The Noric Otavi project is being driven by the two shareholders, a local company Otavi Rebar Manufacturing (Pty) Ltd (49%) and Swiss-based company, Noric Swiss GmbH (51 %), which came together in a deal inked earlier this year. Noric Swiss will also be the EPC (Engineer, Procure and Construct) contractor as well as the plant operator and will take full responsibility for the planning, design, provision of technology, construction and operation of the plant.

Namibian contractors will be appointed as sub-contractors for the construction of all the work that can be done locally according to Adriaan Grobler, Director of Lithon Project Consultants, consultants on the project, and also a Director of Noric Otavi. "In order to reduce its dependence on imported construction material, the project is a response to a government request for increased manufacturing of building supplies, including cement, and other products to meet the rapidly rising demand. By developing local manufacturing of building supplies, the country will buffer itself against unexpected gaps in imported supplies," the Minister of Industrialisation, Trade and SME Development, Hon. Tjekero Tweya said in Parliament recently.

To accelerate the commissioning of the plant, Nedbank Namibia Corporate and Investment

Banking (CIB) and Noric Otavi Steel Processing (Pty) signed an agreement on November 14, 2018, for Nedbank to act as the lead arranger for the Otavi Steel Manufacturing Plant.

According to the agreement, Nedbank will assist with the financial structuring of the project and facilitate the raising of both quasi-equity and debt capital for the N\$2.7 billion project.

Nedbank Namibia Executive for CIB and Treasury, Karl- Stefan Altmann says: "At Nedbank, we continually strive to become Africa's most admired financial services provider, with successful partnerships such as this one, serves as an inspiration to us along the way to achieve our goals. Acquiring deals such as this, continues to solidify our capabilities as a bank and aptitude for significant finance deals."





*Processed steel ready for export. Namibia will soon have its own steel processing plant*

"It is worth noting that the fruits of this project reach far beyond the just over 4 000 inhabitants of the northern town of Otavi. The development of a steel manufacturing plant, will not only serve to benefit the town of Otavi, its benefits are wide reaching and flow across our borders into neighbouring countries such as Angola, Zambia, Zimbabwe and Botswana," Altmann stated.

In 2014 the market for rebar in Namibia was estimated at 155 000 tonnes and the demand was projected to grow more than 9% per annum in line with the projected growth of infrastructure and construction projects. The project entails the development of a 300 000 ton per annum long product mini-mill steel manufacturing plant, where scrap steel is used as primary input and basic steel products (rebar and steel sections) are produced for the construction industry.

It involves receiving scrap and sorting the scrap, which is then fed into an electrical arc furnace that melt the scrap from which billets are casted and fed to a rolling mill that produces the different steel profiles and products.

The socio-economic impact of the project on Otavi town is expected to be significant according to Her Worship Mayor of Otavi, Martha Shipanga, as it will create 350 permanent jobs, with an annual estimated revenue of about N\$2 billion. This will further stimulate other economic activities and development of the town and the region.

The population of Otavi is expected to grow upon completion of the plant over the next two years.

The Otavi Town Council has already made provision for additional industrial plots for supporting industries, as well as 1 500 new residential and other plots next to the new industrial area.

The Otavi Town Council has provided 77ha of land, through a Public Private Partnership, for the project and is also a shareholder in the project.

The project will substantially increase the municipality's revenue stream from the dividends, and be able to develop Otavi even further by investing their returns back into the town.

# Walvis Bay dry ports to stimulate regional economic growth



Port of Walvis Bay New Container Terminal on Reclaimed Land - September 2018

***The emergence of dry ports in Walvis Bay will broaden the gateway for international trade to and from the SADC region to Europe, the Americas and the Far East.***

Together with the Port of Walvis Bay, the strategic goal has always been to consolidate the Port as a regional gateway, serving as a reliable and efficient interface for imports and exports within SADC, and to and from the west coast of Africa and other sub-Saharan African countries.

Through the Walvis Bay Corridors, the infrastructure and location of the Port makes it suitable to serve SADC import and export bound sea-borne cargo. As such, the Port provides a cost-effective alternative to those in South Africa, which operate at maximum capacity and whose turnaround times on cargo handling are dependent on weather conditions.

The Namibian Government in 2009 donated land to its landlocked neighbours to construct dry ports, and, it is safe to say that significant progress has been

made thus far by Zambia, Botswana and Zimbabwe "Once all the dry port facilities are completed, they will give us enough capacity to handle large volumes of cargo which will further enhance the dream of being logistics hub a reality," Chief Executive Officer of Namibia Ports Authority Bisey Uirab said.

Today, Zambia has completed developing its port measuring 27 430 square meters at the cost of US\$3 million, while Botswana developed its 36 200 square metres facility. Namibia has also agreed to offer





*Offloading containers from vessels at Walvis Bay port*

Democratic Republic of Congo (DRC) a dry port facility at Walvis Bay.

However, Botswana Railways (BR) Chief Executive Officer, Leonard Makwinja noted that traffic at the dry port was growing, though not at the envisaged pace.

"The containers we received at the dry port in the last quarter were a result of the SME clients. Therefore, SMEs from around Southern Africa will form a large number of the clients that Sea Rail will have," Makwinja said

In addition, he said BR has been receiving numerous enquiries from SMEs and there is an expectation that this interest will be converted into business next year.

The Government of Botswana pumped N\$52 291562 (P40 million) into building the dry port four years ago, as part of its efforts to increase access routes for imports and exports to international markets, especially Europe and America. Zimbabwe's state-owned logistics firm, Road Motor Services (RMS), said its dry port project at Walvis Bay is now 70% complete, four years after construction work began. RMS, a subsidiary of the

National Railways of Zimbabwe (NRZ), is spearheading the construction of the port in partnership with the Walvis Bay Corridor Group (WBCG) and the Namibian Port Authority.

Zimbabwe's trade volumes through the port of Walvis Bay have grown significantly over the years to more than 2 500 tonnes a month.

**"The committee was informed that the Road Motor Services has secured land on lease for 50 years to construct a dry land port at Walvis Bay in Namibia and the project is 70% complete," Chairperson of the Parliamentary Portfolio Committee on Transport and Infrastructural Development, Daniel Garwe said.**

"The committee welcomes the dry port at Walvis Bay, however there is need to consider value for money on infrastructure invested and the lease timeframe prescribed."

Nearly one in three African countries is landlocked and with the rapid developments taking place on the continent, it is not surprising a lot of focus has been directed to the development of the African Port infrastructure, particularly inland dry ports.

The corridors in Namibia are the highways that help to connect Namibia's ports to many different destinations in southern Africa; the Trans-Kalahari Corridor, the Trans-Capri Corridor, the Trans-Cunene Corridor and the Trans-Oranje Corridor, connecting Walvis Bay with Windhoek, Gaborone, Lusaka, Kinshasa, Lubango and Johannesburg.

The dry ports in Walvis Bay are poised to broaden trade in the region and lead to greater scope for development.



# Namibia, an ideal destination for film-makers

**T**he Namibia Film Commission (NFC) is a statutory body established by an Act of Parliament in 2000, to support, encourage and promote film productions, film marketing, as well as the development of the Namibian film industry.

The Commission is therefore mandated to aggressively market Namibia as an ideal film destination, with breathtaking filming locations. The NFC also assists foreign productions with information on Namibian service providers, be it local crew and technical services, location scouts, aviation services, catering, transport, accommodation and telecommunications.

Namibia is at an advanced stage of putting in place incentives to encourage filmmakers to make use of its magical locations and is also working on entering into film co-production agreements with other countries.

All production companies that intend to film or take professional photographs for commercial purposes in Namibia are required to adhere to the following procedures:

- Complete a Filming Permit Application Form. A filming permit application fee of N\$500.00 (Five-Hundred-Namibia Dollars) is payable to the Namibia Film Commission. The issuing of the filming permit takes up to three working days.
- All foreign crew and professional photographers intending to work in Namibia should have a valid temporary work visa which can be issued in 7 working days.

- The Namibia Film Commission recommends foreign production companies to work with local production companies throughout their production.
- All filming and professional photo shoots in National Parks require permission from the Ministry of Environment and Tourism. Location fees are paid per day.
- The USE OF DRONES is prohibited in all National Parks unless under special circumstances. The policy on "Filming in protected areas" explains all the conditions.
- When filming or taking professional photographs of marginalized groups in Namibia, such as the Himba or the San people, notification must be provided to the San Council of Namibia and Traditional Authorities in those areas.
- All film production companies are requested to complete their financial information, indicating total spent on location.
- Film production or photography companies can use a carnet for the transportation of their equipment. However, if carried as part of luggage, they would need to complete an inventory list of the equipment with complete information, for presentation at Customs.
- Production companies are requested to provide the NFC with two edited copies of their final product, in whatever format for archive and record purposes. Failure to do so can affect your next application.

**All necessary permission forms can be downloaded from the NFC website: [www.nfc.na](http://www.nfc.na)**

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## Recent International films shot on location in Namibia





# Minister Tweya urges Namibian businesses to invest more locally

**The Minister of Industrialisation, Trade and SME Development, Hon. Tjekero Tweya, says Namibian entrepreneurs and business people should invest more in the local economy to boost growth and reduce dependency on foreign investors.**

The Minister hailed local businessman Dr Erastus "Chicco" Shapumba for continuing to invest in local infrastructure, even at a time when the local economy was facing a downturn. "The stalemate in the positive performance of the economy is not a good enough reason to also facilitate a stalemate in your personal and business development initiatives," the Minister said, adding that the current economic climate did not only affect Namibia or the SADC Region, but the entire African continent and even globally. "We have dedicated Namibians who believe in the Harambee Prosperity Plan and the prospects to transform Namibia into an industrialised economy. The more our local Namibian investors come forward to inject

their investments in our economy; this will, undoubtedly, create job opportunities for our people.

The more people we have in the job market, the better returns Namibia will derive from tax revenue streams which will grow the economy because there will be a wider spread and exchange of the Namibian dollar for trade activities, be it at micro level for small-and-medium enterprises or macro levels, where industrialisation and trade is expected to take place at larger scales," said the Minister.

Minister Tweya said he was extremely positive about Namibia's investment prospects and the interest foreign investors were showing in Namibia, and was sure that the investment discussions he had with various foreign investors will hopefully yield positive and strategic investment outcomes.

"We, in Government, created the right



*Hon. Tjekero Tweya: Minister of Industrialisation, Trade and SME Development*

climate and conducive environment for investment. Government is restless in its quest to create jobs and to turn-around the economic down-turn which is now an international phenomenon affecting all countries, even the super-powers are not spared," the Minister said.



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# SADC Centre for Renewable Energy to stimulate investments in energy sector



Namibia's Mines and Energy Minister, Hon. Tom Alweendo unveiling the plaque to officially launch SACREEE. Looking on is Hon. Eric M. Molale, Botswana's Minister of Mineral Resources, Green Technology and Energy Security

**T**he Namibia-based SADC Centre for Renewable Energy and Energy Efficiency (SACREEE) will go a long way in unlocking the economic value brought by the abundant, but underutilised, renewable energy resources in the region, Namibia's Minister of Mines and Energy, Hon. Tom Alweendo says.

SACREEE was officially launched by SADC Energy Ministers in Windhoek in October, 2018.

Hon. Alweendo points out that while Namibia and fellow SADC Member States face critical challenges with infrastructure and socio-economic development, opportunities in the region were in abundance, especially with sustainable energy as the backbone to address these challenges.

“The launch of SACREEE supports the operationalisation of this year's SADC Summit theme of 'Promoting Infrastructure Development and Youth Empowerment for Sustainable Development'.

“The establishment of SACREEE came at an opportune time in the region where there is diminishing electricity generation capacities. The over-reliance on fossil fuels which are finite and traditional biomass has been the status quo for many of our countries. Whilst the region's population is

growing at a fast rate, fossil fuels are not going to sustain the region since they are not renewable. Therefore, the business as usual of the expansion of existing energy systems based on fossils is not viable,” the Energy Minister says.

Hon. Alweendo is convinced that the establishment of SACREEE will untangle the renewable energy sector potential by providing business focussed guidance on the regional market opportunities and risks. Economies throughout the region need to be provided with tools, models and lessons learned to transform and strengthen their energy sector.

SACREEE, he says, will ensure that sustainable growth of any renewable power business will require the analysis of the interconnected and grid integration with variable power.





*SACREEE was officially launched in Windhoek, Namibia, on the 24th of October 2018. Regional Ministers responsible for Energy, Heads of Partner Organisations, Representatives from the SADC Secretariat and various dignitaries attended the launch*

The region's energy generation capacity can be sustainable. However, it would require commitment through new, smart, ambitious and effective approaches. The sector will rely on advanced technologies for reliable and innovative ways to drive the SADC Industrial Strategy. The citizens of the region require an energy sector that will provide reliable and affordable energy to meet their aspirations of a modern and healthy lifestyles.

The lack of access to energy services is one of the main constraints to economic development in the region. With low energy efficiency and limited installed generation capacity, energy security in the region has become a critical concern. There is increasing evidence that expansion of power generation capacity can be met through renewable energy technologies.

Namibia has already taken gigantic strides in the growth of the renewable energy industry and the involvement of Independent Power Producers (IPPs). So far 18 IPPs have signed Power Purchase Agreements (PPAs) with NamPower to supply 170 MW of renewable energy generation projects by 2020. As at September 2018, 11 renewable energy power plants have been commissioned, and contributes 55 MW to the country's electricity supplies.

Deputy Minister of Mines and Energy, Hon. Kornelia Shilunga, says SACREEE will play a crucial role in reducing Southern Africa's carbon footprint.

"Climate change does not only affect the African continent but the globe at large. Hence working together on the Paris Agreement on Climate change globally

is crucial for us all. Access to clean and modern energy services as well as energy security is the main reason behind the establishment of SACREEE. There is no doubt that for the economic development of the SADC region we need sustainable energy that will take us to the future and also to conserve the resources we have," she says.

Examples from developed countries have shown that renewable energy is a very reliable source of energy supply and can reduce the current scenario of Africa's heavy dependency on fossil fuel that has caused some of the countries on the continent to be heavily indebted.

# Development Finance key to Namibia's Industrialisation

**N**amibia's industrialisation agenda involves the re-organisation of the country's economy with the specific goals of manufacturing and value addition to natural resources, as well as the positioning of Namibia as a regional transport and logistics hub to promote trade.

Development Bank of Namibia (DBN) Head of Marketing and Corporate Communication, Jerome Mutumba, says due to the pressing need for economic development, industrialisation cannot be left to happen on an evolutionary basis. It must be stimulated with national economic programmes and policies, as well as a sound financing ecosystem.

DBN has positioned itself to offer development finance in five areas that are at the core of Namibia's industrialisation.

## Manufacturing



Mutumba says that the current opportunities in manufacturing lie in basic consumer goods, such as foodstuffs and textile derived products, construction materials and value addition to Namibia's mineral resources. In terms of basic consumer goods, economies of scale can be achieved with strategies that are geared to trade. Regional structure and policies provide for trade, and local entrepreneurs with vision should research enabling opportunities.



Development Bank of Namibia (DBN) Head of Marketing and Corporate Communication, Jerome Mutumba

DBN has to date provided over N\$1.15 billion in finance to the local manufacturing sector, which includes cement, food processing, manufacturing of plastic goods, printing and agri-processing.

## Mining



Although DBN does not participate in the active mining operations of companies, it does, however, finance mining sector infrastructure. It also finances downstream enterprises that support mining activities.

## Transport and logistics



This sector is a vital activity to distribute products and to support services. Opportunities for financing exist for warehouses, bonded warehouses, cold storage and truck ports. These may be used for trade within Namibia's regions, or within the SADC region.

## Energy and electricity

DBN has provided and can provide finance for generation and distribution of electricity. Generation can be traditional sources such as coal, oil and gas, and the



Bank also has a strong track record in the area of renewables, such as solar and wind.

Although renewables need to be assessed for impact on the national grid, DBN says it foresees that more larger enterprises will turn to renewables, particularly solar, as these have immediate bottomline benefits.

## Water



DBN entered the water sector on a national scale with finance for the soon to be commissioned Neckartal Dam in southern Namibia. However, it also provides finance for the private sector to adopt water efficient technologies used in industrial processes. Finance can also be made available for enterprises that need water storage and reclamation.

Industrialisation, Mutumba says, will most likely take root first in the Khomas and Erongo regions where economic activity is vigorous. The vigour of the economic activity creates an ecosystem in which suppliers and off-takers are relatively abundant, fueling further economic activity. The central northern Namibia, Mutumba says, is on the cusp of readiness for industrialisation, and far north-eastern Namibia has potential on the basis of trade. The demand for construction material as well as food and related agri-processing offer gaps in the markets in regions that are less economically active.

DBN Chief Executive Officer Martin Inkumbi reiterates the Bank's commitment towards the manufacturing sector. The development bank is currently engaged



*Development Bank of Namibia (DBN) Chief Executive Officer Martin Inkumbi*

in a drive to stimulate the sector with finance, and is reaching out to existing manufacturers with expansion plans, and potential manufacturing start-ups.

More consumption of locally manufactured goods is required to grow the local manufacturing sector. Inkumbi says to stimulate the manufacturing sector, both public and private procurement policies and practices should give preference to goods that are produced locally.

Manufacturing, DBN says, can be boosted by opportunities arising through import substitution, in line with the Namibia Development Plan (5) and the Growth-at-Home strategy. By seeking opportunities, and exploiting them, Namibian

manufacturers can make progress towards achieving economies of scale.

This will also be augmented by the ambitions of manufacturers to penetrate regional (SADC) markets which have larger markets (populations) than Namibia. Regional expansion can be a costly exercise.

However, with availability of capital for expansion, cross-border ambition should be seen as an investment in long-term returns.

Inkumbi says most Namibian manufacturers face challenges attaining the optimal financing mix. DBN's experience indicates that manufacturing enterprises with a higher equity capital in the financing mix tend to do better than those funded solely with debt capital.

Manufacturing enterprises require a longer period to achieve break-even, given the complexity of their environments and the need to secure markets for their products.

# Namibia embraces regional Integrated Institutional Capacity Building programme



The IICB programme was launched by the Secretariat of SADC in Botswana in November, 2018

**N**amibia has embraced the recently launched SADC Integrated Institutional Capacity Building (IICB) programme, co-funded to the tune of 18.7 Million Euros by the European Union, SADC and the Government of the Federal Republic of Germany.

The programme which was launched by the Secretariat of the SADC in Botswana in November, 2018, is aimed at enhancing the capacity of national structures of SADC Member States and the Secretariat to facilitate and co-ordinate implementation of regional programmes as identified in the SADC Revised Regional Indicative Strategic Development Plan (RISDP), a development and implementation framework that guides SADC Regional Integration Agenda. Dr Michael Humavindu, the Deputy

***“Namibia is also participating actively and enthusiastically in meetings and discussions on the development of industrial value chains at the regional level as envisaged in the SADC Industrialisation Strategy and Roadmap: 2015-2063.***

Permanent Secretary in the Ministry of Industrialisation, Trade and SME Development, told Invest Namibia Journal that Namibia welcomes this programme as it built on the ‘Strengthening of National-Regional Linkages in SADC’ (SNRL) and therefore expands the coverage from three countries to 10 members.

“It builds on previous models, taking the lessons learnt but also increasing the coverage of member states to benefit. The IICB aims to ensure the development of member states to effectively deliver

on the SADC Agenda. It aims to ensure sectoral coordination for industrialisation, agriculture and infrastructure development. Namibia will, as part of the member states, built on internal capacities to mainstream the SADC Agenda in her national development plans as well as built capabilities to ensure adequate monitoring and evaluation of the work,” Humavindu said.

Humavindu also noted that in its efforts to industrialise and promote regional integration, Namibia



“At the centre of the Programme’s efforts stands the realisation that with competing commitments and insufficient capacities, effective coordination of the SADC agenda at the national level is crucial,” added H.E. Ambassador Breth.

is actively participating in the development of the SADC Protocol on Industrialisation and chairing during her chairmanship, the SADC Industrial Development Forum meetings.

“Namibia is also participating actively and enthusiastically in meetings and discussions on the development of industrial value chains at the regional level as envisaged in the SADC Industrialisation Strategy and Roadmap: 2015-2063.

“As directed in the SADC Industrialisation Strategy and Roadmap: 2015-2063, Namibia is working on revitalising her Industrial Upgrading and Modernization Programme (IUMP) to ensure that it meets the requirements as in the SADC Strategy. All member states are required to introduce an IUMP as per the SADC Industrialisation Strategy. Namibia has long introduced IUMP in 2012, we are now repositioning it to ensure that it can meet the mandate that emanates from the SADC Strategy,” added Humavindu. Speaking at the official launch held in Gaborone, Botswana, the Executive Secretary of SADC, Dr Stergomena Lawrence Tax hailed the continued and long-standing collaboration between SADC, the European Union and the Republic of Germany in promoting and deepening SADC regional integration.

Dr Tax said, through this IICB Programme, SADC will focus on activities with impact in sectoral coordinating structures in three sectors, namely Industrialization, Agriculture and Infrastructure development.

The SADC Executive Secretary said, building on the success of Strengthening National-Regional Linkages (SNRL) Programme, implemented by the GIZ since 2016, SADC will expand coverage to at least 10 Member States from the three; Malawi, Mozambique and Zambia that were supported under the SNRL programme. On this note, H.E. Dr Tax said efforts are already underway to establish and revamp SADC National Committees in Botswana, Eswatini, Lesotho and Tanzania.

The Head of Delegation of the European Union to Botswana and SADC, Ambassador Jan Sadek said the relations between the EU and SADC have been very positive over the last decade and

indicated that, for the future, the EU is looking to intensify existing relations and evolve the relations towards a true partnership of equals, a partnership based on strategic common interests and values and advanced through political dialogue.

Sadek said the EU’s support to SADC is very comprehensive, addressing nearly all priority areas within SADC, such as infrastructure, trade, business environment, and agriculture and supporting peace and security, regional political cooperation and migration, thereby, contributing to the implementation of the SADC Strategic Indicative Plan for the Organ on Politics, defence and security in the region (SIPO). He announced that, in the next four years, the EU support to SADC will reach a total of more than 150 Million Euros, of which around 80 Million Euros will be managed directly by SADC.

On his part, Ambassador of the Federal Republic of Germany to Botswana and SADC, Ralf Andreas Breth said Germany takes great pride in supporting the continuous capacity development of SADC structures at all levels and in many sectors.

“At the centre of the Programme’s efforts stands the realisation that with competing commitments and insufficient capacities, effective coordination of the SADC agenda at the national level is crucial,” added H.E. Ambassador Breth.

Ambassador Breth highlighted that the launch of the IICB Programme reflects and reinforces Germany’s belief of sharing the European experiences and providing opportunities to SADC and other regional organisations to benefit from them, adding that Germany is committed to supporting political and economic cooperation across national borders.

The IICB Programme is co-funded by the European Union and Government of the Federal Republic of Germany. Under the 11th European Development Fund (EDF) the EU is providing a total of €13.2 million while the Government of the Federal Republic of Germany through the German Federal Ministry for Economic Cooperation and Development (BMZ) has co-funded the implementation with an amount of €5.5 million.



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# TWO DECADES OF PORT EXCELLENCE

UPINGTON 1204 KM	1 DAY
GABORONE 1488 KM	2 DAYS
LIVINGSTONE 1565 KM	2 DAYS
JOHANNESBURG 1772 KM	2 DAYS
LUSAKA 2067 KM	4-5 DAYS
HARARE 2297 KM	4 DAYS
LUMBUMBASHI 2388 KM	4-5 DAYS
LILONGWE 2780 KM	5-6 DAYS

ROAD DISTANCE FROM PORT OF WALVIS BAY

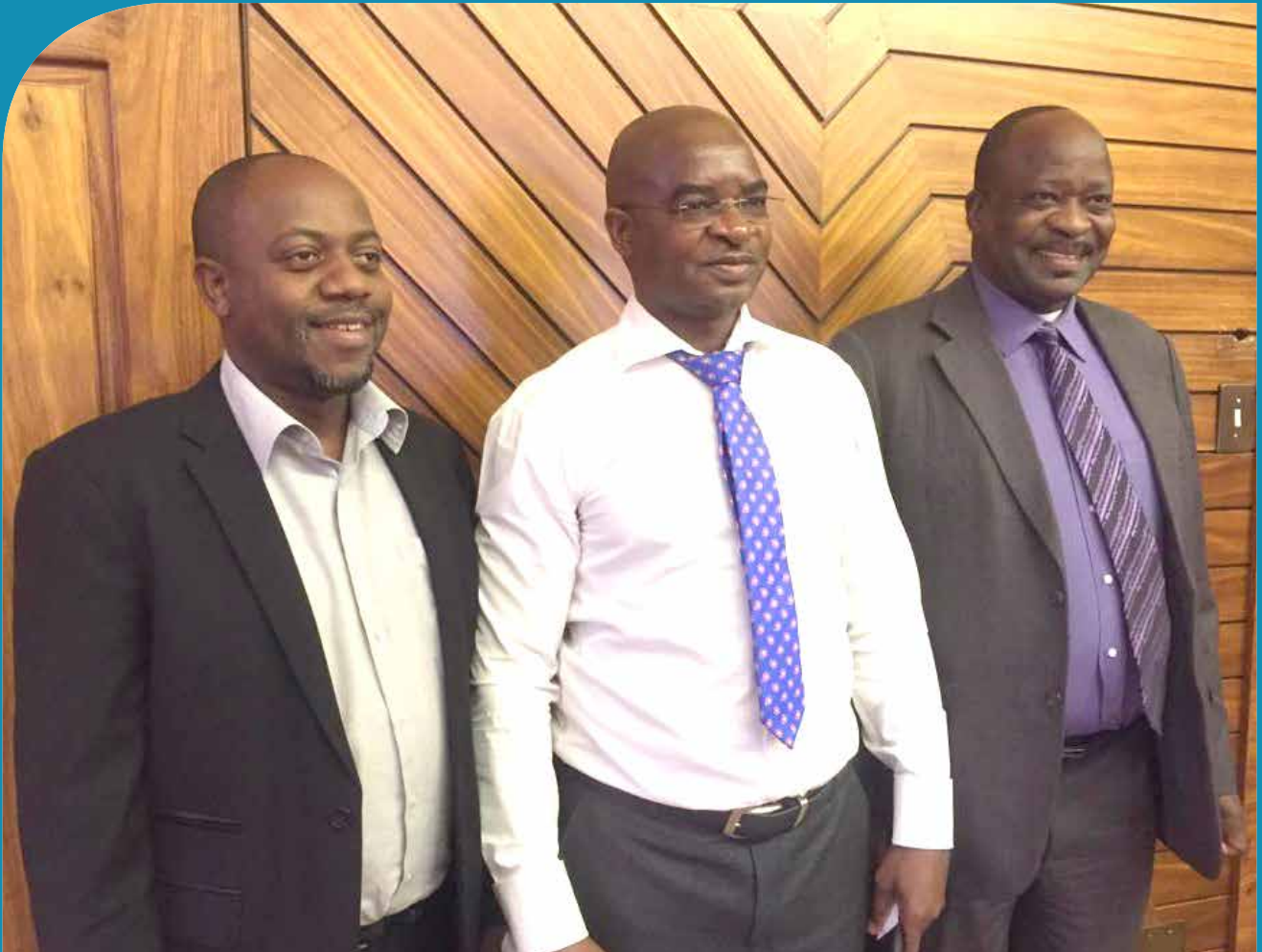


The Port of Walvis Bay is Namibia's largest commercial Port. It stands as a natural gateway for international trade and is strategically situated along the central coastal region of Namibia, offering direct access to principal shipping routes. The Port receives approximately 4,000 vessel calls per year, handling over 6 million tonnes of cargo. The container terminal accommodates ground slots for 3,875 containers with provision for 424 reefer container plug points, and a capacity to host 355,000 containers per annum.



[www.namport.com](http://www.namport.com)

# New agency to drive Namibia industrial growth



Chairperson of the NIDA Board Frans Kwala (middle), flanked by fellow Directors Uparura Kuvare (left) and Job Muniaro

**The Namibia Industrial Development Agency (NIDA) – a new entity of the Government of the Republic of Namibia – will soon replace both the Namibia Development Corporation (NDC) and the Offshore Development Company (ODC) to drive Namibia's industrialisation projects.**

NIDA has been given the mandate to execute, monitor, review and update industrial policy implementation, strategic frameworks and sector growth strategies in Namibia.

The agency will research and develop new opportunities for value addition, key industrial and business infrastructure development, promote and facilitate trade, investment and the introduction

of new technology, as well as offer advisory services and implement business incentives and support schemes contributing to industrialisation.

NIDA was established by an Act of Parliament, No 16 of 2016, as a State-owned Enterprise under the Ministry of Industrialisation, Trade and SME Development.

Speaking to Invest Namibia Journal following the agency's official launch in

November, Chairperson of the NIDA Board of Directors, Frans Kwala, highlighted that the new entity has since August 2018, been putting together a guiding document to operationalise the agency.

"What the agency has been doing since August 2018 is to come up with a guiding blue print. When this Board was inaugurated it was only given the Act of

Parliament, that established NIDA, but there was no working document on what we needed to do to fully establish the agency. We gave ourselves three months to come up with the document, and at this stage we will have the blueprint reviewed since it's a public document before launching it," Kwala said.



Kwala said NIDA's programmes will be in tandem with the already existing ones aimed at promoting industrialisation.

NIDA plans to have roadshows in all the 14 regions of Namibia, from the second week of January 2019, to seek input from Namibians in implementing industrialisation programmes.

NIDA Board Member, Job Muniaro, explained that in order to fully embrace industrialisation, it is important to go to the people and see where they are and where they seek to be. "We have a big challenge in terms of industrialisation. Industrialisation does not just come because we want to produce but must be fashioned in an orderly and regulated manner. We have thought that in order to add value, we need to go to the stakeholders and see what they are doing on the ground and thereafter see how we can ensure that production is done.

"At present, we are importing most of our goods but this is not ideal because if the economies of these countries fall, we fall

with them. Most importantly, is the fact that value addition comes with education, skills and training. We do have some of the skills, but we are not utilising them effectively," Muniaro said.

NIDA will seek to generate operating revenue from project management and implementation on behalf of the government; develop business infrastructure; be responsible for production operations in agriculture and co-investment in key projects by other public- or private-sector partners.

Uparura Kuvare, another NIDA Board Member expressed optimism around the full establishment of the agency.

He said issues affecting staff members of the outgoing Namibia Development Corporation (NDC) and the Offshore Development Company (ODC) will be handled with utmost care. "We are busy developing appropriate policies and systems for effectiveness in the integration of NDC and ODC into NIDA," he said.

In this regard, upon finalisation of a working structure for NIDA, there will be a process of employee transfer from NDC and ODC, in which current employees will be given offers to and first preference to established jobs.

Furthermore, the position of Chief Executive Officer will be openly contested through a transparent recruitment process. "The two Ministers, Minister of Public Enterprises and Minister of Industrialisation, Trade and SME Development, have both agreed that the NIDA Board will be responsible for the recruitment of the first CEO of NIDA," Kwala further revealed.



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# Barcode Centre for Namibia inches closer

**N**amibia is moving towards the establishment of a centre for the country which is envisaged to make it easier for locally manufactured products to land on the shelves of retail outlets, both internationally and locally.

The Namibia Trade Forum (NTF) has been spearheading the feasibility for a Barcode Centre for Namibia and plans to apply to the Brussels based GS1 International, which manages several types of barcodes around the world, to be granted an accredited GS1 Centre.

A barcode is an optical, machine-readable, representation of data.

NTF Chief Executive Officer, Ndiitah Nghipondoka-Robiati, says although every product has a barcode for traceability and supply chain management, Namibia does not have a GS1 accredited centre and mainly uses South African codes.

"Namibia has been reliant on South Africa's GS1 accredited barcode centre for its barcode requirements. This means that in the global market, all goods linked to barcodes sourced by Namibian stakeholders from the South African barcode centre are in fact seen to be South African in origin.

However, the principle vision associated with the establishment of its own independent GS1 accredited barcode centres is to both capture its benefits and also to gain independence and achieve a national identity with relation to its traded goods and the information linked to those goods," Nghipondoka-Robiati says.

Namibia has now signed a Memorandum of Understanding with GS1 South Africa to ensure a gradual transition from the



current barcode system whereupon GS1 South Africa will assume a temporal role in the administration and facilitation of the envisioned GS1 Namibia Barcode Centre. The benefits of the centre would be that Namibian products would scan as Namibian products and not like the case at the moment where the first scan shows South Africa and only a sub scan eventually shows that the product was made by a Namibian company.

The NTF believes that Namibia's establishment of its own barcode centre would also facilitate the entry of small and medium enterprises into the formal retail market as most SMEs do not know how to get a barcode from South Africa and as

a result can't get their products onto the shelves of the big retail outlets.

In the context of the Retail Charter, which is a voluntary programme for retailers to stock more Namibian products, NTF wants to increase the number of local products on the shelves, including those manufactured by small enterprises.

NTF says the introduction of a barcode centre for Namibia will increase efficiency and visibility of business and supply chain systems, reduce inventory holdings, improve tracking of stocks and materials, eliminate out of stock situations, ease of traceability, enhance customer service, consolidate communications systems between trading partners, provide real time data access and reduce the risk of human error.

For Namibia's application for its own barcode centre to be approved by GS1 International, the country needs at least 200 companies to sign up. NTF has since launched an appeal to manufacturers and producers to become signatories to the application to GS1 International.



# President Geingob wants mutually beneficial business partnerships



Namibia's Mobile Telecommunications (MTC) and Chinese technology giant, Huawei, have formed a partnership

**P**resident Dr Hage Geingob says partnerships which Namibian businesses enter into with foreign counterparts should not be for window-dressing but be beneficial to both parties.

The Head of State made the remarks when he officiated at the 10th anniversary celebration of the partnership between Namibia's Mobile Telecommunications (MTC) and Chinese technology giant, Huawei.

"While we encourage smart partnerships between Namibian businesses and foreign businesses, it is important that these partnerships and relations must be mutually beneficial, and that Namibians benefit in the short and long-term," said the President.

He said one of the main reasons why Namibia has been able to promote and support the advancement of the latest telecommunications technology is due to the fact that Government has, since independence, laid the groundwork for a conducive business and investment climate through the establishment of sound Governance and Macro-Economic architectures.

"We have also made significant progress, most notably in the improvement of requisite infrastructures. Areas that were

isolated prior to independence are now connected via road networks and electricity grids," he said.

The Namibian Head of State, described the partnership between MTC and Huawei as an example of the results of South-South cooperation, where two telecommunications partners have joined forces to bring world class technologies to Namibia while contributing to the wellbeing of society.

"Not only is technology prevalent and powerful than ever, it is also evolving at a rapid rate. We cannot afford to be left behind in the technology race. To achieve the tenets of the AU Agenda 2063, it is pertinent that we encourage, support and foster technological progress on the continent, to augment economic growth and stimulate positive social change," said President Geingob.

Companies such as MTC and Huawei, are at the forefront of ensuring that Namibia maintains the pace with technological developments by staying ahead of the technology growth curve.

Namibia has adopted Vision 2030, with the goal to improve the quality of life of the people of Namibia to the level of their counterparts in the developed world, by 2030. Amongst the themes identified by Government as crucial to this vision, are Knowledge, Innovation, Information and Technology.

Geingob said technology was forever changing, and the challenge was to continue keeping up with the pace of change while delivering affordable and world class technologies that enable Namibians to improve their lives.

The partnership between MTC and Huawei, has played a role in ensuring that Namibians have access to the latest in mobile communication technology and ensuring that Namibia remains at par with global leaders. Huawei is amongst the global leaders in the provision of information and communications technology, infrastructure and smart devices.



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- **New Offices**  
To better serve the citizens, BIPA has opened two new offices in the Khomas region. As from the 1<sup>st</sup> August 2017, BIPA officers are happy to receive you in Katutura and Windhoek CBD. The offices are located at **14 Shire Street, Wanaheda**, as well as **188 Sam Nujoma Drive, Windhoek**.

The objective of these improvements is to provide better service to the public and business community. These changes will improve the ease of doing business in Namibia. Other key organisations will also be undertaking improvements. Keep an eye out for more details in next month's bulletin.

#### Starting a Business Procedures



#### Investors Corner

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# Private sector must take lead in SADC industrialisation



Peter Varndell, NBF's CEO

***The 38th SADC summit for Heads of State and Government produced key resolutions but with more certainty, elaborated the notion that the SADC region is poised for accelerated regional integration and growth.***

Current efforts to ensure such development include the implementation of the SADC Industrialisation Strategy and Roadmap 2015-2063, and the Regional Indicative Strategic Development Plan (RISDP).

In the past, a major challenge with executing regional frameworks that require public-private collaborative efforts has been limited engagement between business and government role players, during the development of policies that facilitate such activities.

During a recent meeting of SADC's

National and Regional Business Apex Bodies, themed the SADC Business Council Founding Meeting. The delegates officially adopted and endorsed the platform, which will become the formal regional body for engaging all regional structures through the channels of the SADC Secretariat.

"The SADC Business Council will foster a stronger working relationship between the public and private in the execution of the SADC Industrialisation Strategy and Roadmap 2015-2063. We are honoured that SADC's National and Regional Business Apex Bodies have appointed the NEPAD Business Foundation (NBF), as an interim Secretariat for the SADC Business Council until mid-2019," said Peter Varndell, NBF's CEO.

The SADC Business Council will build on the successes and achievements of the

Southern Africa Business Forum (SABF), particularly the Pharmaceutical working group and the hosting of the annual SADC Industrialisation Week (SIW) events over the next three years. NBF projects and programmes are going to allow the SADC Business Council to leapfrog in terms of milestones as its activities will piggy back on the success of the Secretariat.

These projects include the North-South Rail Corridor (NSC), which is focused on the optimisation, rehabilitation and upgrading of the railway network for the corridor. This railway network runs from the mining district of Kolwezi in the DRC to the ports of Durban and Richards Bay in South Africa. The SADC Regional Gas Task Force, a multi-stakeholder platform for public-private sector dialogue, designed to enable and support the monetization of the natural gas resources within the SADC region among others.



“The SADC Business Council will foster a stronger working relationship between the public and private in the execution of the SADC Industrialisation Strategy and Roadmap 2015-2063.”

Addressing the 4th annual Private-Public Partnership (PPP) conference, PwC Namibia's Chantell Husselman also emphasised private sector participation for Namibia, as the government stands to reap major benefits from PPPs. However, the applications and implementations of such options have been limited. The conference was organised by PricewaterhouseCoopers (PwC), in collaboration with Standard Bank Namibia and the Ministry of Finance.



*PwC Namibia's Chantell Husselman*

She added that although there were past interventions on practising PPPs in the country, the enabling legislation was only passed in 2017.

“The SADC Business Council's vision is to centralise high level public-private dialogue, aimed at steering a successful regional market driven economy that supports growth, development and wealth creation. Much of the Council's immediate activities will include lobbying for businesses and boosting the capacity

of local private sector at regional level. This means advocating for an enabling and competitive business environment, as well as supporting and strengthening local institutions and organisations”, said Ulrich Klins, Southern Africa Trust's Public-Private Partnerships Manager.

The Council will have a wide scope in focus which will include advocating for more efficient protocols on trade and labour relations, as well as foster Small Medium Micro Enterprise (SMME) development in the region.

In addition, the Council will allow for a more organised process of learning and sharing of experiences across the region, as well as facilitating the efficient trickling down of regional policies at national level in SADC countries.

The SADC Business Council will increase the voice of private sector within the structures of government, allowing for early stage input in policy development. The Council will also table private sector proposals and action plans in support of government efforts, aimed at regional industrialisation and integration, as well as mobilise private sector resources to support SADC's socio-economic development.



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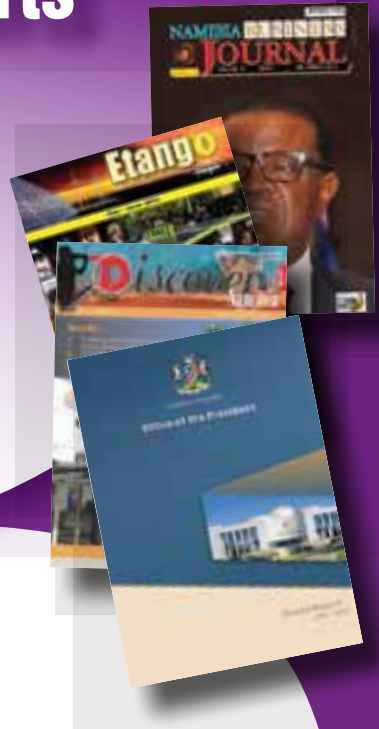




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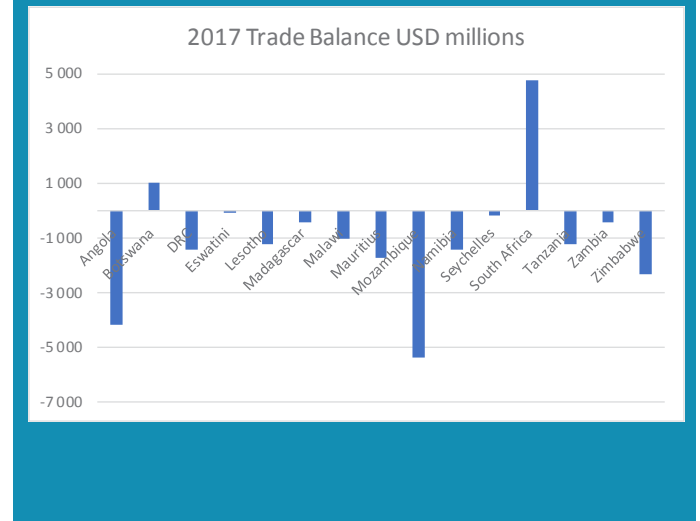
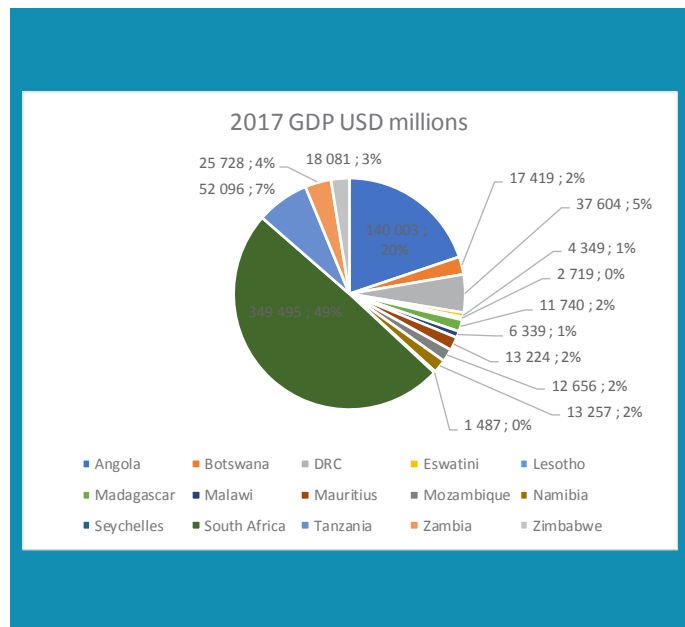
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# SADC – Regionalism through Co-operation

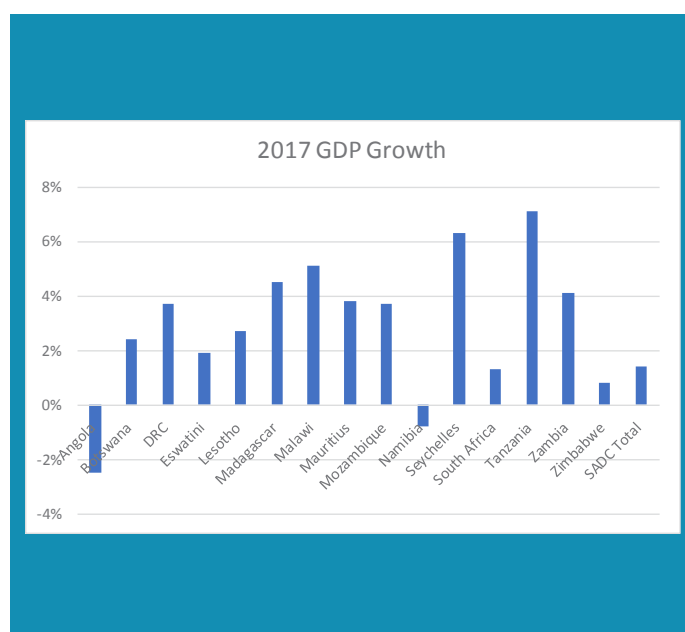
**S**electd SADC Economic and Social Indicators for 2017 reflect, that the 16 member state regional economy is dominated by South Africa (49%) and Angola (20%). It can be argued that with almost 70% of aggregate GDP dominated by two economies, the benevolence of South Africa in particular is essential to true integration.

key engine for industrialisation slowed to 1.2% in 2017 from 2.7% in 2016.



With an estimated population of 337.1m in 2017 reflecting annual growth of 2.9%, the SADC region presents a formidable market with considerable growth potential particularly given the steady increase in life expectancy and disposable income.

Trade liberalisation is considered a cornerstone of regional economic integration and intra- SADC merchandise trade has increased steadily since 2008. Intra-SADC Exports as a percentage of total exports of goods increased from 15.3% in 2007 to 22.4% in 2017, whilst imports increased from 17.5% to 20.6% over the same period.



Cooperation amongst member states towards increasing integration is the primary objective of the region, while progress is observable, more must still be done in order to create a sustainable regional ecosystem which is progressively resilient to external shocks.

However, competition for investment and trade amongst member states appears to stifle this, and increases vulnerability to trade and investment malpractices. Variation in key indicators reflect that the process of harmonisation towards macro-economic convergence and a monetary union remain distant at this stage.

An approach to regionalism based on increased access to intra-SADC markets requires improved infrastructure and access to information. As protectionism increases around the world, the region as a whole must realise the flaws inherent in neo-classical economic theory and use its collective bargaining strength to present itself as a formidable trading bloc.

In all this, the importance of the informal sector within the regional economy as a means of achieving the stated objectives, must be considered going forward.

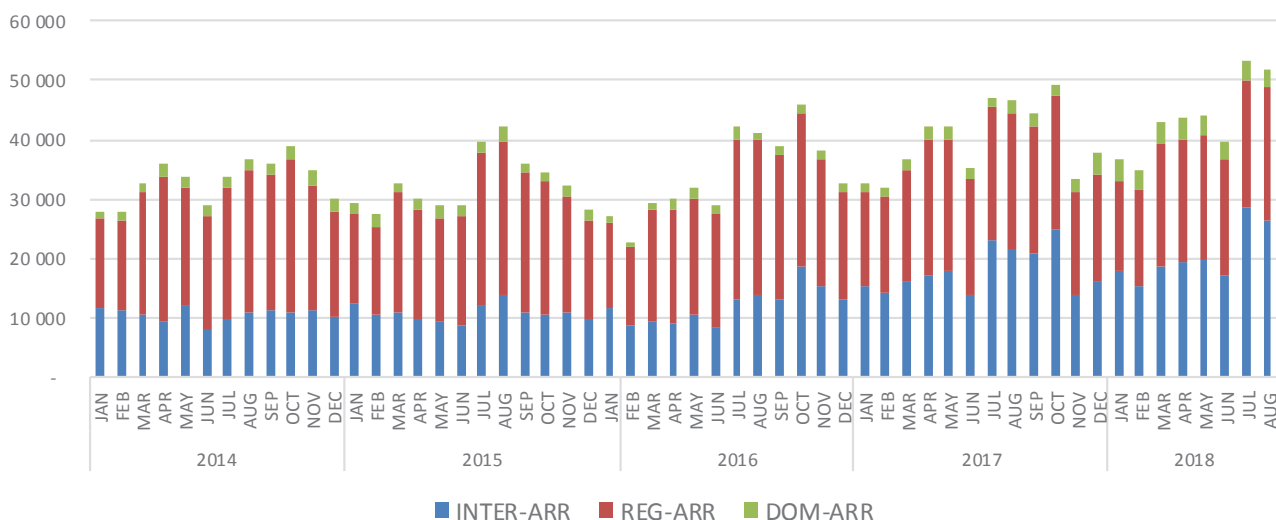
The region's estimated average growth rate increased to 1.4% in 2017 from 1.1% in 2016 while the manufacturing sector (representing 10.9% of GDP), which has been identified as the



# Airport Arrivals Supported by the International Segment



HKIA Arrivals by Source



Source: Namibia Airports Company

**S**tatistics from the Namibian Airports Company reflect strong growth in international arrivals which have increased 3.1x to 212,952 from 2003 to 2017.

In the year to August 2018 international arrivals grew by 18% indicating a continuing upward trajectory. Regional arrivals fell 2% to 158,137 in the first eight months of the year, while domestic arrivals recovered to 26,489 from 14,351 over the same period.

## Private Sector Credit Extension recovery led by businesses

The Bank of Namibia's September 2017 Money and Banking Statistics reflect that commercial bank advances increased by 0.6% m/m and continued their rebound (7.3% y/y from 7.1% in August) to reach N\$95bn.

Growth in individual credit remained flat at 7% y/y.

Businesses are leading the recovery in credit growing 6% y/y in September from 5.2% in August and 3.4% in July. Business credit is led by mortgages, term loans and overdrafts while instalment sales continue to contract.

The rebound in business credit can be considered an indication of increasing sentiment with respect to the local economy.

# Transformation of Manufacturing sector key to Industrialisation



SADC Director of Industrial Development and Trade, Tapiwa Samanga

**The development and transformation of the manufacturing sector in the Southern Africa Development Community (SADC), forms one of the priority intervention areas in the Revised Indicative Strategy Development Plan 2015-2020 (RISDP), as well as the SADC Industrialisation Strategy and Roadmap.**

SADC Secretariat Director of Industrial Development and Trade, Tapiwa Samanga, says in recognition of the importance of developing regional value chains, SADC has underscored the need for comprehensive programmes targeting the development of integrated industries, and improving their competitiveness to meet the growing demand in regional and international markets.

"The new policy orientation is largely informed by the recognition that SADC

long-term growth and development and the quest for deeper and pursuit of wider integration within and outside Africa will not be realised without concerted efforts to enhance the competitiveness of priority value chains, where SADC has comparative advantage, and to systematically promote structural transformation of the economies," says Samanga.

Southern African countries like the rest of Africa, embarked on the long road to industrialise their economies right from independence. Reforms were introduced in the 80s and further deepened in the 90s through structural adjustment programmes (liberalisation, deregulation and privatisation), with the aim of injecting competition and dynamisms that would lead to sustainable growth. The decades of reforms, however, did not translate

into development of a vibrant industrial sector that would serve as the engine for sustainable economic growth.

"SADC can no longer remain passive in the quest for industrialisation. As a region we must therefore pursue the objective of being great in this sector.

Expectations for Africa's industrialisation have fallen below targets as most countries remain on the margins of industrialisation. This is exemplified in the very low and declining shares of their Manufacturing Value Added (MVA) in GDP, and in their low MVA per capita which lag well below





*Flags of the SADC Member States*

the country averages for developing countries," says the SADC official.

In 2014, Africa's MVA accounted for only 1.6% of the global total. For its total portfolio of exports, Africa adds value to only 14% compared to 27% and 31% for Asia and developed economies respectively. In the specific case of SADC, the manufacturing sector contribution remains at less than 13 percent and has recently been on the decline.

The slow pace of industrialisation has been identified as one of the main reasons why intra-SADC and intra-Africa trade figures remain low. Intra-SADC trade though fluctuating has consistently remained around 10% low, compared to other regions like the South-East Asian Nations (24%) and the European Union (40%), while intra-African trade has remained at around 15 per cent of Africa's total trade over the past decade. This implies that 90% of trade in SADC is with the rest of the world, while it is 86% in the case of Africa.

"We need to strongly question these figures given that it is now 26 years

since the establishment of the Southern African Development Community and our regional integration effort. In our Treaty we have committed to cooperate in increasing the levels of manufacturing in the region, and in enhancing regional trade as some of our core objectives. We need to walk the talk and take SADC to a higher trajectory of achievement, growth and development. It is the opportune time for us to look back and see how much ground has been covered and what needs to be done going forward, in pursuit of this noble objective," says the SADC Director of Industrial Development and Trade.

Samanga says, events such as the SADC Industrialisation Week and Exhibition, creates a relevant regional platform for building partnerships for growth of cross-border

businesses. This also further facilitates advocacy on the need to improve business environment for a competitive manufacturing sector.

"The forum offers an important platform for governments in the region to engage the private sector on critical steps needed to leverage higher levels of investment in manufacturing. The expected outcome is a significant impact on broader socio-economic development objectives, such as employment creation, technology transfer and wealth creation," says Samanga.

SADC is now exploring pragmatic policies needed to take the region to the next level of industrial development, and how we can get there in the shortest time possible, given the international governance environment and the region's competitive advantage.

# First Capital House Building Cost Index, August 2018



*A modern house nears completion in Windhoek*

**F**irst Capital House Building Cost Index estimates the cost of building a standard 3-bedroom residential house over time. The index is derived from weighted prices of building materials and labour required to build a standard 3-bedroom house.

Since land is part of the required components in the construction value chain of houses, the report has also taken stock of urban land prices over a period of time. Overall, the index reached 114.2 in August 2018 compared to 109.7 index point in August 2017, representing an increase of 4.1 percent in the cost of building a house.

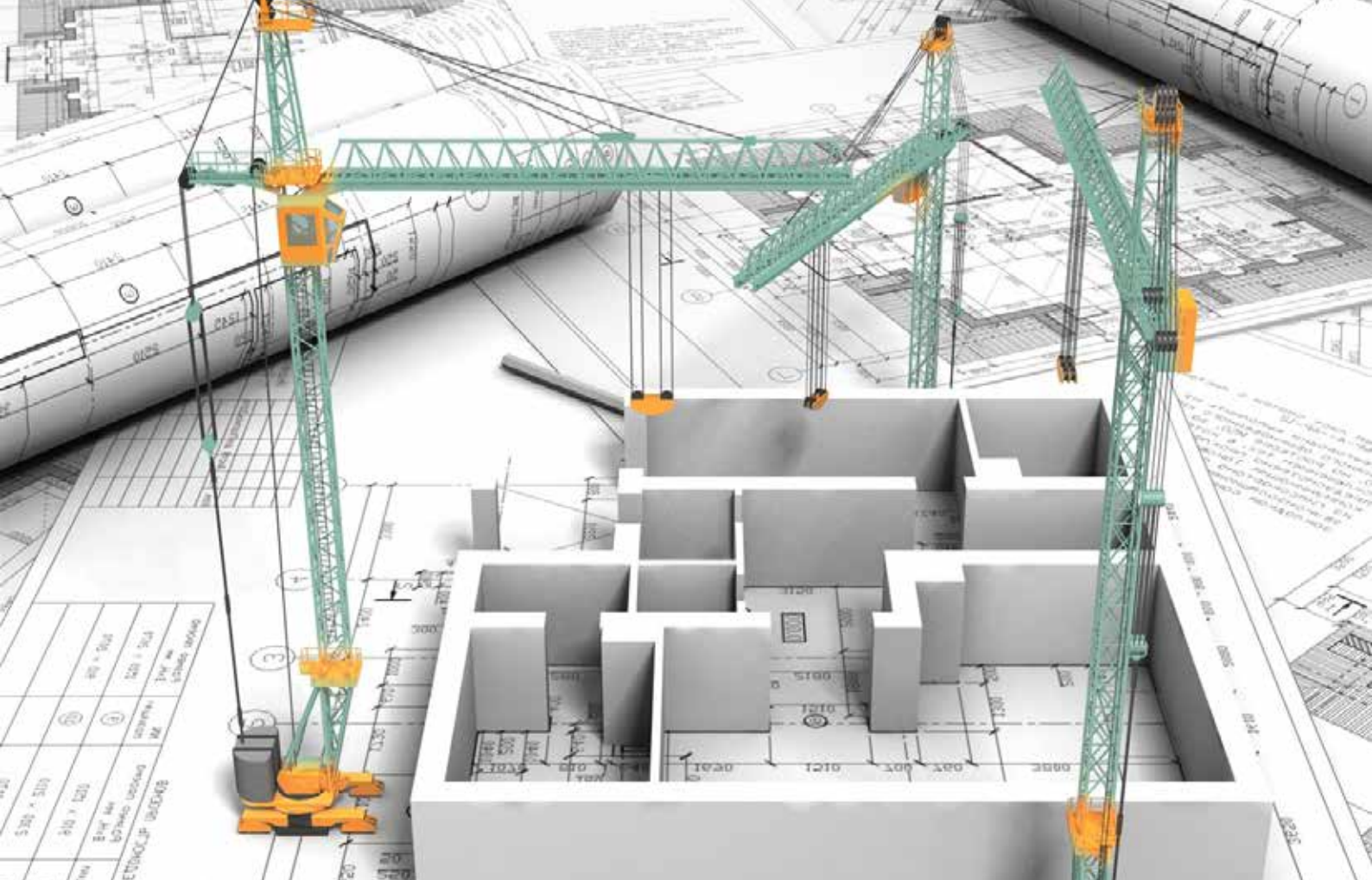
## Building materials price analysis

**Cement:** Most cement consumed in Namibia is manufactured locally, using local deposits namely: limestone, iron ore, gypsum, shale and mold. Cement prices remained somewhat stable with a marginal increase of 3 percent in August 2018(y/y). Prices are further expected to remain stable throughout the last quarter of 2018 leading to 2019 due to the combination of increased production capacity and slowing demand. With the entrant of Whale Rock cement, local production capacity doubled from 1 to 2.2 million tons of cement per annum, while domestic demand of cement has

been gradually declining after peaking at 795,000 tons in 2015.

**Super bricks:** Price of super bricks increased by 3.5 percent in August 2018 compared to August 2017. The price of bricks is influenced largely by cement, sand and transportation costs, which is in line with the 3.5 percent increase of brick prices. With increasing local competition among brick suppliers, it is expected prices will stabilise with possibility of a minimal decrease. This is evident in towns like Windhoek and Keetmanshoop where some suppliers are now selling super bricks at N\$1.90 per brick.





*A graphic illustration of a technical drawing for a house*

**Sand:** Prices of sand increased by 5.3 and 6 percent for building and plastering sand respectively in August 2018 as compared to a year ago. Sand prices are mainly influenced by extraction site landscape and transportation cost from the quarrying to the construction site. The recent move towards regulating sand mining, could see environmental non-compliant suppliers closing down, thereby reducing competition in the market which could lead to high sand prices.

**Electrical goods:** The prices of electrical building materials were 4.9 percent higher in August 2018 compared to a year ago. Namibia imports most electrical building materials, thus the domestic exchange rate and international prices of base metals which are production inputs for electrical building materials are key to the outlook of prices.

In the last quarter of 2018, domestic prices of electrical building materials are expected to remain stable, though upside risks remain elevated due to the underperformance of the local currency against the USD.

#### Land Cost Index

The price of land serviced and sold by local authorities increased by 5 percent in August 2018 (y/y). Generally, land developed and sold by local authorities is more affordable than in the case when it is developed by private developers largely because the former receives government subsidies. According to gazetted prices, urban land is cheaper in Keetmanshoop, followed by Rundu and Katima Mulilo, while it remains expensive in Windhoek and Swakopmund.

In Keetmanshoop, on average it will cost N\$ 14,300 for land measuring 375 square meters, whereas the same land would cost N\$ 115,500 in a middle-class location such as Khomasdal in Windhoek.

Other than the mismatch between demand and supply of urban land, inefficiencies in land servicing as well as speculative motives among private developers equally contributes to high urban land prices. If land was serviced by local authorities who of recently have limited capacity due to financial

constraints, the average prevailing cost of land could be reduced by at least 20 percent.

By town, the cost of building materials is higher in Katima Mulilo (N\$218,600) and Swakopmund (N\$218,000) while Keetmanshoop, Rundu and Windhoek offers the cheapest building materials compared to other towns. The differences in building materials cost by town reflects varying prices due to supply sources that are largely unique to every town.



# Access to information makes good business sense

**Information access can be defined as both the freedom and ability to identify, obtain and make use of data or information effectively.**

In the information age, access to information (ATI) is widely considered to be directly related to information and communication technology (ICT) and most ATI measures reflect this parallel. While it cannot be disputed that ICT increases access, we must bear in mind that there must be a willingness to disclose and the required information must be available in digital format to be accessed via ICT. Anecdotal evidence points to a need for increased appreciation the role of information and the adoption of an information culture nationwide.

An knowledge economy which we aspire to become is defined by the Cambridge English dictionary as an economy based on creating and trading ideas and information or one where ideas are the most valuable of currencies. This understanding should underpin Namibia's industrialisation agenda in order for it to remain relevant in the global context.

The transition beyond industrialisation (which in itself remains a fleeting illusion for the domestic economy) requires a shift towards an information culture where:

- the value and utility of information in achieving operational and strategic goals is recognized
- information forms the basis of organizational and national decision making
- Information Technology is readily exploited as an enabler

Inculcating an information culture requires a disruptive approach which questions the foundation of our attitude to the following pillars of the information process as presented by the DIKW model.

**Data:** a collection of numbers, facts, signals, or symbols

**Information:** a collection of data that is arranged and ordered in a consistent way

**Knowledge:** a collection of information with its associated context

**Wisdom:** ability to select the best way to reach the desired outcome based on knowledge

Strictly speaking, data and information are essential to gain knowledge but are of little value until they result in an increased body of knowledge. This briefing paper aims to highlight the current status of access to information (ATI) in Namibia.

From the Private Sector perspective it identifies internal and external inefficiencies which result from limited ATI, while from the Government perspective, it draws the national development agenda from policy documents and identifies ATI shortcomings which impede their optimal implementation. The fundamental question is "are we ready for the fourth industrial revolution?"

Although information on both the public and private sectors is generally sparse in the domestic economy, the public sector is accountable to every Namibian and has a duty to ensure that constituents are informed of its activities. Inversely the citizenry (being government's principals) has an implied constitutional right to access this information. Due to the myriad of reasons why the public sector may not disclose certain information, its provision must be driven by public demand. With regards to the private sector or individuals, it is important to note that some information may be proprietary or owned in which case the owner has no obligation to disclose it to the public. The proprietors typically divulge information at their discretion (mostly when it is to their benefit) which explains the low response rate in most industry surveys.

The private sectors' attitude does not reflect that it attaches considerable value to information sharing as a basis for increased understanding of its economic ecosystem.

It is clear that the culture remains one dominated by the silo mentality driven by the notion that all information is more valuable if contained, while this may be true to some extent, the potential impact of such information is often cushioned as a result of the information's limited reach. In a nutshell, this is a major impediment to the national development agenda as articulated in various policy documents. Due to its interpretation, relevance and context elements, this attitude inhibits the ability to effectively turn information into knowledge which reduces empirical evidence required to lobby for policy support at a business or broader industry level. It also obscures stakeholder visibility of particular activities which in turn leads to subdued investor appetite due to insufficient information to make an investment decision. On occasion, industry disputes the veracity of official statistics raising questions about the quality of data. Furthermore, around the world knowledge is increasingly being generated from multi-disciplinary approaches, this implies that intra and inter industry coupled with inter-government and private sector information sharing is integral to a knowledge economy.

Marchand identified four types of information culture and looking at them one can identify a progression from the functional to the discovery culture, economic units are evidently better positioned when a discovery environment is created. Arguably the functional (most primitive) information culture is most prevalent in Namibia hence a need to consciously move towards a culture of discovery. Assuming a specific information culture as part of an organisation's identity increases accountability and allows the culture to cascade through-out the organisation. Management must realise that every role in the organisation generates some kind of

data which must be captured, processed into knowledge and by extension yield increased efficiencies.

Ginmen (1988) considered information culture as a strategic goal that should be planned for as much as the transformation of physical resources and the resultant intellectual product becomes a critical input which allows processes to function effectively.

By the second quarter of 2018, the Namibian economy recorded its ninth straight quarterly decline in Gross Domestic Product (GDP) and we are unlikely to grow as forecasted in the absence of any meaningful growth drivers. The prevailing economic environment requires new ways of doing things that leverage operational efficiencies in order to do more with less, reduce costs, add local value and discover new markets. To achieve this, public and private organisations need to harness the power of both internal and external information with a view to anticipating the operating environment ahead by gaining knowledge of what to expect in the future.

### **Impact of ATI on Business Operations**

Information is a critical enabler for efficient business processes (competitiveness) and greater access to markets which are typical handicaps for small and medium businesses (SMEs). In order to harness the power of information, SME must identify areas that perform core, strategic, highly accountable and high value operations then ascertain the type of information required to support these business areas. The capacity to take calculated risks is a key differentiator in the performance of any business and sound information is the main ingredient used to model risk. This ability is critical given Namibia's relatively high vulnerability to external event risk as calculated by the credit ratings agencies.

Namibian small businesses often believe that their market is limited due to the small population because of their inability to access sufficient information on local let alone export markets, this makes them extremely vulnerable to external shocks and business cycles in the local economy.



Invariably this increases the likelihood of failure in the event of a downswing and limits the forecast visibility required to anticipate external shocks. The internal focus limits our ability to boost non-commodity exports and relative inability add value and substitute imports. It must also be noted that a lack of sufficient information on the SME sector in Namibia renders it difficult to formulate effective targeted intervention programs where necessary.

Namibia's larger businesses consistently face intense competition from cheaper imports as result of limited scale of operations and intellectual property or knowledge. These limitations increase production costs while disabling their potential to add value. The transition from a commodity to knowledge based economy becomes prolonged which obstructs the industrialisation agenda.

The government's primary role in this should be the creation of an environment where businesses can thrive, which is a challenging task in the absence of sufficient information on linkages through-out the economy. Evidence-based policymaking is more targeted and requires high-quality data (statistical and qualitative data and existing research) as a key input. The same is true for decision making on a macro-level, particularly with respect to resource allocation. We must be able to quantify the economic impact of

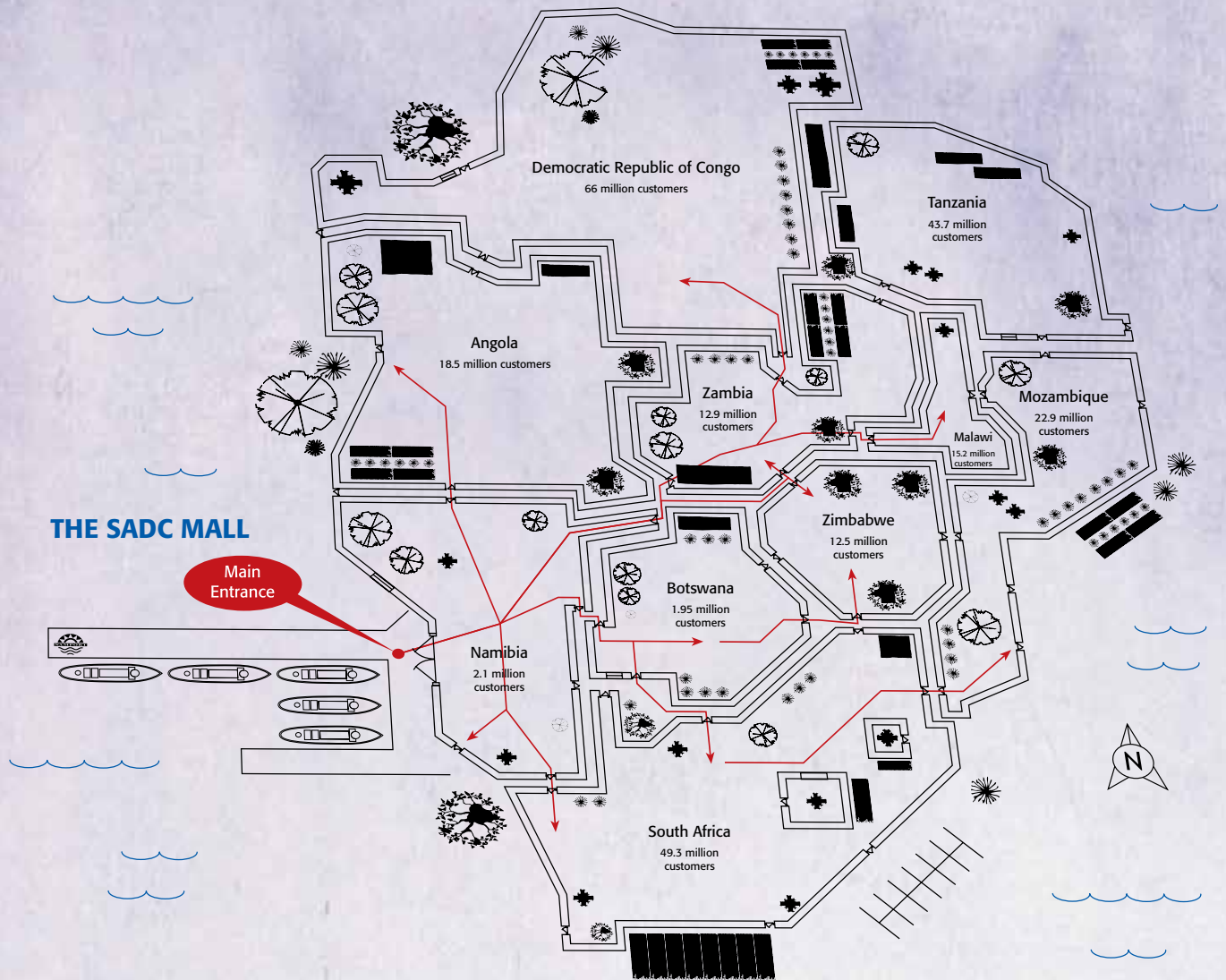
each dollar used to stimulate the various sectors and establish transparent decision rules on how public resources are utilised. Assessing our information culture Research centric self-discovery is the key to achieving our private sector and national developmental goals, however this requires conscious effort towards the inculcation of a sophisticated information culture.

Namibia's progress in increasing access to information therefore forms the basis of the nation's ability to gain knowledge and wisdom on both a micro and macro-economic level which lead to enhanced productivity, competitiveness and increased living standards amongst the broader population.

The need for promulgation of Namibia's Access To Information Bill in advancing the national development agenda cannot be overstated. The draft bill is purposed "to provide for the right of members of the public to access information under the control of public/government authorities or any private body that may assist in the exercise or protection of any right" and "that necessary exceptions to the right of access should be limited and specific".

Such legislation forms the foundation of a revolution in our information culture and should be welcomed as a catalyst for sustainable transition from a resource to a knowledge based economy.





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# Manufacturers rewarded in DBN Good Business Awards

**V**NA Native Foods, which plans to manufacture powdered soup made from African spinach, is the winner of this year's N\$1 million Development Bank of Namibia (DBN) Innovation Award.

The new product will provide an additional outlet for local agriculture, contribute to agri-industry and be an alternative to imported powdered soups.

DBN Chief Executive Officer Martin Inkumbi said "the Bank believes that innovation can bring about new products, new business concepts and new enterprises or even industries, which will create employment opportunities, economic growth and economic diversification". He encouraged Namibians to think and act innovatively.

First runner-up in the Innovation Award, Aqua Greens Namibia, provided a plan to grow food using aquaponics, and fish farm to enhance food security. Second runner-up Braveart Website proposed a website specialising in Namibian stock photography. This will improve marketing potential for Namibian photographers.

Winner of the Good Business Awards large enterprise category, Namibia Plastics, manufactures packaging material for leading Namibian brands, such as Namibia Breweries Limited. The company contributes to Namibia's drive towards industrialisation through manufacturing, and substantially reducing import requirements for packaging material.



Development Bank of Namibia (DBN)  
Chief Executive Officer Martin Inkumbi

Speaking about the Good Business Awards, DBN Chairperson Tania Hangula said "the Bank believes that when those who borrow succeed, the Bank also succeeds. She said borrower success creates an enterprise environment, as well as socio-economic development which lie at the heart of the DBN's vision of national development".

Hangula added that the DBN forms an understanding of client business models, monitors loans and stays in regular contact with its clients.

First runner-up in the DBN Good Business Awards 2018 large enterprise category, Nampro Fund, is an investment fund established in 2010 to support small and medium enterprise (SME) suppliers that require funding to execute value adding contracts. Partial funding for on-lending to SMEs was provided by DBN.

Second runner-up in the large enterprise category, OLC Arandis Solar is the first solar energy farm to sign a power production agreement with a regional

electricity distributor, in this case Erongo RED. Established by Ohlthaver & List and Cronimet Mining Power Solutions, the company partners with the Women of Destiny Trust.

Winner of the Good Business Awards SME category, Puma Goreangab Waterfront Service Station refuels approximately 2,000 cars daily, provides retail facilities for the communities of Goreangab, Greenwell Matongo, Hakahana, Wanaheda and Otjomuise and provides more than 50 jobs for locals.

Banking facilities provide deposit facilities for informal traders and micro enterprises in the vicinity of the popular Eveline Street, as well as general banking for the communities.

First runner-up in the SME category, Ondangwa Airport Lodge, focuses on business travel and, in addition to accommodation, also provides facilities for conferencing and events, effectively strengthening the business environment in Ondangwa.

Second runner-up in the SME category, Roadhouse Guest House, creates additional capacity on the route between Etosha National Park and north-eastern Namibia, and has created permanent jobs in Omuthiya.

The winners of the large enterprise and SME categories won awards of N\$150,000 and N\$100,000 respectively, which will be re-applied to the businesses.

Deputy Minister of Finance, Hon. Natangwe Ithete, said government, through its policies, has put in place an institutional environment which provides finance for infrastructure, larger enterprises and SMEs with the aim of promoting economic activity and inclusivity. He urged project promoters to familiarise themselves with the opportunities provided by the government and make the best possible use of them.





## Winner in the Large Enterprise category



Winner of the Good Business Awards large enterprise category, Namibia Plastics. Presenting the Award, Deputy Minister of Finance Natangwe Ithete and Chairperson of the DBN Board, Tania Hangula

## 1st Runner Up in the Large Enterprise category



First runner-up in the large enterprise category, Nampro Fund is an investment fund established in 2010 to support SME suppliers that require funding to execute value adding contracts. Kaunapau Ndilula, MD of Nampro Fund receives the award from Deputy Minister of Finance Natangwe Ithete and Chairperson of the DBN Board, Tania Hangula.

## 2<sup>nd</sup> Runner-up in the Large Enterprise category



Second runner-up in the large enterprise category, OLC Arandis Solar, receives the award from Deputy Minister of Finance Natangwe Ithete and Chairperson of the DBN Board, Tania Hangula.

## Winner in the SME category



Winner of the SME category, Puma Goreangab Waterfront Service Station, receiving the award from Deputy Minister of Finance Natangwe Ithete and Chairperson of the DBN Board, Tania Hangula.

## 1st Runner-up in the SME category



First runner-up in the SME category, Ondangwa Airport Lodge, receiving the award from Minister of Finance Natangwe Ithete and Chairperson of the DBN Board, Tania Hangula.

## 2<sup>nd</sup> Runner-up in the SME category



Second runner-up in the SME category, Roadhouse Guest House, receiving the award from Deputy Minister of Finance Natangwe Ithete and Chairperson of the DBN Board, Tania Hangula.



## Winner in the Innovation category



Winner of N\$1 million Innovation Award, VNA Native Foods, receives the award from Deputy Minister of Finance Natangwe Ithete and Chairperson of the DBN Board, Tania Hangula.

## 1st Runner-up in the Innovation category



First runner-up in the Innovation Award Aqua Greens Namibia, receives the award from Deputy Minister of Finance Natangwe Ithete and Chairperson of the DBN Board, Tania Hangula.

## 2<sup>nd</sup> Runner-up in the Innovation category



Second runner-up in the Innovation Award, Braveart Website, receives the award from Deputy Minister of Finance Natangwe Ithete and Chairperson of the DBN Board, Tania Hangula.



Deputy Minister of Finance, Natangwe Ithete, urged enterprises to familiarise themselves with the institutions put in place by the Government to provide finance for development of economic activities.



DBN Chairperson Tania Hangula said the Bank believes that borrowers' success is the Bank's successes.



DBN CEO Martin Inkumbi said the N\$1 million award for innovation would bridge many of the costs of establishing an innovative enterprise.



## DEPARTMENTAL BRIEF DESCRIPTION

The purpose of this insert is to introduce to you the three departments of the Ministry of Industrialisation, Trade and SME Development, briefly describing their different roles and services offered. The Ministry has three directorates and one department here with below:

### 1. DIRECTORATE OF NAMIBIA INVESTMENT CENTRE

Namibia Investment Centre (NIC) is the country's official investment promotion agency and first port of call for investors. Created under the Foreign Investment Act of 1990, the NIC is a department within the Ministry of Industrialisation, Trade and SME Development. The overall objective of the centre is to attract, generate and retain both domestic and foreign investment to stimulate economic growth and expedite industrial transformation in Namibia in line with national development objectives.

In addition, the centre is responsible of creating policies and strategies conducive to investment. NIC offers a variety of services to existing and potential investors, including the provision of information on incentives, investment opportunities and the country's regulatory regime. It is closely linked to key ministries and stakeholders, and can therefore help minimise bureaucratic obstacles to pre and post business establishment.

NIC has overseas investment promotion representatives in strategic located countries such as France (Paris), Germany (Berlin), India (New Delhi), South Africa (Pretoria) and USA (Washington D.C.)



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### 2. DIRECTORATE OF INDUSTRIAL DEVELOPMENT

The Directorate of Industrial Development is responsible for evaluating and appraising industrial projects. It renders business support services to entrepreneurs such as feasibility studies, business plans, Equipment Aid, Research and surveys of potential development areas and renders support and advice to potential developers and investors. The Directorate is also engaged in the production of industrial statistics, and conducts regular censuses of the manufacturing sector.



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### 3. DEPARTMENT OF TRADE AND COMMERCE

The Department of Trade and Commerce is responsible for national policies and programmes geared towards the management, regulation, promotion, development and facilitation of internal trade, commercial and business activities.

The department also deals with international trade activities such as bilateral, regional and multilateral trade agreements. The department has representative commercial offices in countries such as Angola (Luanda), Ethiopia (Addis Ababa), Switzerland (Geneva) and Belgium (Brussels)



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### 4. DIRECTORATE OF GENERAL SERVICES

This directorate is responsible for the rendering of supportive services to the Ministry's directorates and departments. Its objective is to provide efficient management and utilisation of human, financial and material resources allocated to the Ministry for the achievement Ministerial goals.

It's also the directorate responsible for the procurement of goods and services required for the effective operation and functioning of the Ministry and the proper disposal thereof.



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Republic of Namibia

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