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IN THIS ISSUE:

- President Geingob outlines priorities
- NCCI pushes Competitiveness Agenda
- Business bids farewell to Pohamba



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On the Cover:

Dr Hage G. Geingob, Namibia's 3rd President

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The future is **HERE!**



Playing on the words of George Orwell, every *NBJ* edition is special, but some are more special than others.

This *Special 25th Independence Anniversary Edition* is without a doubt the issue that receives a little more love above the others. More so this year when we consider the unique and grand celebrations at hand; a new Head of State, a new Parliament, a new female Prime Minister, 25 years of democratic peace and stability, a growing economy.

We have come of age and better yet, we are moving forward in good stead.

We have been extremely honoured to interview incoming President elect Dr. HG Geingob, as the feature article in this edition of *NBJ*. The Head of State informs Business Namibia on his incoming Administration's priority focus and shares strategies aimed at increasing economic inclusion and improve Public Sector service delivery and performance.

Economic growth is undoubtedly the oxygen of democracy, without which there can be no significant or sustained social transformation. The role of the private sector is crucial, as employment creation and achieving economic inclusion cannot be left to Government alone to realise.

Namibia is rich in **social capital**, defined as "the collective benefit derived from cooperation between individuals, groups" and in this context, institutions. As we celebrate 25 years of cooperation, let us not overlook or undermine the shared values that have enabled

individuals and groups to trust each other and work together productively towards a common goal. It is these sustained synergies, integration; coordination, alignment and compatibility that will enable us to fit together like the metaphoric jigsaw puzzle.

Expanding on this analogy of a jigsaw puzzle, the pictorial reference usually found on top of the box provides a guiding reference of the end result. Constructing the puzzle requires the assembly and logical pairing of individual units. These loose units are all unique, compatible and have been designed to fit into the greater context. When one single unit is omitted, the picture is rendered incomplete. The same applies to our economic ecosystem. As role players and stakeholders, let us bolster efforts to achieve and maintain cohesion and improve collaboration, united in our commitment to reform and transform our nation's socio-economic standing.

At 25, we enter the age of self-mastery. The decisions that we make during this time will have long bearing consequences on future generations. Let us lead boldly, govern responsibly and in accountability, optimising every opportunity to bring about positive reform.

At *NBJ* we believe Namibia is special, attractive, desirable and competitive.

Happy Silver Jubilee Motherland, we love thee!

Daisry Mathias,
Editor

Incoming President declares 'all-out war' on poverty, inequality

As Namibia marks her Silver Jubilee with the ushering in of a new era under the country's third President Dr Hage G Geingob (HG), Namibia Business Journal (NBJ) was privileged to have the incoming Head of State share his thoughts with us and our readers on the priorities of his administration.

Below is the full interview.



CLEAR MISSION: President Hage G. Geingob

NBJ: *What would you list as the five key priorities you would like to focus on in the first five years of your tenure as the Head of State?*

HG: The main priority for the next administration will be addressing the socio-economic gaps that exist in our society. Although we have been very successful in putting in place a robust Governance Architecture and a sound Macroeconomic Architecture, we are aware that people do not eat good constitutions, peace and democracy. Those are simply prerequisites for the pursuit of economic development.

Therefore, my first priority will be to declare all-out war on poverty and concomitant inequality. My focal point will be to address inequality, poverty and hunger and that will involve looking at a range of choices of how to go about tackling this issue. There won't be just one approach. We need a myriad of options and not a one size fits all approach.

Our problem is that of racialised income inequality which if left unchecked may culminate in social upheaval. We need to critically increase the participation of Namibians in the economy while also providing a dignified socio-economic environment for low-income earners and vulnerable members of our nation from which they could tap opportunities to escape or alleviate poverty.

It is for this reason that a ministry geared towards answering the question of poverty eradication must be created i.e. Ministry of Poverty Eradication.



This ministry will ensure that the basic needs of Namibian citizens are met.

Secondly, the next area of focus will be on State-Owned-Enterprises. We need a complete overhaul of the SOE sector and the way in which SOEs are administered. The goal of such reform is to go beyond enhancing corporate productivity and financial performance. The idea is to put in place an optimal institutional arrangement which will enable SOEs to contribute fully to Namibia's developmental goals without draining the country's financial resources. In this regard, I am looking at the creation of a Ministry of Enterprises within the Presidency which will be responsible for overseeing the administration of State Owned Enterprises as well as looking at reclassifying existing SOEs and determining whether the number of SOEs can be reduced.

The other two areas I want to focus on are education and health. We have made good progress in these areas since independence, but for Namibia to become truly competitive in today's global economy, the progress in these areas will need to be accelerated. As you are aware education and health are two of the critical pillars assessed by the World Economic Forum's (WEF) Global Competitiveness Report. On education the WEF states the following, "Quality higher education and training is crucial for economies that want to move up the value chain beyond simple production processes and products. In particular, today's globalising economy requires countries to nurture pools of well-educated workers who are able to perform complex tasks and adapt rapidly to their changing environment and the evolving needs of the production system.

" On health the WEF says the following, "A healthy workforce is vital to a country's competitiveness and productivity. Workers who are ill cannot function to their

potential and will be less productive. Poor health leads to significant costs to business, as sick workers are often absent or operate at lower levels of efficiency. Investment in the provision of health services is thus critical for clear economic, as well as moral, considerations."

As you can see by the two above mentioned statements, we need to redouble our efforts to improve our education and health sectors in order to ensure that not only do our citizens benefit, but that Namibia becomes the most competitive country in the Southern African Development Community (SADC) by 2017 as per the targets set out in NDP4.

Lastly, I will also concentrate on improving civil service efficiency. The new constitutional amendments have given the Prime Minister administrative powers. In the past, administrative powers were delegated through the Public Service Act. This has now been made a constitutional provision by giving administrative powers directly to the Prime Minister. In looking ahead, we can also attach another role to the Office of the Prime Minister which is that of overseeing implementation.

The first thing to strive for will be efficiency translating into effectiveness, because you would not want people to embark only on mechanical processes carrying out the functions but not achieving the objectives being sought by the end users.

For instance, we can have the most wonderful housing policy statement but if it is not effectively implemented, it will not translate into effective delivery of goods and services to the end users who are the Namibian public. Fostering a top-down culture of performance and accountability, within the public service is therefore more of a priority than downsizing.

In addition, existing ministries may be amalgamated or broken-up into manageable and rational parts, with the main objective of enabling them to implement government policies and deliver the required goods and services to all Namibians. In a nutshell, those amongst others will be my key priorities during the initial years in office as President of the Republic of Namibia.

NBJ: You have taken a bold step to include the former presidents on a new Presidential Council that you will be creating. How do you see this new body assisting you in the execution of your duties?

HG: Let me give you a little background that will help you understand my rationale for the creation of the Presidential Council.

The leadership styles that I espouse amongst others are consultative leadership and collective leadership. Consultative leadership is a leadership trait which is task

oriented. It focuses on the end result. A consultative leader asks his/her colleagues for opinions. While the leader ultimately has the authority to make the final decision, he/she is willing to listen to the viewpoints of other team members. Collective leadership is about bringing people together and mobilising human, cultural and financial resources in ways that improve the well-being of people in communities and the entire nation at large. It is an inclusive approach to leadership which requires individuals to cross boundaries of all types such as age, gender, religion or culture.

In this regard, the Presidential Council will be a consultative body which will advise but not co-administer. Secondly, the members of the Council will not receive any allowance or remuneration since they are all on pensions and therefore are already well compensated.

NBJ: A lot of hope rests on your government, with one of your key goals being to transform the Civil Service to make it more efficient. What would you list as your three (3) key priorities as far as the Civil Service is concerned?

HG: I touched a bit on this question when answering your first question but let me expound on this matter.

The culture of passing blame must come to an end. Ministers will be given specific terms of reference and enter into performance contracts. Many of the current Ministers are not from the crop of the founding Ministers. Thus it is possible that there was a loss of institutional memory. The accountability vacuum between Ministers and Permanent Secretaries may be used as an example: often Permanent Secretaries are the custodians of institutional memory, and this results in both Ministers and Permanent Secretaries misapplying what was originally intended in the Cabinet Handbook around roles and responsibilities.

This scenario must be addressed and the intention is to induct in June, incoming Ministers on their role and responsibilities. This induction course will be facilitated by the United Nations Economic Commission for Africa (ECA).

In my comprehensive interview with the Namibian Sun on 27 November 2014, as well as on numerous platforms prior, I stated that we have to find a different designation for Permanent Secretaries. While it may appear as semantics, I reiterate this position as it appears that some "Permanent Secretaries" have taken this title literally.

We will make small and large changes which will all work towards a public service that is professional, efficient and honest. I would hasten to add that there are many in the public service who are excellent examples of these

virtues and the intention is to reduce those who are not.

Change however starts from the top and Ministers must be at the forefront of projecting an exemplary image of professionalism and hard work; they should respect themselves and the offices they occupy, and ensure that in addition to a focus on effective service delivery outputs, they also engender conducive office environments where basics such as courtesy and basic office decorum are observed.

Conduct in a public office should be different from a person in his or her house where they can dress and act casually and even speak the language of their preference. Of course, when all Namibian languages are going to be declared as "official" this comment will be muted. Nevertheless, an office environment, where people are designated as "officer" or "official" requires "official" conduct. These all refer to the practice of engendering a sense of professionalism as a basic requirement for those operating in public offices.

NBJ: Corruption remains a key challenge for Namibia's competitiveness. How do you plan to tackle this scourge in both the Public and the Private sectors?

HG: I believe that corruption is not systemic in Namibia, but perceptions have been created that Namibia is a corrupt society. In Namibia, we have two distinct societies – white and black. It seems that some whites don't trust blacks and some blacks seem not to trust the whites. This hatred is also reflected in a general belief amongst many whites that whatever the blacks do is corrupt. As it is the whites who have most businesses and are consulted by the ratings agencies about their perception, I would not be surprised if Namibia gets unflattering comments from them. A balanced view requires that blacks too are consulted by these agencies. We already know about the World Bank and its classification of Namibia as a high middle income country! Opinions of other organisations, such as, the Freedom House, are often informed by their own agenda.



Although corruption is not systemic in Namibia, we recognise that some corrupt officials have tainted the name of our country. It is therefore important for the civil service officials, nay, public service officials and private sector employees, to emphasise that corruption in any form, e.g. kickbacks, or percentage commission for the amount of the contract, is unacceptable. I should, however, mention that theft, and embezzlement, even though defined as corruption by Transparency International, are in my view crimes of a different sort. For instance, in a corrupt transaction there are two parties who "benefit". When someone steals or embezzles, only the thief hopes to "benefit." We therefore treat corruption and theft differently. Corruption is investigated by the Anti-Corruption Commission, but theft and embezzlement are investigated by the police. We have had instances of theft and criminals have been prosecuted successfully. In some cases, we have even involved Interpol. We have also recovered some of the stolen funds.

In order to counter corruption, I believe in protecting whistle blowers – however, lying to besmirch the name of a public service official or a private sector employee should be unacceptable. I therefore urge service providers to the government or any user of government service to ensure that if he or she is asked for a bribe by a civil servant, not to oblige. Instead, please inform the Anti-Corruption Commission. And if any civil service official knows about another civil service official's involvement in corrupt practices, please report the corruptor and the corrupted.

NBJ: The Tendering process has been problematic and various reforms have been put in place to try and make it more transparent. However, problems persist and in some cases Tender processes are not adhered to. How will your Government address this problem?

HG: The tender system must be scrutinised. I know that through my discussions with the Minister of Finance, the revised bill is coming back to Parliament. It is crucial

that tender procedures are closely followed. Once all legal systems are in place, we aim to make this process available online.

NBJ: Namibia's economy has not grown at a pace that creates enough jobs and alleviates poverty. There are still a number of factors that put off prospective investors, such as the cost of doing business in Namibia (high taxes, expensive land etc). Can we expect major reforms in the Business Sphere with your coming to power?

HG: For Namibia's economy to grow at the desired rate, it is important that we ensure that we have a more inclusive business sector. More Namibians need to participate in the economy. It is for this reason that during my tenure as the Minister of Trade and Industry, I encouraged for funding and support of SME's and that is how the concept of the SME Bank was developed until it was eventually realised.

My predecessor at the Ministry of Trade has continued to pursue greater participation of Namibians in the economy through the introduction of certain programmes such as the rolling out of the Industrial Upgrade and Modernisation Programme (IUMP). This programme will support local industries and firms to upgrade their production capacity, efficiency, output and competitiveness.

IUMP will be rolled out by the Ministry of Trade and Industry with high priority with the key focus for the initial period on four priority sectors, namely agro processing, pharmaceuticals including traditional medicines and cosmetics, fisheries and minerals (metallic and non-metallic).

Furthermore, Namibia's economy is heavily dependent on exports. Since independence, the trend has been for Namibian goods to be exported either as raw materials or only in a semi-processed form to be processed elsewhere in the world. This means that Namibian raw materials are creating jobs elsewhere rather than creating jobs locally.

Namibia therefore needs to benefit from the export of goods through export fees since that money will be used for the country's development.

Government is now embarking on several policies to increase the number of value adding activities in Namibia so that this can lead to job creation, technology transfer and the diversification of our economy. For those investors or business people who undertake value adding activities and manufacturing, there are several incentives offered to them through the Ministry of Trade and Industry as well as Ministry of Finance in order to help reduce the cost of doing business. These efforts will continue and be accelerated under the new administration.



LEGACY CONTINUES: Founding President Sam Nujoma, outgoing President Hifikepunye Pohamba and incoming President Geingob.

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Meet the NaCC Board of Commissioners



**Namibian
Competition
Commission**

In terms of Section 16(1) of the Competition Act 2 of 2003, the Board of Commissioners are responsible for the administration and enforcement of the Act, in addition to any other functions conferred on the Namibian Competition Commission. The role and responsibility of the Board of Commissioners are to ensure that it acts as the focal point for, and custodian of, corporate governance by managing its relationship with management and other stakeholders of the NaCC, along sound corporate governance principles, including ethics. The Commission is tasked with safeguarding and promoting fair competition within the Namibia market.

Dr. Sackey Akweenda (Commissioner)

Dr. Sackey Akweenda is a Commissioner, serving on the Board of Commissioners as Chairperson.

He holds a PH.D. in Laws (London School of Economics and Political Science, University of London); LL.M (University College London, University of London); LL.B (London School of Economics and Political Science, University of London).

Dr. Akweenda is an Advocate/Legal Practitioner of the High Court and Supreme Court of Namibia. He is also a Court Accredited Mediator



Mr Nghidinua Daniel (Commissioner)

Mr Nghidinua Daniel is a Commissioner serving on the Board of Commissioners as the Chairperson of the Board Technical Committee and a Member of the Audit, Risk and Finance Committee.

He holds a degree in MSc. Public Policy & Management (University of London/SOAS, UK); a Post Graduate Diploma in Public Policy & Management (University of London/SOAS, UK) and a BA Degree in Economics & Development Admin (UNISA).

Mr Daniel is the Permanent Secretary of the Ministry of Lands and Resettlement.



Ms Malverene Theron (Commissioner)

Ms Malverene Theron is a Commissioner, serving on the Board of Commissioners as the Chairperson of the Human Resource Committee and Member of Board Technical Committee.

She holds a Bachelor of Laws (LL.B) (UCT) degree; Certificate in Compliance & Corporate Governance; and a Certificate Insurance Supervision (UCT).

Ms Malverene Theron is currently a Legal Practitioner and Procurement Manager at DeBeers Marine Namibia, and is also the Managing Member of the Namibia Preferential Procurement Council (NPPC).



Mr. Gideon Martin Luther Shilongo (Commissioner)

Mr. Gideon Martin Luther Shilongo is a Commissioner, serving on the Board of Commissioners as the Chairperson of the Audit, Risk and Finance Committee.

He completed a Senior Management Programme (University of Stellenbosch, South Africa); Masters in Business Administration (Cyprus Institute of Marketing, Cyprus); Advance Diploma in Business Administration (Association of Business Executives, United Kingdom).

Mr. Shilongo is the Group Director for O&L Group Corporate Relations.



Ms. Teresia Kaulihowa (Commissioner)

Ms. Teresia Kaulihowa is a Commissioner, serving on the Board of Commissioners as a Member of the Board Technical Committee and a Member of the Human Resources Committee, respectively.

She is studying towards a PH.D in Development Economics, dissertation on FDI and Welfare Dynamics in Africa (University of Stellenbosch, South Africa); holds a Master of Art in Economics (University of Botswana); Bachelor of Economics (University of Namibia); National Diploma in Agricultural Economics (Ogongo Agric College).

Ms. Kaulihowa is a Lecturer in Econometrics at the University of Namibia.



Mr Mihe Gaomab II

Chief Executive Officer

Mr Gaomab II is an Economist with of over twenty years of professional experience and holds a Master in Quantitative Development Economics from the University of Warwick in the United Kingdom. During his professional career, Mr Gaomab II has worked in the corporate, research and policy environment at leading institutions such as the Namibian Economic Policy Research Unit (NEPRU), the central Bank of Namibia and the Southern African Customs Union (SACU). He is currently serving as Chairman of the Government Institutions Pension Fund (GIPF) and a Commissioner at the National Planning Commission.

Mr Gaomab II is an Alternate Executive Director at the Africa Development Bank representing four constituent Member States of Angola, Namibia, Mozambique and Zimbabwe. He is also the Founding President of the Namibian Economic Society and a Director at the Junior Achievement Namibia.



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**FAIR COMPETITION.
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Reflections on Namibia 25 years on

As Namibia marks her milestone 25 years of independence, the country has several achievements that make it an African success story. The abolishment of the apartheid regime bridged once-prevalent racial divides and levelled the economic playing field for all Namibians to partake in. The country continues to garner praise for its stable political environment, vast natural resources, overall cleanliness, infrastructure development and freedom of speech.

However, experts feel that despite this progress, a lot more remains to be done. Taking the baton from President Hifikepunye Pohamba, incoming president Hage Geingob will need to devote his special attention to issues such as subsistence farming in communal areas, considering that a great proportion of Namibians farm for a living.

Analysts believe that the emphasis on commercial agriculture is misleading, since the most productive areas to be utilised for agriculture are in the communal lands.

A land policy, they say, must give priority to the rural poor, also as a strategy towards poverty alleviation. Still topping the list is unemployment, which was 29.6 percent at the last count, further highlighting the need for education and skills development, particularly among the youth. Analysts further point out the need for the monitoring and evaluation of policies, and accountability reports must continually provide information on the realisation of targets. This is in specific regards to national plans such as NDP4 and Vision 2030. Still, infrastructure from transport to water, electricity and communication have expanded substantially in the past quarter century, and this continues to attract domestic and foreign direct investment. In addition, fiscal and macroeconomic stability have created a conducive business environment for the private sector.

Namibia Business Journal spoke to four analysts and captains of industry [Namdeb CEO Inge Zaamwani-Kamwi; Political Analyst Henning Melber; Namibia Competition Commission CEO Mihe Gaomab II; IPPR Research Associate

Klaus Schade; and Ohlthaver & List Group of Companies Executive Chairman Sven Thieme] about their expectations of the incoming Geingob administration. These influential personalities also shared with us the socio-economic areas they believed required particular attention during the new administration, as well as their outlook for Namibia for years to come.

Expectations of the Geingob Era

Zamwaani-Kamwi: Dr Geingob may well be described as the “godfather” and pioneer of business growth in post-independence Namibia. As first Prime Minister, he was instrumental in setting the scene and policy direction that has enabled enterprises like Namdeb to thrive. He deserves tremendous credit for that. I have no doubt that he will continue where he left off, and perhaps take us to even greater heights. I suspect he will want to see tangible, practical and measurable actions to address the question of poverty in our country. We are excited about what lies ahead.



Inge Zaamwani-Kamwi
Namdeb CEO

Melber: Hage Geingob is a strategist. I assume that he already has some innovative governance plans. While being originally in support of a Basic Income Grant (BIC), he was quiet on this particular issue for some time. But I would expect him to institutionalise some pro-poor policy to visibly promote poverty alleviation. The appointment of Zephania Kameeta seems to point in such a direction. I would also hope that he is more serious and determined about fighting corruption than his predecessors and that he does not only talk but also act. He is a hands-on politician and seems to expect that those appointed truly deliver. But this was also the impression when he returned to the office of Prime Minister and then less happened than one had expected.



Henning Melber
Political Analyst



Klaus Schade
IPPR Research Associate

Schade: The appointment of retired Bishop Kameeta is an indication that Dr Geingob will be following up on his pledge during the election campaign to address poverty. The consolidation of the various social grants under one roof could be a first step, while a new ministry responsible to address poverty is not really necessary.



Sven Thieme
O&I Group Executive Chairman

Thieme: It is important to indicate that Dr. Geingob is taking over the reins of power following in the footsteps of two great presidents before him. Massive progress has been made in Namibia on all fronts. The country maintained peace and political stability since independence. Our macroeconomic fundamentals have remained strong and very stable...The progress which we made does not however mean we do not have challenges. We still have to address high unemployment, poverty, inequities, inadequate housing, skills deficits in the economy and many other challenges. And that is what we expect the Geingob administration to focus on.



Mihe Gaomab II
NaCC CEO

Gaomab II: Overall there is need for economic reforms and fiscal stimulus to productive sectors in Namibia. The implementation drive by the incoming Geingob Presidency on economic policies such as on State Owned Enterprises reforms remains a fundamental game-changer to push Namibia from a maintenance economy to an expansionist economy... The Geingob administration needs to show that Namibia can go from being a primarily commodity-dependent economy to one that is industrialised and agro-business sector led. Right now the focus should be on implementation, rather than talking, about the NDPs and Vision 2030.

Areas of special focus

Zamwaani-Kamwi: We would like to see further

consolidation of the current conducive business environment to facilitate business growth and wealth creation. The wealth generated must be used very frugally and targeted at addressing the pressing issues of poverty and rural infrastructure development targeting especially women empowerment, bringing basic services such as water, sanitation and energy to household level. The migration of rural to urban areas must also be seriously addressed to minimise overloading municipal infrastructure. The burning issue of access to land for both habitation and productive use will require serious attention and cooperation by all of us.

Melber: A profound reorientation in the tax policy would be required to back a pro-poor policy. Fiscal policy has so far been mainly pro-rich instead of pro-poor, and changes in the tax system could allow for more redistributive measures and a social policy that promotes equity. State-owned enterprises have to meet strict business plans and [a] subsidisation policy should be based on merits, not deficiencies. The system of state tenders must be reformed drastically and public expenditure for infrastructure based on allocation according to competence, strictly. Favouritism must be eliminated.

Schade: The railway system needs urgent attention if we are to achieve our NDP4 objective of becoming the logistics hub for southern Africa. This requires not only upgrading the existing railway lines, in particular the bridges, but developing a long-term strategy for the sector which has to include decisions as to whether to keep to the current narrow Cape gauge or move to the Standard gauge over time. Regional integration is always high on the political agenda and is a strong tool to open access to markets and strengthen social, political and economic stability in the region, which is vital for the private sector to grow. However, actual implementation at the regional level is often lacking, suggesting a lack of commitment towards regional integration and a lack of willingness to cede national sovereignty in a number of Member States.

Thieme: The economy needs to grow in a manner that creates employment opportunities so that we can reduce unemployment and poverty. We also expect the new administration to tackle inefficiency and poor performance in certain areas. We believe that Namibia has the potential to become the most competitive economy in Africa within the next five years if we pay sufficient attention to making

bold reforms in key areas where we lag behind such as land prices and accessibility, electricity supply and rates competitiveness, water supply security, skills accessibility and development as well as public procurement to mention but a few. It is our expectation that the incoming Government will waste no time in addressing those and other critical issues affecting our growth. The only way to address poverty is to grow the economy and create lots of employment opportunities while addressing the cost of living so that we become competitive. As for corruption, we expect the incoming Government to act swiftly and decisively on any corrupt activities.

Gaomab II: The Geingob administration will [need to] address lingering concerns in the areas of economic exclusion, poverty trap, income inequality, and social service delivery in areas of education and health, which are constraints for Namibia's path to ranking higher on the World Economic Forum's Competitiveness Index. The challenge for the Geingob administration is diversification but how to do it requires implementation. The first strategic action will really be to analyse at a micro level how these sectors are dependent on external influences and find mechanisms to cope with such influences. The other action is to see from a holistic view which products and services we can identify as key products that we can invest in a lot more, ensure sector-based industrialisation, and push such products into the international markets. There is also need for deliberative intervention to reduce income inequality and [implement] policy measures [for] black economic empowerment or the new economic empowerment framework... [There is also a need for] deliberate market intervention through competition regulation, to correct market deficiencies and distortions. [This will ensure] broad based business and commercial expansion through reduced over-concentration and breaking up of market dominance and monopolies.

Major developments over the past 25 years

Zamwaani-Kamwi: Firstly, the conducive and politically stable environment is by far the best thing that has happened to Namibia since 1990. Secondly, on a personal level, I think the acquisition by the Government of Namibia (GRN) of a 50 percent stake in Consolidated Diamond Mines (CDM), which was reconstituted to Namdeb, has been a marvellous milestone. I am at times

disappointed that this achievement is not celebrated enough. No other business enterprise delivers as much value to GRN, both as a shareholder and as a tax collector, as our joint venture partnerships in Debmarine Namibia, Namdeb and NDTC. I think we represent the ultimate in true empowerment; enabling government to fulfil its mandated to provide for the people of Namibia. I think Namibia has done very well over the last 25 years, but the time has come for us to move up a gear and tackle some burning socio-economic challenges with vigour.

Melber: I am afraid that in my view the last 25 years were mainly an era of missed opportunities instead of success in the economic sectors. The proclaimed Namibianisation of local resources benefitted a rent seeking economy but did not trigger investments into productive sectors. Fisheries and mining were mainly confined to transfer of resources without added value and to a large extent replicated the colonial patterns on exploitation. The local agencies involved now (recipients of fishing quota or mining licenses) remained traders in natural goods without using their profits generated for local economic developments but mainly consumptive purposes.

Schade: The economy is much more diversified and therefore more resilient to external shocks than 25 years ago. Horticultural production has increased substantially, in particular grape production, but also the production of onions and potatoes et cetera. More mines are in operation and prospects for the opening of additional mines are good. The manufacturing sector has diversified in part benefit from Infant Industry Protection, but also from the demand for construction material etc. Mineral beneficiation is taking place, although more opportunities need to be explored. Tourism plays an important role in the economy and has become the third largest foreign exchange earner.

Thieme: Infrastructure development, such as road and rail networks expansion, port deepening and expansion, successive expansionary fiscal policies and very robust macroeconomic management are among the most noticeable developments in our economy. Of course, we have also seen a steady increase in business activities. New industries which did not exist before independence were created such as diamond cutting and polishing, grapes and dates production as well as mobile

telecommunication to mention but three.

Gaomab II: There has generally been a stable political climate conducive for economic growth and development. The macroeconomic policy is another achievement; evident from efforts to diversify the economy such the introduction of Export Processing Zones, manufacturing incentives, business park establishments and increased contributions of the fisheries and tourism sectors. The macroeconomic environment has also been conducive to the maintenance and expansion of infrastructure, as well for moderate economic growth and relatively stable inflation and interest rate environment.

Outlook for the next few years

Zamwaani-Kamwi: The incoming government will have a tough job in ensuring that it delivers to expectations. The expectation is that the Geingob administration will deliver prosperity for all. Is this a fair and reasonable expectation? I do not think so. We all have a collective role to help him succeed. Thus proper planning, disciplined execution, monitoring and evaluation at all levels of structures will be critical to success. I think the one thing we as citizens must accept is that our government success depends pretty much on what we do at our individual household, section, community and regional levels. If we as citizens are not doing our part to contribute towards the maintenance of law and order, taking accountability for our actions and playing our part in finding solutions to societal challenges, our government alone cannot succeed. In terms of competitiveness, we want to see Namibia being the most competitive economy in Africa by 2020 and this requires all of us to support our Government to achieve this ambitious goal.

Melber: Namibia needs an economic policy which seeks to establish local production on a far bigger scale in sectors where comparative advantages may exist. This requires further investigations into the potential niches (e.g. larger local ownership in fisheries and mining but also investments into an agro-business and industry). The energy policy should finally undertake a fundamental change towards solar energy and also try to attract investments into a solar industry. Namibia is the ideal site

for solar and wind energy and should market its potential also for production in this sector by foreign investors. This has been a missed opportunity since independence.

Schade: Despite prevailing global economic uncertainties, Namibia's prospects are good. Policies and NDP4 need to be implemented and monitored in order to evaluate whether we are achieving our objectives and adjusted if necessary. Reforms in other areas of competitiveness where we are lagging behind, such as education, health and bureaucracy have to be closely monitored in order to achieve the targets. We have not started to reap the benefits of some of our natural resources, such as sun, wind, ocean currents and biomass for the generation of electricity. We can also expect the manufacturing sector to expand further supported by initiatives and studies by the Ministry of Trade and Industry.

Thieme: With the implementation of our Industrialisation Policy and Growth at Home approach, we expect manufacturing to really take off. Manufacturing is hard to grow in a small market unless backed up with supportive local procurement policies and increased penetration of the export market. We are seeing such a high level of patriotism and belief in local products within the Namibian market. This will surely propel manufacturing to grow but clearly, we need to be competitive globally to be able to claim a good share of the export market. While local consumption of locally manufactured products should be encouraged as a strategy to push manufacturing, we must be cognisant of the fact that we cannot build a thriving manufacturing sector on the back of the local market only. We must work on our competitiveness at the global level and ensure that our businesses, goods and services are competitive globally.

Gaomab II: Namibia at independence was a nation divided on all fronts, politically, economically and socially. Twenty-five years on, there is an aura of confidence that with a fostered peaceful, democratic and political dispensation and a robust private sector in co-operating with the government, Namibia can look forward to infrastructure-led growth with equitable society that strives to reduce unemployment and poverty in the country.

Business fraternity bids fitting farewell to Pohamba

The local business community, under the auspices of the Namibia Chamber of Commerce and Industry (NCCI), formally bade farewell to retiring President Hifikepunye Pohamba at a lavish dinner held in the capital on March 11.

The business community also took the opportunity to raise N\$125 000 and other material support towards the Hifikepunye Pohamba Foundation.

NCCI President Sven Thieme led the business community's tributes to Pohamba for his exceptional leadership over the past 10 years.

"We think that you have done exceedingly well in performing your duties for which the people of this country mandated you to do. Despite major economic challenges which faced the global economy during your tenure of office, you provided very prudent leadership and presided over a growing economy. Your Government invested heavily in infrastructure and build educational, healthcare and other public institutions which improved service delivery to the Namibian public including businesses," Thieme said.

He continued that Pohamba had spearheaded very robust fiscal policies which fuelled economic growth and enabled Namibia to weather the global economic storms of 2010/11.

"You have worked tirelessly to keep our nation united and to maintain peace and political stability which businesses need to operate competitively and profitably. Your leadership has been felt very strongly in every corner of the country and in all sectors of our economy...We have no doubt that your legacy will be marked sharply in our records of history," the NCCI president said in his tribute.

The business community also took the opportunity to congratulate Pohamba for scooping the lucrative Mo Ibrahim African Leadership Award maintaining that he indeed deserved the accolade.

Thieme pledged unconditional support of the business fraternity to incoming President Hage G Geingob, saying the challenges facing the Namibian economy required joint initiatives and a common vision by both Government and the private sector.

On his part, the outgoing Head of State lauded the private sector for its role in the socio-economic development of the country.



'IT HAS BEEN AN HONOUR'...Outgoing President Hifikepunye Pohamba

"The private sector has had a profound effect in the ongoing efforts to create employment opportunities, combat poverty, expand infrastructure and provide services to our people. Government relies on the expertise and technical know-how of the private sector to execute projects such as the construction of roads, houses, schools, clinics and other facilities...In this context, I wish to emphasise that it is critical that the private sector implements the public projects on time, within the approved budgets and in line with the required standards," Pohamba appealed.

He continued that through the interactions he had had with business leaders and individual entrepreneurs countrywide he was confident that the Namibian business fraternity was committed to using its creativity and innovation for the betterment of society.

"I have been greatly honoured that the people of Namibia elected me as President for two five-year consecutive terms. As I retire from my public duties as head of State of our Republic, I urge you to continue working hard to grow the economy and create employment opportunities for all our jobless countrymen and women," Pohamba said in his parting remarks to the business community.

NCCI remains committed to bettering Namibia's competitiveness



NCCI CEO Tarah Shaanika

As Namibia marks 25 years of independence, the Namibia Chamber of Commerce and Industry (NCCI) is celebrating the exact same milestone. Established in July 1990, the Chamber has been the voice of the private business sector for a quarter of a century and continues to strongly advocate major economic issues facing entrepreneurs today.

According to NCCI CEO Tarah Shaanika, the Chamber is greatly concerned with improving Namibia's overall

competitiveness; something he believes can be achieved sooner than the Government's Vision 2030.

Late last year, NCCI launched the Namibia Competitiveness Agenda, an action plan to make Namibia the most competitive economy in Africa in five years.

Efforts towards the realisation of the agenda include reform of the core legislative and policy areas that directly affect doing business in Namibia, and working on factors that would make the country more successful in the global economy.

The World Economic Forum's (WEF) 2014-2015 Global Competitiveness Index report ranked Namibia 88 out of 144 countries with an overall score of 4 (on a scale of 1-7, 7 being best).

Agenda 2020 represents the private sector's contribution towards making Namibia's business climate compatible for business.

Shaanika observes that service delivery in Namibia has been poor compared to other international markets. "The country's international rankings also leave much to be desired because we have been slow in making necessary policy and legislative reforms," Shaanika says.

Agenda 2020 therefore aims at identifying key reform areas and making proposals on how to fast-track those reforms and ensure they come about. These reform areas include education and health, as well as land availability and the price of electricity.

"We believe that the challenges of poverty, unemployment and inequities in the economy are not insurmountable. They can be addressed through growing the economy. The private sector has a big role to play," Shaanika says.

"So we now need to educate massive numbers of young Namibians, who will ensure that the economy grows. We talk about poverty, unemployment and landlessness, but if the economy doesn't grow and people are not skilled, we will not address these challenges. We need to focus on growth in sectors like agriculture, which provides food security; manufacturing, and procurement opportunities in the mining industry," he emphasises.

New Government

"We are all excited about the new government," Shaanika says. "We have had very dynamic leaders over the past 25 years. Both presidents- Founding Father Dr Sam Nujoma and President Hifikepunye Pohamba did very well during their tenures. Dr Hage Geingob is a very dynamic person himself; very visionary and creative. The expectation of many people is that Dr Geingob will be a pilot president; someone who will be piloting the plane that was built by President Pohamba in the airport that was built by President Nujoma. Now we need to fly; the country needs to take off," Shaanika says.

Shaanika says the Chamber expects more collaboration between the public and private sectors; something that he believes has been insufficient thus far. "We want to see the government engaging us more; sometimes it appears to me the private sector wants to engage but government does not, in many instances. There are certain times when the government does engage with us, but it is not enough and as a result we are often not on the same page," he says, adding that he is hopeful that this will change in the near future.

Another issue Shaanika hopes the government will deal with is corruption. He mentions cases where some officials in local authorities have delayed allocating land to citizens unless there are bribes involved. The system, he says, needs a thorough clean-up to expunge offending officials who are only frustrating efforts to develop business.

He further expresses disappointment in civil servants who operate 'briefcase companies', participating in government work; and taking advantage of the fact that unlike other businesses, they don't have expensive overheads to pay.

"It doesn't create a conducive environment for the competitiveness of the local economy. These are just some of the major issues we need to see being addressed going forward. If there are hindrances to private sector development, I think government ought to intervene quickly," Shaanika concludes.

25 years of national pride

Support grows for home-grown products



(From left) NBL MD Wessie van der Westhuizen, O&L Executive Chairman Sven Thieme and Team Namibia CEO Daisry Mathias celebrating Namibia's 25th anniversary and national pride at a networking function.

A global consumer shift towards authenticity and value is indicative of a growing breed of buyers who are discerning and willing to pay for what they consider to be quality, and not just 'cheap'. In Namibia, this attitudinal change is slowly changing the perspective of shoppers; they are increasingly seeing the value of supporting home-grown products, and the benefits that subsequently ripple through the economy.

"As individuals and consumers, we are seeking more

meaning and purpose within our lives and demanding more quality and services from companies who display good values. This insight qualifies Team Namibia's brand positioning, which inherently meets many of these criteria," Team Namibia CEO Daisy Mathias said at a recent networking function in the capital.

"From a national perspective, there is a wind sweeping through Namibia. An enthusiasm, an entrepreneurial spirit coupled with an intense belief that if it is Namibian, then it is for the better. Twenty-five years into our democracy and the identity and confidence of Namibian consumers and producers alike, is restoring. We believe in ourselves and our products, and that is called national pride," Mathias said.

The networking event, hosted by the Ohlthaver & List Group of Companies and Team Namibia, was held to commemorate Namibia's 25th anniversary, and celebrate the concept of national pride.

Last year, Team Namibia underwent a rebranding process, and introduced new, more stringent conditions for qualifying members. The aim was to ensure that all products bearing the Team Namibia logo were classified as truly Namibian, and were of benefit to the local economy.

As a result, products bearing the Team Namibia logo are indicative of three things. Firstly, the country of origin for that product is Namibia whether wholly obtained or value-added. Secondly, the company that produces the product is creating and retaining value within the local economy through profit retention, employment and procurement spend. And thirdly, that Team Namibia has checked and confirmed that the product or service is applying best practice through standards and compliance.

According to Mathias, the Team Namibia 2013 Stakeholder Report found that 55 percent of respondents were likely to buy a product that carried the Team Namibia logo- with a strict condition that those products were in fact Namibian. Forty-seven percent of respondents indicated they were unaware which products or services were Namibian and 75 percent of total respondents indicated that they would like to be informed via the media.

O&L Executive Chairman Sven Thieme also shared some of the Group's major achievements, one being exceeding its 5,000 employees mark. This was a target the Group planned to go beyond in the near future.

"We are now a proud employer of 5,200 Namibians.

Employment is a form of empowerment. I am delighted to confirm our continued commitment to invest in and develop our country in order to sustain the more than 5,000 employment opportunities for our countrymen and women. As part of our 2019 vision, we aim to increase that number to over 8000 through direct and indirect job creation," Thieme said. The Group was also looking at a joint effort to boost the country's dairy industry, and ensure the security of at least 2,000 jobs, he said. The industry has been hit with a slew of challenges, from severe drought to the flooding of the market by South African dairy products.

"The O&L Group has a clear 2019 plan with our purpose 'Creating a future, enhancing life' and 2019 vision of being the most progressive and inspiring company," Thieme said.

This underpinned their objectives of: remaining the employer of choice; creating about 4000 additional employment opportunities; reducing the Group's carbon footprint by 20 percent; and generating an EBIT (Earnings Before Interest and Taxation) of N\$2 billion.

"This is made up of organic growth of existing businesses and the creation of new businesses within Namibia and the South African region. Other positive prospects for 2015 on the people level include the development of industry specific skills based on the funds generated through the skills levy. Let us together ensure that we educate, train and employ our own Namibians in order to reduce unemployment and contribute as a whole to a happy and healthy nation. I am truly excited and committed to be part of the Namibian journey for the next 25 years and beyond," Thieme said.

The O&L Executive Chairman further stated that the Group is inspired to continue its performance of being the 'Best Company To Work For' in Namibia and the SADC region. Thieme: "We are also looking at a joint effort to boost the dairy industry in our country, which would ensure the security of at least 2000 jobs." Thieme added that he looked forward to continued improvement in employment practices; expansion of its subsidiary Pick n Pay into all corners of the country and in so doing generating at least 300 direct jobs; opening of the Strand Hotel and Chobe Water Villa; further expansions in the Group's property portfolio; continued brand renovation and innovation across the Group, as well as continued focus on people development and leadership growth of Namibians.



MAJOR CONCERN: *The scarcity of serviced land in urban areas, particularly in Windhoek, is worrying ordinary citizens and the business community.*

Chamber concerned about lack of urban serviced land

The Namibia Chamber of Commerce and Industry (NCCI) is seriously concerned about the lack of adequate serviced land countrywide and the manner in which this matter is being handled by various stakeholders.

NCCI Chief Executive Officer Tarah Shaanika says for many years the NCCI has been calling for a viable long term solution to the artificial scarcity of serviced land for business and housing development in all the local authority areas.

"The 2011 Urban Land Conference organised by the NCCI and attended by various key stakeholders made wide ranging recommendations which we still believe could be used for the crafting of long term solutions to this matter. These recommendations included amendments and where necessary, scrapping of various pieces of legislation dealing with urban development and land delivery so that land can be serviced and availed for development within our local authority areas in a speedy manner," says the Chamber.

The fact that the problem of serviced land scarcity remains critical to this date despite the submission of the 2011 NCCI Urban Land Conference recommendations to the Ministry of Regional and Local Authorities, Housing and Rural Development as well as several calls by the Chamber and other stakeholders to speed up the surveying, proclamation and servicing of land "could be a sign that either there are serious bureaucratic bottlenecks in our system or simply lack of political will on the part of Government to take corrective measures to address this critical economic and social issue".

The NCCI however applauds the Government for the bold decision it took to embark on the mass housing programme which is envisioned to make housing units available at affordable to those in need of a roof above their heads.

"But as recommended by our 2011 Urban Land Conference, we still believe that the mass housing programme should have been preceded by mass servicing of land in the most affected local authority areas because the absence of adequate serviced land is proving to be a serious obstacle to mass housing delivery. We therefore believe the ongoing mobilisation of massive funding for housing without adequate resource allocation to the servicing of land including the surveying and proclamation of urban land where necessary will not provide a lasting solution fast enough," the NCCI says.

The Chamber urges Government to mobilise and allocate resources for mass land servicing so that more serviced land is availed for the mass housing project and for individuals to build their own houses, as well as for business use.

It adds that the manner in which the issue of serviced land scarcity is being addressed by various stakeholders is cause for concern to the business sector especially the confrontation which has been going on among some stakeholders in recent times.

"The problem of land scarcity in this country is indeed real and very serious. It affects business development and economic growth. It deprives many Namibians of an opportunity to have dignified shelter and comfortable homes. It has persisted for far too long and should therefore

be addressed as a matter of urgency," says the NCCI.

The Chamber further warns all stakeholders that while the challenge of serviced land scarcity requires urgent action and a lasting solution, it must be addressed with sober minds and in an orderly fashion. "We must admit past mistakes but focus on solutions that are genuine, realistic and lasting. The ongoing squabbles and name calling from different corners of the society is immature and destructive. We, as a nation must engage ourselves in a constructive dialogue to find a genuine solution that will not only result in the availing of adequate serviced land in all our local authority areas but also at prices that are competitive for businesses and affordable for individual Namibians who want to own land either for housing or business purposes. Namibia is so big with such a tiny population and to say that we have a huge land problem appears laughable and nonsensical. So, we must move with speed," says the NCCI.

The business organisation has appealed to the government of incoming President Dr Hage Geingob to provide leadership on this matter by creating conducive platforms for healthy engagements and dialogue which will lead to a national action plan that can deliver affordable serviced land for business and housing within the shortest period possible.

"Patience of the people might be running out and an urgent action is required. Mass housing cannot be seen as the final solution because it addresses the problem in a fragmented manner. The absence of adequate serviced land is the primary problem, housing units availability is secondary. We must address the core problem swiftly," says the NCCI.

"We must learn to engage one another and move forward in unity. But Government on its part must come to the table with a viable option. They must address the governance issue at local authority levels where resources are inadequate, capacity is hugely constrained and a number of councillors and municipal officials corruptly and inequitably allocate land to those that can fill their pockets using the land scarcity. This must be addressed without fear or favour if we are to move ahead," the Chamber concludes.

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The Ohlthaver & List (O&L) Group of Companies is a proudly Namibian company with a rich heritage of almost 100 years. The Group has diversified from its banking origins to encompass 14 operating companies in various sectors ranging from manufacturing; information technology; property development, advertising; retail and

hospitality to engineering; energy solutions; fishing; and beverages, to name but a few. Despite our diverse range of operations we are unified by our vision **‘to be the most progressive and inspiring company’** as well as our unrelenting pursuit of operational excellence. Through our corporate values system and progressive corporate culture we have fused together a driving force to lead

innovation in all the sectors in which we operate. As part of our philosophy of excellence we employ a long-term view and focus on sustainability to do business with integrity.

Through our purpose **‘Creating a future, enhancing life’** we believe that we can contribute to Namibia achieving its development goals. With our breakthrough leadership philosophy we passionately live our purpose while reducing our environmental impact and increasing our positive social impact.

We believe investing in our long-term pillars of growth - brands, people, innovation and execution – is essential. Through advancing these growth pillars and associating them with strong social missions, our purpose will be reflected in the communities in which we operate through our comprehensive Corporate Social Responsibility program and contribute to our country's future sustainability, while at the same time growing

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right things



our business. As part of our commitment to share our growth and successes we strive to create employment opportunities, which not only gives people jobs but empowers them to be a part of the development of our country.

We are excited about the opportunities to increase our presence in the rest of the African continent and beyond; positioning our business and Namibia as a whole for competitive growth; and extending our quality products and services into more diverse market segments.

As a caring corporate citizen, we will continue to contribute towards the development of sustainable businesses and social upliftment. We are proud to collaborate with and celebrate the wonderful and humble contributions our fellow Namibians make in order to create a better future for our fellow countrymen.

We strive to share local pride and foster a world-class reputation for Namibian products and services through our commitment to constant innovation and by inspiring Namibia and the rest of Africa.

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Trade and Industry Minister Calle Schlettwein

'Growth at Home' Industrial Policy What it really entails

Trade and Industry Minister Calle Schlettwein has finally made the Industrialisation Policy Implementation Strategy, also dubbed 'Growth at Home' public.

Tabling it in Parliament in February - two years after the announcement of the introduction of such a strategy, Schlettwein said the new document would "actualise the Industrial Policy that was approved by Cabinet way back in 2012.

Starting this year, its policies and support programmes will be rolled out in 4 phases of five years each until 2030.

The new document identified three strategic intervention areas like support for local value addition, promotion of market access for Namibian products both locally and abroad and

promotion of a favourable investment and business climate in Namibia.

The eventual development and construction of trade centres in markets such Angola (Luanda), DRC (Lubumbashi) and Congo Republic (Pointe Noire) is envisaged. Such centres are to be set up in Luanda, Lubumbashi in the DRC and at Pointe Noire in the Congo Republic.

These facilities will be leased to Namibian companies to store and distribute their products in these countries, and also need further impetus to ensure positive movement going forward. This will facilitate opportunities for Namibian products in these markets. Due to the huge financial implications, the MTI seeks to explore some form of partnerships with the private sector in this regard.

By the year 2030, the exported value of value added products should account for 70 percent of all export values, according to the document. By 2020, it is to reach 50 percent. By then the Implementation Strategy is to have created at least 10,000 new jobs in the manufacturing sector and N\$7,5 million will be set aside to support 10 enterprises that do value addition.

An equity fund will be set up to initiate industrial development projects and a national export strategy will be developed.

Under the Implementation Strategy paper, the SME Policy is to be reviewed, as well as the Investment Act, the Credit Agreement Act and the outdated Export Processing Zone (EPZ) legislation. The Namibia Industrial Development Agency (NIDA) will be set up.

The registration process for businesses will be revamped and simplified and a regular Public Private Dialogue (PPP) platform with the private business sector will be established.

Under the special industrialisation programme of the Ministry of Trade and Industry (MTI), agro- and fish-processing will receive priority attention. A new beef cold storage export facility will be constructed in Walvis Bay under the auspices of the National Development Corporation (NDC). It is to receive EU-certification and will be suitable to store beef, lamb and venison for annual exports of up to 25,000 tons per annum.

The NDC will embark on a cattle ranch project in the two Kavango regions and establish "a small-scale beef value adding process in order to create additional niche

export products for new markets," the document stated.

In the fruit and vegetable sector, the MTI plans to set up a small plant to process fruit and vegetable juices for the domestic and the regional market. The juices will also be canned.

In the fishing sector, fishing companies will be assisted to achieve EU-certification for mari-culture products and eco-labelling for hake among others.

It is further planned to assist value addition projects of the leather, wool, pelt, silk and textile industry. Collection, processing, grading and cleaning of raw hides, skins, wool and natural silk will be enhanced. "Key emphasis is placed on increased manufacturing of high value consumer products for domestic and export markets."

STEEL PRODUCTS

According to the Industrialisation Policy Implementation Strategy, a feasibility study was conducted for the conversion of scrap metal to steel. The MTI plans an intervention to establish a metal processing and fabrication industry. Target products include metal cans, fencing wired and galvanised items.

"The availability of skills is critical for the development of a metal and steel industry, a core element of this priority action is the establishment of an advanced steel artisan training school at Walvis Bay," the document noted. This measure is based on a feasibility study.

The expansion of the automotive sector is also envisaged. Based on a value chain analysis conducted for the MTI, "a support facility for projects in the areas of automotive parts manufacturing like batteries and outdoor accessories will be established." Two dedicated industrial parks are planned for the automotive industry.

Furthermore, salt processing along the coast is another area for industrialisation identified by the Strategy Paper. Most of the salt produced in Namibia is exported. The MTI aims to commission a feasibility study on strengthening the salt value chain with regard to water purification and other industries.

Progress of the Industrialisation Policy Implementation Strategy will be monitored through what the MTI calls a "sound and easy to use monitoring system" with annual progress reports to review and update the strategy.

Social Security Commission plans new high rise building in Windhoek CBD



CHANGING FACE OF WINDHOEK CBD: Some artists' impressions of how the new SSC building in the Windhoek CBD would look like.

The Social Security Commission of Namibia (SSC) acquired prime land in Windhoek Central Business District's Freedom Plaza Development to construct a multi-million dollar state-of-the-art building for its own use, and possibly for rental.

SSC says it is still busy with the financial estimates and is considering the possible financing mechanisms before it makes an announcement in this respect.

The primary purpose for the construction of this state of the art building was to create operational space for SSC. However, during the feasibility study of the project, it became apparent that the building could be used for investment purposes as well, as there was a great demand for office and retail space within the CBD in Windhoek.

In order to ensure transparency for the project, SSC advertised public tenders and invited suitably qualified entities to express interest in the provision of the design of the building. A number of entities were engaged to assist SSC with the tender evaluation process after which five entities were shortlisted for the architectural design competition.

The main purpose of the competition had been three-fold, namely (1) to procure excellence in the design and construction of the proposed CBD development project; (2) to commission the author of the winning design proposal (a local consultant architectural firm) to produce the final architectural design and construction drawings for the proposed CBD development project and (3) to be transparent in the process of realising SSC's operational and investment objectives.

This competition was managed by a competent team of two independent local consulting architects and it culminated in the excellent drawings which SSC exhibited at the National Art Gallery, where the public could view them.

Following four days of a thorough adjudication process by an independent jury, the winning entries were; in first place Kerry McNamara Incorporated Architects, in second place Stauch and Partners Architects and in third place Barnard Mutua Architects Incorporated.

SSC CEO Kenandei Tjivikua says the Freedom Plaza Development, where the envisaged SSC building will be erected, will offer an unrivalled shopping experience with emphasis on ease of access, convenience, safety and mixed used development benefit which is currently being driven by the City of Windhoek in order to liven up the city – especially at night.

SSC *brief*

ISSUE #2 MARCH 2015

SSC ANNOUNCES WINNERS OF WORLD CLASS CENTRAL BUSINESS DISTRICT BUILDING DESIGN

SSC recently announced the winning design of the envisaged multi-million dollar Central Business District building in Windhoek. The building will be constructed at the prime piece of property on Erf 8769 as part of the Freedom Plaza in Independence Avenue next to a local prominent hotel. The winning design by Kerry McNamara was chosen after SSC commissioned an architectural design competition to promote transparency and fair competition. The adjudication process was conducted by the meticulously selected independent jury of impeccable Namibian Architects, a Quantity Surveyor, a Structural Engineer and a Company Executive. The top three designs from which the winner was chosen, were displayed during a public exhibition at the National Art Gallery during the last two weeks of February.



Mr. Vemunjengua Kavari, GM Finance: SSC handing over the cheque to a representative from Kerry McNamara Architects



SSC Chief unveiling the winning design

SSC STARTS FEASIBILITY STUDY ON THE POSSIBLE INTRODUCTION OF AN UNEMPLOYMENT INSURANCE SCHEME (UI) AND A RETURN-TO-WORK (RTW) PROGRAM IN NAMIBIA

SSC started the feasibility study on the possible introduction of an Unemployment Insurance Scheme (UI) and a Return-to-Work (RTW) Program in Namibia. The decision was taken in the context of achieving the ideals espoused in the Social Protection Floors (SPFs) initiative launched by the International Labour Organization (ILO), the intention of which is to ensure that citizens of all countries enjoy comprehensive social protection.

Namibia does not presently have a UI arrangement and SSC is exploring the feasibility of such a scheme for Namibia and the steps that would need to be taken to implement it. Currently, most Governments commonly establish systems of financial support for employees who, through illness or accident, are unable to continue to work. SSC provides a financial benefit to workers covered by the Employees' Compensation Act who are unfortunate enough to suffer an occupational injury or disease.

Such a benefit, as part of a social security strategy, assists affected employees to cope with the difficulties of their situation. Rehabilitating the injured / ill employee in order to enable them to return to work as soon as possible is an alternative approach that is now gathering global traction, and lies at the heart of a RTW programme.

It is expected that feasibility studies will be conducted over a period of eight months, starting from January 2015. By the end of the studies and after a process of intense consultations, reports will be presented to Government for further consideration.

CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE

Below are some of the projects that received funding from SSC:

Name	Amount in N\$
Blanket contribution (Christina Awar-Opperman Aids Orphan Foundation Trust)	30,000
Mavuluma Primary School	20,585
Eastern Chiefs Club	5,000
Kavango Warriors Netball Club	5,000
Rundu Private School	5,000
Ililyateko Combined School	10,000
ELCRN Ephesians Parish Old Age Home Kitchen	7,000
Place of Angels Orphanage	7,000
Angolo Junior Secondary School	10,000
Karundu Primary School	20,000
Nayota Eleven Football Club	7,000
Nakazaza Combined School	10,000
Onyose Trust	20,000
Onyeka Combined School	10,000
Megamemo Childrens Home	10,000
Merciful Neighbour Organization	50,000
Given Hope School	10,000
Cosmos High School	25,000
Good Samaritan Association	10,000

SSC SPENT OVER N\$300,000 ON SOCIAL RESPONSIBILITY PROJECTS

Social Security Commission spent over N\$300,000 as part of its corporate social responsibility on various deserving community projects during the just ended financial year. The money was spent on a wide range of projects involving orphans and vulnerable children, HIV/Aids, old age homes, sports and educational development as well as capacity building for small and medium enterprises.

Mr. Alberto Menezes receives cheque for Nakazaza Combined School, being handed over by Ms. Mapezie Endjala from our Rundu Branch Office.



SSC CHIEF ATTENDS JOINT TECHNICAL SUB-COMMITTEES CONSENSUS BUILDING MEETING ON SADC EMPLOYMENT AND LABOUR SECTOR PROGRAMMES IN BOTSWANA

SSC Chief Kenandei "Kapara" Tjivikua recently attended the Joint Technical Sub-Committees Consensus Building Meeting on SADC Employment and Labour Sector Programmes in Botswana. The meeting was held from 12 – 13 February 2015 in Gaborone, Botswana with the main to review and consolidate draft policy instruments and guidelines taking into account national and regional consultations that have taken place in preparation for 2015 Employment and Labour Meeting of Ministers and Social Partners.



Kapara Tjivikua with Mbapeua Muvangua, Namibian High Commissioner to Botswana and his wife, Dinah



SOCIAL SECURITY COMMISSION

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Akwenye ushers in new era at DBN



NEW BROOMS: The DBN's new Board of Directors

Penny Akwenye recently took over from Elize Angula as Chairperson of the Development Bank of Namibia (DBN).

Akwenye previously held the position of Chief Executive Officer of the Millennium Challenge Account Namibia (MCA-N). In her capacity as CEO of MCA-N, Akwenye was responsible for the administration of

N\$ 3 billion in funds, provided to Namibia by the US government, for the purpose of poverty alleviation through economic growth.

Akwenye is no stranger to DBN. Before commencing work on MCA-N she was responsible for DBN's Special Development Fund. In 2006 she was seconded to develop a plan for MCA-N, after which she

was appointed CEO of MCA-N.

Talking about her vision for the Bank, Akwenye said that she would seek a high degree of trust in the institution, strong relationships with stakeholders as well as sustainability. She said that she would work together with stakeholders to expand the scope of its activities, and that she envisaged it becoming a leading institution in the field of development.

Angula said that during her tenure, the impact of the Board was remarkable and it was able to produce exceptional results in the space of a single session. She gave credit to the entire organisation, saying that the impact of a Board is only as strong as the organisation which executes the Board's direction. She credited the Bank with approximately N\$ 4,6 billion in approvals and impact on approximately 53,000 jobs during the period from 2009 to 2014 when she was Chairperson.

DBN CEO Martin Inkumbi said Akwenye's appointment will enhance the strengths of the current Board as she has the experience of Namibia's development needs and also enjoys a close relationship with the National Planning Commission.



We wear the flag with pride. We finance economic independence.

Before we approve finance, we ask ourselves hard questions about whether enterprises create prosperity through employment, how they place ownership in the hands of previously disadvantaged Namibians, and how they stimulate economic activities in the regions? We also ask how the enterprises may perform in the long term?

In short, we finance enterprises and projects that Namibia needs for economic independence.

If your enterprise might contribute to Namibia's economic independence, visit www.dbn.com.na, then call 061 - 290 8032. We're waiting to hear from you.



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Independence
Anniversary Namibia*

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Management and
Staff of the
Namibia Airports
Company
congratulates
Namibia
on our**

Silver Jubilee

**Independence
celebrations.**



www.airports.com.na

Angolan and Namibian Business Chambers push for improved cross border trade



NCCI CEO Tarah Shaanika

The Namibia Chamber of Commerce and Industry (NCCI) and the Angolan Chamber of Commerce and Industry (CCIA) have begun a process of engaging stakeholders to improve the cross border trading environment between Namibia and Angola.

During a visit to Luanda recently, NCCI CEO Tarah Shaanika held talks with his counterpart, Mr. Tiago Gomes and exchanged views on making trading arrangements between

the two countries more efficient. During the meeting, the two chambers agreed that cross border trade between Angola and Namibia needed significant improvement, especially the level of efficiency in moving goods from one country to the other. It was noted that the process of clearing goods at the borders on both sides needed to be speeded up so that the turnaround time for trucks carrying goods from Namibia into Angola and vice versa is reduced to competitive levels.

The two chambers therefore agreed to put in motion a process of stakeholder engagements with a view to identify bottlenecks in the customs clearing processes and reduce unnecessary bureaucracy which delays the export of goods between the two countries. NCCI and CCIA will engage the Governments of Namibia and Angola respectively for the purposes of addressing bureaucratic hurdles hampering cross border trade between the two countries.

The meeting commended the central banks of Angola and Namibia for signing a currency exchange agreement which allows the Angolan Kwanza to be accepted by Namibian banks at Oshikango and the Namibia Dollar to be accepted by Angolan banks at Santa Clara. This agreement which is expected to be implemented this month will be very crucial in the facilitation of trade between Namibia and Angola through the Oshikango / Santa Clara border post. The two Chambers therefore called on the business communities of both countries to take advantage of the currency exchange agreement and increase trade volumes between the two countries.

The meeting took note of the continued Government-to-Government interactions especially within the framework of the bilateral trade agreement signed by the two Governments in 2004 which provides for a Joint Trade Committee aimed at addressing barriers

to trade between the two countries. These interactions are indeed critical for the improvement of the trading environment between the two countries.

The two business chambers agreed to meet twice annually at the highest level possible to review progress made with regard to the efforts made towards improving

cross border trade volumes between the two countries. It was further agreed that the two chambers will increase investment promotion and facilitation aimed at increasing the flow investments between Namibia and Angola.

The next bilateral meeting between NCCI and CCIA is scheduled for July in Windhoek.

Business and Investment Climate Survey 2015 Launched



The Chamber, the Namibian Manufacturers' Association (NMA), the Institute of Public Policy Research (IPPR) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) working on behalf of the German are partnering up again to carry out the 2015 namBIC Survey.

The annual Business and Investment Climate Survey initiated by the partners in 2009 has become an important instrument to evaluate the state of the business environment in Namibia. The survey captures the perceptions of business people across the country about the prevailing business and investment climate and the constraints and challenges they encounter. The results are available on the NCCI, NMA and IPPR's websites. The obstacles identified by the private sector are taken up by NCCI and NMA in their consultations with Government and other stakeholders to find lasting solutions. This instrument thus guides interventions by targeting the real needs of business.

Issues previously identified with the aid of this instrument and taken up at Public Private Dialogues and other means include, amongst others, access to land, skills development, utility costs and access to new markets. This process is on-

going and will be adjusted according to the results of the forthcoming survey. The annual survey enables stakeholders to determine trends and factors influencing business growth.

Members of the business community across the country are strongly encouraged to take part in the survey to ensure that the results represent their views.

Furthermore your participation will ensure that the development of interventions and policies is based on the real needs of the private sector. In the last namBIC survey almost 600 businesses across all sectors and sizes participated.

The sixth edition of the survey commenced on 23rd February and is carried out by Business Intelligence Africa through telephonic interviews. Work is expected to be finalised at the end of April. As in the previous surveys, the results and conclusions will be shared and discussed with the business community, Government and other stakeholders. Furthermore, all respondents receive copies of the results.

Representatives of the partnership:

Leonard Kamwi (NCCI), Ronnie Varkevisser (NMA), Klaus Schade (IPPR), Bernd Schmidt (GIZ).

Affirmative Action; 25 years on

Has it been smooth sailing for previously disadvantaged Namibians?



Employment Equity Commissioner Wilbard Usiku

Namibian companies have improved on their affirmative action profile in the last few years and employed more persons from previously disadvantaged backgrounds to management level, according to the Employment Equity Commission.

The Affirmative Action (Employment) Act was promulgated in 1998, eight years after independence and the EEC was established soon afterwards.

The law makes it compulsory for companies operating in Namibia and employing 25 or more people to annually submit reports to the EEC about their affirmative action plans and training of Namibian understudies where foreigners are holding management positions.

The review officers at the EEC must appraise the affirmative action reports to ensure compliance with the requirements of the Act. They then make recommendations to the Commission for its consideration. Once the EEC approves the report, the employer is awarded an affirmative action compliance certificate which is valid for 12 months, or until the next report is due.

For government tenders, companies must be in possession of a valid Affirmative Action compliance certificate among others, in order to be considered for these tenders.

Non-compliance with the Affirmative Action law will result in legal prosecution if all other efforts on the side of the EEC do not bear fruit.

Cabinet has recently again emphasised that it continues to promote transformation of Namibia's

economy so it becomes more inclusive as well as increasing local ownership "in all sectors of the economy".

This also includes the mining sector where policies, laws and strategies will be refined to reflect bigger inclusion. This will be achieved through a "reform of the mining sector so that Namibians own a substantial share in the [mining] industry and disadvantaged Namibians are substantially represented in top management structures of mining companies" operating in Namibia.

"This is very much a priority under the new government headed by President Hage Geingob, who will succeed outgoing President Hifikepunye Pohamba on 21 March," an official in the Mines and Energy Ministry told NBJ.

"These aspects are printed in the election manifesto of the ruling Swapo party for the national elections last November and the new Government will embark on these reforms."

AA COMPLIANCE

However, 25 years after independence the advancement of previously disadvantaged Namibians at work is still not smooth sailing.

"We have a problem with white-owned companies which have a historic prejudice against previously disadvantaged people," says Employment Equity Commissioner Vilbard Usiku, "They are associating black people with shoddy work".

Usiku reportedly singled out a white-owned motor vehicle company, which holds dealerships for various luxury vehicle brands and warned the company early this year that it might not receive an AA compliance certificate if it did not promote black staff in its management structures.

A local commercial bank also received bad marks from the EEC for similar reasons.

"The EEC is constantly experiencing challenges with the failure by some employers to observe mandatory reporting dates, infrequent consultations or non-compliance with the Act's provision on consultation and the persistence of complaints about the alleged appointment of expatriates

at the expense of suitably qualified Namibians," Usiku stated in the latest EEC report tabled in Parliament recently. In that report, the EEC reviewed AA reports from 686 companies covering 169 359 employees across the broad spectrum of the employment sector.

"The EEC pressed charges against a number of employers who breached that Affirmative Action law – several were convicted and fined by the courts. The prompt action against employers who violated the law sent a clear message that no employer would be allowed to violate the law with impunity." "Previously racially disadvantaged Namibians occupied only 26 percent of positions at executive director level while 59 percent of executive directors across all sectors were white and 15 percent where non-Namibians, the EEC report noted.

In the mining industry, black Namibians accounted for 43 % of the executive directors and managers hired, 31 % of the people were white and 26% of the executive directors and managers hired were foreigners.

"Employers must realise that the longer they play lip service to the cause of affirmative action, the longer the relevance of the AA law will remain. The EEC is concerned about the number of complaints lodged with this office, citing causes of unfair discrimination and disregard of the provision of the AA law," says Usiku.

One of the complaints was that some companies in the fishing and mining sectors allegedly prefer to appoint foreigners in managerial positions at the expense of suitably qualified Namibians. The EEC inspected several fishing and uranium companies and took appropriate actions where these allegations proved to be true.

According to Usiku, unfair discrimination can cause tension and labour unrest, which Namibia can ill afford. "Industrial tension has the potential to disrupt productivity and service delivery, which can ultimately impede economic development. All employers have therefore a legal and moral responsibility to guard against employment practices that are incompatible with the principles of employment equity for the sake of fairness and industrial peace," says Usiku.

NBL brands take international markets by storm



GIANT STRIDES: NBL MD Hendrik Van Der Westhuizen

Namibia Breweries Limited founded in 1920 is perhaps one of the oldest breweries on the African continent – from humble beginnings, to now 25 years after independence; the company takes pride in producing some of the best brands consumed internationally.

At the dawn of Namibia's independence, the company changed its name from South West Africa Brewery to its current name.

NBL managing director Hendrik Van Der Westhuizen recently took Namibia Business Journal through the journey of its success story and challenges.

Van Der Westhuizen said that the company has gone through many various stages of growth and development from being a small local brewery to a significant regional provider of quality crafted truly Namibian beers.

Although NBL was almost fully owned by the List Family, Van Der Westhuizen said, its ownership structure changed significantly with its public listing on the Namibian Stock Exchange in 1996, enabling many other Namibians and institutions such as GIPF to acquire shareholding in NBL.

"Although we also have international shareholders in the form of Heineken and Diageo, Namibians still own more than 70% of the company." Windhoek Lager he says has become the company's leading global brand, which is exported to around 30 countries across the world.

"To this date, only about 40% of our production

volumes are consumed in Namibia with another 40% being consumed in RSA with the remaining 20% being enjoyed outside Namibia and RSA," he said.

Van Der Westhuizen said: "So, as we commemorate the 25th year of our independence, we look back where we came from as part of this nation with very fond memories. As a nation, may we all be inspired by our achievements thus far to do even better as we pursue the realisation of our Vision 2030 and beyond."

He shares thoughts on why NBL's leading beer brands - Windhoek Lager, Tafel Lager, Windhoek Draught, and Windhoek Light are some of the best rated in the market. "We have lifelong history of dedication to quality, craftsmanship and being a consumer centric organisation. We still follow an ancient-old brewing tradition, the Reinheitsgebot, which provides for using only malted barley, hops and water; and absolute nothing else like additives or colorants. Our beers take a much longer time to mature too and this is what made our beers to be what they are, being brewed to perfection that is."

Topping it all, Windhoek Lager made a gigantic stride late last year when the company brought in Ivory Coast international and Chelsea striker Didier Drogba as its new brand ambassador. "We feel privileged to have this association and partnership with one of Africa's most celebrated international soccer players of all times. Just like our own Windhoek Lager brand, Didier is a humble son of our own continent, who put Africa positively on the map. He is humble, down-to-earth and truly world class. The impact on the Windhoek Lager globally can be described as having been very favourable."

NBL also produces other products such as its premium non-alcohol malt based soft drink called Vigo which he lauds saying that the market has responded overwhelmingly well, adding that product innovation remains an integral part of NBL's daily business operation.

In 2011, NBL rolled out corporate a social responsibility programme called the barley feasibility study which entails researching the economic viability of producing barley locally, not only to substitute imports but to increase local content and also create more local employment.

"I am happy to state that the results have been great. This initiative was made possible with support from government and the University of Namibia as well as some of our key malt suppliers from Europe.

"We are now at the stage where we want Namibia to farm with barley on a commercial scale, without impacting on other crops intended for food security. In fact, since barley is a winter crop, its commercialised farming would rotate with other food crops such as maize during non-barley growing seasons and thus enabling



farms and green schemes to be fully operational all-year round," he said.

Van Der Westhuizen calmed down jitters that NBL is a monopoly in the country's brewing industry saying that their market extends beyond the borders: "Sometimes it might be misleading looking at Namibia as a market in isolation. We are part of SACU which is a common market area with a population size of about 54 million of which Namibia is only about two million of that. NBL might be perceived as a monopoly in Namibia but the reality is that we probably only command about 7% of the SACU market which is fully monopolised by the big brother.

Although Namibia has always been NBL's home, South Africa's SABMiller remains a formidable competitor.

Said Van Der Westhuizen: "We have been competing with SABMiller in this market for many years. To date, we have been experiencing market growth at home; the rest of SACU and other markets as well, where SABMiller is well established.

"The key aspect is being in tune with our consumers in terms of their needs and the difference is how we bring it to life. We believe that, all things being equal, the market is sufficient and can accommodate both of us."

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CLEAR PLAN: O&L Executive Chairman Sven Thieme

For the past 25 years Namibia has made great progress in building a cohesive and stable society while creating an economically conducive environment for business and industry to prosper, amongst others.

In a series of events, the Ohlthaver & List (O&L) Group of Companies proudly reflects on the journey that continues to drive the Group's passion and purpose of 'Creating a future, enhancing life'.

O&L Executive Chairman, Sven Thieme shares his excitement of having exceeded the Group's 5,000 employee mark, amongst others. "We are now a proud employer of 5,200 Namibians. Employment is a form of empowerment. I am delighted to confirm our continued commitment to invest and develop (in) our country in order to sustain the more than 5,000 employment opportunities for our countrymen and women. As part of our 2019 vision, we aim to increase that number to over 8000 through direct and indirect job creation," says Thieme.

The O&L Executive Chairman further states that the Group is inspired to continue its performance of being the 'Best Company to Work For' in Namibia and the

SADC region. "We are also looking at a joint effort to boost the dairy industry in our country, which would ensure the security of at least 2,000 jobs."

Thieme adds that he looks forward to continued improvement in employment practices; expansion of its subsidiary Pick n Pay into all corners of the country and in so doing generating at least 300 direct jobs; opening of the Strand Hotel and Chobe Water Villas; further expansions in the Group's property portfolio; continued brand renovation and innovation across the Group, as well as continued focus on people development and leadership growth of Namibians.

"Recently we announced the appointment of six new employees who joined the O&L Group through our Talent Attraction Programme (TAP). These talented youngsters have the opportunity to excel and climb the corporate ladder as the opportunities are endless. The 64% retention rate of TAP students over the past six years certainly speaks for itself," says Thieme.

"Further growth and development within our companies is taking place on a regular basis," he adds. He mentions as examples Hanganana Seafood which boasts with a 100% Namibian staff complement; Pick n Pay's recently promoted Regional Manager for the North, Hester Uushona - the first Namibian woman to achieve that position; while numerous other employees at Pick n Pay and the O&L Group were promoted to leadership and/or managerial levels.

Thieme adds that Namibia should this year place special focus on people, especially leadership growth and culture, to be able to take it to the next level. "The O&L Group has a clear 2019 plan with our purpose 'Creating a future, enhancing life' and 2019 vision of being the most progressive and inspiring company that underpins our objectives of remaining the employer of choice; creating about 4000 additional employment opportunities; reducing our carbon footprint by 20%; and generating an EBIT (Earnings Before Interest and Taxation) of N\$ 2 billion. This is made up of organic growth of existing businesses and the creation of new businesses within Namibia and the South African region. Other positive prospects for 2015 on the people level include the development of industry specific skills based on the funds generated through the skills levy. Let us together ensure that we educate, train and employ our own Namibians in order to reduce unemployment and contribute as a whole to a happy and healthy nation. I am truly excited and committed to be part of the Namibian journey for the next 25 years and beyond," says the O&L Executive Chairman.



SETTING STANDARDS: *The Ohorongo Cement plant just outside Otavi.*

Ohorongo trailblazer in corporate citizenship

As a progressive and visionary organisation, Ohorongo Cement's corporate citizenship forms its key basis to support the economic growth and social development of the population, not only in the town of Otavi and the Otjozondjupa region where it operates, but also in Namibia as a whole.

As Namibia marks 25 years of independence with the inauguration of the third president, Dr. Hage Geingob, Ohorongo proudly joins Namibians in celebrations and further reflects on past and current activities geared towards uplifting the community and stimulating economic empowerment.

The company's Marketing and Communications Manager, Carina Sowden, summarises the company's activities and development impact to the community over the years as follows:

Sustainable job creation

Ohorongo Cement assists in the creation of

sustainable jobs by direct employment, outsourcing, and downstream activities, as well as through procurement policies that benefit Namibian suppliers.

Long term wealth creation

Moreover, Ohorongo's facilitation of local businesses to establish downstream operations and supply networks leads to the innovation of business practices, the opening up of markets, and the diversification of the economy. In addition to direct employment creation of more than 300 jobs, through second and third round effects in form of indirect employment creation and income generation, significant wealth is created which particularly benefits the small Otavi economy.

It has been calculated that through Ohorongo's operation some 2 152 jobs are created (lighthouse effect) and the Namibian GDP is raised by more than 1%. This effect is amplified through Ohorongo adding

100% value to the raw material, which certainly sets Ohorongo apart from many other companies, who either import raw materials to manufacture, or export products with little added value.

Independence and supply security

A further significant attribute of Ohorongo Cement is the operating life of the Ohorongo quarry. It allows Ohorongo to operate for the next 300 years and through social investment, through encouraging the establishment of supplier firms and downstream operations, through direct and indirect job creation, will benefit the local, regional and national economy for generations to come. Again this sets Ohorongo apart from other investments in that the initial investment done by the mother company, Schwenk Zement KG, is not for short-term gain, but will positively contribute to the Namibian economic landscape for centuries to come.

Continued supply

With the investment in Namibia, Ohorongo Cement can guarantee a continuous supply of product to the local market, resulting in price stability.

Added Value remains in Namibia

Availability of raw materials in the Ohorongo quarry ensures sustained production for more than 300 years. All additional raw materials required to produce the cement are sourced within Namibia, making Ohorongo one of the few manufacturers that add 100% value and Ohorongo cement a truly Namibian product. The Ohorongo plant is fully equipped to replace up to 80% of coal with alternative fuels such as wood chips in its kiln.

Importing to Exporting Country

The capacity of the Ohorongo plant allows the export of cement, and cement is currently exported to DRC, Botswana, Angola and Zambia. Therefore, the traditionally cement net-importing Namibia has matured into a cement net-exporting country. Not only is this beneficial to the balance of payments, but also serves as an example to other Namibian manufacturers to venture into foreign markets.

Positive Fiscal implications / Trade Balance

With its establishment and successful commissioning, Ohorongo Cement has changed Namibia from a net importing country to a net exporting country, contributing significantly to the GDP of Namibia and employment generation.

Transfer of knowledge

Ohorongo has got access to a number of experts seconded from its mother company, Schwenk Zement KG. Specialists joined the Ohorongo team for the start-up of the production phase for a limited period of up to six months. During this time, they were part of the in-

house Ohorongo contingent responsible for training local staff and preparing them for their tasks. Formal training, scholarships and talent management also form part of this continuous process of transferring knowledge. The company takes pride in the fact that it currently has a Namibian staff complement of 98.7% after creating a complete new industry.

Currently, Ohorongo is in process of starting construction and establishment of a SIMULEX® cement plant simulation and Training Centre.

Development of Otavi and region

The Ohorongo Otavi Community Trust (OOCT) was established in 2008 by Ohorongo Cement (Pty) Ltd with the purpose of contributing towards the wellbeing of the community of Otavi. For this purpose Ohorongo committed itself to making an annual financial contribution towards the trust in order to enable the trustees to meet their obligations. Recently, the deed of its Trust was changed so that contributions can now be done throughout Namibia. To date OOCT has donated in excess of N\$ 6 million since its inception.

“The focus should remain on getting quality standards into place, to encourage fair competition for new and upcoming manufacturing industries and to strive towards better execution of bi-lateral trade agreements between neighbouring countries,” said Sowden.

“The reviewing of incentives specific to the manufacturing industry would be highly commendable. Focus should remain on increasing the productivity of the Namibian workforce as a whole to be internationally competitive.”

Upon enquiring from Mr. Hans-Wilhelm Schütte, Managing Director of Ohorongo Cement, what the next key business strategy / projection is to broaden Ohorongo’s market share, he had the following to say:

“To focus on delivering on customer service excellence; to ensure constant availability of Ohorongo products and continued supply throughout Namibia; to maintain the consistent international standard of our products; to consider smart partnerships (Public-Private-Partnerships - PPP) and support Governmental initiatives like NDP4, Growth at Home and Vision 2030; to focus on Trade Marketing and rewarding customer loyalty and to grow export markets.

As part of the 25th independence celebrations, and because we are so dedicated to Namibia and its people, we can confirm that Ohorongo Cement will contribute one truckload of cement (36 tons) to each one of the 14 regions to be used towards supporting the demand for local housing”.



Celebrating 25 years of Independence

The Board of Directors and Staff of Ohorongo Cement congratulates Namibia on 25 years of peace and prosperity in our motherland, Namibia! Together we can build a strong foundation for those who will follow in our footsteps.



Celebrate Namibia's 25th Independence Celebrations with a limited edition celebratory Ohorongo Cement bag. Available in-store nationwide for a limited period.



SET for success

Hailulu elected as Board Member and Mass Housing Initiative applauded at Continental Conference



Back Row (Middle) Mr. Vinson Hailulu, CEO, National Housing Enterprise pictured with fellow AUHF Board members

The African Union Housing Finance (AUHF) 30th Anniversary Conference and AGM were held at the International Convention Centre in Cape Town, South Africa from 17-19 November 2014. The conference focused on a range of housing and housing finance issues on the continent and attracted a wide range of housing finance and development practitioners from the public and private sectors across Africa. The conference attracted 109 delegates, 54 of them members of the AUHF, from 19 countries – Angola, Botswana, China, Germany, Ghana, Italy, Kenya, Lesotho, Namibia, Nigeria, Russia, South Africa, Swaziland, Tanzania, The Gambia, the UK, the USA, Zambia and Zimbabwe.

The main event of the conference was its AGM, whereby Mr. Vinson Hailulu, Chief Executive Officer, National Housing Enterprise (NHE) was elected as a Board Member alongside professionals from housing corporations across Africa.

The AUHF is a member-based association of mortgage banks, building societies, housing corporations and other organizations in the mobilization of funds for shelter and housing on the African continent. Recognizing that housing delivery is not reaching a scale of sustainability or affordability levels that pressures urbanization demand in Africa, the conference brought together investors, lenders, developers, practitioners and policy makers to explore new technologies and innovative practice for scaled up delivery of affordable and sustainable housing on the continent.



Outgoing AUHF Chairperson congratulated newly appointed Board Member; Mr. Vinson Hailulu



Mr. Vinson Hailulu, Chief Executive Officer, NHE and Concrete TV crew at NHE's Exhibition stand, AUHF Conference in Cape Town

Namibia's ambitious Mass Housing Development Initiative raised an overwhelming interest from delegates as this initiative is described as a uniquely leading program and has lessons other developing countries can learn from. Hailulu presented: The Namibian experience on Social acceptance of Alternative Building Technologies. The first Alternative Building Technology (ABT) houses implemented by NHE are five (5) houses built in Walvisbay in 2011. NHE also made plots available in the Goreangab suburb of Windhoek, dubbed Alternative Building Technology Village where two NHE house types were used as templates: Core 6 (42 m²) and Gull (64 m²). ABT promoters were invited to set up show or demo houses at their own cost. Upon completion of the houses, NHE refunded the promoters for the construction cost. NHE now has the option to sell or rent out the properties. It emerged that ABT's do not offer cheaper solutions. In some instances, ABT's are more expensive than conventional building technologies as most of the inputs are imported thus making it less competitive. The social acceptance has not been formally tested in Namibia.

Hailulu's presentation and Television Interview with Concrete TV can be downloaded: <http://www.auhf.co.za/conference/next-frontier-affordable-housing-alternative-building-technologies/> and [https://www.facebook.com/pages/National-Housing-Enterprise-\(Namibia\)](https://www.facebook.com/pages/National-Housing-Enterprise-(Namibia)).

Nam's skills deficit remains a major concern - NEF



NEF Secretary General Tim Parkhouse

After 25 years of independence skills deficit in Namibia is still a serious concern despite concerted efforts by the government to pump vast resources into educational institutions to produce necessary skills to boost economic growth, Namibia Employers' Federation (NEF) Secretary General Tim Parkhouse says.

The country's top institutions of higher learning – University of Namibia and Polytechnic of Namibia, he says, are doing their utmost best too, to arm Namibians with skills – in a similar manner Namibia Training Authority is addressing the matter of vocational development. However, it's a long process given that the skills are urgently required for economic growth.

Due to the skills shortages in the country, he says, many sectors are relying on imported skills to bridge the gap. However, obtaining work permits for foreign expatriates remains a challenge and NEF and relevant stakeholders are making efforts to mitigate the issue with the Ministry of Home Affairs.

However, he says, the issuance of permits though necessary to inject required skills, must be done in accordance

with Namibian immigration and labour laws. "We must emphasise that NEF doesn't encourage nor wish for uncontrolled entry of unskilled workers but only where there are skills shortages amongst Namibians."

He further said that foreigners should only be given jobs requiring skills that Namibians don't have. "Why is that on so many construction sites there are so many workers doing work that can easily be done by Namibians?"

With respect to employment creation, he says there is a growing concern that the country's labour legislation is too strict and rigid – and that both employers and employees have rights that should be recognised and respected.

"It was even stated in the industrial policy that our labour legislation is too rigid. The NEF again emphasises that we do not want a return of pre-independence lack of respect for workers and their rights, but currently the rights of the employers are taking a back seat. This inhibits employers from creating more employment.

"The NEF is constantly working with social partners to find ways of creating more jobs, but this is a more difficult task than many realise if we consider thousands of young people leaving schools or tertiary education facilities every year," he said.

The NEF leader referred questions on the ease of doing business in Namibia to the recent World Bank report ranking Namibia 88th out of 189 countries in the World Bank Ease of Doing Business 2015 falling eight places down as compared to last year's 80th position. The change in position was mainly attributed to poor education, health, high electricity prices.

However, Namibia performed particularly well in the African region and fared fifth amongst sub-Saharan African nations behind Mauritius, South Africa, Rwanda and Botswana in the Global Competitive Index.

The business climate in Namibia, Parkhouse affirms, has improved over the last 25 years, but regrets that there is still long way to go to reach the levels of employment needed, saying, "The initiatives put into place by the government such as the EPZ legislation and the

manufacturing incentive scheme have had limited success. It's difficult to identify exactly why they have not achieved what was expected of them.

Parkhouse says: "There several factors which may be affecting the decision of potential foreign investors – the fear that in short to medium term we may face a shortage of reliable power and also at least in the central Khomas region a possible shortage of water. Therefore, the government should address these issues as a matter of urgency. We further recommend renewable sources of energy such as solar, wind and hydro rather than coal or oil fire."

As Namibia celebrates 25 years of independence, Parkhouse highlights some of NEF's successes and challenges yet remains optimistic that the incoming administration will live up to its pledge to the nation.

He says, "The biggest success of NEF over the years has been a constant, albeit, small growth in membership", adding, "We are in the process of trying to establish branch offices in various parts of the country to carry the NEF banner to other centres such as Oshakati and to the Erongo regions."

An additional success of NEF, he said, is that all sectors of the government recognise NEF as the legitimate voice of employers.

Parkhouse further says: "Our biggest challenge remains recruitment of members which we are shortly hoping to resolve with the appointment of a marketing/liaison consultant."

He praises the incoming President, Hage Geingob, and expresses confidence in his leadership. "We have worked with the Honorable Prime Minister many times in the past, and we wish him well in his new position and look forward to working with him and his government."

"We support his stated vision of accelerating Namibia's economic growth and the time is now ripe for that to happen and we will gladly support him in each and every action which he may initiate to attempt to reach that goal."

Vast expansion for transport and logistics sectors since 1990



Mr Johny Smith (R) of the WBCG, pictured with speakers, Dr Andrew Shaw from PriceWaterhouseCoopers (C) and Susan Wood (L) from Savino Del Bene during the launch of the Logistics Hub Forum at Walvis Bay recently. Photo by: WBCG

Since independence 25 years ago, Namibia's transport sector has developed significantly with its road, rail, port and air network expanded and huge investments made into harbour expansion, yet more roads must be tarred and the ailing rail network upgraded.

At independence in 1990, the road and rail sectors connected the major towns, but few roads existed in the rural hinterland as the railway ended at Tsumeb. Today, the Namibian government has extended the railway network to Oshikango on the border to Angola.

ROAD

To date 6,664 kilometres of the 44,121 kilometres of

the country's road network are tarred. The road network grew from 41,815 km in 1990 to the current 44,121 km – an increase of 5,5 percent according to official statistics. In order to obtain more funds for the road sector, the government introduced various charges and levies in recent years, among them the fuel levy, mass distance charges for local and foreign commercial vehicles using Namibian roads, abnormal vehicle and road charges, cross border charges and the common vehicle registration and licensing fees. These levies and fees accumulated to N\$1,45 billion during the 2011-2012 financial year.

Apart from significant road improvements like the 140-km bitumen road from Rundu to Nkurenkuru and further west to eventually reach Ondangwa, another major

bitumen road is currently constructed from the Gobabis area past Okakarara to link up with Grootfontein. In southern Namibia, tarring the road between Noordoewer and Rosh Pinah is currently ongoing. Once completed, increasing volumes of goods and products will be trucked to the southern port of Lüderitz for export.

RAIL

Rehabilitation of the railway line from Aus to Lüderitz in southern Namibia is nearing completion, which will shift transport of bulk goods from the road to the rail network. Then governments of Botswana and Namibia last year signed an agreement to construct the Trans-Kalahari Railway, a multi-billion investment to be executed along public-private partnership (PPP) principles. It will cross Botswana in the westerly direction to reach the Namibian border at Buitepos. From there it will be connected to the Namibian railway system, which has to be upgraded to the regional SADC axle system. This will allow trains to run faster and increase freight volumes. Via the Trans-Kalahari Railway, Botswana will export coal, which is extensively mined in that country.

PORTS

To accommodate the coal volumes prior to export by ship and increasing freight and container volumes, the harbour area of Walvis Bay must be extended. The new container terminal is under construction and a completely new port, the SADC Gateway Port will be constructed soon on the northern border of the Walvis Bay harbour. Government has also commissioned the construction of a new fuel depot at Walvis Bay. The airport of Walvis Bay is currently being expanded to handle larger passenger volumes and to export cargo like fish and Namibia's famous table grapes.

For Lüderitz, major expansion plans have been drafted, among others the deepening of the existing port area and the construction of a new harbour is mulled south of the small fishing harbour.

CITY TRAINS

With the aid of development partners, a transport master plan was drawn up for the Windhoek municipality. Envisaged are city trains running to the Hosea Kutako International Airport, to Rehoboth 90 km south of Windhoek and to Okahandja to encourage commuters to use trains over these distances and reduce congestion on the streets of Windhoek. The Namibia Airport Company (NAC) plans to have a new airport building constructed next to HKIA, while a huge private 'Airport City' styled development has begun at the turn off to that airport with a truck stop, offices, shops, a hotel and residential

accommodation.

REGIONAL HUB

As part of the fourth National Development Plan (NDP4), it is Namibia's national goal to become the logistics and distribution hub for southern Africa. Already transport corridors like the Trans-Caprivi and the Trans-Kalahari Corridors linking to neighbouring countries have been established.

The Walvis Bay Corridor Group (WBCG), in collaboration with South Africa's Transport Forum, launched the Namibia Logistics Hub Forum in Walvis Bay December 2014. The Forum is a platform to engage stakeholders within Namibia's logistics and transport sector. The Forum is to contribute to the conversation that will eventually lead towards achieving this national goal.

"The Logistics Hub is a project under the WBCG," says its CEO, Johny Smith. "To achieve this objective, the Logistics Hub Project was established under our umbrella.

"The desired outcome is for Namibia to establish itself as a regional leader in logistics and distribution and that by 2017 the cargo volumes handled should be doubled," Smith explains. He also noted that a transport master plan is to follow, with a study underway. Consultants are required to develop an integrated, multi-model Transport Master Plan for Namibia involving all four modes of transport, being road, rail, air and sea. This will include the development of the four main regional corridors (Trans-Kunene, Trans-Caprivi, Trans-Kalahari and Trans-Orange). The study will include short term (3-5 years) and long-term (5-20 years) transport sector development plans.



Informal sector critical to achievement of Vision 2030



NISO Secretary General Veripi Kandenge

The Namibian informal sector faces a host of challenges ranging from lack of recognition and decision making, lack of skills and capital, lack of social protection, poor health and occupational safety – issues that if addressed are poised to aid achievement of Vision 2030.

Speaking to Namibia Business Journal, Namibia Informal Sector Organisation (NISO) Secretary General Veripi Kandenge said the informal sector should not be viewed as irrelevant and a burden to the market since it provides employment to a majority of Namibians, complementing efforts to achieve the country's economic prosperity.

The informal business sector has tabled several appeals to incoming President Hage Geingob, that they believe if executed, will add synergy to the sector to accelerate its growth and that of national economy.

Among the requests contained in their petition is for the government to fully recognise the informal sector as a major contributor to the economy hence dialogue to devise strategies to make use of the sector to reduce unemployment that will in turn reduce crime, poverty and other social vices.

Kandenge decries that the sector should

be distinguished from other “fly by night” companies registered as Small and Medium Enterprises (SMEs); urgently registered for the purposes of tenders by BEEs who are privileged with huge bank accounts and influential connections.

And since the majority of Namibians are in the informal sector, there is need for government recognition, collaboration with relevant ministries, local authorities and lending financial institutions to accelerate growth and employ more Namibians.

Furthermore, Kadenge wants the new government to simplify processes of business registration, tendering, and simplify national laws and by-laws to ease ways of doing business for uneducated Namibians.

“When one wants to register a business you will be sent to various ministries and offices – running up and down in town. Instead, the government should make a one stop shop where all documents and relevant officers sit.

“They should also make it easy to understand laws by interpreting them in local languages since legal language is too complicated for ordinary people in the informal sector to understand. Street vendors are chased by municipalities for disobeying laws that they don’t understand.”

Kandenge laments that Namibian tendering processes are too vigorous for ordinary traders and that lending institutions are even more intense with formalities and unnecessary paperwork that can be avoided to ease doing business.

“The language used for tendering should be simple and clear. Some of these tenders advertised are simple work that anybody can do – for instance cleaning services – but the way they put their language plus a lot of paperwork including business proposals are too much. Even the BEEs

have to go to professionals to compile papers for them, something an informal trader cannot do since they don’t have money to pay for professional service.”

Kandenge further urged the incoming government to establish markets in various locations and CBDs to accord traders ample places to sell their products and services.

He added that when government enters into contracts with individual companies, they should pay on time to avoid putting small companies into dire financial constraints. “Some company owners get heart attacks because they get tenders from the government yet they take time to pay prompting workers who demand pays to strike or vandalise employers’ assets. It’s a big loss.”

He praised the outgoing Pohamba administration for its efforts saying the informal sector is confident that Geingob’s administration will continue with the legacy and even accelerate developments to benefit all Namibians.

Objectives of NISO are to create jobs, provide local goods and services, development of skills and the upliftment of men and women who would otherwise be without income.

Namibia has a high unemployment rate and according to a 2012 study by the Namibia Statistics Agency (NSA) the rate of unemployment was at 27.4%.

While many Namibians are economically active in one form or another, the bulk of this activity is in the informal sector, primarily subsistence agriculture. A large number of Namibians seeking jobs in the formal sector are held back due to a lack of necessary skills or training.

Under a much broader definition (including people that have given up searching for employment) two different studies determined the unemployment rate to be 36.7% (2004) and 51.2% (2008), respectively. This estimate considers people in the informal economy as employed.

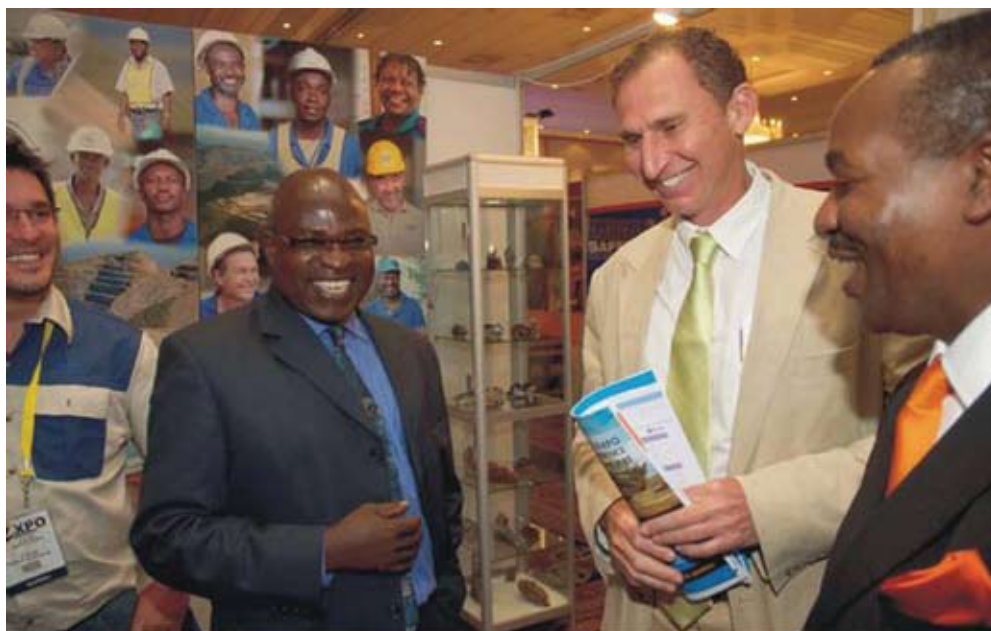


Vivo Energy congratulates the Namibian nation as it celebrates 25 years of independence.

Vivo Energy Namibia, the company that distributes and markets high quality Shell-branded fuels and lubricants, was established in 2012 and currently operates 45 service stations across the country. Additionally, Vivo Energy is delighted to supply its commercial customers, including many of Namibia's major mines, with their fuels and lubricant needs.

Vivo Energy is proud to operate in Namibia and - like the country - is committed to continued growth in the years to come as it works to become Africa's most respected energy business.

Mining Expo & Conference now an annual event



FLASHBACK: Former Mines and Energy Minister Isak Katali, former Chamber of Mines President Mark Dawe and Chamber of Mines CEO Veston Malango during the 2013 Mining Expo.

After the overwhelming success of the past three biennial Mining Expos, the Chamber of Mines of Namibia (CoM) has decided to make this event an annual highlight on the Namibian Mining calendar.

As from 20 May 2015, the Namibian Mining Expo & Conference will become an annual event. Bringing companies, suppliers, stakeholders and investors together in Windhoek, the Expo showcases the Namibian mining industry and the developments in this important sector to stakeholders, especially government, the media and the general public.

The Mining Expo will take place at the Safari Conference Centre in Windhoek and the Chamber expects a record of 194 stands to be used, compared to 150 stands divided over 107 exhibitors in 2013. To accommodate all these exhibitors, the organisers, Conference Link, will set up extra structures at the front and the back of the conference centre.

As in previous years, renowned mining companies such as Namdeb, B2Gold and Rössing will be represented, but the Expo is also an important opportunity for the growing mining services industry to showcase their businesses and get together with clients.

“The event presents an ideal opportunity to those who wish to network with and within the industry and make face-to-face contact to identify new business prospects, or enhance existing ones,” says Chamber of Mines CEO Veston Malango.

The Mining Conference, held on the sidelines of the Expo, will focus on the theme “Mining Industry: A catalyst for Vision 2030” and includes presentations on new projects such as Otjikoto Gold Mine, Husab Uranium Mine, and Tschudi Copper Mine. Looking specifically at the future of mining in Namibia, the conference will also focus on vital issues such as value addition, power supply, women in mining and mining safety. There also will be sessions on the zinc and nuclear fuel industries.

“The 2013 Mining Expo attracted many visitors and we expect interest to rise significantly this year as the mining industry continues to grow its contribution to the development of Namibian skills and the economy,” says the Chamber CEO.

The Chamber of Mines represents the interests of all the major mining and exploration companies active in Namibia. The Chamber is celebrating 46 years of existence in 2015 and has a membership of 112 companies.

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