

INVESTMENT

Namibia discovered oil after 38 dry wells, N\$20bn investment

p. 05



OIL AND GAS

Namibia can supply 45% of oil and gas sector services

p. 13



MEDIA

Mainstream media sustainability amid digital transformation

p. 18



THE

BR/EF

News Worth Knowing



Windhoek produces 84,520 tonnes of trash annually

WEDNESDAY 21 AUGUST 2024

MAIN STORY

Windhoek produces 84,520 tonnes of trash annually



Windhoek produces approximately 84,520 tonnes of waste annually, of which roughly 36% is organic and 16% is suitable for composting or recycling, an official has revealed.

Acting Strategic Executive for Infrastructure, Water and Technical Services, David Adams, said despite expanding waste management facilities, Windhoek's general landfill has only about three years of operational life left, and its hazardous waste yard is nearing capacity.

“Traditional waste management methods

Crucial Dates

- Bank of Namibia Monetary Policy announcement date:
23 October 2024
4 December 2024
- Namibia Oil & Gas Conference 2024
20-22 August 2024
Mercure Hotel , Windhoek
- Global African Hydrogen Summit (GAh2S)
Windhoek, Namibia from 03 – 05 September 2024

Our analysis indicates that Windhoek generates 84,520 tonnes of waste annually, with approximately 36% of that being organic material. Significantly, up to 16% of this organic waste could be recycled.

may not be the most efficient solution. Our analysis indicates that Windhoek generates 84,520 tonnes of waste annually, with approximately 36% of that being organic material. Significantly, up to 16% of this organic waste could be recycled. This highlights the substantial potential for increased recycling in our city,” he said.

Adams also said the City would need to divert 6% of the waste currently going to landfills to buy time.


This time would be crucial to implement a comprehensive, integrated waste management plan for 2022 to 2027 that would significantly reduce waste.

He emphasised that waste reduction is the most important goal, followed by recycling, and finally, landfill disposal as a last resort.

“Recycling projections indicate that even a modest 6% diversion from landfills could provide a crucial window of opportunity. This time would allow us to implement a comprehensive waste management plan by 2027, significantly reducing waste,” he said.

This was revealed during the “Improving Solid Waste Management in Windhoek” project, stakeholders’ engagement in Windhoek.

The project is funded by the European Union to the tune of N\$44 million. Its main objectives are to improve the solid waste management system in Windhoek by reducing the amount of waste that goes to the landfill, increasing the recycling rate, and creating employment opportunities for the local community.



VACANCY

The Road Fund Administration (RFA) invites applications from suitably qualified and experienced Namibians for the following position:

- Compliance and Contract Officer (Patterson Job Grade C3)**


Primary Purpose of the Job
To prepare corporate documents on governance, compliance, and contract management, be proactive and able to identify legal risks and potential liabilities to report these to the Principal Officer: Compliance, Legal, and Company Secretary. Provide legal support in terms of contract, compliance, and legal work required by the division.

Interested candidates are invited to visit the RFA website for more information. Only shortlisted candidates will be contacted.

All applications should be addressed to the Manager: Human Capital, Road Fund Administration, P/Bag 13372, Windhoek, via email to recruitment@rfanam.com.na or hand-delivered to the RFA Head Office at 21 Feld Street, Windhoek, by the date and time shown below:

Closing Date: Thursday, 03 September at 17h00

Enquiries:
Ms. Lydia Mpinge 061 433 3038



Visit our website for more information
www.rfanam.com.na

Do You Have UNCLAIMED BENEFITS?



The Government Institution Pension Fund (GIPF) encourages all former members or beneficiaries who did not claim their pension benefits to visit their nearest GIPF or call the following GIPF staff members to claim their pension benefits.

Owen Sikanda 061 205 1340 | Titus Nakashona 061 205 1208 | Herold Kazavanga 061 205 1279 | Cathleen Hangero 061 205 1222

MINISTRY OF EDUCATION

NAME	SURNAME	DATE OF BIRTH
David	Sakaria	03/06/1980
Roline	Van Rensburg	18/08/1987
Anastasia	Joseph	19/06/1991
Ngonde	Shikuzho	06/12/1978
Fabianus	Sitongeni	05/08/1987
Joseph	Kapusa	19/03/1988
K	Katva	11/05/1987
Hans	Karapeke	20/06/1987
Ndapewa	Amadhila	31/03/1972
John	Festus	08/09/1972
Charlton	Kwido	06/06/1986
Anna	Maritz	27/10/1981
Maria	Kamati	10/10/1987
Matheus	Ndahomewa	29/04/1987
Morne	Landsberg	05/12/1978
Waltair	Witbeem	06/10/1989
R	Sunseb	8/29/1972
Mirjam	Shilamba	6/6/1983
J	Maruza	8/12/1975
James	Sitwala	8/3/1984
Frederika	Halla	8/28/1971
P	Thindimba	4/8/1983
Petru	Ndumba	1/15/1995
Dennis	Hibbert	1/19/1967
Jan	Cootzee	05/08/1962
A	Nyambe	02/11/1976
S	Gelta	06/06/1960
S	Venter	17/04/1957
A	Konjore	05/03/1980
A	Shanika	28/12/1968
Obed	Foto	11/09/1970
Elvis	Adams	18/02/1974
Felix	Hamuyera	21/04/1971
Roberts	Nyambe	11/03/1975
P	Kempen	28/10/1971
M	Klaaste	03/12/1962
C	Renton	06/01/1984
Aina	Itlope	27/05/1989
Aina	Shilongo	24/12/1976
Lionel	Van Wyk	27/06/1987
Kanzara	Murjanga	27/03/1974
M	Masule	10/08/1959
Promise	Sakutula	12/08/1977
Andrew	Dwana	20/04/1984
O	Chidunya	06/03/1987
Leonard	Amutenya	30/04/1987
Jan	Cootzee	25/08/1977

MINISTRY OF ENVIRONMENT AND TOURISM

NAME	SURNAME	DATE OF BIRTH
N	Uagwanga	29/09/1974
Josua	Shigwedha	09/09/1953
Raphael	Katura	05/08/1980
Gottfried	Apollus	26/02/1987

MINISTRY OF FINANCE

NAME	SURNAME	DATE OF BIRTH
Jeremiah	Kasinda	29/06/1981
Pleasure	Nguvauva	15/02/1989

MINISTRY OF HOME AFFAIRS AND IMMIGRATION

NAME	SURNAME	DATE OF BIRTH
Paulus	Iyambo	18/05/1992

MINISTRY OF SAFETY AND SECURITY - POLICE

NAME	SURNAME	DATE OF BIRTH
J	Dwandano	12/05/1989
John	Eiman	31/03/1987
Rudi	Van Der Westhuizen	28/06/1979
Tate-ali	Haidowah	25/10/1984
Gavin	Humbob	23/01/1977
Gallus	Kanyanga	06/08/1984
Salomo	Shoomb	06/05/1982
Pieter	Manjenga	30/12/1988
Alex	Nysetla	17/07/1985
Dustine	Januarie	13/05/1991
Nafname	Hamuyela	16/08/1982
Vicky-Lee	Hercules	29/03/1989
Maria	Shikambe	07/10/1989
Zenas	Shitula	04/05/1984
B	Johannes	3/21/1961
Petrus	Lukas	6/12/1962
Ukurisa	Mutambo	1/5/1967
H	Pongohoji	11/2/1977
Nikodemus	Nampweya	11/18/1986
Immanuel	Ndadi	1/25/1989
Rakutika	Hamupunda	3/31/1990
Erica	Namases	9/16/1990
Stefanus	Reinhod	2/2/1986
Bonifasius	Kudumo	3/23/1994
Bernhardt	Hoab	11/28/1991
Obert	Makata	9/20/1991
Sheika	Junias	01/01/1970
M	Josef	02/07/1955
Sean	Nderura	10/08/1988
Abalom	David	26/05/1989
David	Mbida	12/03/1984
Josephine	Shafetango	17/02/1989
Levi	Kapurewa	25/09/1984
Swan	Mbeha	18/09/1985
Malius	Hausiku	04/08/1978
Johannes	Kaushingwa	10/05/1988
Emilia	Nafal	09/01/1985

MINISTRY OF DEFENCE

NAME	SURNAME	DATE OF BIRTH
J	Berend	23/07/1972
Ekyking	Johannes	20/06/1994
Sam	Kavila	28/04/1993
Johannes	Herman	18/05/1994
Lazarus	Shimpulu	08/10/1984
Eliaser	Hamukwaya	11/10/1986
Thomas	Nambahu	10/6/1991
Samuel	Amukwa	10/21/1994
Valde	Nekuta	4/5/1992
Cecilie	Hoveka	11/2/1989
Lucas	Khaoseb	7/30/1991
Martha	Ananias	5/17/1983
Kapulu	Lusepani	9/18/1982
Paulus	Kandivi	1/18/1995
Andreas	Johannes	06/09/1979
Penevambeko	Gabriel	04/07/1960
Simon	Mweeshininga	26/10/1980
Sylvia	Sebela	18/07/1975

SOCIAL SECURITY COMMISSION

NAME	SURNAME	DATE OF BIRTH
Isak	Cloete	12/13/1974

MINISTRY OF SAFETY AND SECURITY - PRISONS

NAME	SURNAME	DATE OF BIRTH
Ester	Namwaila	04/11/1987
Teon	Rongweni	06/06/1989
Immanuel	Sakshona	24/11/1989
Donovan	Rutz	10/6/1992

MINISTRY OF HEALTH AND SOCIAL SERVICES

NAME	SURNAME	DATE OF BIRTH
Patricia	Mengeta	30/10/1985
Eugene	Murphy	19/05/1979
C	Burger	07/08/1954
D	Kawela	29/09/1968
Herman	Uashona	25/05/1989
Ruben	Levi	15/03/1990
Johannes	Plaajies	13/03/1978
Mbatunga	Tjmusiwa	10/34/4010
Bernatus	Tjposa	17/06/1979
Johannes	Loow	01/06/1984
Leonie	Gooses	04/03/1989
Klaudia	Rita	01/04/1991
Jonny	Swartz	13/03/1991
Veltje	Hakaseen	28/05/1986
Liep	Tokoloshi	08/06/1990
Simon	Le Roux	08/12/1986
Elvin	Simulo	2/8/1986
Sedrim	Sepiso	8/16/1990
Silon	Nghitawwa	4/14/1972
Nicolas	Hibbert	7/5/1965
J	Naidila	6/14/1976
Pandeni	Ihuhua	1/21/1984
Linda	Lukolo	6/13/1992
Catline	Linka	6/4/1980
Martha	Shigwedha	9/30/1988
J	Chassien	19/08/1972
Samwel	Shoomb	13/04/1978
H	Alli	18/08/1970
Wenzil	Kapitako	03/08/1981
Chiodza	Dale	12/04/1975
F	Mavhunga	18/07/1977
Johannes	George	05/04/1989

MINISTRY OF YOUTH NATIONAL SERVICE, SPORT & CULTURE

NAME	SURNAME	DATE OF BIRTH
K	Cowley	21/07/1944
S	Goo-Goseb	10/04/1965
Ricardo	Mensah	20/05/1980

NATIONAL ASSEMBLY

NAME	SURNAME	DATE OF BIRTH
Mary	Chunga	3/18/1973
Elisabeth	Hausiku	4/15/1982

OFFICE OF THE JUDICIARY

NAME	SURNAME	DATE OF BIRTH
M	Fritz	15/11/1968

MINISTRY OF FOREIGN AFFAIRS

NAME	SURNAME	DATE OF BIRTH
M	Murang	12/12/1978

OFFICE OF THE PRIME MINISTER

NAME	SURNAME	DATE OF BIRTH
Rakkel	Shweda	7/18/1978

MINISTRY OF LABOUR AND SOCIAL WELFARE

NAME	SURNAME	DATE OF BIRTH
Brother	Shikukuma	4/26/1992

Namibia discovered oil after 38 dry wells, N\$20bn investment

The National Petroleum Corporation of Namibia (NAMCOR) says 38 dry wells and an investment of over N\$20 billion over three decades have laid the foundation for the recent successes in the Orange Basin.

NAMCOR Interim Managing Director Ebson Uanguta said these efforts, despite initial setbacks, are now driving significant discoveries expected to double Namibia's economy within the next 15 years potentially.

"All these developments affirmed a long-held conviction that Namibia's oil and gas sector was a significant oil and gas exploration frontier," he said at the second Namibia Oil & Gas Conference.

"I must compliment the industry for holding fast to this conviction despite experiencing 38 dry wells worth over N\$20 billion over three decades. It is the combination of petroleum geological and geophysical research data collected through this range of activities that eventually bore fruit."


He noted that this has led to a surge in exploration and appraisal activities in the Orange Basin, aiming not only to increase the



number of discoveries but also to accelerate their development, to achieve the first oil by 2030 or shortly thereafter.


He said NAMCOR's technical teams are fully embedded in the appraisal processes contributing to the decision-making of the exploration and appraisal campaigns; and providing Namibia with potential production rates and the developable estimates of deep-water resources.

"Our enthusiasm has heightened at the



Make every year count by maximizing your golden years with smart investments.

18 - 65 = Golden years.



Job Entry
Career building
Established career
Retirement age

Where does it mean?

59%

of your life are income generating years. Let Simonis Storm help you secure your future today.

Enriching Generations

Invest with us to start your wealth management journey.

Windhoek
Tel: +264 833 254 194
4 Koch Street Klein Windhoek

Swakopmund
Tel: +264 83 722 3900
51 Sam Nujoma Avenue

Our Legacy: Simonis Storm celebrates 27 years in wealth management. Legacy: Your positive effort is rewarded overtime with compound interest.

possibility of progressing key projects with sound appraisal results from concept screening and selection to framing studies for Front End Engineering Design (FEED) to develop and accelerate contracting strategies for FPSOs and sub-sea infrastructure," he said.

He noted that concerted efforts to conclude appraisal and shift the gear to development have brought to the fore the reality that Namibia could find itself as an exporter of crude oil in the early 2030s when several projects reach their production peaks.

"Our benchmarks have led us to anticipate new-build FPSOs with capabilities to produce between 100,000 to 150 000 barrels of oil per day as well as store approximately 1.4 to 2 million barrels of oil while handling gas over 500 million standard cubic feet per day," he said.

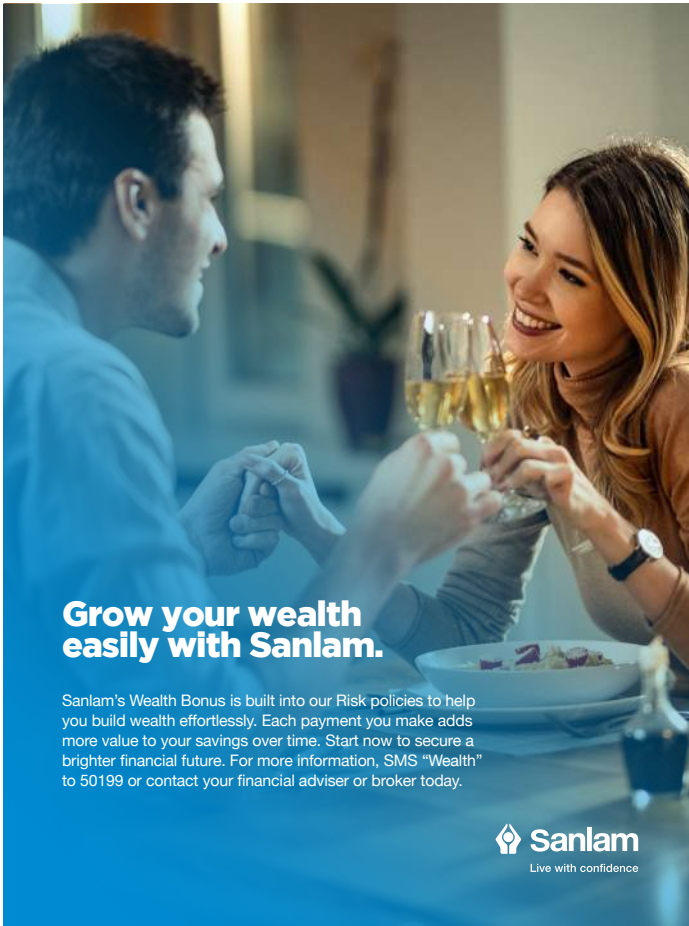
He foresighted that, with four FPSOs deployed say by 2035, Namibia could be producing over half a million barrels per day of oil equivalent.

"This is a big foot for a frontier exploration area and a green field production area with potential to emulate the success of Guyana which is producing close to 600,000 barrels of oil per day. We could dislodge Egypt, whose current production is around half a million barrels per day, from the top 5 slots of the highest oil producers in Africa," he said.

Meanwhile, at the same event, Deputy Minister of Mines and Energy Kornelia Shilunga emphasised the role of effective management and good governance in leveraging Namibia's petroleum resources for socio-economic development.


She highlighted the importance of good governance in ensuring the fair distribution of economic benefits, and the critical role of international oil companies in fostering local prosperity through capacity building and local procurement.

She also highlighted the significance of state equity participation in petroleum licences through NAMCOR to safeguard national



Grow your wealth easily with Sanlam.

Sanlam's Wealth Bonus is built into our Risk policies to help you build wealth effortlessly. Each payment you make adds more value to your savings over time. Start now to secure a brighter financial future. For more information, SMS "Wealth" to 50199 or contact your financial adviser or broker today.

 **Sanlam**
Live with confidence

interests.

"Good governance of our upstream petroleum sector is imperative to ensure that potential economic benefits related to the exploitation of Namibia's oil and gas

resources are shared fairly and equitably," she said. Shilunga also outlined 12 guiding principles for Namibia's national oil and gas policy to ensure sustainable development and maximise local value creation.

Stay connected with

TELECOM

NAMIBIA'S

unbeatable Promotion





speedlink

SUPREME CONNECT

- Increased on-net fixed voice minutes(on Speedlink home/business)

Speedlink lite

Package/Contract Period	6Mbps	8Mbps	10Mbps
Download Speed (up to)	6Mbps	8Mbps	10Mbps
Upload Speed (up to)	2Mbps	2Mbps	2Mbps
Internet usage	Unlimited	Unlimited	Unlimited
CPE	Excluded	Excluded	Excluded
Monthly charge (N\$) (12-month)	379	439	479
Monthly charge (N\$) (24-month)	339	399	429
Monthly charge (N\$) (36-month)	319	379	409

Speedlink Prepaid

Package	6Mbps	8Mbps	10Mbps	25Mbps
Download Speed (up to)	6Mbps	8Mbps	10Mbps	25Mbps
Upload Speed (up to)	2Mbps	2Mbps	2Mbps	10Mbps
Internet usage	Unlimited	Unlimited	Unlimited	Unlimited
CPE	Excluded	Excluded	Excluded	Excluded
(12-month service duration including installation)	5,119	5,579	5,819	8,059

Speedlink liteplus (Asymmetric)

Package/Contract Period	25Mbps	50Mbps	75Mbps	100Mbps
Download Speed (up to)	25Mbps	50Mbps	75Mbps	100Mbps
Upload Speed (up to)	10Mbps	15Mbps	25Mbps	35Mbps
Internet usage	Unlimited	Unlimited	Unlimited	Unlimited
CPE	Excluded	Excluded	Excluded	Excluded
Monthly charge (N\$) (12-month)	749	879	1,159	1,979
Monthly charge (N\$) (24-month)	679	789	1,039	1,779
Monthly charge (N\$) (36-month)	639	749	979	1,679

Speedlink liteplus (Symmetric)

Package/Contract Period	10Mbps	15Mbps	25Mbps	50Mbps
Download Speed (up to)	10Mbps	15Mbps	25Mbps	50Mbps
Upload Speed (up to)	10Mbps	15Mbps	25Mbps	50Mbps
Internet usage	Unlimited	Unlimited	Unlimited	Unlimited
CPE	Excluded	Excluded	Excluded	Excluded
Monthly charge (N\$) (12-month)	799	989	1,299	1,979
Monthly charge (N\$) (24-month)	719	889	1,169	1,779
Monthly charge (N\$) (36-month)	679	849	1,109	1,679

- All prices are VAT exclusive
- Installation charges for Residential customers: Free for 36 months contracts ONLY (excluding non-fibre-ready areas)
- Installation charges for Residential customers: Standard installation charges apply for 12 months & 24 months contracts
- Installation charges for Business customers: Standard installation charges apply

Promotion valid until 18 October 2024
For more information, visit your nearest Teleshop or call us toll free on 11000.

Terms and Conditions Apply



Namibia Dairies starts Rietfontein Long Life juice exports to Zimbabwe

Namibia Dairies, a subsidiary of the Ohlthaver & List Group, has made its first export shipment to

Zimbabwe of Rietfontein Long Life juices, marking a significant milestone in the company's history.



Build and grow your wealth with Sanlam.

For professionals, the Wealth Bonus Booster offers extra benefits on Risk policies and Retirement annuities. Enjoy faster growth and earlier access to your funds, making your savings work harder for you. Don't miss out on this exclusive opportunity. For more information, SMS "Wealth" to 50199 or contact your financial adviser or broker today.

The products were dispatched in July, following nearly eight months of extensive discussions and groundwork with company partners and regulatory agencies to ensure compliance with all necessary export and import requirements. The juices will be distributed and merchandised by Doltek, a trusted partner with 12 years of experience redistributing into the Zimbabwean market and the official distributor of Heineken and Namibian Breweries Limited in that country.

“We are incredibly excited and proud, but more than that, we are genuinely passionate about the opportunities this opens up for our company and our country. We aim to make this shipment the first of many, ideally opening the way for more of our products to find their way onto Zimbabwean shelves and into homes. This strategic move is not just about growth; it's about our commitment to making a positive impact, ensuring long-term sustainability, and enhancing the livelihoods of our people,” said Wynand Oosthuizen, O&L Chief Operations Officer and Chairperson for Namibia Dairies.

The company said that by entering the Zimbabwean market, Namibia Dairies aims to bring its exceptional products to a new audience, contributing to regional trade and cooperation.

“This export not only

represents a significant achievement for Namibia Dairies but also aligns with the company's authentic commitment to expanding its market reach, enhancing economic ties, and caring for the communities it touches within the region,” Namibia Dairies added.

The Rietfontein Long Life Juices are a recent addition to Namibia Dairies' product portfolio, launched under the company's flagship nectar range.

Namibia Dairies, a subsidiary of the Ohlthaver & List (O&L) Group, is a leading producer of dairy products in Namibia.

BoostBundle

NOW WITH
RECURRING
OPTION

8GB
DATA

2GB
2GB
4GB
50
100

NS 85
VAT excluded
valid 30 days

NEVER RUN OUT OF DATA,
MINUTES
OR SMSes AGAIN!

Keep your contract connected with a Boost bundle
and set it to recur every month to make sure you
always have data, minutes or SMSes.

Dial *682#
OR use the MyMTC app
to get started

Cancel at any time. Ts and Cs apply.

mtc

mtc.com.na

make the connection
mtc

Keller's imagery and feelings: what you see is what you feel

By The Brand Guy

I see a lot of announcements posing as brand communication nowadays. It's all fairly neutral take-it-or-leave-it stuff. Sometimes I register it, if it is a person I know, but it usually washes over me. In the absence of good imagery, it is time and / or budget wasted. There is no translation into feeling that engages me and builds resonance.

I have just mentioned two important ideas, Keller's imagery and feelings.

Imagery is the psychosocial aspect that you project, for instance a woman glowing with a sense of beauty as a result of a cosmetic product, or the happy group of people sharing a soft drink.

These are the transformative sense of self or the transformative tribal sense of belonging.

If the consumer associates with the imagery and develops and adopts feelings suggested by the imagery, a brand underpinning has been created.

The consumer is more likely to be loyal and allocate budget to the product or behave as the brand manager desires. That feeds into corporate strategy, profitability and sustainability.

This is not a new concept. Thousands of agencies use this as an underpinning for professional creativity and results.

It is so fundamental it is in danger of becoming the poster child for overlooking the obvious. So why the boring



“

If the consumer associates with the imagery and develops and adopts feelings suggested by the imagery, a brand underpinning has been created.

announcements?

There are two reasons: lack of empathy and misplaced empathy.

Empathy is the ability to share and understand the feelings of others. It needs to be built into the imagery if feelings are to become apparent in consumer behaviour.

An announcement is easy. It doesn't require much understanding of the consumer, beyond Keller's functional product. It will typically fall into the third stage of the consumer journey, maintaining the relationship. At this point, the consumer will be understood in terms of the transition from imagery to feelings. However, avoiding empathy is lazy. Announcements must reflect existing imagery and must not lack empathy. Even a recruitment ad is an opportunity to communicate the brand.

Misplaced empathy is far more threatening. For instance there is a plethora

of funeral and funeral policy ads which show happy people, an inappropriate emotion given the serious nature of death. Although I don't have figures or potential, my best guess is that these ads underperform and do not generate brand loyalty.

On the other hand, Dove creates extraordinary loyalty with its depictions of beauty brought out in ordinary people. And Coca-Cola persists with its depictions of belonging and happiness in groups. The durability of this brand messaging speaks of the effectiveness of the imagery.

By identifying the appropriate emotion and using it in imagery, feelings will be fostered, spending will grow and loyalty has a better chance of emerging.

However, it takes work, not a random shot from a photo library. That work is research, be it in conversation or focus groups.

The shift from imagery to feelings is the shift from symbolic, intangible perceptions of the brand to emotional engagement and loyalty. If that shift is not effective even the most effective SEO will be a waste of budget.

The end goal will be resonance, some degree of loyalty. Once obtained that creates the difference between push and pull marketing. Invest in understanding the shift from imagery to feelings and your brand will produce the returns you need.

**Pierre Mare has contributed to development of several of Namibia's most successful brands. He believes that analytic management techniques beat unreasoned inspiration any day. He is a fearless adventurer who once made Christmas dinner for a Moslem, a Catholic and a Jew. Reach him at pierre.june21@gmail.com if you need help.*



12th

COME CELEBRATE WITH US

2024 HARDAP REGION

**NOURISHING COMMUNITIES
SUSTAINING FUTURES**

Discover the benefits of fish consumption, enjoy fun activities for all ages, and let's nourish our communities and sustain our future together!

GALA EVENT
REGIONAL EDUCATIONAL & SALES ACTIVATIONS
SCHOOLS SPORTS TOURNAMENT:
SOCCER & NETBALL
MARKET DAY

27 AUG - 21 SEP

f y i x
@fishconsumptionpromotiontrust

BRINGING FISH TO THE NATION



Title: *“Bridging Continents: The EU history, evolution and partnership with Namibia for a green industrialisation”*

Date: Thursday, 22 August 2024

Time: 16h00

Venue: UNAM Leisure Centre

DESCRIPTION:

In this public lecture, H.E. Ana Beatriz Martins, Ambassador of the European Union to Namibia will shed light the origins of the European Union.

As a multi- and supra-national organisation, the EU is unique in the world as political and economic union among sovereign states. While complex in many aspects, the Ambassador will highlight the main roles of the EU institutions and how they work together concisely.

Finally, the lecture will show how this relates to the EU Foreign Policy in general and with Namibia in specific. Special attention will be given to our Strategic Partnership with Namibia on Green Hydrogen and Critical Raw Materials value chains, and how we believe the Green Industrialisation will

unlock growth and job creation in Namibia and enable us to protect our planet.

TARGET:

Students and faculty – open to all - but special focus on those in Diplomatic Academy, International relations, and media. Also open to diplomatic community and civil society organizations.

Registration link: <https://shorturl.at/Nne6c>





Namibia can supply 45% of oil and gas sector services

Ministry of Mines and Energy's Petroleum Commissioner Maggy Shino says preliminary results indicate that Namibia can provide approximately 45% of the services required by the oil and gas industry.

Shino noted that while 45% is significant, the Ministry aims to increase this capacity by creating a comprehensive database of suppliers to diversify services and enhance

local capabilities.

"We currently have the capacity to provide approximately 45% of the services needed by the industry. While this is a significant figure, we aim to increase it further. To achieve this growth, we need Namibian men and women to actively engage with existing resources and enhance their skills. By doing so, they can contribute to expanding our service offerings and increasing this capacity," Shino said at

THE
BR/EF | 06:40
Mon-Fri

MOOKS & ADORA In the Morning

the second Oil and Gas Conference in the capital.

To support this growth, she said the Ministry plans to develop a comprehensive database of suppliers to diversify services and bolster local capabilities to better meet the industry's demands.

"Policies will be crafted to reflect the specific needs of the Namibian market and support the growth of local industry," Shino said.

Currently, the country is in the appraisal and exploration phase, which typically lasts from two to five years and involves significant drilling and data analysis.

She noted that the first Final Investment Decision (FID) is expected in 2025 stating that "following this, the subsurface development phase will commence, during which a range of services will be required. The goal is to advance the industry progressively, with both short-term and long-term investments needed at different stages".

The Ministry is advancing from the FID stage into the next development phase, with a strong focus on enhancing local content. Last year, a draft local content policy was introduced and subjected to stakeholder analysis.

This led to the creation of an industrial baseline survey, conducted collaboratively by the Namibian Ministry of Mines and Energy and the industry, to assess existing local capabilities and refine the local content

policy.

"Local content is mandated within the petroleum agreements, including provisions for Namibian employment and goods and services. These legal requirements ensure that local content remains a priority," Shino explained.

This Industrial Baseline Study was conducted by Deloitte Namibia.

Country Leader in Namibia Melanie Harrison said based on the survey findings, the key next steps involve increasing awareness about supplier roles and compliance with health, safety, security and environment standards in the oil and gas industry.

She added that the steps also include finalising and enhancing the competitiveness of the local content policy, addressing infrastructure needs with a focus on the Namibian Ports Authority (NAMPORT), and exploring innovative financing solutions for small and medium-sized Enterprises (SMEs) are crucial.

"Expanding the national workforce database led by PetroFund and establishing a Supply Enablement Centre to assist suppliers with Requests for Quotations and Requests for Proposals are also important," she said.

She also noted that investment in uplifting the capabilities of existing suppliers to meet Health, Safety and Environmental standards and the International Organisation for Standardisation compliance is necessary.

"Effective collaboration among oil and gas companies, suppliers, training institutions, universities, government bodies, and capital providers is essential, especially for addressing visa and other regulatory challenges," Harrison noted.



VACANCIES

THE VACANCIES BELOW ARE NOW AVAILABLE AT DUNDEE PRECIOUS METALS TSUMEB:

- >> ELECTRICAL SUPERVISOR: OVERHEAD CRANES
- >> RIGGER

CLOSING DATE: FRIDAY, 30 AUGUST 2024 AT 16:00 PM

Only short-listed candidates will be contacted.
Applicants who are not contacted within two weeks after the closing date, should consider their application unsuccessful.
For detailed information and to apply, please visit: <https://dundeeprecious.com/careers/careers/>



dundeeprecious.com

Dundee Precious Metals Tsumeb is an Equal Opportunity Employer





Research, industry collaboration needed for Namibian two-pot retirement model

Alex Forbes Head of Consulting Joleen Mans says extensive research and close government-industry collaboration is critical before Namibia adopts the two-pot retirement system like South Africa.

The two-pot system allows individuals to access a portion of their retirement savings early, while still maintaining a significant amount for retirement.

"I think a lot of research needs to happen, and while we're keeping our shades on and looking over the Orange River to our neighbour to see how they will smooth the whole process, hopefully, if we consider that. But I think research and consultations are definitely required," she said.

She further emphasised the importance of involving industry players in the decision-making process highlighting that thorough evaluation of the system's feasibility and potential implications for Namibians is paramount.

"Collaboration between government and

industry is essential to ensure the success of any new retirement savings system," she added.

As of 1 September, South Africans will have the option of partial withdrawals for emergencies from their retirement fund while protecting most of the savings for retirement.

All retirement contributions after this date will be split, with one third of contributions going to a savings pot and two thirds to a retirement pot.

This aims to address past challenges where people could cash out their full pension savings when changing jobs, leaving nothing for retirement.

Namibia currently does not have mandatory rules for saving retirement funds. To address this, the government proposed a law requiring people to keep at least 75% of their retirement savings invested. This is aimed at preventing financial hardship in old age by allowing savings to grow over time.

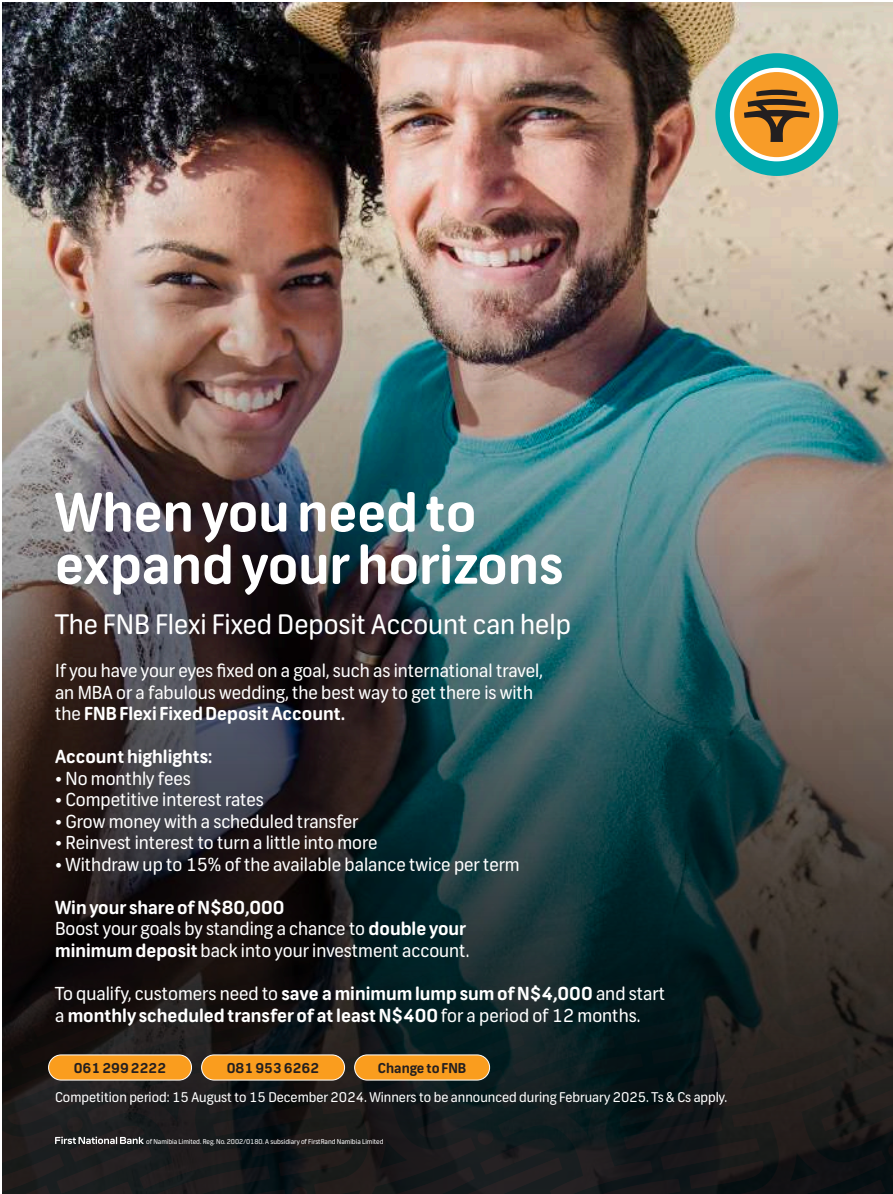
However, parliament has called on

Finance Minister Ipumbu Shiimi to suspend implementation of the Financial Institutions and Markets Act (FIMA), specifically the pension preservation clause requiring 75% of pension funds to be held until retirement at age 55.

The Parliamentary Standing Committee

on Economics and Public Administration recommended that the clause be put on hold and subjected to further scrutiny.

The committee, chaired by Natangwe Ithete, raised concerns about the constitutionality of the clause, which has drawn widespread criticism from various sectors of society.



When you need to expand your horizons

The FNB Flexi Fixed Deposit Account can help

If you have your eyes fixed on a goal, such as international travel, an MBA or a fabulous wedding, the best way to get there is with the **FNB Flexi Fixed Deposit Account**.

Account highlights:

- No monthly fees
- Competitive interest rates
- Grow money with a scheduled transfer
- Reinvest interest to turn a little into more
- Withdraw up to 15% of the available balance twice per term

Win your share of N\$80,000
Boost your goals by standing a chance to **double your minimum deposit** back into your investment account.

To qualify, customers need to **save a minimum lump sum of N\$4,000** and start a **monthly scheduled transfer of at least N\$400** for a period of 12 months.

061 299 2222 081 953 6262 [Change to FNB](#)

Competition period: 15 August to 15 December 2024. Winners to be announced during February 2025. Ts & Cs apply.

First National Bank of Namibia Limited. Reg. No. 2002/0180. A subsidiary of FirstRand Namibia Limited

Consolidated Copper restarts Namibia's Tschudi copper plant after 4 years of closure

Consolidated Copper Corp. (CCC) has successfully restarted the Tschudi copper plant in Namibia, producing LME Grade A copper cathode for the first time in four years.

The restart has created over 60 new jobs for Namibians, with 75% of the refurbishment capital contracted to local Namibian suppliers.

This comes as the Namibia-focused company secured the N\$357 million (US\$20 million) funding for the plant's restart through a secured debt facility from Triangle Resource Partners (TRP), a syndicate of some of CCC's founding shareholders.

Constructed in 2015, the Tschudi plant is Namibia's only LME-grade refined copper processing facility. It previously produced over 80 kilotonnes (kt) of LME Grade A copper cathode annually until it was placed on care and maintenance in 2020.

Consistent with the Namibian government's focus on domestic beneficiation of locally produced minerals, CCC's restart of the Tschudi plant represents the first phase of a broader strategy to sustainably recommission three brownfield copper mines in the country.

Consolidated Copper Corp says it is committed to becoming a responsible producer of metals and minerals critical for clean energy, with clear goals to minimise environmental impact and ensure the participation of local communities and economies.

"Tschudi has the potential to rival the great copper mines of the Central African Copper Belt," said John Sisay, CEO of Consolidated Copper Corp.



"The true measure of our success will lie in the benefits experienced by the local community and our contribution to the clean energy value chain."

The restart comes as Namibia continues to advance its efforts in sustainable mineral beneficiation after the government legislated to prevent the export of unprocessed ore last year. This policy aims to capture more value from mining activities within the country before exporting to enhance economic prospects for Namibians.

- miningandenergy.com.na

Mainstream media sustainability amid digital transformation

By Festus Nakatana

It is a challenging time for media operations everywhere. Printed media sustainability has been sliding towards the abyss due to declining advertising revenue, reduced circulation, and loss to technology giants.

Advertising revenue, in particular, is the lifeblood of newspapers' ability to remain profitable. This reality rings true in Namibia, considering that circulations of virtually all mainstream print titles are in alarming decline.

While some popular media outlets have fully adopted new technologies and advertising models to diversify revenue streams, many are still struggling. They are left to fend for themselves, with no new revenue streams to reshape operations in a changing technological world. Locally, some influential titles have decided to stop printing their newspapers and instead make them digital-only. This phenomenon is not unique to the Namibian media.

Newspapers worldwide are cutting back on printed paper while pointing readers to e-editions. Most recently, South Africa's Media24 dropped the bombshell by announcing that it would stop printing popular titles such as Beeld, City Press, Daily Sun, and Rapport to transition to digital formats "in line with irreversible consumer trends and preferences."

It is also true that the media's role has more than evolved, and so has citizen journalism. The digital revolution has amplified diverse voices, with citizens now providing new dimensions to news reporting. We find ourselves in an increasingly integrated communications and dynamic information environment.



“

Advertising revenue, in particular, is the lifeblood of newspapers' ability to remain profitable.

Millions worldwide are now avid users of social media platforms, forcing existing websites and organisations to integrate new media platforms into their operations. However, despite its threat to the existence of the printed newspaper, social media platforms have also been embraced by traditional media outlets, not only as a form of content marketing, including pitching breaking news but also as exciting platforms to communicate directly with a targeted audience.

As much as this technological advancement has presented new opportunities, it is also a double-edged sword. Herman Wasserman, a Professor of Media Studies and Director of the Centre for Film and Media Studies at the University of Cape Town, put it bluntly: "To respond to the many challenges, journalism will have to ensure its continued relevance in the everyday lives of publics, not only within its locally defined environment but globally; it will have to resist, steadfastly, any pressures on its ability to seek the truth in the public interest, and find ways to be resilient and adaptable to survive and flourish."

The trust element

In general, traditional print media has always retained a high level of trust among

readers compared to online and social media platforms, which are often subjected to intense scrutiny owing to the rapid spread of misinformation on those sites. This level of trust is thus essential for traditional media sustainability and to ensure that mainstream legacy media remain the preferred choice of readers even in the face of changing information consumption patterns.

Notwithstanding the modern challenges befalling the media sector, the Fourth Estate - a term that refers to the press and news media, both in the explicit capacity of advocacy and implicit ability to frame political issues - has and continues to play a significant role in Namibia's democracy.

It achieves this not only through the dissemination of crucial information and providing a platform for debate but also for its essential mandate of acting as a watchdog on government activities. This role underscores the media's importance in monitoring power, ensuring transparency, and safeguarding democratic functions.

It goes without saying that a stable media landscape is critical to the functioning of a healthy democracy. In the upcoming general elections, the media is facing heavy expectations, particularly from the citizenry, who want the media's role as a mirror of society reinforced in both reflecting and reframing issues of concern.

The view of the corporate sector

In contrast to the general public's perspective, the corporate world sees the media as a news outlet and a vital channel for connecting with various stakeholders. This encompasses reaching out to potential and existing customers and engaging with investors, partners, and employees. The media is critical in how corporations build and sustain a positive brand image, conveying values, achievements, and visions directly to their target audiences.

Whether through traditional outlets or digital platforms, media coverage amplifies corporate narratives. A positive media presence can significantly boost a company's reputation, increasing consumer trust,

investor confidence, and brand equity.

Thus, while the public may view media primarily as a source of information or entertainment, for the corporate sector, it is a crucial instrument in their strategic communication arsenal, designed to shape perceptions, influence opinions, and drive stakeholder engagement.

The importance of free media

The importance of having a vibrant and free media cannot be overemphasised. While respect for truth and the public's right to information are fundamental principles of journalism, media accountability and transparency are just as crucial.

Therefore, fundamental principles like accuracy, fairness, and independence should never be thrown out of the window and compromise quality reporting, which in turn gives rise to ethical issues and judgment-tainted coverage.

Journalists can ill-afford to deviate from these fundamental principles, which could compromise the integrity of the field, already grappling with the challenges of adapting to the digital era.

Together, we have the power to rekindle hope and prevent the decline of traditional news that we are witnessing today. To secure its future and maintain relevance, the Fourth Estate must uphold the highest ethical standards, safeguarding accountability. For traditional or legacy media, the path forward requires a steadfast commitment to journalistic integrity, resisting the allure of sensationalism for short-term gains in engagement for clicks or "going viral."

Adherence to ethical reporting practices is non-negotiable; without it, mainstream media risks eroding the trust of audiences and advertisers that underpins its viability. In navigating the evolving challenges of the digital era, the preservation of this trust is paramount, serving not only as the bedrock for financial stability but as the vital heartbeat of democracy itself.

****Festus Nakatana is Corporate Affairs Manager at Capricorn Group***

Fly Namibia

our most recent edition!



with
adventure,
lifestyle,
feel good
stories and
more.

> [READ ONLINE](#)



WFP considers N\$303 million allocation for Namibia's Strategic Plan

The World Food Programme (WFP) is considering a N\$303 million allocation for its Country Strategic Plan (CSP) in Namibia for the 2025-2029 period.

The draft CSP budget totals US\$17,007,124 (N\$303 million), with 20% designated for gender-transformative approaches.

According to the draft report, these approaches “are designed to reduce the gender gap in digital and financial inclusion, and to provide knowledge and skills interventions that improve women’s economic opportunities and well-being”.

Monitoring and evaluation will account for 10.5% of the budget throughout the CSP period.

For Outcome 1, which aims to ensure that crisis-affected populations in Namibia can meet their food and nutrition needs during emergencies, a total of US\$3,423,952 (N\$60.7 million) is allocated over five years.

Under this outcome, WFP will target 110,000 beneficiaries, with 53% being women and girls and 47% men and boys.

“The number of beneficiaries assisted directly by WFP is expected to decrease gradually each year as a result of increased government capacity. As WFP complements the Government’s responses, targeting will be based on joint food security and

vulnerability assessments carried out in coordination with the Government and other partners,” WFP noted

Outcome 2 focuses on strengthening Namibia’s social protection systems to better support at-risk populations and promote human capital development, with a total allocation of US\$3,898,576 (N\$69.0 million).

The report says, “Under this outcome, WFP will support the Government in strengthening systems for social protection, including school feeding programs, to ensure that those at greatest risk—especially women, young people, children, people living with HIV, persons with disabilities, pregnant and breastfeeding women, and Indigenous Peoples—have access to better nutrition.”

For Outcome 3, the plan aims to strengthen Namibia’s national food systems by 2030 to improve the livelihoods of smallholder farmers and ensure access to affordable, healthy diets for at-risk communities. A total of USD 9,349,421 (N\$165.1 million) is allocated.

“WFP aims to further incentivise the local production of diverse, safe, and nutritious food by linking smallholder farmers, farmer associations, and outgrower associations to schools as markets for their produce. WFP will also assist the Government in enhancing local regulatory frameworks and standardising food products to prevent food safety challenges,” the WFP’s strategy stated.

Meanwhile, Outcome 4 involves leveraging WFP’s expertise in supply chains to support the Government and other actors in Namibia, with the largest allocation of US\$405,176 (N\$7.2 million).

WFP highlights that “the outcome will be achieved, where possible, through the provision of on-demand services, including technical assistance, that support the Government and other actors in developing and improving supply chains in Namibia”.

The strategy also notes that logistics support could enhance the use of currently underutilised harbours in Walvis Bay and Lüderitz through connections to existing land transport corridors, which could also serve neighbouring landlocked countries.

WFP added that its extensive experience in temperature-sensitive logistics can benefit the Government in the transport, storage and handling of fresh produce.

Stay
informed
about
Energy
sector in
Namibia

Click here

M&E
MINING & ENERGY



Enriching Generations

FINANCIAL MARKET MONITOR

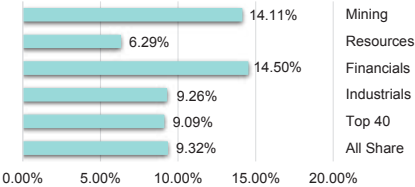
Commodities

Spot Gold	2499.24
Platinum	972.80
Palladium	965.35
Silver	29.46
Uranium	81.00
Brent Crude	77.99
Iron Ore	88.87
Copper	9131.61
Natural Gas	2.17
Lithium	11.25

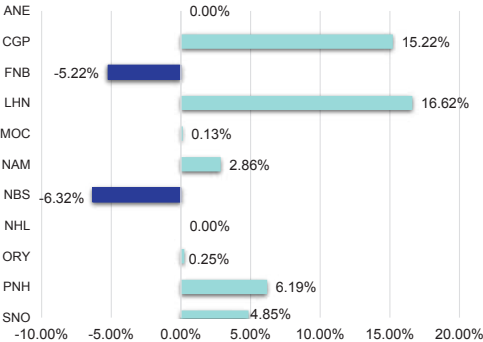
Currencies

USD/ZAR	17.8712
EUR/ZAR	19.8801
GBP/ZAR	23.3531
USD/CNY	7.1383
EUR/USD	1.1122
GBP/USD	1.3064
USD/RUB	91.5000
CPI	4.60%
Repo Rate	7.50%
Prime Rate	11.25%

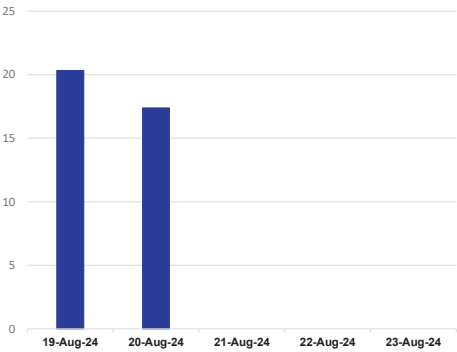
JSE Indices: Year to date movement %



NSX Local Stocks: Year to date price movement %



JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)



Global Indices: Year to date movement %

