

BANKING

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appointed FirstRand
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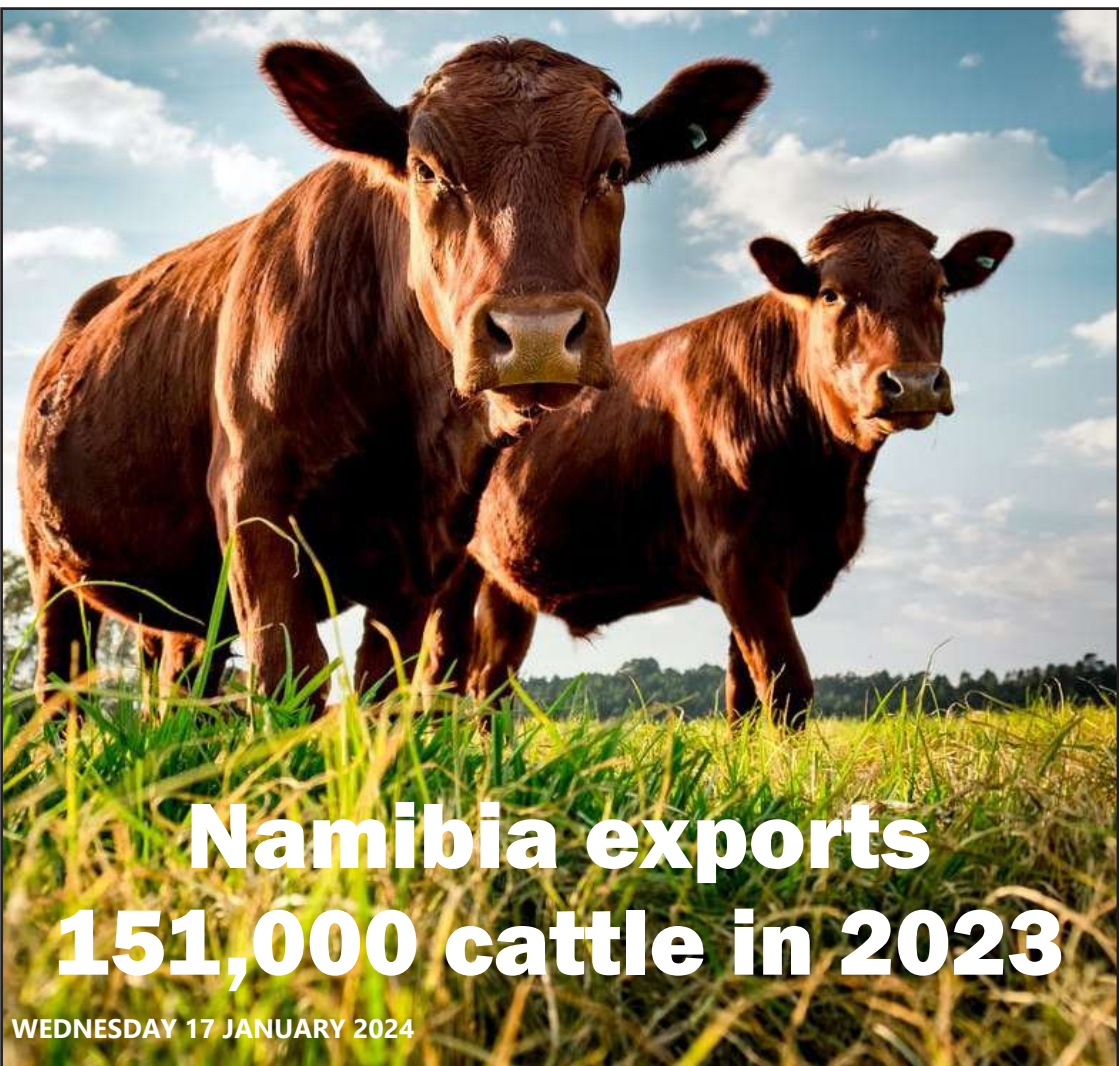
CUSTOMER

Namibian customer
experience expert to
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THE BRIEF

—New Worth Knowing



Namibia exports 151,000 cattle in 2023

WEDNESDAY 17 JANUARY 2024

MAIN STORY



Namibia exports 151,000 cattle in 2023

The Meat Board of Namibia says a total of 151,808 cattle were exported during 2023, 8.73% more than what was exported in 2022.

According to a report released by the board, during December, live exports increased 57.46% from the 15,902 heads exported during the previous month. When compared to 2022, live exports were 15.64% lower.

“Live cattle, which are predominantly weaner, were exported to South Africa, Angola, Zambia and Zimbabwe,” the report read.

The report indicates that weaner prices rose by N\$3.58 per kg, going from N\$27.11 per kg in November to N\$30.6 per kg in December. In the northern Veterinary Cordon Fence (nVCF), Tollies prices increased by 33.87%, and export abattoirs processed 48.15% more than in 2022.

Cattle sales typically decrease during the

festive season as there is less activity in both slaughter and live exports.

In December, live exports saw a significant drop of 57.46%, down from the 15,902 heads recorded in November.

Crucial Dates

- Bank of Namibia Monetary Policy announcement date:
14 February 2024
17 April 2024
19 June 2024
14 August 2024
23 October 2024
4 December 2024
- Africa Hospitality Investment Forum (Ahif).
25-27 June 2024
Mövenpick Hotel, Windhoek, Namibia
- Global African Hydrogen Summit (GAh2S)
Windhoek, Namibia from 03 – 05 September 2024

“95% of cattle, predominantly weaners, were exported to South Africa, 4% to Angola and the remaining 1% were split between Botswana and Zimbabwe. The majority of cattle exported to South Africa went to feedlots, whereas exports to the rest of SADC were exported for farming breeding purposes,” the Meat Board report said.

Furthermore, the report also states that export abattoirs experienced a decrease in activity in December because of holiday closures. The number of cattle slaughtered at export abattoirs dropped by 34.50% during this period.

“Although slaughter dropped on a month-to-month basis, it is 37.14% higher than it was two years ago and 16.24% higher than it was a year ago. Cattle slaughtered at export abattoirs are expected to increase during 2024, due to the Resumption of slaughter at Rundu abattoir,” said the report.

Simultaneously, for 2023, pork offal continued to dominate, constituting 64% of total pork imports, followed by pork cuts at 19.60%, and processed pork at 14.65%.

The largest share of pork imports in December can also be attributed to Pork Offal, totaling over 255 tonnes. This marked a 0.78% increase compared to the import figures in November.

Meanwhile, 45,292 pigs were slaughtered at local abattoirs in 2023, which is 2.24% less than what was slaughtered in 2022. Of the pigs, 3,924 were slaughtered during

December, growing 1.68% monthly from the previous number of 3,859 heads slaughtered in November.

“This is 5.14% more than what was slaughtered during the same month last year. 2023 has also noted live exports of pigs during months May and December, which totaled 198 pigs being exported to Angola only,” the report reads.

To counter the negative impact of the decreasing Red Meat Abattoir Association (RMAA) pork price, the Pork Ceiling Price has been set at N\$51.03 per kg as a mitigation measure says the report, the calculated pork ceiling price decreased by N\$2.08/kg compared to the previous month of November.

“The expectations were for prices to trend a little higher during the festive season due to seasonal demand and then ease post-festive, however, prices trended lower and are expected to continue on that path over the following months,” the report reads.

It is further reported that there is a growing demand for Namibian sheep breeds in Southern Africa, as evidenced by a 41.29% increase in total exports in 2023 compared to 2022.

Specifically, live exports to South Africa rose by 41.18%, and exports for farming purposes to Angola, Botswana, Zimbabwe, and Zambia surged by 174.05%, 21.18%, 1,181.82%, and 229.87%, respectively.

However, on a month-to-month basis,



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Request for Bids

1. Bidders are invited to submit bids for the following Goods:

| | |
|--|--|
| PROCUREMENT REFERENCE: GR/FO/AGRI-18/2023-2024 | PROJECT NAME: Supply and Delivery of ICT Equipment |
| CLOSING TIME & DATE: Tuesday, 23 January 2024 at 11H00 AM | PAYABLE FEE: Free Download |
| TECHNICAL ENQUIRIES: Mr. J. Kazondovi Email: jkazondovi@agribank.com.na, Tel: +264 61 207 4302 | |
| PROCUREMENT REFERENCE: G/ONB/AGRI-04/2023-2024 | PROJECT NAME: Provision, Implementation & Maintenance of an Access Control System & CCTV at Agribank Head Office & Branches |
| CLOSING TIME & DATE: Tuesday, 23 January 2024 at 11H00 AM | PAYABLE FEE: N\$ 300.00 |
| TECHNICAL ENQUIRIES: Mr. J. Kazondovi, Email: jkazondovi@agribank.com.na, Tel: +264 61 207 4302 | |

2. Interested eligible bidders may inspect the bidding document on per the address given below.

3. Qualification requirements can be obtained from the bid document.

4. A complete set of Bidding Document in English may be purchased or downloaded as instructed above and in the bid document.

5. Bids must be delivered to Agribank Head Office, Reception, Ground Floor as per the closing date and time specified. Electronic bidding will not be accepted. Late bids will be rejected.

6. The address referred to above is: Agricultural Bank of Namibia,

Website: <https://agribank.com.na/page/bidders/>

Administrative Enquiries: Okeri Mbingeneko, Tel: +264 61 207 4327, tenders@agribank.com.na

Windhoek Head Office Katima Mulilo
(06) 207 438 (06) 207 466
info@agribank.com.na katima@agribank.com.na

Mariental (06) 242 818
southern@agribank.com.na

Midland (Windhoek) (06) 307 400
midland@agribank.com.na

Ojiverango (06) 304 196
ojivero@agribank.com.na

Oshanaati (06) 231 358
oshana@agribank.com.na

Rundu (06) 251 645
kwango@agribank.com.na

Cobabab (06) 977 8001
gotabisi@agribank.com.na

Grootfontein (06) 344 0400
grootfont@agribank.com.na

sheep live exports declined by 32.60% from 43,038 heads to 29,009 heads. Additionally, producer prices in both Namibia and South Africa declined from month to month.

The report also states that in December, the export of live goats increased significantly by 42.98%, meaning a total of 17,710 heads were exported, mainly to South African feedlots,

representing only a 5.33% increase compared to the same month last year.

Auction prices also increased across all categories, with Goat Kapater witnessing an 11.74% increase in prices, reaching the highest price received during 2023, but remaining 0.8% lower than the average price received in 2022 the report says.



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Namdeb appreciates all employees who worked during the festive season and kept the operation going with an excellent safety performance. Thank you for living our STAIRS values and being true ambassadors of safety!



Namibia ranks high in African oil rig demand

Namibia is among the top five countries in Africa with the highest percentage of oil rig demand, according to the State of African Energy 2024 Outlook.

The ranking includes South Africa, Equatorial Guinea, Ghana, and Mozambique and sheds light on the critical interplay between exploration initiatives and investment decisions.

The African Energy Chamber said Namibia’s prominence in the ranking underscores its role as a key player in the competitive energy sector.

“The driving force behind this elevated rig demand is closely tied to contingent resources, signalling a direct correlation between exploration ambitions and the financial commitments expected in the near



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future,” the report noted.

The Chamber noted that healthy levels of exploration drilling are expected over the 2023-2025 period with Algeria, Egypt, Namibia and Nigeria driving the majority of the activity with most other producing countries showing very little dependence on upcoming project sanctions to drive their rig demand.

“Mega discoveries in the deep waters of Namibia have kicked off exploration in the region and the country, along with Nigeria and Egypt, are expected to drive the deepwater exploration drilling over the period,” the report stated.

Similar to the remaining recoverable resource, the Chamber highlighted the supply and spending potential as National Oil Companies (NOCs) and majors are expected to drill close to 50% of the total exploration wells between 2023 and 2025.

M&A activity across Africa in 2023 has resulted in a total transaction value of US\$3.233 billion in deals either announced or closed.

“It is to be noted that there were no farm-ins from majors except for Eni’s transaction with Neptune Energy wherein Eni acquired stakes in Neptune’s African assets via a corporate transaction where Eni agreed to acquire all of Neptune Energy’s oil and gas assets excluding German and Norwegian operations,” the report noted.

On the contrary, the Chamber said there have been exits, mainly from exploration licences, by the majors.

“Considering there is exploration interest from the majors in regions like Namibia, it can be said that exploration focus from the Big Oil can be limited to only certain regions in Africa going forward,” the African Energy Chamber noted.

This comes as Namibia has witnessed significant drilling activities with projects such as Venus-1 (TotalEnergies) and Jonker-1 (Shell Plc), both completed in 2022 and 2023 respectively, underscoring the momentum in exploration.

The spudding of Venus-1A (TotalEnergies) and Osprey (Eco Atlantic) in 2023 further reflects the continued interest and investment in Namibia’s energy sector.

- miningandenergy.com.na

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After a brief hiatus, The Brief has resumed publishing our daily FREE, insightful, and informative publications to keep our valued readers and clients informed and engaged.

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The Brief is committed to delivering high-quality content that adds value to your daily routine. We look forward to another growth-filled year, filled with enriching insights and successful partnerships.

Thank you for being part of The Brief community. Here’s to a year of knowledge, growth, and prosperity!

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THE
BRIEF

06:40
Mon-Fri

MOOKS & ADORA In the Morning



Double vision. Managing the present and future brand

By The Brand Guy

How much is your brand worth to your organization, and how do you manage it? What role does it play in contributing to the bottom line and when? Important questions.

Look at things through a different lens. The brand is not a magical thing made of hyped tactics and creative mystique. It is a managed, intangible asset that pulls people to spend money on your offering and keeps your stakeholders happy.

It should have a quantifiable value, but that value is near impossible to ascertain. In the present it is worth your market cap less intangibles such as IP, the value of your human capital, goodwill compounded by IFRS9 and other factors. Even if you can measure your market cap with equity, how do you accurately quantify the impact of your intangibles?

It gets more complex. The brand is one of your current operational factors, one of the underpinnings of current top line growth, but it also has a future value. What you do now ripples into future results, months, or years down the line. How do you quantify that value?



In short, your brand is an unquantifiable but valuable asset, now and years down the line. The obvious implication is that you need an expense item in the income statement to achieve present and future value, for which you can't account.

This coincidentally sits comfortably with elements of corporate philosophy such as the vision, mission and values which undeniably



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contribute value in unquantifiable ways. It's a fair argument for lumping the brand purpose together with the other elements of philosophy.

Like the value embedded in corporate philosophy, the brand can be managed programmatically, in the present as well as with a long-term view. This requires the use of brand equity schemas which develop and control the strength of elements of the brand, as opposed to brand valuation which attempts to assign a financial value to the brand.

In the short-term, programmatic strategy must use tactics to leverage and convert the brand into volumes or gaining and holding the acceptance of stakeholders. A combination of Kevin Lane Keller's customer-based brand equity schema and the various elements of 8P-marketing are the tools you can use to attain the outcomes. They offer highly operational methods and immediacy. I will go into Keller in detail in future columns.

The medium to long-term view needs to be

obtained and planned for now but with a high degree of vision. An operational bias such as Keller may not adequately determine the long-term outcome, so I tend toward David Aaker who identifies his brand equity schema with longer term outcomes. The key elements will be brand awareness, brand associations and brand loyalty. More detailed descriptions of the three elements, which I will also cover later, reveal how they can be used to construct what amounts to a vision for the brand.

The trick will be to correlate Keller and Aaker, using the idealized outcomes of Aaker's purpose to map out an operational brand equity management plan using Keller's method, which can be tracked, tested and adjusted as time goes by.

The combination of Aaker and Keller provides a medium-term opportunity to develop the brand. As the brand is at the core of the future bottom line the ongoing activity of development and medium-term planning and management is as significant to sustainability as the set of short-term activities.

Don't worry if the complexity gives you a headache and double vision. It affects me the same way.

****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.***



The Government Institutions Pension Fund (GIPF) proudly announces the appointment of Mr. Martin Inkumbi as its dynamic new Chief Executive Officer (CEO) / Principal Officer (PO), effective January 15, 2024.

Mr. Inkumbi's visionary leadership acumen and illustrious career positions him as a perfect candidate for spearheading heightened innovation and growth for the future of the GIPF. With over 26 years of expertise in banking, economic research, corporate finance, developmental finance, and business strategy, the Board of Trustees is confident that his proven track record will safeguard the interests of the Fund's valued members.

The Fund heartily congratulates and welcomes Mr. Inkumbi on his appointment as the new CEO/PO to the Fund and wishes him well in his tenure of leadership.

Visit www.gipf.com.na

Rodney Forbes appointed FirstRand Namibia Group COO

FirstRand Namibia has appointed Rodney Forbes as the new Chief Operating Officer of the group, effective from January 1, 2024.

Forbes, previously served as the Executive for Points of Presence at FNB Namibia.

The portfolio of financial services businesses under FirstRand Namibia includes FNB Namibia, RMB Namibia, WesBank Namibia, Ashburton Investments Namibia, and PointBreak Wealth Management.



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HP EliteBook 840 G8
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Cash price
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Samsung Galaxy Tab A7 Lite
36 months Instalment N\$116.13

Cash price
N\$ 23,499.00
Samsung Galaxy Tab S8
36 months Instalment N\$758.25

Cash price
N\$ 2,999.00
Samsung Galaxy Tab S9
36 months Instalment N\$96.77

Cash price
N\$ 9,099.00
HP Pavilion 15
36 months Instalment N\$293.60

Cash price
N\$ 9,999.00
HP Pavilion 15
36 months Instalment N\$310.64

Cash price
N\$ 17,899.00
HP Pavilion 15
36 months Instalment N\$577.55

Cash price
N\$ 17,499.00
HP Pavilion 15
36 months Instalment N\$564.44

Offer valid from 30/11/2023 until 28/02/2024.
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Torch light on ESG

By Erasmus Nekundi

Over time, the element of Environment, Social and Governance (ESG) has developed into a crucial component of any well-governed corporate entity. Nowadays, it is a medieval practice, amoral, and unsustainable for a business to prioritise only the bottom-line over the community and environment it operates.

The concepts of ESG guide organisations to embrace the principles of good governance and provide pathways for the implementation of sustainable social, economic, and environmental support for the benefit of society. For a very long time, many corporations concentrated on the accumulation of financial capital. However, there has been a discernible shift in the status quo, indicating that the fundamentals of sound governance, particularly in ESG, are being appreciated with corporates introducing dedicated ESG office(s) and CSI programmes.

While this shift is welcomed, a reflection on a Forbes article on ESG by Benjamin Laker, by some means informs that some



companies' CSI activities are mere socio-greenwashing tactics employed to parade companies as caring and responsible, while in fact, they are superficially adopting sustainable ESG practices that lack intent and genuine conviction to make a real impact. It is dreaded that socio-greenwashing is a rudimental optional practice likely to be adopted by many capitalist entities whose focus is still glued on solely securing the bottom-line and satisfying shareholders' high appetite for Return On Investment (ROI).

ROI is, of course, amongst others, influenced by business strategy, i.e. how and to what extent a company siphons value out of its capitals. Nevertheless, without disregarding other business capitals and digressing from

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ESG subject, let us briefly illuminate Human and Natural capitals and their contribution to business success. Human capital is the people, the society, without whom businesses will not exist. Companies thrive on the patronage they receive from the societies in which they do business. Natural capital is the environment. It is critical that companies create and maintain a healthy relationship with the environment. Otherwise, should they be reckless and destroy the environment by engaging in unsustainable business activities, then sheer threat will not just be guaranteed to future business continuity but to our overall social welfare. A green environment is essential for human and business well-being.

For all intents and purposes, sustainability is and shall remain a perpetual endeavour, and corporates must look into crafting holistic ESG frameworks upon which sustainable practices will be based and guided. Admittedly, we have companies whose ESG efforts are earnestly commendable, signalling that corporate entities in Namibia are heading in the right direction. It will however be partial not to acknowledge that a significant number of corporations in Namibia still need to onboard the ESG cruise and genuinely contribute to effecting a positive impact on society and the environment. It is only sound governance if you are ethical in your dealings with people, society, and the environment.

Lastly, as more companies are starting to appreciate ESG, it is essential, and for a great impact, that

they align and explore viable CSI areas to collaborate. Because it is through this that meaningful socio-environmental impact will be recorded.

**** Erasmus Nekundi is a Communications Practitioner. The views expressed in this article are personal and do not reflect those of any other party.***



VACANCY

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- Experience in major financial institutions will be beneficial
- Experience with teamwork and ability to negotiate with in- and external stakeholders
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How to Apply

If this proves to be the challenge you are looking for, submit your CV online before **26 January 2024** at www.fnbnamibia.com.na (click on the Careers tab).

Please note: Only shortlisted candidates will be contacted. All applicants will be subject to ITC and reference checks.

Preference shall be given to suitably qualified applicants from the designated groups as defined in the Affirmative Action Act, 29 of 1998.

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2023

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ROLE OF PRIVATE EQUITY

THE NAMIBIAN
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IS FINDING ITS FEET

CAPRICORN GROUP
PROPELS POSITIVE
CHANGE IN 2023

BON DRIVES
MODERNISATION OF
BANKING SECTOR

GIFP:
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FESTIVE FINANCES:
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CAPELAO:
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CRYX PROPERTIES
CELEBRATES GREAT
YEAR & BRIGHT FUTURE

OUTLOOK

2024

Namibian customer experience expert to lead CXPA Africa Council

Namibian Customer Experience Expert, Victor Songa Musiwa, has been appointed to lead the CXPA Africa Council.

As the founder and Chief Executive Officer of Relentless CX, Musiwa brings a wealth of expertise to the role, including professional certifications as a Certified Customer Experience Professional (CCXP) from CXPA and an Experience Management Professional (XMP) from XM Institute.

Musiwa holds a Master of Science degree in Information Systems with a specialization in blockchain technologies and digital transformation from Japan. Additionally, he earned a Postgraduate Diploma in Information Systems, focusing on business process management and enterprise systems, from the University of Cape Town. His academic journey commenced with a Bachelor of Science degree, specializing in computer science and mathematics, from the University of Namibia.

The role within the Customer Experience Professional Association (CXPA) positions Musiwa to drive advancements and foster excellence in customer experience practices across the African continent.



CXPA is a global professional society for customer experience, with a community of over 60,000 customer experience advocates in more than 70 countries around the world.



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Duty Station: Head Office
Contract: 5 Years Fixed Term Contract

2

Position: Manager: Credit (D4)
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Duty Station: Head Office
Contract: Permanent

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Midland (Windhoek)
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midland@agribank.com.na

Ojiveraango
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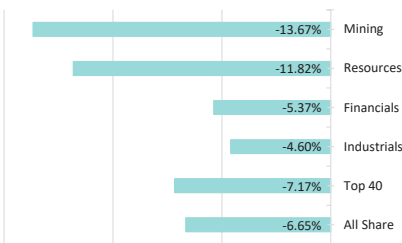
Commodities

| | |
|-------------|---------|
| Spot Gold | 2019.82 |
| Platinum | 894.51 |
| Palladium | 926.65 |
| Silver | 22.70 |
| Uranium | 106.00 |
| Brent Crude | 76.52 |
| Iron Ore | 126.26 |
| Copper | 8306.00 |
| Natural Gas | 2.80 |
| Lithium | 14.25 |

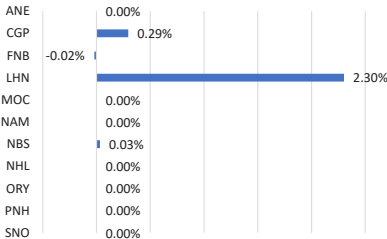
Currencies

| | |
|------------|---------|
| USD/ZAR | 19.1149 |
| EUR/ZAR | 20.7707 |
| GBP/ZAR | 24.1828 |
| USD/CNY | 7.1963 |
| EUR/USD | 1.0866 |
| GBP/USD | 1.2651 |
| USD/RUB | 88.7628 |
| CPI | 5.31% |
| Repo Rate | 7.75% |
| Prime Rate | 11.50% |

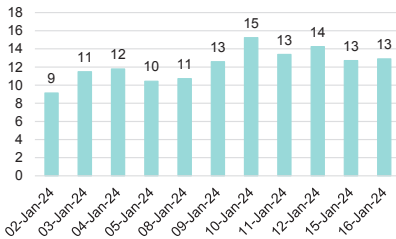
JSE Indices: Year to date movement %



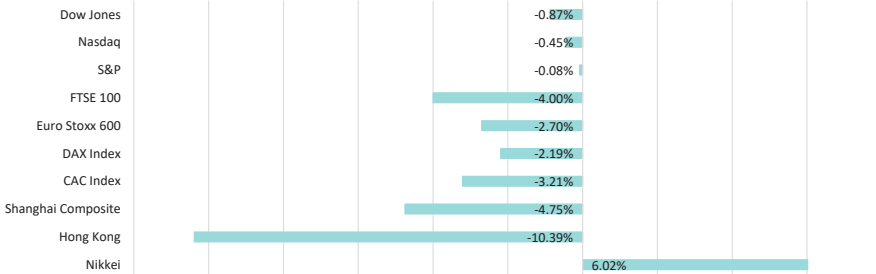
NSX Local Stocks: Year to date price movement %



JSE ALLSHARE - TRADED (ZAR BILLIONS) VALUE



Global Indices: Year to date movement %



*Prices as at 16:21, 17-Jan-2024