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THE

# BRIEF

News Worth Knowing



## Mashare Blueberry Project to expand production by 30 hectares

FRIDAY 19 JULY 2024

18

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## MAIN STORY

# Mashare Blueberry Project to expand production by 30 hectares

**M**ashare Agri Group plans to increase blueberry production by 30 hectares by 2025 as part of its expansion plans for the project.

Königstein Capital has overseen the investment of N\$130 million in Mashare Agri Group's flagship, Mashare Blueberry project, now in its fifth year.

The project has 60 hectares under production and secured a further N\$140 million for future expansion.

Königstein Capital partner and Spitz Capital Chief Investment Officer, Albert Basson, said through Spitz Capital, a fund managed by Königstein Capital, the Government Institutions Pension Fund of Namibia (GIPF) provided the development capital.

"Roughly N\$300 million has been invested in Mashare Agri Group, which encompasses the blueberry project. It's important to acknowledge the critical role of the GIPF in making this project possible. Their initial investment through Spitz Capital, a fund managed by Königstein Capital, provided the development capital and was a catalyst for establishing the blueberry industry in Namibia," said Basson.

Basson said the project has already generated 130 permanent jobs, with the potential to increase more than tenfold.

"We have created 130 permanent jobs



## Crucial Dates

- Bank of Namibia Monetary Policy announcement date:  
14 August 2024  
23 October 2024  
4 December 2024
- Mining Expo and Conference (07 - 08 August 2024)
- Namibia Oil and Gas Conference (20 - 22 August 2024)
- Global African Hydrogen Summit (GAh2S)  
Windhoek, Namibia from 03 - 05 September 2024

and up to 1,000 seasonal jobs, with the potential to reach 4,500 upon achieving long-term production goals," he said.

The project aims to expand blueberry production to over 300 hectares, which would result in 350 permanent jobs and 4,500 seasonal jobs.

Basson revealed that Königstein Capital is actively exploring opportunities to expand blueberry production to other regions within Namibia, with active exploration for new opportunities underway.

Basson said Königstein Capital envisions the Kavango region as a major hub for blueberry production in the future.

"The region has potential for over 2,000 hectares under cultivation in the long term, which could generate significant job opportunities, with estimates exceeding 2,000 direct jobs and close to 30,000 seasonal positions," he said.

Basson highlighted the project's innovative approach, noting, "Mashare Agri Group has established an internationally registered trial site to assess the viability of different blueberry varieties under Namibian conditions."

Additionally, the project includes a 2-hectare trial block for avocados and utilises a center pivot irrigation system across 680 hectares, 280 of

which were newly developed by the group.

Moreover, Mashare's blueberry export performance faced challenges in 2023 due to an extreme frost event, impacting yields and preventing the farm from reaching its initial export targets.

Looking ahead, Basson noted that the 2024 export target is set at 700 tonnes.

He also mentioned plans to expand into new markets, adding, "We are planning to enter the Finnish, Swedish, and Norwegian markets. Additionally, gaining market access to China is a long-term strategic focus."

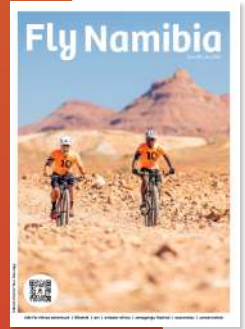
The current export markets for Mashare blueberries include the Netherlands, Germany, France, Great Britain, Spain, the Middle East, and Hong Kong.

In terms of new ventures, avocado production at Mashare is currently in the trial phase, with a 2-hectare block established to assess the viability of this crop.

"Data collection is ongoing, and no commercialisation decisions have been made yet. The current focus is on the 2-hectare trial block. Future expansion will depend on the results and commercialisation decisions," he said.

He added that while various citrus and nut crops are also being explored, the primary focus remains on blueberries

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due to their significant impact on job creation.

"Investment to date has primarily focused on blueberry production, and there have been no material investments in avocados or other permanent crops yet," said Basson. During a recent visit, GIPF Principal Officer Martin Inkumbi expressed his satisfaction with how the institutional savings, namely those of the GIPF, have positively impacted the Namibian economy by earning a return and benefiting the GIPF members in the long term.

He said the project injects approximately N\$1 million to N\$1.5 million per month in the local economy in the region.

"This has a positive impact on the livelihood of the employees, their family members, and the region at large. I do believe this is a sector that has potential. They continue trying a variety of blueberries, they have approximately six different varieties, with scope for expanding," Inkumbi said.





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# Shiimi appoints new Meatco board chaired by Sakaria Nghikembua

Finance and Public Enterprises Minister, Ipumbu Shiimi, has appointed a new Board of Directors for the Meat Corporation of Namibia (Meatco) for a period of three years, effective 1 September 2024.

The board will be chaired by Momentum Metropolitan Namibia Group CEO, Sakaria Nghikembua.

Nghikembua previously chaired an 11-member temporary Meatco board, which was appointed by Shiimi for a period of six months and whose term ended on 28 February 2024.

Joseph Andreas, Adolf Muremi, Cyprianus Khaiseb, and Patterson Tjipueja were also retained from the temporary board.

New board appointees include Hilbert Martin Joachim Paul, Stephanie Melisant Larney De Klerk, Patricia Olivier, Diana van Schalkwyk, and Abiud Tjipangandjara.

This comes as the government seeks to reduce the dependency of Meatco on government subsidies and improve the governance and leadership at the beef processor.

Meatco has recorded losses of over N\$400 million over the past four years:



N\$118 million in the 2020/21 financial year, N\$206 million for 2021/22, N\$118 million for 2022/23, while a +-N\$200 million loss is projected for the 2023/24 period.

## INVITATION FOR BIDS

Provision of Insurance Brokerage for a period of **3 years**

Levy (Non-Refundable): **N\$ 300.00** (Cash only)

Collection of Bidding Document: **Procurement Management Unit Office**

Bid Submission Due Date: **31st July 2024 @11:00**

**NWR**  
NAMIBIA WILDLIFE RESERVE

Issue Date: 8 July 2024



**NATIONAL  
AGRONOMY &  
HORTICULTURE  
AWARDS  
2024**



# CALL FOR ENTRIES

The Namibian Agronomic Board (NAB) annually hosts the National Agronomy and Horticulture Awards (NAHA) ceremony aimed at recognizing and awarding the value chain actors (producers, processors, traders, service providers, and school gardens) that have contributed significantly to the development and growth of Namibia's crop industry.

The NAB is pleased to announce that the 2024 NAHA awards will be hosted in the North Central Production Zone, at Olushandja on the 19 September 2024.

## ENTRY FORMS

The entry forms for the competition can be accessed from the links under each category. For more information kindly contact Ms. Victoria Petrus at [Victoria.Petrus@nab.com.na](mailto:Victoria.Petrus@nab.com.na) or on 061379516.

**DUE DATE: 25 JULY 2024**

The NAB hereby, invites **all registered Crop Producers, Traders, Exporters and Service Providers of horticulture** in all production zones to compete in the following categories;

**Horticulture Producers Awards:**

<https://forms.office.com/r/RPkrP4krt5>

- Outstanding Horticulture Producer of the Year
- Emerging horticulture producer of the year
- Outstanding Horticulture Innovator of the Year
- Horticulture youth producer

**Horticulture traders awards:**

<https://forms.office.com/r/sqj9Mk3Gdg>

- Outstanding Horticulture trader of the Year
- Emerging Horticulture trader of the year

**Horticulture Exporters Awards:**

<https://forms.office.com/r/WYVmMVdHwk3>

- Outstanding Horticulture Exporter of the year
- Emerging Exporter of the year

**Horticultural Service Provider Award**

<https://forms.office.com/r/UjqVpNCyhz>

- Outstanding Horticulture Service Provider of the Year

## MINIMUM SELECTION CRITERIA

- Must be registered with the NAB as a producer, trader, or exporter of horticultural products.
- Traders must comply with the minimum 47% MSP requirement
- Service Provider must be a Namibian registered company.
- Horticulture youth producers should not be older than 35 years.



# Tweya pushes for energy mix to slash Namibia's energy bill

Chairperson of the Standing Committee on Natural Resources, Tjekero Tweya says Namibia needs to have a renewed focus on a diverse energy mix, highlighting its potential to address the country's expensive energy crisis.

Tweya was speaking at the Namibia University of Science and Technology's (NUST) public lecture on petroleum activities in Namibia and criticised the country's current reliance on imported

energy sources, which contributes to the nation having some of the highest electricity costs in Southern Africa.

“Namibia has some of the most expensive electricity in Southern Africa due to our



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**CLOSING DATE: FRIDAY 26 JULY 2024, AT 16H00**

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Applicants who are not contacted within two weeks after the closing date, should consider their application unsuccessful.  
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reliance on imported energy sources. We inquired at a recent meeting why Namibia's costs are so high. The response was that we must import electricity from places like Mwangi, Zimbabwe and Zambia, and because these purchases are made in US Dollars, the final cost to Namibian consumers is significantly inflated," he said.

He further said while the country exports uranium, it currently lacks the infrastructure to utilise it for domestic


energy generation and suggests that incorporating uranium alongside renewable energy sources like solar and wind could create a more sustainable and cost-effective energy mix for Namibia.

“Within the context of energy mix you can have from solar, wind, gas, fossil fuel as well as from our own uranium that is what mix means, so if we have got a bit of each it can make a difference. All these are resources that we have which we can utilise to address the shortages,” he said.

He further questioned the lack of progress on the Independent Power Producer (IPP) initiative, which aimed to encourage private sector participation in energy generation. Additionally, concerns were raised about the opaqueness surrounding the recent cancellation of planned energy price hikes.

“The Independent Power Producer (IPP) initiative was designed to allow greater participation from private citizens in the energy sector. This would have fostered a more competitive market and potentially increased energy availability.”

This comes as Namibia imports 60% of its electricity needs from neighbouring countries in its quest to meet the country’s daily energy demands.



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# VACANCY

**Manager: External Affairs and Communications**  
**Patterson Grade D Upper**  
**Fixed Term : 2.5 Years**

The office of the Head of the Programme is overall responsible for the conception of and driving the implementation of the strategy for the Namibia Green Hydrogen Programme. It acts as a conduit between the line Ministry, the Joint Implementation Committee/Green Hydrogen Committee and staff, to inform the achievement of the Programme's priorities as well as act as a liaison between external stakeholders. This position will be in the office of the Head of the Programme and serves as the official communication and contact for the Programme with key stakeholders. The Environmental Investment Fund of Namibia (EIF) on behalf of the Namibia Green Hydrogen Programme (NGH2P) invites application from suitably qualified and experienced Namibian nationals to apply for the position of **Manager: External Affairs and Communications**

**Project Management and Implementation:**

- Strategic Communication**
  - Implement the organization's strategic communication strategy
- Advise**
  - Constantly decides how to best assist others in managing the finer details of Corporate Communications, and how to put in place a support capacity that is user friendly and that adds value
- External Communication**
  - Oversee the distribution of information outside of the organization and ensure that this information is managed effectively
- Internal Communication**
  - Oversee the distribution of information within the organization and ensure that this information is managed effectively
- Reporting:**
  - Reporting of the Programme's activities
- Corporate Policy and Corporate Social Responsibility**
  - Manage the organization-wide Corporate/ Social Responsibility policies.
- Brand Management:**
  - Official custodian for the Programme's brand
- Media Relationship**
  - Structures the relationship with the media using own discretion, but within the framework of the Programme's policies, in order to maintain a healthy working relationship and understanding
- Stakeholder engagement:**
  - Relationship Management

**Qualifications, Experience and Other Requirements**


- A Bachelor in Business Administration or post graduate qualification in Marketing, Communication Management, Media Journalism, Public Relations or related field from a recognised institution. A Public Relations or Communications accreditation with a recognized institution serves a distinct advantage.
- Knowledge and experience of journalism would be a distinct advantage
- Minimum of five (5) years business or communication experience of which at least three (3) years are at managerial level with extensive exposure in the area of Strategic Communication,
- Project management experience in the implementation of information technology systems and processes at corporate level
- Namibian citizen, with a valid drivers' license is a requirement
- Availability to travel

For inquiries, please contact the Human Resource Department at [recruitment@EIF.ORG.NA](mailto:recruitment@EIF.ORG.NA) or +264 61431 7701 or +264 61431 7700

All applications should be directed to:  
**Ms. Lizl Timbo**  
**Manager: Human Resources**  
**Tel: +264 61 4317730/431 7710**

A full Terms of Reference outlining the detailed job description and other requirements can be obtained from the EIF website, [www.eif.org.na/documents/vacancies](http://www.eif.org.na/documents/vacancies) or through email request, [recruitment@EIF.ORG.NA](mailto:recruitment@EIF.ORG.NA)

**NO HAND DELIVERIES**  
Applications with cover letter, recent CV and copies of qualifications should be emailed to [recruitment@eif.org.na](mailto:recruitment@eif.org.na)



**Namibia  
Green Hydrogen  
Programme**

**Due date: 31 July 2024**





## B2Gold produces 1,100 tonnes of maize

**B**2Gold's Erhardtshof farm achieved a significant milestone, producing approximately 1,100 tonnes of white maize during the 2023-2024 season.

The gold miner said the entire yield was delivered to Namib Mills at Otavi in Otjozondjupa Region.

B2Gold Namibia Country Manager, John Roos, highlighted the farm's contribution to food sustainability and financial stability through corporate social responsibility initiatives.

B2Gold has undertaken the Erhardtshof Agriculture Project at the Otjikoto Gold Mine in Namibia over the past four years.

"We've got about 12 workers from the Otavi community. Our farmer is doing exceptionally well in training them and teaching them about crop production. We're very excited about that," said Roos.

Farm Erhardtshof, originally purchased to develop the mine, has been engaged in intensive agricultural production with the support of an agricultural specialist and



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The farm's first harvest in 2021 yielded 12.87 tonnes of maize per hectare and 220 bales of Katambora Rhodes grass.

Namib Mills.

"The farm's first harvest in 2021 yielded 12.87 tonnes of maize per hectare and 220 bales of Katambora Rhodes grass, an animal feed known for its tolerance to warm temperatures and saline soils," said B2Gold.


The farm aims to establish 90 hectares under pivot irrigation, a method where crops are watered with sprinklers rotating around a pivot.

The company believes this technique will allow Farm Erhardtshof to produce 1,000 tonnes of maize and 700 tonnes of wheat annually, significantly contributing to Namibian food security.

B2Gold says successful approaches are expected to benefit surrounding communities and integrate into the post-closure plans for the mine site.

The Canadian gold miner B2Gold early last year announced a phased closure of its Otjikoto Mine due to limited gold deposits in its open pit mine, which cannot sustain its operations beyond the approved Life of Mine of nine years beginning this year.

The miner said the phased downscaling of operations is scheduled to commence during the first quarter of 2024.



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# TENDER

First date of publication 12 July 2024

**DBMNE0509 - GEOTECHNICAL SITE INVESTIGATION: MUDBELT AND COARSE GRAVEL ENTITIES**

**DESCRIPTION:**  
Debmare Namibia is looking for a contractor with the right expertise and experience to undertake a geotechnical site investigation utilising existing proven site investigation techniques to obtain detailed geotechnical data.

**SCOPE OF WORK:**  
The locations are primarily the inshore portions of the license area known as Mudbelt South, Mudbelt Central and Mudbelt North and consist of Holocene material overlying coarse gravel and cobbles. A central area characterized by very thick gravel orebodies will also most likely be part of the targets. Water depths range from 90m to 140m. The data will be used to build a site ground model in conjunction with the geophysical data and previous geological data already available across the site.

**CLOSING DATE: 23 August 2024 at 12:00**, by electronic submission.


**REQUEST FOR ELECTRONIC TENDER DOCUMENT:**  
Registered businesses interested in providing such services are requested to obtain the tender document with reference number DBMNE0509 GEOTECHNICAL SITE INVESTIGATION: MUDBELT AND COARSE GRAVEL ENTITIES.

Email Address: Tenders@debmarine.com  
Subject line: DBMNE0509 - GEOTECHNICAL SITE INVESTIGATION: MUDBELT AND COARSE GRAVEL ENTITIES

**ENQUIRIES:**  
The Procurement Officer  
Tel: +264 61 297 8481  
Email: Tenders@debmarine.com  
Subject line: DBMNE0509 - GEOTECHNICAL SITE INVESTIGATION: MUDBELT AND COARSE GRAVEL ENTITIES

**DISCLAIMER:**  
Debmare Namibia shall not be responsible for any costs incurred in the preparation and submission of a response to this tender and furthermore reserves the right not to extend this tender into any future tenders, negotiations and or engagements.

Debmare Namibia shall not accept submissions rendered after the closing date and time.



# Are You a Content Pirate?

By Roger Gertze, MultiChoice Namibia Managing Director

Imagine a world where you can no longer watch addictive series like Suidooster, homegrown movies such as Penda's Dilemma, or your favourite sports event like the Premier League or the Olympics. This could be a reality if copyright is not protected.

While streaming a series from a dodgy site may seem harmless, content piracy cripples Africa's creative industries.

Piracy occurs when an individual, who is not the copyright holder, copies content and resells it for a significantly lower price than the copyright holder charges. Many perpetrators of piracy do not realise the impact it can have...

It starts when producers have less money to invest in new projects, technology, and talent. Investors lose faith in Africa's creative industry as their rights aren't protected, and then the quality and variety of content dwindle.

Soon, local productions are replaced with mainstream, one-size-fits-all material, which means there's less and less work for local content creators – along with less investment in local economies and livelihoods.

If you're unsure that the content you're consuming comes from a legit source, follow this decision tree:

Piracy might seem like a victimless act, but it impacts Africa's entire entertainment industry, from studios to individual creators.

By choosing legal options, you're supporting the local movies, shows, and music you love

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## ARE YOU A CONTENT PIRATE?

Imagine a world where you can no longer watch addictive local series, homegrown movies, or your favourite sports event. This could be a reality if copyright is not protected.

While obtaining a series from a dodgy site may seem harmless, content piracy cripples Africa's creative industries.

Many creators who are individuals, who do not have the copyright holder, copies content and resells it for a significantly lower price than the copyright holder charges. Many perpetrators of piracy do not realise the impact it can have.

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Soon, local productions are replaced with mainstream, one-size-fits-all material, which means there's less and less work for local content creators – along with less investment in local economies and livelihoods.

If you're unsure that the content you're consuming comes from a legit source, follow this decision tree:

- 1 ENJOYING SOME ENTERTAINMENT?**  
Answer: Let's make sure it's legit. Did you pay for this content yourself?  
**YES: PAID FOR IT DIRECTLY** → **GOOD. FIND IT ANOTHER WAY**  
You're supporting creators. → **NO: UNFOUNDED**  
Let's check a few things. → **MOVE TO QUESTION 2**
- 2 DID YOU BUY IT FROM AN OFFICIAL SOURCE, LIKE MULTICHOICE?**  
**ABSOLUTELY** → You're getting things sold from entertainment. → **IT'S WORTH IT TO BE SURE. LET'S STOP IT NOW.**  
**MAYBE NOT** → I can't for sure say. → **MOVE TO QUESTION 3**
- 3 HOW DID YOU GET THE CONTENT?**  
**SOMEONE SHARED IT WITH ME** → Sharing is caring, but with content, it can be tricky. → **MOVE TO QUESTION 4**  
**I DOWNLOADED IT ONLINE** → The internet's a big place. Let's make sure it's from a safe source. → **MOVE TO QUESTION 4**
- 4 DID THE PERSON WHO SHARED IT SAY FOR ANY REASON THAT THEY WERE ALLOWED TO SHARE?**  
**NOT SURE, OR PROBABLY NOT** → Ah, that's a grey area. Piracy starts around here. → **MOVE TO QUESTION 5**  
**YES, THEY'RE A PAYING SUBSCRIBER AND IT'S WITHIN THE SHARED RULES** → Answer: Legit! → **YOU'RE SUPPORTING CREATORS.**
- 5 DOES THE SOURCE OR THE PRICE SEEM TOO GOOD TO BE TRUE?**  
**TOTALLY WAY CHEAPER, WEIRD WEBSITE** → There's a reason. Getting it for cheap: it can harm your device and it supports illegal activity. → **THEY'RE FINDING A LEGITIMATE SOURCE, LIKE MULTICHOICE**  
**PRICE SEEMS FAIR, BUT I'M STILL NOT 100% SURE** → When in doubt, check it out. Look for official logos, licensing info, or ask us at MultiChoice. → **WE'RE HAPPY TO HELP!**

Piracy might seem like a victimless act, but it impacts Africa's entire entertainment industry, from studios to individual creators. By choosing legal options, you're supporting the local movies, shows, and music you love – and ultimately helping to protect Africa's creative industry.

To learn more or find a safe, reliable source of local content, visit: <https://www.multichoice.com/partners-against-piracy>.



## Namibia records occupancy decline in June

Namibia's tourism industry experienced a temporary setback in June 2024, with the national average occupancy rate dropping to 47.3%, official figures show.

According to the latest figures from Simonis Storm, the 47.3%, reflects a decline compared to the 60.3% reported in May 2024 and the 50.1% of June 2023.

According to Simonis Storm Junior Economist Halleluya Ndimulunde, the decline can likely be attributed to seasonal variations.

European travellers, who comprised 65.9% of visitors in May 2024, typically favour warmer destinations during their summer months. This shift in travel preferences is reflected in the decrease to 53.7% of European arrivals in June.

"This decline likely reflects seasonal variations and shifting travel preferences, with Europeans traveling to warmer regions during their summer," she said.

Despite the June dip, the northern region, which hosted the inaugural Etotha Carnival during this period, achieved the highest

occupancy rate at 56.0%.

In contrast, the central region witnessed the lowest occupancy rate at a mere 17.6%, despite hosting significant events like AViaDev Africa and the African Hospitality Investment Forum in Windhoek towards the end of the month.

"Tourist entry points were dominated by southern border posts, accounting for 39.1% of arrivals, followed by northeastern border posts at 23.4% and Hosea Kutako International Airport (HKIA) at 11.2%. This distribution highlights the importance of land borders in facilitating regional tourism and the critical role of the main international airport," Ndimulunde said.

Additionally, local travel witnessed an uptick, with Namibian visitors occupying establishments rising from 17.7% in May to 22.5% in June.

Similarly, South African tourists doubled their share, increasing from 6.1% to 12.8% in June 2024. The rest of Africa's occupancy dipped to 0.8% in June 2024.

"On average, tourists stayed for 14 nights in 2023, a slight decrease from 16 nights in 2022.



Ndimulunde further said that same-day visitors made 14.0% or

However, when compared to the pre-pandemic second quarter of 2019 (54.0%), Q2 2024 shows a slight decline, she said.



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## Mastering customer communication: The essential role of an outbound communications register

By Victor Songa Musiwa

An outbound communications register is a detailed log or database that tracks all outgoing communications from an organization to its customers, clients, stakeholders, and other relevant parties.

This register can encompass a variety of communication methods including emails, phone calls, text messages, social media interactions, direct mail, and other forms of outreach. The purpose of this register is to maintain an organized, comprehensive record of these interactions for various strategic, operational, and compliance-related reasons.

### Components of an Outbound Communications Register

- **Date and Time:** Accurate timestamp of when the communication was sent.

- **Recipient Information:** Detailed contact information and any relevant identifiers for the recipient.

- **Communication Channel:** Specifies the medium used for communication (e.g., email, phone, SMS, social media).

- **Message Content:** A summary or full copy of the message that was sent.

- **Purpose:** The objective or reason behind the communication, such as marketing, customer service, compliance, etc.

- **Follow-up Actions:** Any subsequent actions required or expected as a result of the communication.

- **Status:** Current status of the communication (e.g., sent, delivered, read, responded).

- **Sender Information:** Details of the person or department that initiated the communication.

- **Response Tracking:** Records of any replies or interactions that result from the



outbound communication.

## **Why Organizations Need an Outbound Communications Register**

### **1. Consistency and Personalization**

- **Consistency:** By maintaining a record of all outbound communications, organizations can ensure that customers receive consistent messages, avoiding confusion and mixed signals. This is especially important in large organizations where multiple departments may interact with the same customer.
- **Personalization:** With detailed records, organizations can tailor future communications based on previous interactions, preferences, and behaviors. This level of personalization can significantly enhance customer satisfaction and loyalty.

### **2. Improved Customer Experience**

- **Timely Information:** An outbound communications register ensures that customers receive timely and relevant information. This can include updates on their orders, reminders, special offers, or important notices.
- **Efficient Follow-up:** It facilitates efficient follow-up on customer inquiries, complaints, or requests, ensuring that no communication falls through the cracks and that customers feel valued and heard.

### **3. Accountability and Transparency**

- **Accountability:** By logging all communications, organizations can hold their staff accountable for their interactions with customers. This can help in evaluating performance and ensuring high standards of customer service.
- **Transparency:** The register provides a transparent view of customer interactions,

which can be crucial for internal audits, management reviews, and resolving disputes.

### **4. Compliance and Regulatory Requirements**

- **Legal Compliance:** Many industries are subject to strict regulations regarding customer communications. An outbound communications register helps organizations comply with these regulations by providing a verifiable audit trail.
- **Data Protection:** It ensures that communications are logged in a manner that complies with data protection laws, such as GDPR or CCPA, protecting both the organization and its customers.

### **5. Efficiency and Coordination**

- **Streamlined Processes:** The register helps streamline communication processes by reducing redundancy and overlap. For example, it prevents multiple departments from sending duplicate messages to the same customer.
- **Enhanced Coordination:** It enhances coordination between different departments and teams, ensuring that everyone is aware of past communications and can act accordingly.

### **6. Data Analysis and Insights**

- **Pattern Analysis:** Organizations can analyze communication patterns to understand what types of messages are most effective, when they should be sent, and which channels are most responsive.
- **Customer Insights:** The data collected can provide valuable insights into customer preferences, behaviors, and needs, informing future marketing and customer service strategies.



## 7. Issue Resolution and Support

- **Quick Identification:** With a comprehensive record of communications, organizations can quickly identify and address customer issues. This leads to faster resolution times and a better overall customer support experience.
- **Seamless Support:** It ensures that customer service representatives have access to the entire history of interactions with a customer, enabling them to provide more informed and effective support.

## 8. Resource Management

- **Optimized Allocation:** By identifying communication needs and trends, organizations can better plan and allocate resources. This can include staffing decisions, budgeting for communication tools, and training needs.
- **Strategic Planning:** The register helps in strategic planning by providing data on which communications are most effective and which areas may need improvement.

## Conclusion

An outbound communications register is an indispensable tool for any organization that aims to optimize its customer service delivery.

By maintaining a detailed record of all outgoing communications, organizations can ensure consistency, improve the customer experience, maintain accountability and transparency, comply with regulations, enhance efficiency, gain valuable insights, resolve issues more effectively, and manage resources better.

Ultimately, this leads to stronger customer relationships, increased satisfaction, and a more successful organization.

***\*Victor Songa Musiwa, CCXP, XMP, MSc, is Namibia's first globally certified experience management professional (CCXP & XMP), Founder, and Chief Executive Officer of Relentless CX cc.***





# Trans-Kalahari-Mamuno one-stop Border Post targeted for launched end of July

Construction of the One-Stop Border Post (OSBP) at Trans-Kalahari-Mamuno is nearing completion, with the project team targeting a launch by the end of this month.

The Joint Steering Committee meeting held on Thursday led by the NamRA Commissioner Sam Shivute and Botswana Unified Revenue Service Commissioner General Jeanette Makgolo considered progress reports at Charleshill in Botswana.

The meeting was also attended by Road Fund Administration Chief Executive

Officer Ali Ipinge and Fidelis Mwazi who heads the Namibian Agronomic Board, who also serve as members of the Joint Steering Committee.

As part of infrastructure developments made as part of the launch preparations, a new commercial terminal, office block and bypass roads have been constructed at Trans-Kalahari, while the existing building has been upgraded to cater for the passengers entering Namibia from Botswana.

On the Mamuno side, portable structures

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As part of infrastructure developments made as part of the launch preparations, a new commercial terminal, office block and bypass roads have been constructed at Trans-Kalahari.

have been erected to facilitate the consolidated border procedure involving border agencies from Botswana and Namibia. The existing building will be developed into an expanded permanent terminal in

the coming months.

Botswana Unified Revenue Service Commissioner General Jeanette Makgolo called on her team to ensure that the improved permanent structure would be in place and ready for operation within the next 12 months.

On his part, Namibia Revenue Agency Commissioner Sam Shivute commended the project team for being on course to deliver within the agreed time, based on the latest extension.

He stressed that a bi-national project of that kind involved many role players and stakeholders, thus pulling it off required great skill, dedication and effort.

The Namibia and Botswana Ministers responsible for Finance are expected to agree on the launch date, coupled with appointing the host of the launch event.

The OSBP is a strategic initiative aimed at streamlining border operations, by consolidating border clearance activities, such as customs, immigration and other regulatory checks, into a single location.

# PROCUREMENT NOTICE

MTC hereby invites companies to participate in the following procurement opportunity:

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**TENDER NO: MTC29-24-O**

**Request for Structural Definition & Design of MTC's Retail Shops.**

**Briefing Meeting:**  
Tuesday, 23 July 2024 @ 11h00

**Briefing Meeting Venue:**  
Microsoft Teams, the link will be on MTC's website.

**Closing Date: Friday, 2 August 2024 @ 14h30**

**Terms of References are available at:**  
[www.mtc.com.na/procurement](http://www.mtc.com.na/procurement)

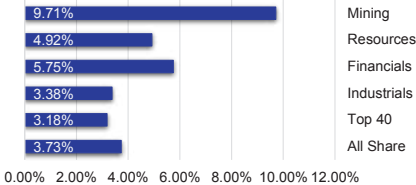
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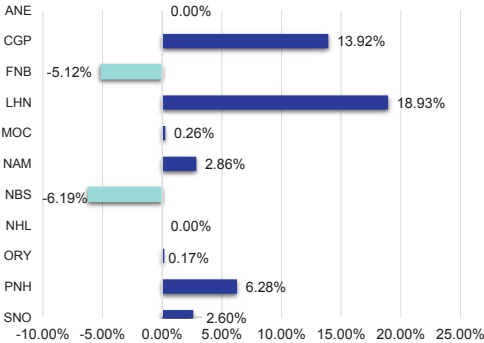
Commodities	
Spot Gold	2400.81
Platinum	966.45
Palladium	920.00
Silver	29.17
Uranium	86.00
Brent Crude	84.45
Iron Ore	101.90
Copper	9305.90
Natural Gas	2.09
Lithium	12.05

Currencies	
USD/ZAR	18.2879
EUR/ZAR	19.9140
GBP/ZAR	23.6198
USD/CNY	7.2698
EUR/USD	1.0890
GBP/USD	1.2914
USD/RUB	87.5127
CPI	4.60%
Repo Rate	7.75%
Prime Rate	11.50%

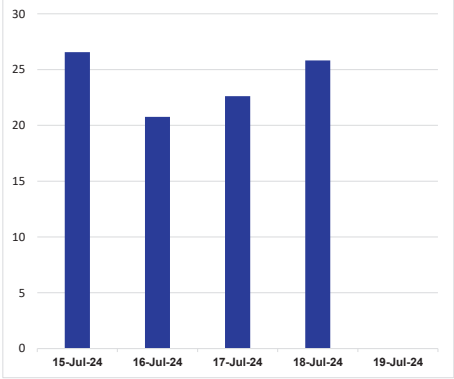
JSE Indices: Year to date movement %



NSX Local Stocks: Year to date price movement %



JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)



Global Indices: Year to date movement %

