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News Worth Knowing



Namibia's first salmon harvest expected in 2026

THURSDAY 02 MAY 2024

MAIN STORY



Namibia's first salmon harvest expected in 2026

Benguela Blue Aqua Farming, a company focused on aquafarming, is targeting to start its salmon farming operation in the fourth quarter of 2025, with the first salmon harvest anticipated in the same period of 2026.

The project, which began in July 2022, seeks to raise 35,000 metric tonnes of Atlantic salmon annually in submersible net pens, eight kilometres off the coast of Namibia. Benguela Blue Aqua Farming, Co-founder and Managing Director Johannes Aldrian expressed confidence in the company's environmental practices, citing collaboration with scientific experts to ensure sustainability.

Regarding financing, Aldrian mentioned

Crucial Dates

- Bank of Namibia Monetary Policy announcement date:
19 June 2024
14 August 2024
23 October 2024
4 December 2024
- Chamber of Mines of Namibia 45th Annual General Meeting (AGM), Wednesday, 24th April, 2024 at 14.30
Arebbusch Travel Lodge, Windhoek
- AviaDev Aviation Development Summit
19-21 June 2024 at Movenpick, Windhoek
- 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

plans to secure commercial funding by the end of 2024, enabling construction and equipment acquisition.

He refrained from disclosing exact figures but noted the substantial resources available.

"We've partnered closely with the scientific department to ensure our activities don't harm the environment. This is crucial for protecting our resources," Aldrian said at the project's ground-breaking ceremony on Thursday.

Aldrian highlighted the importance of aquafarming for the future of the fishing industry, stating "we believe aquafarming is the future of fishing".

Despite being a small company, Aldrian said their success as project developers is guaranteed with the support they are receiving and thanked the Namibian government for its support.

With preparations underway, Benguela Blue Aqua Farming is poised for a promising future in aquafarming.

Speaking at the ground-breaking ceremony for Benguela Blue Aqua Farming, Vice President Netumbo Nandi-Ndaitwah said with the potential to create 600 direct and 1,500 indirect jobs, the project will bring the country closer to

attaining the objective of addressing youth unemployment

"The Government has forged a deliberate plan to diversify our economy to address one of the pressing challenges negatively impacting our economy. One of the strategies to be undertaken is the development of new sectors and products in the economy. From that perspective, Benguela Blue Aqua Farming is exactly the profile of investments Namibia aims to attract and nurture, for many reasons," she said.

"It is closely aligned with our objectives to develop new sectors and products. Additionally, it will position Namibia as a producer and an exporter of premium salmon products in the world," she added, highlighting the project's alignment with government objectives.

She also emphasised the project's potential impact on local agricultural development noting that every tonne of salmon produced will require 1.2 tonnes of fish feed.

"60% of fish feed content is plant-based proteins, which eventually will be produced in Namibia, thus stimulating the local agricultural development," Nandi-Ndaitwah said.



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Namibia exports N\$1.7bn diamonds in March

... total exports reach N\$8.3 billion

Namibia exported N\$1.7 billion worth of diamonds in March 2024, accounting for 20.4% of the total export value, which reached N\$8.3 billion, latest figures show. According to the International

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Merchandise Trade Statistics Bulletin (IMTS) released by the Namibia Statistics Agency (NSA), the export growth is compared to N\$6.1 billion in February 2024, resulting in a trade deficit of N\$4.5 billion.

Other major exports included fish with a surplus of N\$1.2 billion (15.5%), non-monetary gold's surplus reached N\$902 million (10.8%), copper and articles of copper (8.3%), and nickel ores and concentrates increased by N\$489 million (5.9%).

The report further states that on a year-to-year basis, Namibia's cumulative exports for March 2024 remained relatively flat at N\$26.2 billion compared to N\$26.1 billion in March 2023.

South Africa remained Namibia's top export destination accounting for 20.6%, followed by Botswana at 17.7%. Zambia, France, and Belgium rounded out the top five.

Interestingly, the Southern African Customs Union (SACU) was the largest regional export market (38.3%), followed by the Organisation for Economic Co-operation and Development (OECD) (31.4%) and the European Union (EU) (25.6%).

SADC, excluding SACU, absorbed 17.2% of Namibia's exports, taking fourth place, and lastly COMESA came

in fifth with 15.4% of total exports.

On the other hand, the report states that imports rose by 27.9%, reaching N\$10.0 billion in March compared to the previous month resulting in a wider trade deficit of N\$4.5 billion, up from N\$3.9 billion in February 2024.

Petroleum oils topped the list of imports, accounting for 20.6% of the total value. South Africa was the leading source of imports (36.2%), followed by China (7.6%).

Peru, Belgium, and Bahrain also ranked among Namibia's top import partners. SACU remained the dominant import source regionally (36.8%), followed by the OECD (23.2%) and the EU (13.9%).

BRIC and COMESA markets had shares of 13.1% and 4.1%, respectively.

Road transport was the most used mode of import (54.2%), while sea transport was the preferred mode for exports (40.1%). Air transport played a smaller role in both imports (5.0%) and exports (33.5%).

The report also says that Namibia exported N\$97.3 million worth of live sheep, meat and sheep products in the month under review, mainly to South Africa. Imports of the commodity averaged N\$72.5 million monthly over the period March 2023 to March 2024.



352 jobseekers secure placements out of over 3,000 registered

Out of 3,763 individuals who registered as jobseekers in the fourth quarter of 2023, only 352 have secured employment opportunities, reflecting a placement rate of just 9.4%,

recent figures show. According to data from the Ministry of Labour, Industrial Relations and Employment Creation, this leaves a total of 3,411 jobseekers still seeking employment



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MOOKS & ADORA *In the Morning*



The Ministry notes that during the fourth quarter of 2023/24 out of 3,763 jobseekers registered 1,551 are males while 2,212 are females.

opportunities.

Despite efforts by employment officers to facilitate placements, the data highlights the ongoing challenge of matching job seekers with available positions.

The Ministry notes that during the fourth quarter of 2023/24 out of 3,763 jobseekers registered 1,551 are males while 2,212 are females.

Khomas region registered the majority of jobseekers at 934 followed by Kavango East at 600.

The regions with the lowest number of jobseekers registered are Ohangwena with five, Oshana at 21, Oshikoto at 36, and //Kharas with 72.

"Out of the total number of 3,763 jobseekers registered during this quarter, 3,738 are unemployed while 25 are employed jobseekers looking for greener pastures. Only two of the jobseekers registered are people with disabilities," the Ministry of Labour, Industrial Relations and Employment Creation said.

In terms of age distribution, the data reveals that the largest cohort of registered jobseekers, totalling 744 individuals, falls within the 30 to 34 age brackets.

This is closely followed by 741 individuals in the 25 to 29 age bracket, and 617

individuals aged 35 to 39.

Furthermore, when considering educational backgrounds, the majority of unemployed jobseekers in this period have completed junior secondary education, with 1,348 individuals holding such qualifications.

Following closely behind are those with senior secondary education at 1,162 individuals, while 507 individuals possess certificate or diploma qualifications.

Additionally, "382 individuals have completed primary education, 203 individuals have non-formal education backgrounds, 128 individuals hold university degrees, and 6 individuals have postgraduate qualifications," the Ministry said.

During the quarter, 352 job seekers were placed, with 145 females and 207 males. Kavango East had the highest number of placements at 85, followed by Khomas, Hardap, and Omusati.

Most placements were in public administration at 125, agriculture at 91, health and social work at 46, and education at 38.

The majority of placed job seekers had junior secondary at 124 or senior secondary at 123 education.

CONTENT PIRACY: A FIGHT FOR AFRICAN CULTURE AND HERITAGE

When we turn a blind eye to content piracy, we undermine the ability of African storytellers to express themselves. By fighting to protect intellectual property, we keep local productions viable, and we ensure our people have a voice.

**By Roger Gertze, Managing Director
of MultiChoice Namibia**

Bokwagter, Big Brother Africa, Idols, and Shaka ilembe... all of these are expressions of our society, showcased by talented creators and production crews, telling African stories for African audiences. All are threatened by content piracy.

A nation's creative output is a fundamental part of its identity. One could even argue that art and creative works are what allows a group of people to define themselves as a nation.

In centuries past, those artworks might have included pottery, sculpture, textile and clothing design, as well as religious and cultural artefacts. Today, these cultural signifiers are still produced, but they exist alongside contemporary art forms that are equally important in defining national culture today.

Those modern art forms include film, television, recorded music, websites, virtual environments and a host of other digital content.

Digital channels make it easier to distribute this creative cultural content, and to reach more people. However, the digital economy comes with a significant risk of piracy.

Content piracy is a form of digital theft, which misappropriates creative work without fair compensation for the work's creators and rightsholders.

As the world commemorates World Intellectual Property Day on 26 April, it is an important reminder that this is the modern face of art theft, and we have all been exposed to it. Piracy can take the form of broadcast interception, the showing of content that hasn't been licensed, or the copying, sharing and sale of online digital content on pirate websites.

Tragically, it's the most exciting, most relevant content that is most likely to be pirated.

Digital content piracy is an insidious crime. It initially appears to be a mild, victimless misdemeanour, but when it becomes rampant, it can destroy entire creative industries.

Content piracy deals a death blow to local creatives when audiences begin to access their work on alternative channels and legitimate platforms are starved of viewers. The legitimate licence holders are then unable to build businesses on funding and creating original local content.

This is especially relevant in Africa.

When it's no longer viable to produce local, Africa content – because it's being pirated – it becomes easier and more financially viable to simply purchase cheap international content from the USA, Europe and the Global North.

Audiences are then provided with films and shows that reflect the values of the developed world – not Africa. The idea of a nation expressing itself, telling its stories through its cultural output, is then undermined. It becomes a case of rich, industrialised nations colonising the minds of African audiences with generic, Western content.

Content piracy supports cultural imperialism. Where African people no longer see themselves reflected in the art they consume, it distorts how they see themselves. Conversely, when Africa stops exporting content to the world, it distorts the way the world sees Africa.



Films, series, television programming... all of this content is about culture representation. Where we undermine a country's creative industries by stealing content, we sabotage their ability to tell their own stories.

The scale of the content piracy problem is enormous.

In the United States, a global leader in content creation, an industry report estimated that digital video piracy was costing the economy between 230 000 and 560 000 jobs every year, and up to \$115.3 billion in reduced gross domestic product. How much larger then, is the impact in Africa, already battling to make its voice heard!

An Irdeto survey has found that piracy is already taking root. It found that users in five major African territories made 17.4 million visits to the top 10 identified piracy sites on the internet in a single three-month period.

African-based organisations like Irdeto, Partners Against Piracy (PAP) and Communications Regulatory Authority of Namibia (CRAN) are doing sterling work to protect intellectual property and ensure that content creators retain the right to earn a living from their work.

However, it's worth remembering that the war against content piracy is not simply a financial one. In many ways, it is a fight for the soul of Africa.

If we allow criminals to steal our creative output, we allow them to silence our voice and to destroy an expression of our culture. We must continue that fight, and defend our right to make Africa's voice heard – across the continent, and across the world.

As citizens of Africa, it is our duty to safeguard what is intellectually ours. Combat piracy and protect creators by reporting instances of copyright infringement and piracy by sending an e-mail to piracy@multichoice.co.za.

Namibia business boosts Momentum Metropolitan Holdings' earnings



Momentum Metropolitan Holdings has reported strong earnings for the six months ending 31st December 2023 (Interim Results), with a solid contribution coming from its Namibia business.

Momentum Metropolitan Africa recorded a notable increase in normalised headline earnings of R284 million, growth particularly bolstered by enhanced investment income from Namibia, showcasing the significant contribution of the Namibian market to the Group's overall success.

Sakaria Nghikembua, CEO of Momentum Metropolitan Namibia, expressed satisfaction with the financial performance.

"Our commitment to empowering local businesses and individuals has contributed to our resilience in the face of challenges. We are proud of the solid financial performance, which underscores our dedication to serving our clients in Namibia," he said.

Momentum Metropolitan Holdings Group CEO, Jeanette Marais, expressed satisfaction with Momentum Metropolitan's financial performance, emphasizing the resilience and agility of the group's empowered and accountable business model.

"Our three-year Reinvent and Grow strategy remains on track, and we are preparing to share our vision for the future with investors in the upcoming financial year," she said.

Marais acknowledged the persistent pressure on the value of new business, despite the overall improvement in earnings, highlighting the importance of addressing factors such as new business pricing, cost of acquisition, and sales mix to alleviate the strain on new business margins, despite increased sales volumes.

Momentum Metropolitan Namibia is a subsidiary of Momentum Metropolitan Holdings.



Livestock marketing soars amid 2024 drought threats

Livestock marketing reached record highs in the first quarter of 2024 due to intensifying drought concerns, official figures show.

According to Simonis Storm, the surge in activity marks the strongest start to a year ever witnessed.

Simonis Storm said marketing activity across all livestock sectors saw a significant uptick in March 2024 compared to both February 2024 and March 2023.

A total of 141,492 cattle, sheep, goats, and pigs were marketed, representing an 8.4% year-on-year increase from March 2023. Notably, March 2024 saw 34,196 cattle marketed, the highest monthly figure since August 2023.

"Of particular note, 34,196 cattle were

marketed in March 2024—the highest monthly figure recorded since August 2023. This total included 12,709 cattle slaughtered within domestic facilities and 21,487 exported live, predominantly to South Africa," Simonis Storm Economic researcher Halleluya Ndimulunde said.

She attributed this surge to drought conditions, along with lower producer prices offered by local abattoirs.

Despite challenges, the livestock industry remains resilient, with a quarterly analysis revealing a significant uptick in marketing activities to 318,017 in the first quarter of 2024, compared to 259,743 in the same period last year.

"In March 2024, all livestock sectors experienced an increase in marketing

activities compared to both the previous month and March of the previous year. A total of 141,492 cattle, sheep, goats, and pigs were marketed, representing an 8.4% y/y increase from March 2023," said Ndimulunde.

Ndimulunde said sheep marketing saw a notable rise in March 2024, particularly in live exports. According to the Livestock and Livestock Products Board, the shift in dynamics is attributed to drought conditions and, in part, to lower producer prices offered by local abattoirs.

In the goats' sector, marketing activities increased by 7.7% y/y, primarily driven by growth

in live exports.

However, pigs only saw marketing activity in the slaughtering segment, with no live exports recorded. The pork ceiling price remained unchanged at N\$51.03/kg in March 2024.

This comes as a quarterly analysis reveals an increase in livestock marketing activities to 318,017 in the first quarter of 2024, compared to 259,743 activities in the same period of 2023.

South Africa remains the primary destination for the majority of Namibia's livestock exports. In March 2024, Namibia exported 108,996 livestock to South Africa, predominantly sheep.

"Botswana followed as the second-largest destination with 269 heads of livestock, while Angola ranked third with 244 heads. Zambia accounted for 175 heads, and Zimbabwe received only fifty heads of goats," she said.


During the first quarter of 2024, Namibia exported 2,936,183 kilograms of beef, a 106% y/y increase from the prior year.

Of this, 1,277,900 kilograms were exported to the EU, accounting for 43.5% of the total beef exports, highlighting the EU as a key market.

The United Kingdom and Norway followed as the second and third largest destinations, accounting for 27.2% and 13.7% of the exported beef, respectively. South Africa remains Namibia's primary beef export destination among African countries.


Notably, during the first quarter of 2024, no beef was exported to Botswana, whereas 1,527 kilograms were exported during the same period last year.

Conversely, 976 kilograms of beef were exported to the USA in the first quarter of 2024, compared to no recorded beef exports during the same period last year.



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EXPRESSION OF INTEREST



First date of publication: 11 April 2024

DBMNE0498 - PROVISION OF INSPECTION AND MAINTENANCE SERVICES IN LINE WITH DET NORSKE VERITAS (DNV) STANDARDS TO DEBMARINE NAMIBIA

DESCRIPTION:

Debmarmine Namibia seeks experienced Service Providers who can provide DNV services in accordance with the DNV 2.7-1 Standard for Offshore Containers.

SCOPE OF WORK:

1. Inspection and maintenance of marine cargo handling cages in accordance with DNV 2.7-1 Offshore Containers Standard.
2. Capability and experience in tracking, re-certification, and testing of marine cargo handling cages.
3. Capability to operate within Namibia, preferably Lüderitz.
4. Experience in terms of the scope within the DNV Standards.

DOCUMENTS TO SUBMIT:

1. Comprehensive business profile
2. Company organogram
3. References of previous clients
4. DNV status confirmed by a certificate/letters issued by DNV

CLOSING DATE: 13 December 2024 at 12H00, by electronic submission.


ELECTRONIC SUBMISSION OF DOCUMENT:

Registered businesses interested in providing such services are requested to submit the company profiles with all relevant documents.

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Subject line: DBMNE0498 - PROVISION OF INSPECTION & MAINTENANCE SERVICES IN LINE WITH DET NORSKE VERITAS (DNV) STANDARDS TO DEBMARINE NAMIBIA

ENQUIRIES:
The Procurement Officer
Tel: +264 61 297 8481
Email: TenderEnquiries@debmarine.com
Subject line: DBMNE0498 - PROVISION OF INSPECTION & MAINTENANCE SERVICES IN LINE WITH DET NORSKE VERITAS (DNV) STANDARDS TO DEBMARINE NAMIBIA

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Debmarmine Namibia will not accept submissions rendered after the closing date and time.





UN warns of Namibian cereal production to dip due to El Niño

The Food and Agriculture Organisation (FAO) of the United Nations says Namibia's cereal production for 2024 is estimated to be significantly lower than last year due to the impacts of El Niño.

According to FAO reports, Namibia is among the countries hardest hit by the El

Niño-linked drought, which is expected to reduce cereal yields across Southern Africa.

"Since the onset of the year, Southern Africa has been grappling with extensive rainfall deficits and record-high temperatures, creating dire conditions for crop cultivation," FAO said in the GIEWS

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**Crop yield predictions from NASA Harvest GEOCIF model highlight the severity of the situation in Namibia
Sorghum predicted yields for 2024 stand in Caprivi at 0.16 tonnes/hectare, compared to a five-year median of 0.21 tonnes/hectare, representing a 75.5% decrease.**

Special Alert.

FAO further notes that with the harvest season set to commence in May, "prospects for recovery are bleak, with cereal harvests, primarily maize, projected to be below average. Several regions are anticipated to suffer extensive crop failures as a result".

The report further highlights that governments in neighbouring countries have already declared drought emergencies, with Malawi, Zambia, and Zimbabwe among those affected.

The situation in Namibia reflects past occurrences of El Niño events, underscoring the cyclical nature of such climatic phenomena.

Crop yield predictions from NASA Harvest GEOCIF model highlight the severity of the situation in Namibia. Sorghum predicted yields for 2024 stand in Caprivi at 0.16 tonnes/hectare, compared to a five-year median of 0.21 tonnes/hectare, representing a 75.5% decrease.

In Kavango, sorghum predicted yields for 2024 are at 0.15 tonnes/hectare, down from a five-year median of 0.24 tonnes/hectare, marking a 61.8% decline.

Meanwhile, in Ohangwena, sorghum's predicted yields for 2024 are projected at 0.16 tonnes/hectare, compared to a five-year median of 0.26 tonnes/hectare, indicating a 59.0% reduction.

Omusati sorghum's predicted yields for 2024 are estimated at 0.11 tonnes/hectare, down from a five-year median of 0.20 tonnes/hectare, reflecting a 53.9% decrease.

"Oshana sorghum's predicted yields for 2024 are forecasted at 0.16 tonnes/hectare, compared to a five-year median of 0.33 tonnes/hectare, showing a 50.3% decline," FAO reports.

Oshikoto sorghum's predicted yields for 2024 are anticipated to be 0.23 tonnes/hectare, down from a five-year median of 0.47 tonnes/hectare, representing a 47.8% decrease.

This comes after the Ministry of Agriculture, Water and Land Reform also anticipates a significant decline in cereal production due to erratic rainfall and severe dry spells.

The decrease in aggregated national cereal production (maize, millet, sorghum and wheat), from 153,012 metric tonnes (MT) last season to an expected 72,150MT this season, threatens food security across the country.

Additionally, the commercial farming sector is also expected to fare poorly, with a projected harvest of only 35,200MT, representing a significant decrease of 68% compared to last season's production of 111,000MT.



By The Brand Guy

Making a meal of brand and culture: a meditation

I spent a bit of time thinking about a Namibian brand, one which could unite Namibia, if not in belief of Namibia's identity and image, then at least in a shared culture and behaviour. Tricky stuff. Not everyone is enthusiastic about the Braves or caps off every Friday with a couple of beers. The one behaviour that strikes me though, is that everyone needs to eat. Food is also one of the strands that follows me in branding.

What strikes me is that Namibia could easily be mistaken for a global citizen at the dinner (or lunchbreak) table.

The food choices on the streets are a fairly generic set that could be found in most major capitals: Russian rolls (hot dogs), chicken, pizza and a standard range of condiments. Add kapana to that and you might fill the list out with barbecue.

The absurdity of the list becomes apparent when you examine the choices available to tourists. Tourists arrive here to a set of menu choices that are remarkably similar to what they might order in their home countries.

The meat may be types of venison, but the cuts are the same. A student at one of the hotel schools confirmed this to me. The

curriculum does not include any specifically Namibian dishes.

Mainstream Namibian fast-food does not include much in the way of local food choices either. Oshifima or mieliepap are uncommon. Matangara tends to be scarce outside of northern Windhoek or specialty Namibian restaurants.

The same applies to marathon chicken, smileys, eedingu, ombidi, oshingali and omagungu. Off the mainstream of the fast-food sector, these choices are most likely to be found among the memes.

There will be hesitancy in the tourism and hospitality sector, which could be allayed with Euro-centric presentation of Namibian dishes such as oshingali. However, the question of fast-food remains. Why have Namibian dishes not made a greater showing on the food carts and in fast-food?

There is an argument to be had in economies of scale, but those economies can be arrived at once the niche is established and grows in popularity.

A local brand begins with local culture. The hamburger is a known US phenomenon that has spawned massive global brands. Could kapana in local fast-food outlets

Mainstream Namibian fast-food does not include much in the way of local food choices either.

become the next big global thing.

Like charity, a national brand (not a national business brand) will begin at home with shared culture, shared behaviour and shared pride. There have been periods where Namibia has been able to have brands.

These have included biltong and beer. Unfortunately, though long-lived, they have been ultimately ephemeral.

In order to establish a national brand, the process must begin with observation and awareness of consumer trends. What gains popularity must be identified and managed. Management also entails the process of development and the drive to push the momentum into fully fledged resonance. After that, it becomes a matter of maintenance.

A style of food is one example of a potential brand. Music styles are divisive

but hold potential as well. Think EES and Mandoza as a clue to the potential. Clothing does not appear to be taking root but could be further developed.

Ultimately it's a question of popularity and pride. Whatever it is, unlike hotdogs and pizzas are in the rest of the world, it has to be uniquely Namibian. The love has to come from within the country's borders.

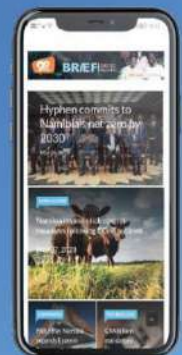
****Pierre Mare has contributed to development of several of Namibia's most successful brands. He believes that analytic management techniques beat unreasoned inspiration any day. He is a fearless adventurer who once made Christmas dinner for a Moslem, a Catholic and a Jew. Reach him at pierre.june21@gmail.com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

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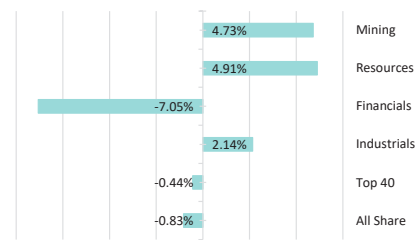
Commodities

Spot Gold	2302.73
Platinum	955.55
Palladium	940.15
Silver	26.48
Uranium	88.00
Brent Crude	83.64
Iron Ore	887.50
Copper	9794.93
Natural Gas	2.02
Lithium	14.95

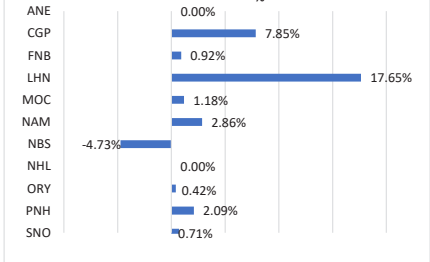
Currencies

USD/ZAR	18.6371
EUR/ZAR	19.9160
GBP/ZAR	23.2722
USD/CNY	7.2411
EUR/USD	1.0686
GBP/USD	1.2486
USD/RUB	92.0475
CPI	4.46%
Repo Rate	7.75%
Prime Rate	11.50%

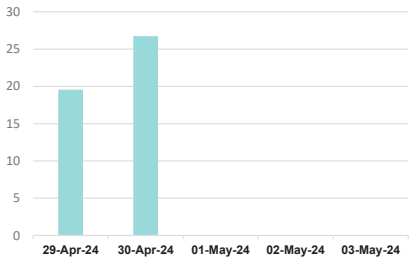
JSE Indices: Year to date movement %



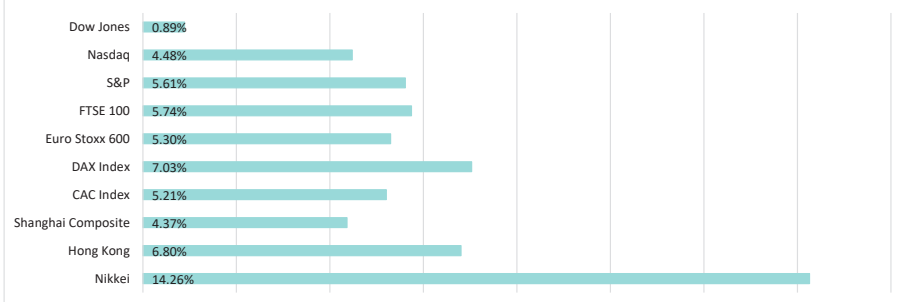
NSX Local Stocks: Year to date price movement %



JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)



Global Indices: Year to date movement %



*Prices as at 16:51, 02-May-2024