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THE BRIEF

News Worth Knowing

NamPower's N\$2.3bn Biomass Project to create 2,500 jobs

FRIDAY 24 MAY 2024

MAIN STORY



NamPower's N\$2.3bn Biomass Project to create 2,500 jobs

Namibia Power Corporation's (NamPower) Otjikoto Biomass Power Project, set to commence construction next month, is anticipated to generate over 2,500 jobs, both direct and indirect.

Project Manager Tangeni Tshivute said the project will significantly reduce youth unemployment by creating approximately 1,000 direct jobs in harvesting and inducing 1,500 more through economic spin-offs.

He noted that job numbers could vary based on various impacts.

"During the construction phase, we expect about 300 jobs. Various factors could affect

Crucial Dates

- Bank of Namibia Monetary Policy announcement date:
19 June 2024
14 August 2024
23 October 2024
4 December 2024
- 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

this, potentially creating 1,000 jobs through suppliers and related activities. Injecting money into the economy could induce an additional 1,500 jobs in lodges, restaurants, and other service sectors," Tshivute explained.

This comes as NamPower has signed a loan agreement, Engineering, Procurement and Construction (EPC) contract, and woodchip fuel supply contracts for the 40MW Otjikoto Biomass Power Station.

Nampower Managing Director Kahenge Haulofu announced on Friday that the N\$2.3 billion EPC contract has been awarded to Dongfang International Electrical Corporation with construction expected to take 30 months. The power plant takeover is forecasted by the first quarter of 2027.

Haulofu noted that the project is supported by a €100 million loan from the French Development Agency and a €25 million grant from the Mitigation Action Facility for capital costs and capacity building of the local biomass value chain.

"The French Development Agency has facilitated a loan of up to €100 million for the construction and bringing into operation of the power station. The Mitigation Action Facility is providing a grant of €25 million towards capital costs and capacity building of the local biomass value chain," he added.

Haulofu stated that the French Fund for Global Environment is contributing €3 million for environmental research and extending project benefits to vulnerable communities.

He added that the Government, through the Ministry of Finance and Public Enterprises, is contributing N\$400 million.

NamPower has also signed long-term fuel supply contracts with several companies, including Sactos Investment CC, PHP Interactive Information Technology Solutions CC, Forestry Plant and Equipment Sales CC, Nexus Civils (Pty) Ltd, Africa Biomass Company (Pty) Ltd, Ultra Trading CC, Special Supermarket (Pty) Ltd, Omuriro Biomass Investments (Pty) Ltd, and Transworld Cargo (Pty) Ltd.

These contracts, amounting to a combined annual value of N\$188 million, will ensure the supply of 180,000 tons of encroacher bush wood chips annually.

Meanwhile, Tshivute noted the project, featuring two 20MW grate-fired boilers, aims to produce 210-300 GWh of energy annually.

The biomass will be sourced within a 100km radius, adhering to FSC principles and using only 12.8% of the available harvesting area.

The total project budget of N\$2.64 billion has been approved by the NamPower Board, with significant macroeconomic and microeconomic benefits anticipated.

According to NamPower, the net present value of these benefits totals N\$16.1 billion, or N\$2.67/kWh as the project develops.

The MD noted that the Project is an integral part of The National Strategy on the Sustainable Management of Bush Resources, which aims to combat bush encroachment and advocates for the restoration of savannahs through sustainable bush thinning practices.

"The project is guaranteed to make a lasting impact on the local farming and agricultural communities as Namibia is challenged by massive bush encroachment that affects over 26 million hectares of farmland, leading to billions of economic losses," he said.





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Govt advised to grant local authorities shares in Namibia mining ventures

University of Namibia (UNAM) Lecturer Gurvy Kavei suggests that the country's mining projects should be partially owned by central and regional governments, local authorities, and traditional institutions.

He said this would ensure that the benefits of mineral resources are more effectively distributed to individual Namibians while raising concerns that private ownership often falls short in contributing to infrastructure development and revenue growth.

These remarks were delivered at a public discussion hosted by the Economic Association of Namibia (EAN), in partnership with FNB Namibia and the Hanns Seidel Foundation Namibia.

The event's theme was "Optimising Economic Returns: The Role of Critical Minerals."

Kavei noted that Namibia should focus on including these institutions as critical participants in the beneficiation process.

"Central government, regional governments, local authorities, and traditional authorities could all have shares in mining projects. These institutions can more effectively translate the benefits down to individual Namibians, unlike private individuals who may not contribute significantly to infrastructure development or revenue," he said.

Kavei commended the government for its clear mining policy covering the entire value



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chain from prospecting to distribution. However, he highlighted the need for stronger institutional involvement in the sector.

"We have made considerable efforts to integrate Namibians into the mainstream mining sector. Unfortunately, the disappointing result is that many of those given this opportunity have ended up trading their licences to foreigners. In the end, the only person who benefits is the licence holder, while Namibia as a whole does not see substantial benefits," he added.

The lecturer also emphasised the importance of building robust institutions that can participate effectively in the mining sector, ensuring that the benefits of Namibia's mineral wealth are more broadly distributed.

FNB's head of Specialised Finance Lending, Franco Labuschagne, said the impact of mining on the social aspect of a community should be viewed in the long term.

"It's about how you impact these communities. The responsibility lies with us and policymakers to ensure sustainability in our investments in an area," he said.

He emphasised the importance of investing in smart villages, adding that this immediate yet strategic investment needs to focus on long-term benefits beyond mere financial injections.

"Speaking about smart villages, which is an immediate investment that can have a long-term impact, we need to consider more than just injecting money into these areas. We need to focus on the actual impact that will leave a lasting effect. This includes education and providing resources that the community can continue to build on long into the future," he said.

This comes as Namibia boasts significant deposits of critical metals including uranium, diamonds, rare earth elements, lithium, copper, lead, zinc, gold, and tungsten.

These resources are vital for various industries such as nuclear energy, electronics, renewable energy, and manufacturing, positioning Namibia as a key player in the global mineral market and driving economic growth in the country.



PUBLIC INVITATION

PUBLIC PRESENTATION OF THE 2024/2025 END-USER TARIFF APPLICATIONS BY THE DIFFERENT LICENSEES

The Electricity Control Board (ECB) is hereby inviting interested members of the public to attend the public presentation by NORED, CENORED, Erongo RED, Oshakati Premier Electric, Keetmanshoop Municipality and City of Windhoek on their respective 2024/2025 applications.

Interested members of the public will have the opportunity to engage the distribution licensees to clarify and explain their tariff applications to their customers.

The public presentations are to enhance electricity end-consumers' involvement in the determination of end-consumer tariff.

Herewith the schedule of the public presentations:

Date	Licensee	Town	Venue	Starting Time
21 May	NORED	Katima Mulilo	UNAM Katima Mulilo Campus Auditorium	09:00 – 11:00
23 May	NORED	Rundu	Rundu Trade Fair Centre Hall	09:00 – 11:00
24 May	OPE	Oshakati	Oshakati Town Council Auditorium	09:00 – 11:00
27 May	NORED	Ondangwa	Ondangwa Airport Hotel	09:00 – 11:00
28 May	NORED	Opuwo	P Wake Conference Centre	09:00 – 11:00
29 May	CENORED	Otjiwarongo	C' est Si Bon Hall	09:00 – 11:00
30 May	Erongo RED	Swakopmund	Strand Hotel	09:00 – 11:00
04 June	Keetmanshoop Municipality	Keetmanshoop	Westdene Moth Hall	09:00 – 11:00
06 June	City of Windhoek	Windhoek	NamPower Convention Centre	09:00 – 11:00

We look forward to welcoming you at the different presentations.



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
Department: Corporate Engagement
and Internationalisation

Public Lecture

Title: **Bridging Continents:
The EU's history and evolution,
and its partnership with Namibia
for green industrialisation**



Wednesday, 29 May 2024



16:00



Mining Engineering Auditorium,
NUST Lower Campus

Introduction

In this public lecture, H.E. Ana Beatriz Martins, Ambassador of the European Union to Namibia will shed light on the origins of the European Union (EU). As a multi- and supra-national organisation, the EU is unique in the world as a 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 clearly and concisely. Finally, the lecture will show how this relates to the EU Foreign Policy with Africa in

general, and specifically Namibia. Special attention will be given to the EU's Strategic Partnership with Namibia on Green Hydrogen and Critical Raw Materials value chains concerning the Global Gateway initiative. Finally focus will shift to how we believe Green Industrialisation will unlock growth and job creation in Namibia and enable us to protect our planet.

About the Speaker

H.E. Ana Beatriz Martins has been the European Union Ambassador to Namibia since 1st September 2023. She dedicated most of her 30-year EU career to Diplomacy and Foreign Relations, having worked in several regions, notably East and Horn of Africa, South America, South, and South East Asia, as well as former Soviet Union. Besides earlier postings to Thailand and South Korea as a Political Counsellor, her last EU diplomatic posting was in Brazil as the Deputy Head of Mission. She worked for five years in the Directorate General for Employment and Social Affairs on innovative employment programmes for EU Member States. Mrs Martins holds a Master's Degree in Political Science at Freiburg University, and has a post-graduate degree in European Studies from the College of Europe in Bruges. Mrs. Martins is a Portuguese/German national and married with three children.



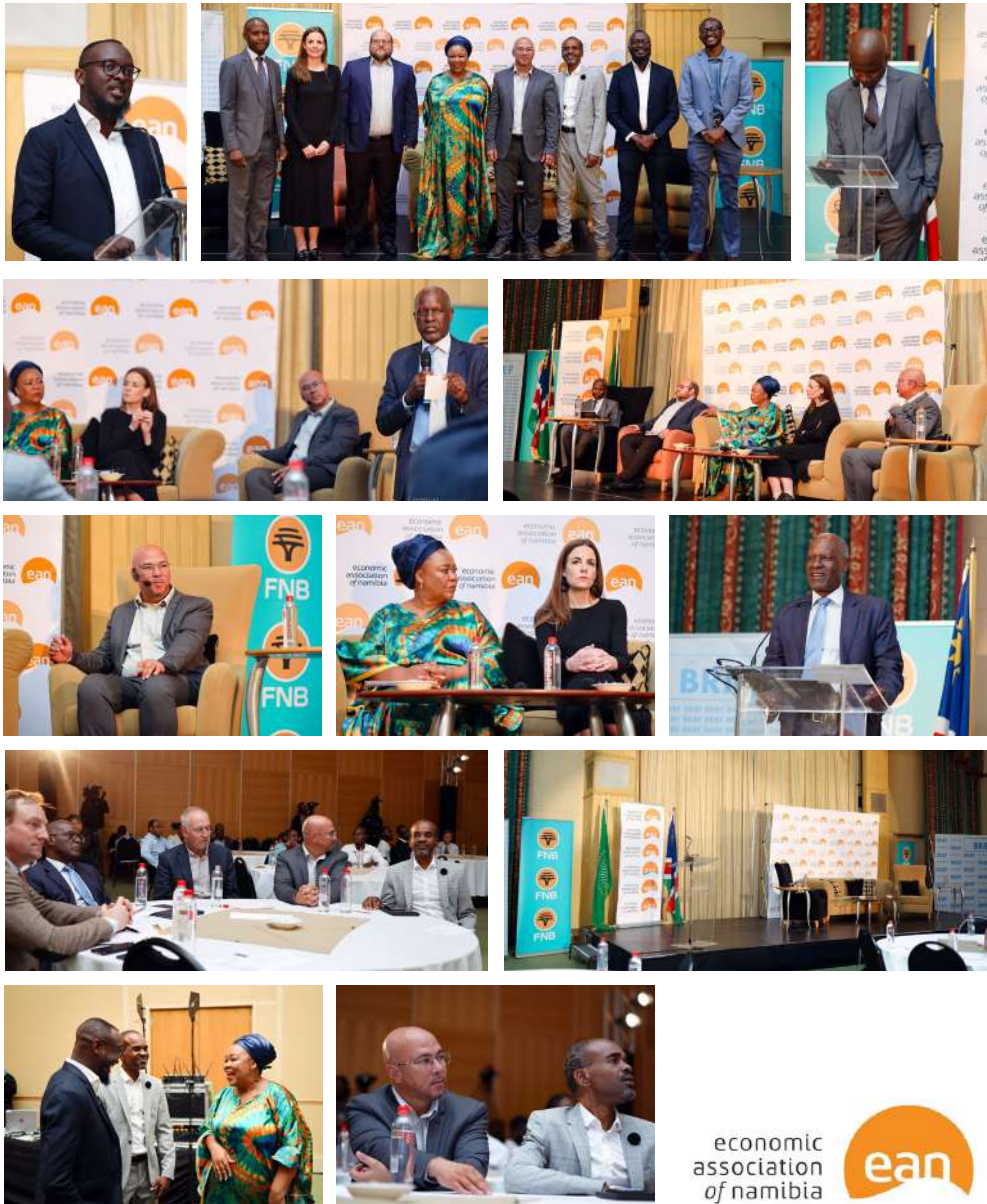
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EAN PUBLIC DISCUSSION

Optimizing Economic Returns: The Role of Critical Minerals



Tourism sector worries about impact of govt's reciprocal visa policy



The Hospitality Association of Namibia (HAN) worries that the government's decision to require visas from countries that don't offer reciprocal visa exemptions will negatively impact the tourism sector and the country's attractiveness as a destination.

The government implemented visa requirements for citizens from countries that have not reciprocated the nation's visa exemption policy.

Citizens from over 30 countries will no

longer enjoy visa-free access to Namibia if their nations fail to reciprocate visa exemption agreements.

"This announcement comes as a huge disappointment to HAN and a large part of the tourism sector," HAN Chief Executive Gitta Paetzold told The Brief.

"In this very competitive environment, especially with East Africa, where Kenya just announced visa free entry for all nationals this year, in addition to their advantage of a multitude of direct air



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access routes into the East-African region, compared to Namibia's limited access as yet, our efforts to position Namibia as destination of choice may now suffer a huge setback. We do understand the principle of reciprocity, but in terms of tourism, the value of this sector on our national economy is far greater than in the economies of our international source markets."

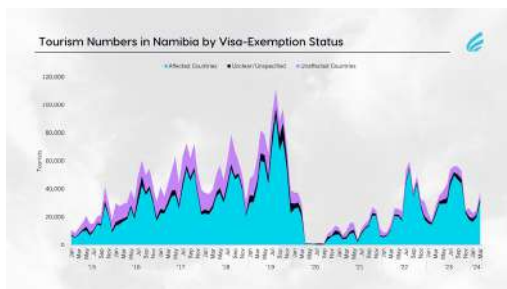
She said without details on the operationalisation of the government decision, the sector was not sure on what measures to take to cushion the impact on the industry. "No consultations were done to determine the negative impact this may have on the travel sector. Namibia has been hard at work to position itself as an open, easily accessible travel destination in Africa. While awaiting more details in terms of implementation date and the process... whether visa on arrival would be offered to all, and at what cost, we are very concerned about the message that this announcement sends out to the global travel trade. Without full details it may be premature to determine mitigating measures," Paetzold said.

Cirrus Capital said adding visa requirements acts as a barrier to tourists and may disincentivise travel to Namibia, possibly leading them to opt for other countries without visa requirements.

"Should the Ministry of Home Affairs ensure the process for obtaining a visa is efficient and hassle-free, the negative impact on tourism numbers could be reduced," Cirrus Capital's Head of Data & Analytics Tannan Groenewald said.

Data shared by Cirrus Capital shows that since 2015, over 70% of tourists in Namibia have come from countries affected by the revocation of visa-free entry into Namibia if their countries do not reciprocate.

"Countries such as Germany, France, the United States and the United Kingdom



are included. The affected countries have also increased their contribution to the total number of tourists visiting Namibia. The increased proportion of overseas tourists in the past few years means we are increasingly reliant on easy, hassle-free access for foreigners," he said.

"The unaffected countries mainly consist of African nations, with South African tourists making up over 60% of visitors from unaffected countries. However, South Africans have gradually made up less of the total tourist arrivals as relatively high inflation in recent years has tightened their travel budgets more so than those in affected countries."

Groenewald said the tourism sector remains one of the country's biggest employers, with multiplier effects on the domestic economy.

"Tourism provides a significant number of jobs in the country. According to the 2018 Namibia Labour Force Survey, the Accommodation & Food Services sector made up 11% of all employed persons in the country at the time.

"Tourism typically creates more formal jobs in outlying areas where other formal employment opportunities may be scarce. Additionally, tourism benefits the nation by earning foreign currency, and the sector has large multiplier effects given its linkages and reliance on other domestic economic sectors – including the effect on indirect employment," he said.

MultiChoice is here to stay!

A business at the forefront of video entertainment

We have entered a new era of how television content is created, delivered, and even defined. The digitalization of papers, the evolution of streaming media, an explosion of mass content creation, and on-demand access to various content are among the factors driving this transformation.

The TV landscape has changed dramatically over the last decade. From PVR to streaming services, the way we watch TV has significantly changed. As new technologies emerge, they often disrupt existing modalities.

Television's Future

In light of all these new trends and changes, MultiChoice Namibia is positioning the business for the future by providing integrated customer value propositions that personalise the customer experience, to develop strong customer loyalty, off the back of a robust content offering on its DStv, GOTv and Showmax brands.

Building on its track record of investing in technology to be ahead of the curve and to accommodate shifts in consumer video consumption trends to support future growth, the group continued to transition strategically with an increased investment in Showmax, ahead of an exciting re-launch earlier this year.

We remain focused on developing our leading entertainment platform that caters for consumer needs across Africa, on leveraging our footprint to build a differentiated ecosystem and on developing additional revenue streams.

The New Showmax is Revolutionising Streaming

Earlier this year, MultiChoice, Comcast's NBCUniversal and Sky announced the launch of the new Showmax featuring a refreshed brand and a massive content line-up, all delivered on a powerful new streaming platform.

At the heart of the new offering is the world's first standalone Premier League plan for mobile, with all 380 games offered live on Showmax Premier League.

There are currently just over 450 million smartphones in the hands of individuals across Africa... and more than 250 million avid football lovers on the continent. Showmax Premier League is a game-changing product that gives individuals a ticket to the football they love, wherever they are, on the device they always have with them, at a price that's impossible not to love.

Alongside the Premier League, the new Showmax also opens the door to a thrilling entertainment universe spanning a wide range of stars and stories across multiple genres, with no fewer than 21 new Showmax Originals. There will be more than 1 300 hours of Showmax Originals produced in the coming year, representing a significant 150% increase in production output compared to the year before.

Unlike our competitors, Showmax's content



offering is boosted by its focus on the African market and strengthened by the vast creative and commercial presence already established by MultiChoice.

As the first streaming service in Africa to make mobile downloads possible for offline viewing and the first to launch a mobile-only plan, Showmax has now delivered incredibly competitive new price points, with a growing network of payment options available to customers.

Digital Innovation and the Entertainment Experience

MultiChoice is leading the digital transformation in entertainment, not only with the reimagined Showmax streaming platform but across all its platforms.

Over recent months, MultiChoice Namibia expanded its online offering by introducing GOTv Stream to GOTv customers across Namibia and introduced DStv Stream – a groundbreaking service that allows new customers to access DStv content seamlessly without the need for a satellite dish, bringing content directly to their TVs or mobile devices.

These digital advancements are grounded in our continued commitment to offer more than just content; we offer value for money through seamless digital interfaces that are even more accessible, effortless to use, and affordable. Our sole intent remained intact – enrich our customers viewing experiences.

Our digital transformation journey is about more than just technological advancements; it's about creating a cohesive, user-centric ecosystem across DStv, GOTv, and our add-to-bill products such as Showmax. Our approach to resolving common issues like the E-16 error, streamlining app functionalities, whilst future-proofing our technology demonstrating our dedication to enhancing customer experience and delivering value at every touchpoint.

Telling the Namibian Story: Impact through Hyperlocal Focus

MultiChoice has long embraced the power of telling authentically African stories that enrich the lives of African audiences, celebrating the diversity of the continent and its multifaced culture.

The company has built business models around this commitment, not just supporting African storytelling in principle, but practically, by growing the African film and TV production sector, as well as its content industry.

In 2022, MultiChoice Namibia embarked on an ambitious journey to provide uniquely local and inspiring Namibian content and empower Namibian creatives with the necessary skills to grow the creative industry. The undertaking with the local broadcaster nbc produced 13 unique locally produced Namibian films, which featured on DStv, GOTv and Showmax under the banner 'Namibia to the World' and received overwhelmingly positive responses from Namibian and African audiences across the board.

Now MCN has officially launched the second phase of its local content initiative, Ombura, making it the largest commercial investment in the local TV and film industry – this year producing 6 feature films, 1 documentary and 1 lifestyle series – each showcasing a unique and authentic perspective of Namibia, its culture, its people, and way of life.

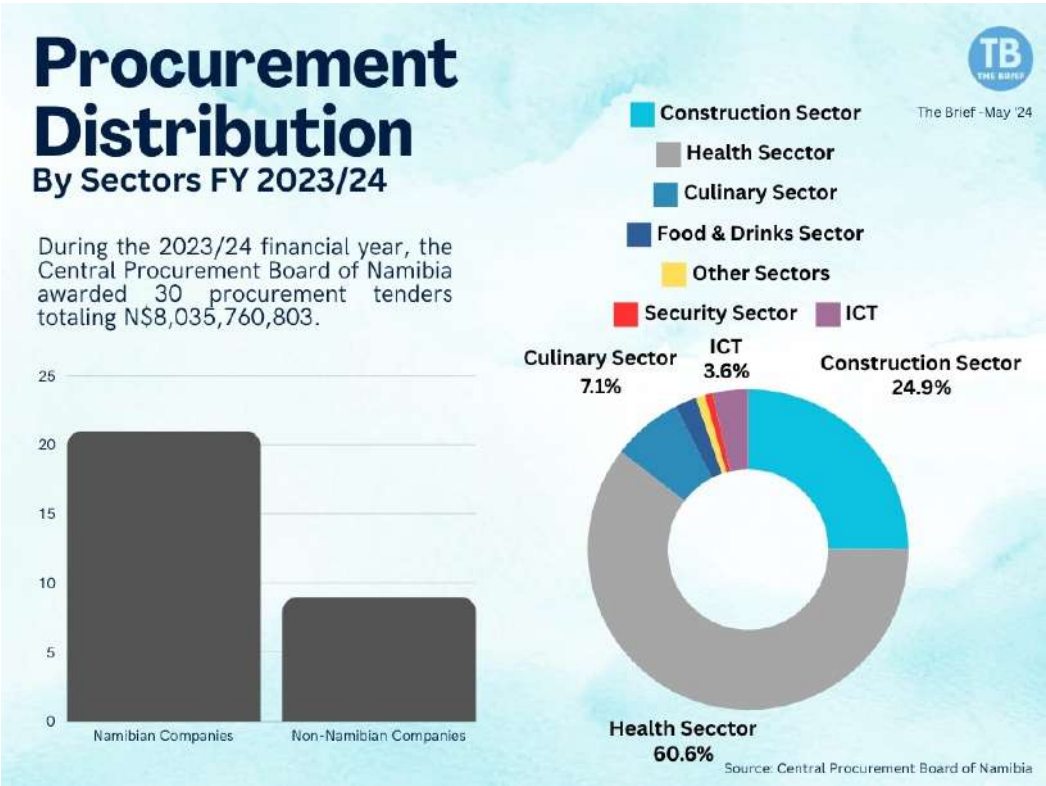
To build the capacity to provide the hyperlocal programming, MultiChoice established the MultiChoice Talent Factory (MTF) in 2014. MTF is a continent-wide training initiative dedicated to training the next generation of African filmmakers and storytellers. Since its establishment, 13 Namibians have graduated as young filmmakers who are now taking Namibian stories to the world – with two more Namibian students expected to graduate at the end of 2024.

This industry integration has twin benefits of providing the creative sector with a healthy pipeline of talented young people, while also giving MTF graduates relevant experience. Seven MTF graduates have worked on the MCN local content project, helping create unique Namibian films, documentaries and series.

The Future of Television is Still Bright

MultiChoice has a compelling growth strategy in place, which is partly driven by the opportunity to capture sustainably long-term growth through our targeted investment in streaming and the need to absorb increased external economic pressure on the business and its consumers in the short-term.

So, while the media landscape is undoubtedly changing, MultiChoice maintains its significance through its unique offering. It's not just surviving; it's thriving by adapting and continuing to play a crucial role in our daily lives. The business has embraced the evolution of television, recognising the enduring value of linear TV alongside the rise of online streaming, digital transformation, local content and placing our customers at the centre of everything we do.



A snapshot of Central Procurement Board contracts

During the 2023/24 financial year, the Central Procurement Board of Namibia awarded 30 procurement tenders totalling N\$8,035,760,803.

The health sector led with 60.55% of the total procurement value. All five awards in this sector were granted to Namibian companies, with Supremo Pharmaceuticals (PTY) Ltd winning three tenders worth N\$166,517,808 for the supply and delivery of clinical/pharmaceutical products and antiretrovirals (ARVs).

The construction sector ranked second, comprising 24.90% of the procurement value. Eleven awards were issued, five to Namibian companies and six to foreign entities.

Namibia JV, a foreign company, secured five contracts worth N\$975,616,649 for projects including the NAMFISA Head Office, Phase Two of the Ohangwena Regional Council, the renovation and addition of the Justicia Building, and pipeline replacements in Ondangwa and Keetmanshoop.

Salini, another foreign entity, received a contract worth N\$58,110,137 for emergency procurement of the Neckartal Dam Pump.

In terms of regional distribution within the construction sector, Windhoek received 33% of the total procurement, followed by the Ohangwena Region with 14.9%, Oshakati with 13.8%, Rosh Pinah with 13.5%, Ondangwa with 5.8%, //Kharas with

3.7%, and the Zambezi Region with 3.5%.

The culinary sector accounted for 7.08% of the total procurement value, primarily for supplying and delivering meals to hospitals across nine regions.

James and Young Trading Enterprise CC was awarded a contract valued at N\$39,485,206 to supply and deliver meals in the regions of //Kharas, Hardap, and Omaheke.

Stream Two Properties was awarded a contract valued at N\$153,914,905 to supply and deliver meals in the regions of Oshikoto and Oshana.

A contract valued at N\$59,980,167 was awarded to Oshipaya Investment CC for the region of Kavango East & West and Omusati.

In the Khomas and Ohangwena Region, ATR Investment received an award valued at N\$121,634,321.

The ICT sector came in fourth, representing 3.59% of the total procurement value and 16.67% of the total contracts.

The Communications Regulatory Authority of Namibia (CRAN) received an award valued at N\$7,280,440 for supporting CRAN's WAN, web hosting, SAN infrastructure, and telephone system for 36 months.

Three of the four contracts in this sector, valued at N\$281,010,012, were awarded to non-Namibian companies, with Huawei Telecommunications Technologies securing two contracts and ZTE Corporation Haufull International Limited securing one.

The food and beverage sector accounted for 2.19% of the total procurement. This contract was awarded to Namibian companies for the quarterly supply and delivery of food items for the marginalized communities programme over three years.

Other sectors, comprising 0.94% of the total contract value, included two contracts for fuel procurement and one for printing the New Era newspaper, totaling N\$75,783,838.

The security sector, representing 0.74% of the total procurement value and 13.33% of the total contracts, saw Nahole Security Services and Collection and Omambudu Security Services each receiving two contracts valued at N\$3,829,486 and N\$8,286,136, respectively.

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Poultry producers unfazed by lifting of SA ban, still pursuing export plans

Namibian poultry producers are confident that the recent government decision to lift the ban on poultry meat imports from South Africa will not negatively impact their business, including their export plans.

The Poultry Producers' Association (PPA) said the export plans of chicken meat and eggs to South Africa and Europe by its members were still being pursued.

"As far as I know it will not affect the plan of exporting our poultry products as Namibia is planning to build the same route as Brazil and all those countries, we are going to sell the chicken breasts and make good profit to European and American countries where the rest of the product

could become a good and cheap product for our market," PPA Chairman Rene Werner told The Brief.

He said the producer body was still awaiting the issuance of permits for commercial poultry exports to ensure compliance with all relevant regulations.

"We are unsure as far as I know the authorities are trying their best to speed it up but due to the fact that Namibia never had any documentation of birds moving within the country as there have never been standards or any control over the poultry business. It might take another year or it can take another three months, it can take another year depending on the communication between the importers

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and exporting countries,” PPA Chairman said.

He said the lifting of the import ban could be short lived considering that the disease prevalence was high in the neighbouring country during winter.

“The ban on chicken meat from South Africa that has been lifted will just return back to the way it was because winter is approaching and the diseases will start spreading again in South Africa, hopefully not, but that’s the way it has been in the last five years, so yeah, we don’t know what’s going to happen,” Werner said. The export plans come in response to local farmers seeking to expand their markets beyond the domestic market and capitalise on better prices.

The Ministry of Agriculture, Water and Land Reform has confirmed facilitating the registration of poultry establishments and developing protocols to meet international trade requirements.

The Association has already received approval from the

Meat Board for poultry exports, requiring all participating farmers to register and pay a levy on their products.

Last week the Directorate of Veterinary Services under the Ministry of Agriculture, Water and Land Reform lifted its ban on poultry meat imports from South Africa.

According to Chief Veterinary Officer Albertina Shilongo, only poultry meat originating from bio-secure poultry farms, as listed by the Veterinary Authority of South Africa, will be permitted to be imported into Namibia.

This comes as Namibia, in September last year, suspended the importation and transit of live poultry and their products from South Africa following the outbreak and alarming spread of highly pathogenic avian influenza (HPAI) in the neighbouring country.

Namibia is reported to consume an estimated 2,500 tonnes of chicken every month, relying mainly on imports from South Africa.

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Customer Experience Engineering: A beginner's guide

By Ama Owusu-Agyemang

At Relentless CX, we believe that experiences drive human action and human action drives organizational performance. Subsequently, Customer Experience (CX) is crucial for any business aiming to succeed. Customer Experience Engineering, involves designing, implementing, and optimizing every interaction a customer has with a company. This article will introduce you to the fundamentals of CX engineering, its importance, key principles, and practical steps to start improving your customer experiences.

What is Customer Experience Engineering?

Customer Experience Engineering is the systematic approach to designing and managing customer interactions to meet or exceed customer expectations. It encompasses the entire customer journey, from the first point of contact through to post-purchase support. This discipline integrates insights from customer feedback, behavioral data, and market research to create seamless, positive experiences that foster customer loyalty and drive business growth.

Why is Customer Experience Engineering Important?

1. Customer Retention: A positive experience encourages repeat business. Loyal

customers are more likely to make repeat purchases and recommend your brand to others.

2. Brand Differentiation: Exceptional customer experiences set your brand apart from competitors. In markets where products are similar, the experience can be a key differentiator.

3. Increased Revenue: Satisfied customers tend to spend more and are less sensitive to price changes.

4. Customer Advocacy: Happy customers can become brand advocates, providing valuable word-of-mouth promotion.

Key Principles of Customer Experience Engineering

1. Customer-Centricity: Place the customer at the heart of all decisions. Understand their needs, preferences, and pain points.

2. Consistency: Ensure a consistent experience across all touchpoints, whether it's online, in-store, or through customer support.

3. Feedback Loop: Continuously gather and analyze customer feedback to identify areas for improvement.

4. Empathy: Understand and empathize with customer emotions and experiences. Design interactions that are respectful and

considerate of their feelings.

5. Proactivity: Anticipate customer needs and address issues before they become problems.

Steps to Implement Customer Experience Engineering

1. Map the Customer Journey

Create a detailed map of the customer journey, identifying every touchpoint where customers interact with your brand. This includes online (website, social media, email), in-store, and post-purchase interactions. Mapping helps in visualizing the entire experience from the customer's perspective and pinpointing critical moments.

2. Gather Customer Insights

Use surveys, feedback forms, social media listening, and analytics tools to gather data on customer preferences, behaviors, and pain points. This data is essential for understanding where and how to improve the customer experience.

3. Analyze and Identify Gaps

Analyze the gathered data to identify gaps between customer expectations and their actual experiences. Look for patterns in feedback and metrics to uncover common issues and areas needing improvement.

4. Design and Test Solutions

Based on your analysis, design solutions aimed at closing the identified gaps. This could involve redesigning your website for better usability, improving customer service training, or personalizing marketing messages. Test these solutions on a small scale before rolling them out company-wide to ensure they effectively enhance the customer experience.

5. Implement and Monitor

Implement the tested solutions across all relevant touchpoints. Continuously monitor their impact using customer feedback and performance metrics. Be prepared to make adjustments as needed to optimize the experience further.

6. Foster a Customer-Centric Culture

Cultivate a culture that prioritizes customer satisfaction within your organization. Train employees to understand the importance of customer experience and empower them to contribute ideas and solutions. Encourage a mindset where every team member, regardless of their role, sees themselves as part of the customer experience.

Tools and Technologies

Leveraging the right tools and technologies can significantly enhance your CX engineering efforts. Consider using:

- **Customer Relationship Management (CRM) Systems:** These help track customer interactions and manage relationships effectively.
- **Analytics Platforms:** Tools like Google Analytics provide insights into customer behavior on your website.
- **Feedback Tools:** Survey tools like SurveyMonkey or Qualtrics help gather and analyze customer feedback.
- **Customer Support Software:** Solutions like Zendesk or Freshdesk streamline support operations and improve response times.

Conclusion

Customer Experience Engineering is a strategic approach that requires commitment, creativity, and continuous improvement. By understanding your customers, mapping their journeys, and systematically improving their interactions with your brand, you can create memorable experiences that drive loyalty and business success. Remember, the ultimate goal is to delight your customers at every touchpoint, turning them into loyal advocates for your brand.

****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.***

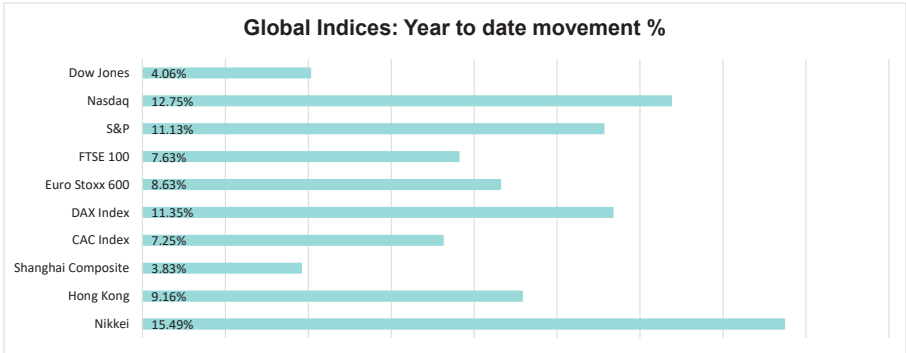
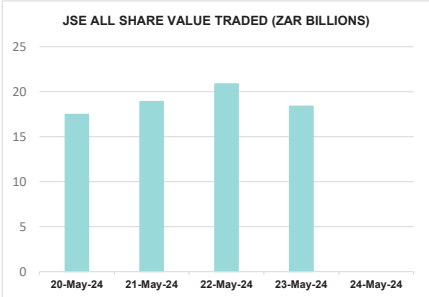
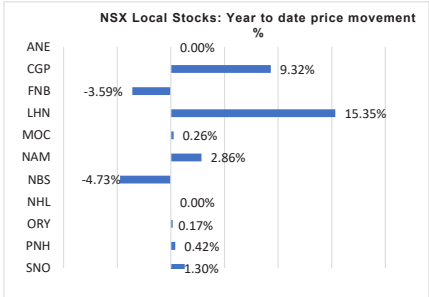
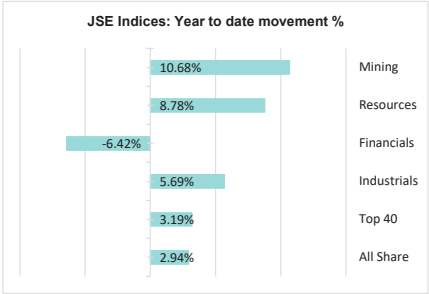


Financial Market Monitor

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Enriching Generations

Commodities		Currencies	
Spot Gold	2339.77	USD/ZAR	18.4326
Platinum	1033.68	EUR/ZAR	20.0042
Palladium	970.00	GBP/ZAR	23.5001
Silver	30.50	USD/CNY	7.2431
Uranium	91.55	EUR/USD	1.0853
Brent Crude	81.86	GBP/USD	1.2747
Iron Ore	111.71	USD/RUB	89.3998
Copper	10347.41	CPI	4.80%
Natural Gas	2.59	Repo Rate	7.75%
Lithium	14.35	Prime Rate	11.50%



*Prices as at 17:16, 24-May-2024