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News Worth Knowin



Namibian table grape exports reach 2.4 million cartons in 2024

TUESDAY 05 NOVEMBER 2024

MAIN STORY



Namibian table grape exports reach 2.4 million cartons in 2024



amibia Grape Company (NGC), through a partnership with Capespan, says the country's table grape exports have increased to 2.4 million cartons in 2024,

Crucial Dates

- Bank of Namibia Monetary Policy announcement date: 4 December 2024
- Minister of Finance and Public Enterprises, Ipumbu Shiimi to deliver 2024/25 Mid-Year Budget Review on October 28, 2024.

With new plantings, improved infrastructure, access to world-class breeding programmes and best farming practices, the NGC managed to increase production from 1.4 million cartons in 2007 to 2.4 million cartons in 2024, a phenomenal 71% increase.

from the 1.4 million recorded in 2007.

According to Capespan Managing Director, Charl Du Bois, the company has expanded NGC's export network to over 35 global markets.

He said the company is committed to further growing these opportunities, expanding shipments through Walvis Bay.

"With new plantings, improved infrastructure, access to world-class breeding programmes and best farming practices, the NGC managed to increase production from 1.4 million cartons in 2007 to 2.4 million cartons in 2024, a phenomenal 71% increase," he said.

This comes as the two companies signed a contract extension up to 2045.

The partnership promises continued economic growth, job creation and sustainable development in Namibia's agricultural sector.

According to NGC Chairperson, Richwell Lukonga, the renewed agreement, finalised in November 2023, features a joint venture model with a 51% stake held by NGC and a 49% stake by Capespan.

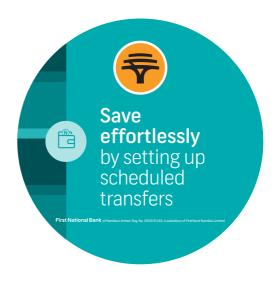
Additionally, NGC's lease cost or guaranteed profit would increase to N\$17 million per annum, with a 3.5% annual escalation, providing financial stability over the next 20 years.

He further mentioned that NGC would cover the farm's capital expenditure requirements in proportion to their JV share, while both NGC and Capespan would jointly manage the annual working capital needs and any incurred losses.

Capespan would also benefit from a longterm marketing agreement for the JV's produce, with reviews scheduled every five years.

"With any partnership, it reaches a form of maturity that requires review, reflection, and assessment. From an NGC perspective, the partnership provided an opportunity to overcome its financial distress, reach a form of sustainability, and create much-needed employment, both permanent and seasonal.

The Namibia Grape Company, located at Aussenkehr in the //Kharas region, is under the full custodianship of the National Youth Service





ReconAfrica lists on Namibian Stock Exchange

Reconnaissance Energy Africa Ltd. (ReconAfrica) has become the first oil and gas company to list on the Namibian Stock Exchange (NSX), trading under the symbol "REC."

The dual listing will complement ReconAfrica's primary listing on the TSX Venture Exchange (TSXV) and will not

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impact its other listings.

"We are thrilled to be the first publicly traded oil and gas company on the NSX. ReconAfrica holds the largest acreage position among publicly traded, pure-play oil and gas exploration companies operating onshore in Namibia," stated Brian Reinsborough, President and CEO of ReconAfrica, on Tuesday.

Cirrus Securities, which advised ReconAfrica on the NSX listing, anticipates that it will enhance the company's visibility and expand investor awareness in Namibian and Sub-Saharan African capital markets.

ReconAfrica, a Canadian oil and gas exploration company, is focused on exploring the Damara Fold Belt and Kavango Rift Basin within the Kalahari Desert region of northeastern Namibia and northwestern Botswana.

The company holds petroleum licenses covering approximately 8 million contiguous acres.



Shiimi bemoans Public Enterprises' late audit report submissions

amibia's Public Enterprises (PEs) are falling behind in submitting their audit reports within the legally required deadlines.

Minister of Finance and Public Enterprises Iipumbu Shiimi disclosed that some entities are lagging behind by over five years.

His remarks were made during the Namibia Revenue Agency's (NamRA) 2023/2024 annual report handover ceremony, where he acknowledged the crucial role timely reporting plays in fostering transparency and accountability in public institutions.

"Many institutions in Namibia are struggling to produce their annual reports on time, with some having not submitted reports for five or even ten years. However, NamRA is not among those institutions; it must maintain its status as one of the best in class. What you have demonstrated today shows that NamRA is indeed excelling," he said



He emphasised the significance of audited financial statements, both for internal and external accountability.

"First, it's about knowing how you're driving the institution in terms of financial performance. But it's also essential for

accountability both to yourself and others, with audited financial statements, we have assurance that the way public resources are accounted for is reasonable and aligns with NamRA's mandate," Shiimi noted.

NamRA Chairperson Anna Nakale-Kawana praised the agency's commitment

to transparency and its achievement of submitting its annual report within the legally mandated deadline for the first time.

"This occasion reflects not only our commitment to transparency and accountability but also our dedication to upholding the highest standards of governance," Nakale-Kawana said.

"This is our third annual report, and the first to be delivered on time. The first two were slightly delayed as the agency was still establishing itself, and staffing was incomplete. But we have grown, and this year, we submitted the report on time as prescribed," she explained.

With NamRA setting a precedent, Shiimi urged other PEs to follow suit and ensure accountability in their financial reporting, reinforcing public trust in government agencies.

The report was audited by PWC and is set to be available to the public after being tabled in Parliament by Shiimi in the coming weeks.

Environmental Investment Fund of Namibia | ensuring sustainability

Chief Financial Officer: 5 year fixed term Patterson Grade E1: N\$696.080 – N\$1.049.601

This position is part of Executive Committee of Management (EXCO) of the Environmental Investment Fund of Namibia (Fund) and is responsible to oversee the overall finance and administration of the organization by ensuring sound financial management practices of the institution and ensuring an accounting system that is transparent, efficient and effective in administering the institutions finances and resources. Evaluate financial reporting systems, accounting and collection procedures; analyze the Fund's investment portfolio, make recommendations for changes to procedures, operating systems; budgets and other financial control functions.

Main responsibilities

- · Providing leadership, direction and management of the finance and accounting team.
- Providing strategic recommendations to the CEO and members of the executive management team.
 Managing the processes for financial forecasting and hydrets, and everseeing the propagation of a
- Managing the processes for financial forecasting and budgets, and overseeing the preparation of all financial reporting.
- Support the development of effective financial, risk, investment and administrative policies, manuals and standard operating procedures for financial management.
- Provide financial administration support to projects, loan portfolio, and grant recipients which essentially includes reviewing instalments on loans and grant report back, reconciling these and preparing financial reports for the attention of management.
- Must display a cohesive ability at interpersonal and communication skills, both verbally and written.
 They must be able to engage with staff at all levels of the organisation and exercise sound judgement.
- Introduce and monitor sound corporate governance and risk mitigating principles and strategies.
- Ensure that accepted accounting and audit principles and policies are followed, and evaluating the
 adequacy and effectiveness of internal accounting procedures and operating systems and controls.
- Review policies, systems, processes, forms and documents to ensure these are done in a manner to maintain effective risk mitigation.

Qualifications & Experience

- A Honors Degree in Accounting and Finance plus CA or its equivalent. Master's Degree in Business Administration will be an added advantage.
- At least 10 years experience in the finance industry where 5 years should be on management or executive level.

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 or through email request, recruitment@eif.org.na.

All applications should comprise of a cover letter, recent CV , certified copies of qualifications and police clearence certificate must be send to recruitment@eif.org.na.

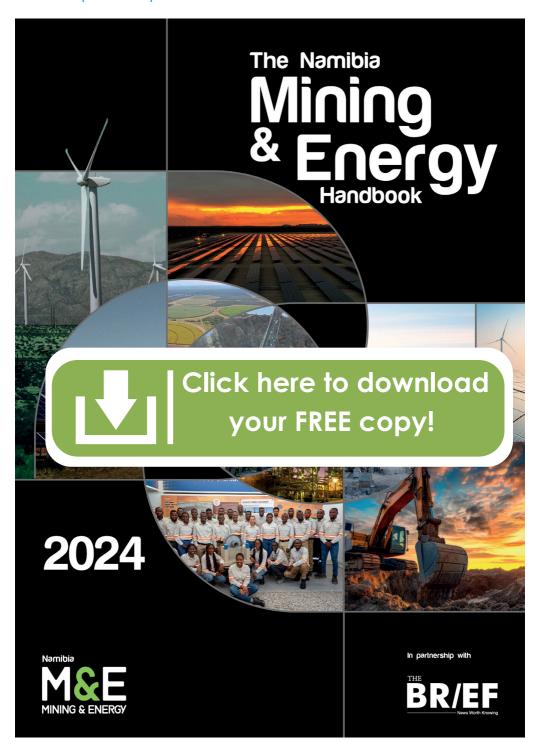
For inquiries, please contact the Human Resources Department at recruitment@EIF.ORG.NA or +264 61431 7701 OR +264 61431 7730

All applications should be directed to: Electronic delivery and queries:

Ms. Lizi Timbo

Manager Human Resources Tel: +264 61 4317710 E-mail: recruitment@eif.org.na

Due date: 22 November 2024



Set Africa's creativity free: Building robust cybersecurity readiness for tomorrow

By Frikkie Jonker

n average of 2 960 attacks. This is the number of cyberattacks that the average organisation in Africa is subjected to – every week! It's a staggering number – and it's growing rapidly every year. This year's number was up 37% from the year before, according to Checkpoint Research.

Not only is Africa suffering thousands of cyberattacks, it is also the region with the highest weekly average on earth. The global average is 1 636 attacks per week.

Cyberattacks are now part and parcel of the business landscape – and Africa is a major target. Given the sheer scale of the problem, cybersecurity is a fundamental requirement for any business, NGO or government entity trying to operate on the continent.

Cyber vulnerabilities

What makes Africa particularly vulnerable is the continent's lack of infrastructure and resources due to budget limitations; a lack of awareness of the truly critical nature of

heckpoint Research.

Not only is
Africa suffering
thousands of

cyberattacks, it is also the region with the highest weekly average on earth.

the problem; legislative and policy lethargy; and a continuing shortage of trained cybersecurity professionals.

Another vulnerability is the continent's youthful population. While an enormous asset, having a young population also comes with risks. Already, 70% of Africa's population is under 30, according to the United Nations, and that youth component is only going to grow.

Young people often lack financial resources and become accustomed to compromising their cybersecurity in order



to access connectivity - whether through sharing devices, connecting to wi-fi in public places, or using unencrypted connections.

Another risk is that the youth-focused education sector has become the industry suffering the most cyberattacks. This is partly due to the rise in online education since the Covid-19 pandemic.

Education and research institutions are also often prime targets for cyber criminals, due to the sensitive information they hold and the fact that remote education often involves multiple groups of online users.

Content piracy

Young people are also enthusiastic

users of entertainment content. This may make them more willing to seek out pirated content, which comes with significant risks malware, ransomware, fraud and identity theft, to name just a few.

These risks have seen the rise of the Partners Against Piracy initiative, with entertainment group MultiChoice Africa and cybersecurity firm Irdeto – a pan-African coalition fight to content piracy.

This anti-piracy initiative has made significant strides, with Irdeto and other key stakeholders having conducted around 155 raids across Africa in 2024; and 4 351 piratenetworks content closed having been down.

I will be hosting a talk where I will expand on the how Africa's Police and court systems are also making steady advances in combating content piracy.

Increasing the continent's resilience against cyber threats will require initiatives on several fronts...

- Awareness and education: It's critical to build cybersecurity education into school curriculums corporate training public-awareness programmes and campaigns.
- Investment: Cybersecurity specialised sophisticated. area. managed by experts with relevant, up-

INVITATION TO BIDS



The Government Institutions Pension Fund (GIPF) was established to provide retirement benefits to employees in the services of the Namibian Government and other participating public institutions. The Fund's membership includes active members and a variety of annuitants. The Government Institutions Pension Fund's mission is to safeguard and grow the Fund for the benefit of its stakeholders and Namibia.

GIPF hereby invites qualified, competent, and registered companies to submit bids for the under-mentioned:

Bid Number	Bid Description	Non- refundable Document Fee	Enquiries	Closing Date
RE-ADVERTISEMENT: NCS/OIB/GIPF-02/2024	Provision of Media Monitoring Services to GIPF	N\$100	Julia Shipanga E: jshipaga@gipf.com.na T: +264 61 205 1745	07 November 2024 at 12:00 p.m.
RE-ADVERTISEMENT: CS/RFP/GIPF-02/2024	Provision of Consultancy Services for The GIPF Business Process Mapping Project	N\$100	Gisela Naris E: gnaris@gipf.com.na T: +264 61 205 1746	08 November 2024 at 12:00 p.m.

Note:

Bidders that paid for the bid documents during the first placement will not be required to pay again.

Details of Bid Submission:

Sealed bids citing the bid number and detailing the services to be rendered should be posted or hand delivered to:

The Chairperson: GIPF Procurement Committee GOVERNMENT INSTITUTIONS PENSION FUND

GIPF House, Ground Floor, Reception

Corner of Dr Kenneth David Kaunda and Goethe Street PO Box 23500

Windhoek, Namibia

Proposals received after the deadline will not be considered.







to-the-minute skills. Organisations must budget to enlist these experts to build robust cybersecurity frameworks.

- Legislation: Cybersecurity considerations must be integrated into policies to ensure that cyber-resilience is legislated, and cybercriminals are prosecuted and jailed. This requires international, cross-sectoral cooperation.
- Infrastructure protection: Cybersecurity requires information security infrastructure a massive weakness in Africa. Reports show that 90% of African businesses operate without comprehensive cybersecurity protocols. Inadequate or outdated infrastructure limits their ability to detect, prevent, and respond to cyberattacks effectively.
- Public-private partnerships: The private sector has cybersecurity expertise and agile industry knowledge. Governments have budgets and the policy strength to get things done. A co-ordinated, partnership approach is the ideal way to unlock these respective competencies for everyone's benefit.

National functions like health, education, social services and justice are all

dependent on digital platforms. Neglecting cybersecurity places the delivery of all these services at risk.

On the upside, future careers will increasingly rely on digital skills and digital platforms. These platforms must be secured if Africa's people are going to be able to build businesses, campaigns and other initiatives in the digital space.

Join the PAP initiative on 7 November 2024 for an insightful talk as I explain how as a continent, we simply cannot afford to ignore the importance of building cyberresilience to secure the future of Africa's creativity.

For more info on the event, please contact Netumbo Nekomba at netumbo.nekomba@na.multichoice.com and register by visiting https://forms.office.com/r/7JsL3Ti4gW

*Frikkie Jonker is a highly respected name in the South African anti-piracy industry, boasting over 30 years of experience in the field. In his current role, Jonker heads up the Irdeto team fighting against piracy in Africa.Irdeto is owned by the MultiChoice Group and is dedicated to working with organisations like

05/2024

THE MOTOR VEHICLE ACCIDENT FUND
Diven to lend a heping hand

VACANCY

The MVA Fund is a statutory body established to design, develop, promote, and implement motor vehicle accident and linjury prevention measures. The Fund provides assistance and benefits to all people injured and dependants of those killed in motor vehicle accidents in accordance with MVA Fund Act, Act 10 of 2007.

Position: Senior Data Analyst (Patterson Job Grade C5)

Duty Station: Windhoek Service Centre

The MVA Fund seeks a qualified candidate to fill the above position.

For further information and submission of applications, please visit our website at:

http://www.mvafund.com.na

Closing Date:

Monday, 11 November 2024 @ 12H00

Contact Person: Marlyn De Kock Human Capital Generalist, Tel: (061) 289 7037

Tramari Capital Certeralist, Tel. (001) 203 Tot



Against **Partners** Piracu (PAP) fight cybercrime in video entertainment. In his talk Jonker will discuss how the partnership between MultiChoice and PAP has been valuable for both parties and reveals how increasing the continent's resilience against threats will require initiatives on several fronts.

Key land reforms set for parliamentary approval in 2025

The Ministry of Agriculture, Water and Land Reform says it has completed the consolidation of the Commercial Agricultural Land Act and the Communal Land Reform Act into a single Land Bill.

The Bill is set to be introduced in Parliament during its next session in 2025. This comes as the first draft of the Bill was circulated to the public in 2010 with the aim of ensuring that all land in Namibia holds the same status.

The Bill among other things, outlines the establishment of communal land boards, detailing their powers and functions.

It includes provisions for the demarcation of communal land areas, the allocation of rights related to communal land, and the roles of chiefs, the Minister and traditional authorities.

Additionally, the Bill addresses commercial land reform by establishing the Land Reform Advisory Commission, which will advise on this aspect of land reform.

It grants the State a preferential right to purchase agricultural land and allows for the compulsory acquisition of agricultural land by the State.

Furthermore, it prohibits foreign nationals from acquiring agricultural land and regulates their leasing of such land.

The Bill was tabled in the National Assembly



in 2016 but was subsequently withdrawn to incorporate resolutions from the second national land conference, as announced by the then Minister of Land Reform.

This conference took place in October 2018, resulting in the adoption of 40 resolutions. A revised version of the Land Bill was later circulated in September 2020, reflecting some of the resolutions made during the 2018 conference.

Speaking at the national validation to review the final draft of the resettlement criteria



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workshop, Minister of Agriculture, Water and Land Reform Calle Schlettwein said the legislative advancement, coupled with the finalised Resettlement Criteria, signifies an

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effort to create a fair and sustainable land distribution system in Namibia.

"We have made good progress and finalised the review of the Commercial (Agricultural) Land Act and the Communal Land Reform Act and consolidated them into one Bill, which is now finalised after some delays in drafting it and shall be tabled in Parliament during its next session in 2025," he said.

He further explained that the workshop marks the culmination of extensive consultations held across regions, aimed at creating transparent and effective land allocation guidelines.

The new criteria emphasises a "needs-based redistribution," ensuring that 70% of resettlement beneficiaries come from the region where the land is located, while 30% will be available for disadvantaged Namibians from elsewhere.

Additionally, the criteria will address the needs of marginalised groups, including farm workers who have faced homelessness due to past resettlement practices.

"The Revised Resettlement Criteria are part and parcel of the reviewed Resettlement Policy, which was approved after a discussion in the National Assembly and were subsequently presented to the Land Reform Advisory Commission (LRAC) for scrutiny and editing. It was thereafter presented to the Regional Stakeholders for input and comments. These consultations are a clear dedication towards a responsive land reform policy," he said.

He also stressed that significant budgetary allocations are essential for the successful implementation of the new resettlement policy. "The current rate of funding land reform falls far short of what is needed to implement a meaningful land reform. For a successful implementation of the new resettlement policy budgetary allocations must be improved significantly in future," the Minister said

The power of intentional branding: Lessons from an orphan child

By Paulo Coelho

olex is synonymous with luxury; Rolex doesn't sell watches; they sell status. But few know the story behind its rise—a tale rooted in resilience and intentionality. The story of Rolex isn't merely about watches; it's a testament to the transformative power of intentional branding.

At the heart of this story is Hans Wilsdorf, a man who understood from a young age what it meant to persevere against the odds. Orphaned as a child, Wilsdorf faced hardships that could have broken his spirit but instead fueled his vision. The brand faced an uphill battle when he founded Rolex in the early 1900s. At the time, no one wanted to buy a Rolex watch; the company had to give them away, even allowing other companies to rebrand Rolex watches with their own logos to generate interest. Yet, from these humble beginnings, Rolex has grown into a global icon synonymous with luxury, precision, and status.

Wilsdorf knew early on that a logo alone doesn't make a brand. In his eyes, a brand was something more enduring—an intentional pairing of values, experiences, and aspirations that would transform a product into a powerful symbol. For Rolex,



It's essential to understand the difference between advertising and branding here.

that product was more than a timepiece. Through strategic branding, Wilsdorf set out to create something exceptional: a watch that conveyed accomplishment, prestige, and exclusivity. The Rolex journey shows us how branding can elevate a simple object, turning it into an aspirational icon that resonates deeply with those who admire and own it.

What makes Rolex's branding so powerful is its ability to cultivate a sense of association and connection. You don't just look at a Rolex watch and see a luxury object; you see a promise of sophistication, an emblem of success, and a reflection of an elite lifestyle. Rolex taps into the aspirations of its audience and aligns its image with ideals that people desire, creating an emotional connection that goes beyond the product's practical function. This is what intentional branding accomplishes: it shifts how we perceive,



BR/EF 06:40 Mon-Fri

value, and ultimately engage with a brand.

Advertising vs Branding:

It's essential to understand the difference between advertising and branding here. At its core, advertising is about spreading the word and drawing attention to a product. It serves as an awareness tool. Branding, however, goes more profound—it's about what remains after the initial introduction. While advertising pulls customers in, branding gives them a reason to stay. Great advertising

may spark interest, but effective branding creates loyalty and emotional resonance that endure well beyond the initial purchase.

This distinction was starkly illustrated in the recent case of Bud Light's ad campaign featuring comedian Shane Gillis. The campaign generated significant attention and raised visibility for the product, but it didn't connect with the brand's core audience. Many customers felt misaligned with this new direction, leading to backlash and even a decline in sales. In Bud Light's case, we see

advertising how good can raise awareness. but without the proper brand alignment, it can fail to sustain customer loyalty. Recognising this, Bud Light recalibrated its approach, choosing a brand alignment that better resonated with its audience. As a result, it saw a recovery in sales, demonstrating the importance authenticity and alignment in branding.

On the other hand. Rolex has mastered the art of intentional consistently pairing, associating its watches with qualities like high status, precision, elite craftsmanship. People don't just buy Rolex because it tells time accurately; they buy it because it stands as a symbol of accomplishment, a testament to their taste. and an affirmation of their place in the world. By associating itself



with ideals that transcend the mere function of its products, Rolex can command premium prices and cultivate a following that sees the brand as an embodiment of its values and aspirations.

For many, the journey from admiring a Rolex to owning one is an achievement. When someone buys a Rolex, they aren't just purchasing timepiece—they are acquiring a status symbol, a mark of sophistication that aligns with their sense of accomplishment. movement admiration to ownership represents the pinnacle of branding, where the product becomes an integral part of the

RSVP:

netumbo.nekomba@na.multichoice.com

customer's self-expression. In this way, Rolex doesn't merely sell watches; it offers a pathway to prestige and a symbol of elevated status that feels deeply personal to those who wear it.

This intentional branding fosters a loyalty and emotional resonance that few brands can match. Rolex owners often see their watch as a lifelong that embodies possession their personal success and achievements. Over the brand has cultivated a customer base that identifies strongly with Rolex's message of excellence and exclusivity. For these customers, a Rolex is not simply a luxury item; it's a powerful extension of





with adventure, lifestyle, feel good stories and more.





their identity, a constant reminder of their accomplishments and taste.

A strong brand like Rolex also holds financial advantages. It doesn't need to compete on price because the brand carries significant value. Rolex can leverage its brand equity to maintain premium pricing and withstand the pressures of market competition. Customers are willing to invest in a Rolex because they aren't just buying a product—they're buying into a lifestyle, an identity, and a legacy. This perceived value, built through years of deliberate branding, grants Rolex an emotional and social

currency challenging to replicate.

The story of Rolex shows that branding is more than a marketing exercise; it's about building a connection that shifts perception and shapes behaviour. Through intentional branding, Rolex has transformed wearing a watch into an aspirational experience. Each Rolex serves as a testament to high craftsmanship and a legacy of prestige, offering the wearer something more significant than a way to tell time. In choosing a Rolex, customers aren't simply making a purchase; they're embracing a brand that reflects who they are and who they aspire to

be. Through its deliberate pairing of products and values, Rolex has created a lasting legacy that continues to command respect and admiration across generations.

The company's success is a powerful reminder that authentic branding goes beyond selling a product. It's about crafting narrative a that resonates with people, elevates their experience, and aligns with their aspirations. And in Rolex's case, this approach has turned a simple timepiece into an enduring symbol of achievement that stands the test of time.

* Paulo Coelho is a serial entrepreneur and the current Manager for Marketing, Communications, and PR at the National Oil Company.



PETROFUND appoints Shoki Kandjimi as Communications and Stakeholder Engagement Officer

PETROFUND has appointed Shoki Kandjimi as the Fund's Communications and Stakeholder Engagement Officer, effective of November 2024.

Kandjimi, who was previously the Spokesperson of the Ministry of Information and Communication Technology, holds a Bachelor's degree in Journalism and Media Technology, a Bachelor of Communications (Honours), and is currently completing

Postgraduate Diploma Management at NUST. In this newly established role, Kandjimi will be responsible for advancing PETROFUND's communications strategy. enhancing brand visibility, and ensuring transparency and effective engagement with stakeholders within the oil and gas sector as well as the general public. PETROFUND established in 1993 to address the lack of skilled workers Namibia's petroleum industry. Its goal is build the to capacity of the industry so that Namibia can sustain operations in the event of a hydrocarbon major discovery.



Bridging the skills gap: Training and development in Namibia's creative industries

By Mpingana Kapuka

amibia's creative industry is slowly but surely gaining momentum, offering young people fresh opportunities to carve out sustainable careers. From fashion designers to filmmakers, graphic designers, and musicians, creatives in the

and musicians, creatives in the country have begun harnessing their talents not only to create beautiful and engaging work but to build businesses and foster youth entrepreneurship.

However, while creativity is abundant, many within the industry face a significant challenge: the skills gap.

To unlock the true potential of this sector, targeted training and development programs, especially those that incorporate business skills.

The growing need for skills development

Namibia's creative industries provide a viable career alternative for young people who may not fit into the traditional education system.

Yet, many aspiring creatives struggle with the technical and business skills needed to transform their passions into profitable ventures. While talent can provide an entry point into the creative economy, sustaining and growing a creative enterprise requires knowledge of finance, management, marketing, and production efficiency.

One of the most significant gaps is the

66

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creative
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young people who may not fit into the traditional education system.

scarcity of structured training programs focused on both artistic development and business insight.

Creatives who excel in design, music, or film often face difficulties scaling their businesses because they lack the tools to market their services, manage finances, or handle logistics.

This skill set is critical to surviving in a highly competitive market where the ability to manage your enterprise is as important as the quality of your creative output.

The importance of business training

Incorporating business training into creative development is key to empowering young entrepreneurs.

Many creatives view their work as artistic expressions, often neglecting the fact that their art is also a product that needs to be marketed, sold, and distributed Business skills such as strategic planning, budgeting, and customer relationship management enable creatives to turn their passion into a scalable business.

For instance, a fashion designer with vast creative talent may struggle to compete against low-cost imported clothing unless they understand how to price their products competitively, manage their supply chain, or leverage marketing platforms to reach a broader audience.

Likewise, photographers and filmmakers often lack the financial backing to purchase the necessary equipment, but with proper financial planning and investment, they could significantly enhance their productivity and profitability and even export ready to use Namibian based content on international platforms like Freepik or Shutterstock for a passive income.

Creative businesses come in different models, it's like hair texture thus you can't use one comb for all.

Hence these initiatives should go beyond teaching technical skills and include curated modules on entrepreneurship, e-commerce, intellectual property rights, and digital marketing, toned to each discipline in order to equip creatives with the tools to not only create but thrive in business

Building a sustainable future through collaboration

Collaboration is crucial, educational institutions, and private stakeholders must come together to create an ecosystem that nurtures creativity and business growth.

Offering grants—although there are institutions that currently offer, there is no full system around it (Train-Grant-

Monitor-Report-Evaluate-Improve-Scale) and as a result, these beneficiaries don't reach the promise land; affordable production resources, and policies that protect local industries from the influx of low-cost imports are essential steps.

As a nation we ought to learn to see opportunities for collaboration where we see threats.

Linking creatives with investors or micro-financing opportunities would provide the capital necessary to scale their operations.

Equipping creatives with both the artistic and business skills they need, Namibia can build a dynamic and thriving creative economy—one that not only celebrates the country's cultural richness but also drives economic growth and offers meaningful employment opportunities to the youth.

*Mpingana Kapuka is a versatile multidisciplinary designer expertise in graphic, web, product, and interior design, among other fields. With a Bachelor's Honours Degree in Business Information Systems from The International Universitu of Management (Class of 2014), she combines her creative skills with a strong business acumen. Her experience spans various industries, where applies innovative solutions while staying updated with the latest trends. Mpingana is passionate about economic empowerment and the upliftment of local industries, especially the creative sector. Her goal is to contribute to Namibia's economic growth through inclusive, practical policies that protect and nurture talent.



Commodities Spot Gold 2738.96 Platinum 1000.77 Palladium 1088.31 32.74 Silver Uranium 81.00 Brent Crude 75.61 Iron Ore 95.52 Copper 9593.89 Natural Gas 2.76 Lithium 10.05

Currencies	
USD/ZAR	17.4793
EUR/ZAR	19.0422
GBP/ZAR	22.7208
USD/CNY	7.1038
EUR/USD	1.0894
GBP/USD	1.2999
USD/RUB	97.4927
CPI	3.40%
Repo Rate	7.25%
Prime Rate	11 00%

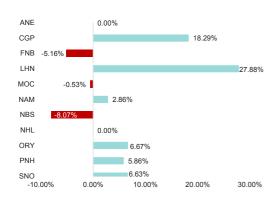
13.95% Mining 4.04% Resources 19.39% Financials 13.38% Industrials 11.11% Top 40 12.47% All Share

15%

20%

25%

NSX Local Stocks: Year to Date in %

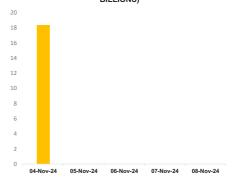


JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)

10%

0%

5%



Global Indices: Year to Date in %

