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THE

# BRIEF

News Worth Knowing

## Kelp Blue expects to invest N\$3bn in Namibian economy over four years



WEDNESDAY 13 NOVEMBER 2024

MAIN STORY

# Kelp Blue expects to invest N\$3bn in Namibian economy over four years



**K**elp Blue expects to invest over N\$3 billion in the Namibian economy over the next three to four years.

According to Kelp Blue Co-Founder Daniel Hooft, this follows an investment of around N\$350 million to date.

“So we have put in about N\$350 million and continue to spend about N\$80 million a year to keep operations going. Depending on how many hectares of forest we build, there is an additional N\$100 million,” he said.

Hooft added that with sufficient sales, the company would move into a larger commercial phase, increasing capacity by over 50,000 tonnes per year from the current 3,000 tonnes.

“We expect those numbers to multiply

tenfold, and we could potentially invest about another N\$3 billion over the next three to four years,” he said.

He noted that revenue from sales of the company’s biostimulant product will drive the pace of growth.

“One challenge is that farmers are highly data-driven and cautious with crop cycles. They often want to try the product on a small part of their land to see if it really

## Crucial Dates

- Bank of Namibia Monetary Policy announcement date: 4 December 2024

“So we have put in about N\$350 million and continue to spend about N\$80 million a year to keep operations going.

works before fully investing, which leads to slow sales,” he said.

He explained that once enough sales agreements are in place, the company will expand further. Another issue he mentioned was regulatory hurdles.

“We already have registrations in 17 countries and recently received approval to sell our product for crops across Europe,” he said. “We also have several southern African countries on board.”

However, he added that delays in obtaining Namibian and South African registrations have cost the company around N\$15 million in monthly sales.

Hooft suggested that a temporary registration from Namibia’s Ministry of Agriculture, Water and Land Reform would help alleviate this issue.

Despite the challenges, he noted progress, particularly with support from the Namibia Investment Promotion and Development Board and the Ministry of Trade and

Industrialisation.

“That has been the biggest and only difficulty in terms of doing business in Namibia so far. The Ministry of Fisheries and Marine Resources and the Ministry of Environment, Forestry, and Tourism have been a pleasure to work with,” he said.

Meanwhile, Kelp Blue Deputy Operational Manager said they are farming with giant and only harvest about 10% of the top kelp canopy.

“This is what we take to the factory to create our biostimulant for agricultural crops, and harvesting is critical as it allows the Kelp to channel new energy, which boosts growth,” she said.

This remarks were shared during a media overdue visit to Kelp Blues Operations in Lüderitz as part of a nationwide initiative by the Namibia Investment Promotion and Development Board to showcase current projects underway that could boost the country’s economy.



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# NamRA to pay out N\$200m in tax refunds by end of November

The Namibia Revenue Agency (NamRA) has announced it will process and disburse over N\$200 million of tax refunds to eligible taxpayers by the end of November 2024.

NamRA’s Manager of Strategic Communications and Stakeholder Engagements, Tonateni Shidhudhu said the refunds will cover tax credits ranging from N\$101 to N\$100,000.

“The estimated tax refunds to be issued exceed N\$200 million. This initiative aligns with Section 94 of the Income Tax Act, 1981 (Act No. 24 of 1981) and reflects NamRA’s commitment to clearing the longstanding



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backlog, ensuring that taxpayers who meet their obligations are promptly refunded,” he said.

This follows NamRA’s recent rounds of payouts on October 23 and November 1, when N\$75.1 million was refunded to 50,804 individual taxpayers, covering amounts ranging from N\$100 to N\$3,000 across various tax types.

However, NamRA has encountered delays with refunds totaling N\$60,911,304.61 for 31,162 taxpayers, currently on hold due to incomplete tax returns or missing banking

information.

“We urge all taxpayers to update their tax records and banking information to avoid missing out on their entitled refunds,” Shidhudhu added.

According to NamRA’s latest data, the revenue body has collected N\$45.1 billion in net tax revenue from 1 April 2024 to 30 September 2024.

The collections represent an increase of N\$7.1 billion compared to the same period last year, where N\$38 billion had been collected by September 2023.



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— News Worth Knowing —

## 4k GIPF beneficiaries risk losing benefits due to incomplete verification



**T**he Government Institutions Pension Fund (GIPF) says approximately 4,000 beneficiaries are currently at risk of missing their pension benefits due to incomplete biometric verification.

The beneficiaries last verified their information before June 2024.

According to General Manager: Marketing and Stakeholders Engagement, Edwin Tjiramba, pensioners, children, and spousal beneficiaries must complete biometric verification by Wednesday, 20 November 2024.

Failure to do so will result in withholding monthly pension benefits for the November payment cycle, scheduled for 28 November.

“To date, close to 4,000 pension beneficiaries who last verified before June 2024 face the risk of not receiving their monthly pension benefits on 28 November

2024,” he said.

The Fund also reassured beneficiaries that tax refunds previously promised will be honoured for verified recipients on November 28.

He further explained that the biometric verification process is mandatory, requiring eligible beneficiaries to provide proof of life three times a year at any GIPF office nationwide.

This measure helps ensure that benefits are only paid to eligible members. Those who do not verify by the deadline will not receive their November income from the Fund.

This comes as GIPF recently introduced a mobile biometric verification application, allowing pensioners, children and spousal beneficiaries to complete verification from the comfort of their homes.

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# Lets talk water

The rainy season in Namibia is basically a plot twist in an otherwise dry, suspenseful drama. After surviving a dry, dusty winter (and an even drier economy), the arrival of those dark thunderclouds and the sweet, earthy scent of rain feels like nature's version of a fresh start. It's as if we all collectively exhale, thinking, "Okay, that was rough, but we survived—time to kick back and try again next year." And



The  
Tech  
Guy

then, without fail, I find myself in yet another round of "How hot has it been this year?!" with old friends, colleagues, random passersby—pretty much anyone who's willing to talk about weather like it's the most important thing on earth. And, of course, the grand conclusion: this year... we're definitely getting good rains. Fingers crossed!

And then, as if on cue, the folklore kicks in. We start analysing the height at which birds build their nests or the impressive (and slightly disturbing) number of dung beetles rolling their dung—all sure-fire signs that rain is on the way. This time, we tell ourselves, we've cracked the code. Forget last year's very confident but embarrassingly off-base predictions—this time, we know the rain is coming. It's practically science. Surely. To be fair, our optimism isn't entirely without merit. After all, we've lived through some of the harshest droughts in living memory. The past few years have only grown drier, and our concerns, though often shrugged off as exaggeration, are increasingly valid. Our water supplies continue to shrink, stretched thinner with each passing season. And if you look at the science, it's hard not to feel the weight of the situation. Experts warn that some cities—Windhoek



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included—could run out of drinkable water in as little as five years. It’s a sobering thought, one that makes the following question ever more urgent:

What must we do about our water situation?

The answer to this question is by no means a simple one. I’ve had discussions on this topic with far more knowledgeable people, and let me tell you, the solution is nothing short of overwhelming. We need to think about government policies, large-scale conservation efforts, public awareness campaigns—and then there’s the technical side of things, like water recycling, desalination, and rainwater harvesting. Each of these is crucial, but let’s be honest: they’re also huge, complex undertakings.

I won’t be diving into all of those points here, though. Over the next few weeks, I’ll be focusing on one specific angle: what technology can contribute to alleviating the water crisis. While it’s not a magic bullet, the right innovations could make a significant difference. It’s time to explore how tech might help us solve—or at least mitigate—this pressing issue. So, stay tuned as we tackle some of the exciting possibilities and challenges that technology brings to the table in our fight for water sustainability.

Until next week.. The Tech Guy



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- N3 Technical Certificate.
- A minimum of 3 year’s relevant post-trade test work experience is required.
- Experience in working on overhead cranes and lifting machinery and equipment will be an added advantage.
- Maintenance related experience in a heavy process industry, mining or steel, practicable fitting skills.
- High Voltage switching from 11kV and above will be an advantage.
- Knowledge of basic electrical hand tools.
- Computer literacy (Microsoft Office packages, with strong Excel skills).
- Code B Driver’s License.

CLOSING DATE: FRIDAY, 22 NOVEMBER 2024, AT 16H00

Only short-listed candidates will be contacted. Applicants, who are not contacted within two weeks after the closing date, should consider their application unsuccessful. The recruitment process will be administered as prescribed by Namibian Affirmative Action Act. Women and person(s) with disability are encouraged to apply. Sinomine Tsumeb Smelter is an Equal Opportunity Employer

**APPLICATION PROCEDURES:**

All applications meeting the **minimum requirements** must be accompanied by a non-returnable detailed curriculum vitae, certified copies of qualifications and identification documents. Applications should clearly indicate the position being applied for and should be sent as **one PDF attachment**. Applications not adhering to these rules will not be considered

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**DBN partners with Identity Today to enhance digital onboarding and compliance**

The Development Bank of Namibia (DBN) has partnered with Identity Today to enhance customer experience, streamline compliance, and ensure data security.

The partnership will facilitate seamless onboarding processes for DBN clients, ensuring compliance

with Know Your Customer (KYC) and Know Your Business (KYB) regulatory requirements as mandated by Namibia's Financial Intelligence Act, 2012, and the Financial Intelligence Amendment Act, 2023.

Additionally, the collaboration will provide DBN with a digital edge through automated compliance, risk assessments, biometric verification, and advanced AI-driven support.

To support smooth integration, DBN will implement Identity Today's solutions in two phases.

Phase 1 will introduce a test phase for selected users, focusing on ease of use and optimal system configurations to enhance DBN's application processes. The system will officially go live on the 15th of November 2024. Phase 2 will bring full integration with DBN's ABACUS system, maximizing operational benefits and ensuring strict regulatory adherence.

"This digital transformation offers DBN clients a streamlined experience with faster onboarding, reduced fraud risk, and consistent regulatory compliance. By automating compliance processes, DBN can deliver faster service while achieving significant cost savings in compliance management. Data security remains a top priority, with strong safeguards ensuring that sensitive client data is

protected at every stage," DBN said.

Commenting on the new development, Jerome Mutumba, DBN's Marketing and Corporate Affairs Officer, said, "This partnership with Identity Today underscores DBN's commitment to harnessing innovative technologies to drive customer-centric solutions. By adopting digital onboarding and automated compliance, we are not only enhancing our systems but also offering clients a faster, more secure, and fully compliant experience."

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# Strengthening trust through consistent branding: The impact of corporate identity at every touchpoint

By Denille Roostee

**S**trengthening Trust  
Through Consistent  
Branding: Why Every  
Touchpoint Matters

Trust is one of the most invaluable assets for any brand. It's earned through consistent, positive experiences across every customer touchpoint.

A strong Corporate Identity (CI)—shaped by a clear brand personality and executed consistently—becomes the bedrock for building this trust. When done right, each interaction reflects your brand's values and reinforces its promise.

Your brand isn't just a logo. It's an experience shaped by visual cues, messaging, behaviour, and, critically, by your employees. As Jonah Sachs says, "Your brand is a story unfolding across all customer touchpoints." When these touchpoints consistently align with your brand's purpose and message, customers experience authenticity and dependability.

**Here's why consistent brand execution matters:**

## 1. Unified Brand Experiences Build Trust

When all customer interactions tell a cohesive story, trust grows. Following



“

**Your brand isn't just a logo. It's an experience shaped by visual cues, messaging,**

**behaviour, and, critically, by your employees.**

clear CI guidelines ensures your brand is recognisable, dependable, and aligned—no matter who or what represents it.

## 2. The Role of Employees in Building Your Brand

Employees are your brand's frontline ambassadors. Every interaction—be it a sales call, social media post, or customer service query—reflects your brand's values and promises. Empowering employees to embody and uphold your Corporate Identity not only strengthens external perceptions but also creates internal alignment and pride.

- **Training and Reinforcement:** Regular training helps employees understand and consistently represent your brand. It's crucial

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for keeping everyone on the same page, especially during new product launches or rebranding initiatives.

- **Proactive Brand Guardianship:** Encourage employees to report any inconsistencies they observe in brand execution. This feedback loop strengthens brand alignment and demonstrates that everyone has a stake in maintaining brand integrity.

**3. Building Brand Equity**

Strong Corporate Identity and consistent brand execution contribute to building brand equity. Here’s how to do it:

- **Invest in Marketing:** Brand equity results from strategic brand-building efforts, covering everything from logos to narratives and customer experiences.

- **Educate Your Consumer:** Each marketing touchpoint deepens consumer awareness and attachment to your brand, shaping perceptions and creating value. Think of how a premium brand like Prada elevates even a basic T-shirt compared to a similar product sold elsewhere.

- **Develop and Communicate Customer Behaviours:** Encourage consumers to co-create brand meaning, turning them into advocates. Displaying public purchases and using social proof can further boost brand equity through authenticity.

- **Build Firm-Based Equity:** As brand

popularity grows, equity strengthens. This translates to increased consumer loyalty, better pricing power, and reduced costs, ultimately driving growth.

- **Increase Shareholder Value:** Strong brands create stable, predictable revenue streams that boost shareholder value and reduce market volatility.

**4 Practical Steps to Achieve Consistency Across Touchpoints**

- **Develop Comprehensive Brand Guidelines:** Effective brand management goes beyond visuals and messaging. Guidelines should cover all aspects of

# ANNOUNCEMENT:

APPOINTMENT OF NEW PRINCIPAL OFFICER - MS. LAURIKA GEORGE



The Board of Trustees of Renaissance Health Medical Aid Fund (RMA) is delighted to announce the appointment of Ms. Laurika George as Principal Officer, effective 1 November 2024.

Ms. George brings a wealth of experience across finance, operations and administration within the financial services sector. Her career includes pivotal roles in medical aid funds, private hospitals and later in retirement fund and long-term insurance operations and administration. Her diverse expertise equips her to navigate the complexities of healthcare with insight and purpose.

The Board is confident that Ms. George’s leadership will be instrumental in fostering RMA’s growth and sustainability. We extend our best wishes to Ms. George and look forward to a rewarding journey as she takes on this new role with the RMA family.



brand identity, including visuals, voice, and behavioural expectations, to create a unified and cohesive brand experience. Even small businesses can see significant benefits from establishing these foundations.

- **Establish Policies and Processes for Consistent Execution:** Beyond guidelines, well-defined policies and processes are essential to ensure consistent execution across every touchpoint. This structured approach ensures that everyone, from leaders to front-line employees, understands how to embody the brand's values and maintain consistent brand representation. When in doubt, check in with your marketing department or brand custodian for guidance.

- **Regular Training for Employees:** Consistent brand application requires education. Team members should understand and embody the brand's identity.

- **Audit Touchpoints** Frequently: Consistency doesn't mean rigidity. Regular audits and adaptations ensure the brand stays relevant to evolving consumer expectations.

### Growth Beyond Aesthetics

Consistency in brand execution delivers real business benefits—higher customer advocacy, lower acquisition costs, and better market expansion. But many companies fall short: while 85% have brand guidelines, only 30% enforce them consistently. Your brand is more than a product; it's a promise aligned with your company purpose. When every touchpoint aligns and expresses this promise, you become a brand customers trust—again and again.

### Conclusion

Corporate Identity and consistent brand execution across every touchpoint are the pillars of trust. They give a brand more than just visibility—they provide the stability and reliability customers seek. Every touchpoint is an opportunity to reinforce the brand's identity and message. As companies look to future-proof their growth, investing in CI and consistency across touchpoints will remain indispensable, not only for standing out but for standing firm in the hearts and minds of their audience. As Stephen King aptly stated, "A product can be quickly outdated, but a successful brand is timeless."

**\*Denille Roostee is Marketing Executive at Momentum Metropolitan Namibia**

#### Request for Proposal (RFP)

#### MARKETING & ADVERTISING AGENCY SERVICES

Namibia Health Plan (NHP) is seeking a highly qualified marketing and advertising agency to enhance our brand presence for a period of 24 months.

The bid documents should be submitted electronically to [tmungoba@nhp.na](mailto:tmungoba@nhp.na)

#### All enquiries, please contact:

Tunohole Mungoba, Corporate Communications Manager at +264 61 242 821.

For the full RFP document, please visit our website [www.nhp.com.na/about/tenders](http://www.nhp.com.na/about/tenders) or scan the QR Code below.



**Closing date for submissions: 22 November at 16:30**

**Note:** The evaluation process will prioritize quality, strategic alignment, and creative innovation. NHP reserves the right not to accept the lowest or any bid.






# Halliburton expands its presence in Namibia with new operational bases

Multinational Oilfield services giant Halliburton officially opened its new operational bases in Namibia this week, marking a significant expansion in the country’s burgeoning oil and gas sector.

According to Halliburton’s Area Vice President, Antoine Berel, the new bases are strategically located in Windhoek, Walvis Bay, Swakopmund and Lüderitz, in close proximity to port infrastructure.

This strategic positioning is intended to bolster Halliburton’s



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TENDER

ST24\_002

REPLACEMENT OF WET ESP 2013 AND 2016 EDITUBE BUNDLES

Sinomine Tsumeb Smelter (Pty) Ltd. invites registered, competent and experienced individuals or companies to tender for the Replacement of Wet ESP 2013 and 2016 Editube Bundles

Details of the Tender

Tender availability

:

From Monday, 11 November 2024 Tender documents can be obtained by e-mailing [ststenders@sinomine.na](mailto:ststenders@sinomine.na)

Cost per set

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No levy

Submission requirements are defined in the tender documents and the closing date for submission is final, no extensions will be granted. Technical information, bid clarifications and any enquiries pertaining to this tender can be requested at: [ststenders@sinomine.na](mailto:ststenders@sinomine.na)

All tender proposals must be submitted via e-mail to: [ststenders@sinomine.na](mailto:ststenders@sinomine.na)

No other method of submission will be accepted

Closing date for submission : Friday, 29 November 2024

Sinomine Tsumeb Smelter employs an equal opportunity policy. Tenders will be awarded through a competitive bidding process which is transparent and open to all individuals or companies that meets the set criteria. Any person(s) or company that qualify as per the tender’s evaluation criteria, may bid.

operational support for offshore projects in the Orange Basin, where Namibia’s oil exploration activities are set to intensify in the coming years.

"Our Windhoek office will serve as key locations for our in-town logistics, support services, and stakeholder engagement across the country. Our operations in Walvis Bay will concentrate on drilling support, cementing, mud lab services, perforation, and equipment staging in our warehouses," he said.

He added that in Swakopmund, the company’s facilities will focus on subsea testing, well completions, wireline services, and coring.

"Meanwhile, our Lüderitz operations team will provide robust support for cementing services, alongside a dedicated cementing

lab and wireline unloading services," he said.

A highlight of the investment is the N\$183 million operational base in Walvis Bay, which is equipped with state-of-the-art facilities, including a warehouse, a laboratory unit, and storage facilities for horizontal tanks used to process synthetic and water-based drilling fluids. The site also houses a storage unit for dry materials, allowing Halliburton to provide full engineering and technical support for offshore operations.

Halliburton’s expanded infrastructure follows a key development in April 2024, when the company signed a deepwater integrated multi-well contract with Rhino Resources and Azure Energy.


Under this contract, Halliburton will deliver comprehensive services for the construction of exploration and appraisal

wells in Block 2914A in PEL 85, located in the offshore Orange Basin.

Drilling operations for this project are expected to begin within the next four months, with Halliburton’s new bases positioned to provide essential support.

The launch event, was attended by Namibia’s Minister of Energy and Mines, Tom Alweendo, and Deputy Minister Kornelia Shilunga, as well as Executive Chairman of the African Energy Chamber, NJ Ayuk.

**miningandenergy.com.na**



**SINOMINE  
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ST24\_003

**MAINTENANCE OF AIR COMPRESSORS, DRYERS AND BLOWERS**

Sinomine Tsumeb Smelter (Pty) Ltd. invites registered, competent and experienced individuals or companies to tender for Maintenance of Air Compressors, Dryers and Blowers

**Details of the Tender**

**Tender availability**

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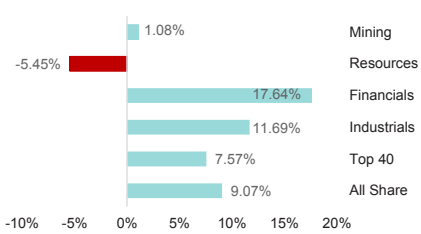
Commodities

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Platinum	940.75
Palladium	937.21
Silver	30.73
Uranium	77.00
Brent Crude	71.06
Iron Ore	95.67
Copper	9013.52
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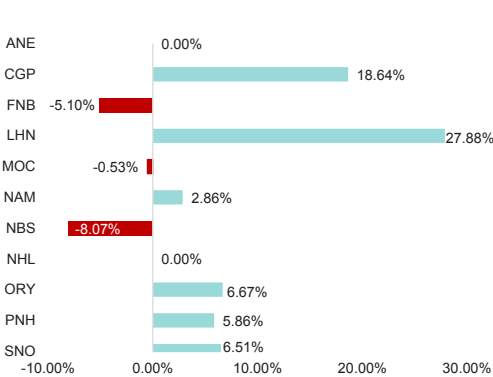
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USD/CNY	7.2218
EUR/USD	1.0584
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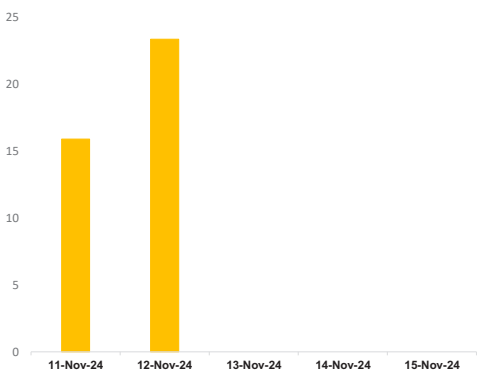
JSE Sectors: Year to Date in %



NSX Local Stocks: Year to Date in %



JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)



Global Indices: Year to Date in %

