

INDUSTRIALISATION
Namibia and the EU:
Partners for Green
Industrialisation
p. 10



LEADERSHIP
Organizational
leadership: The middle
is where it breaks
p. 19



APPOINTMENT
Jona appointed as Manager
for External Affairs at
Namibia Green Hydrogen
p. 22



THE BRIEF

News Worth Knowing



**AB InBev plans N\$60 million
investment in Lion Lager production**

THURSDAY 10 OCTOBER 2024

MAIN STORY



AB InBev plans N\$60 million investment in Lion Lager production

AB InBev Namibia says it has invested over N\$12 million in the local production of Lion Lager and plans to invest over N\$60 million over the next five years.

The company recently launched the Lion Lager, which marks a significant milestone for the Welwitschia Brewery, celebrating its 10-year anniversary.

Country Manager Kevin Louw also revealed that AB InBev Namibia has

Crucial Dates

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

increased its production volumes by 50,000 hl since 2019 and aims to increase it by another 50,000 hl in this current financial year.

"With this local production, AB InBev Namibia is expecting more growth for the brand and its beer portfolio and expects to enhance its market position and consumer engagement," he said.

AB InBev Namibia plans to grow its local brands by increasing its production capacity by constructing two additional tanks and has further already secured land for the future expansion of its brewery," he added.

The brewery, whose capacity has been increased with two additional tanks in 2019, started with an initial focus on three flagship brands.

The brands include Castle Lager, Castle Lite, and Carling Black Label, which now produces five brands (this includes Lion Lager), diversifying the ABI Namibian beer portfolio to cater to a wider audience and different market segments.

Meanwhile, Minister of Trade of Industrialisation and Trade Lucia Iipumbu said the launch of the local production of Lion is a significant step in AB InBev Namibia's long-term localisation strategy aimed at boosting local economies and enriching a diverse portfolio of brands.

"AB InBev's decision to

increase its diversified local footprint aligns with the vision of the Ministry of Industrialisation and Trade to expand the country's industrial base through the enhancement of local production capacity and reduce our dependency on imports," she said.

She commended AB InBev Namibia for its investment in the country, noting that the local production of the beer brand reflects the confidence of strategic investors in Namibia's economic stability, skilled workforce, and favourable business environment.

The beer value chain continues to accelerate economic growth in Namibia, contributing N\$2.94 billion to the GDP.

The industry created 9,000 jobs across the value chain, and N\$1.26 billion was collected in tax.

Louw noted that their operational footprint in the country includes one brewery, three depots and a corporate head office, employing 146 staff.

"For us, building an empowered nation means working with the people who call Namibia home, and this includes over 200 local suppliers across our supply chain, reinforcing our commitment to investing in the Namibian economy," he said.

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From Left: Oluseun Onasoga- Southern Africa Subsidiary Country Executive, Access Bank PLC, Kauna Ndilula-Representative of Kula Financial Solutions Namibia (Pty) Limited,(Local Partner) Oluseyi Kumapayi- ED, African Subsidiaries, Access Bank PLC, Leonie Dunn, Deputy Governor Bank of Namibia.

Windhoek, Namibia – 07 October 2024; Access Bank PLC ('Access Bank' or 'the Bank'), one of Africa's leading banks, has obtained the Bank of Namibia's approval-in-principle for a banking licence in Namibia, marking a significant milestone in its strategic expansion across the continent. This development moves Access Bank closer to its vision of becoming the World's Most Respected African Bank, further positioning itself as a gateway to global opportunities.

The Bank's expansion into Namibia highlights its commitment to fostering long-term sustainable growth in the African economy by unlocking the region's vast economic potential. Namibia, classified as an upper-middle-income country, has shown notable resilience in the aftermath of the COVID-19 pandemic, with GDP growth rates of 3.6% in 2023 and a projected 3% in 2024. The rise of new industries in Namibia presents a promising path for job creation, innovation, and the enhancement of financial opportunities for businesses both within Namibia and across Africa.

Commenting on the feat, Roosevelt Ogbonna, Managing Director/Chief Executive Officer of Access Bank PLC, said:

"We are immensely proud of extending our footprint into Namibia, a nation that embodies resilience and opportunity. This expansion is not just a strategic move for Access Bank but a commitment to fostering local economic growth and creating new avenues for financial inclusion across Africa.

"Our entry into the Namibian market also represents a pivotal step in our broader ambition to build a strong global franchise. With Namibia positioned as a key gateway for financial and trade transactions between Africa and the rest of the world, we are poised to facilitate seamless payments and cross-border collaborations that will unlock new opportunities for businesses and individuals alike. We look forward to partnering local stakeholders to drive innovation, empower communities, and contribute meaningfully to the prosperity of the region."

Acknowledging some of the parties that made this milestone possible, Seyi Kumapayi, Executive Director, African Subsidiaries, Access Bank PLC, stated:

"We are deeply grateful to the Namibian authorities for their support and trust, enabling us to contribute to the economic growth and development of this great nation. We also thank our valued partner, Kula Financial Solutions Namibia – led by Kauna Ndilula – for being with us as we pursue the establishment of the Bank.

The next stage requires the establishment of the Bank, which Oluseun Onasoga and the team will anchor to ensure compliance with all condition precedent. Full operations will commence upon obtaining the final operating license from the Bank of Namibia.

Access Bank Plc Secures Provisional Licence in Namibia

We look forward to working closely with all stakeholders to deliver exceptional financial services that will empower individuals, businesses, and communities nationwide."

Access Bank's entry into the Namibian market is expected to stimulate the local economy and strengthen its position as a leading regional player. With existing operations in Southern Africa – Angola, Botswana, Mozambique, South Africa, and Zambia – the Bank is well-positioned to offer stakeholders seamless access to diverse opportunities for expansion and collaboration across the region.

Committed to inclusive growth, Access Bank aims to empower Small and Medium Enterprises (SMEs), which are vital to any flourishing economy. By adhering to its core promise of delivering "More than Banking," the Bank aspires to establish itself as a key player within Namibia's financial sector, capitalising on the strength and reputation of its parent brand.

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About Access Bank PLC

Access Bank, a wholly owned subsidiary of Access Holdings Plc, is a leading full-service commercial bank operating through a network of more than 700 branches and service outlets spanning 3 continents, 23 countries and over 60 million customers. The Bank employs over 28,000 people in its operations in Africa and Europe, with representative offices in China, Lebanon, India, and the UAE.

Access Bank's parent company, Access Holdings Plc, has been listed on the Nigerian Stock Exchange since 1998. The Bank is a diversified financial institution which combines a strong retail customer franchise and digital platform with deep corporate banking expertise, proven risk management and capital management capabilities. The Bank services its various markets through three key business segments: Corporate and Investment Banking, Commercial Banking, and Retail Banking. The Bank has enjoyed what is arguably Africa's most successful banking growth trajectory in the last 22 years, becoming one of the continent's largest retail banks.

As part of its continued growth strategy, Access Bank is focused on mainstreaming sustainable business practices into its operations. The Bank strives to deliver sustainable economic growth that is profitable, environmentally responsible, and socially relevant, helping customers to access more and achieve their dreams.



GIPF invests N\$1.4bn into key sectors in Otjozondjupa

The Government Institutions Pension Fund (GIPF) has made a significant contribution to the economic development of the Otjozondjupa Region with an investment of N\$1.4 billion.

The investment is spread out in the pharmaceutical sector, renewable energy initiatives and facilitating home loan accessibility for residents.

Speaking at the launch of the GIPF's biometric verification device in Okandjira Ovitoto, Councillor of Omatako Constituency Israel Hukuru said that another notable aspect of the investment is the development of a new retail shopping centre.

"I briefly touched on the softer issues of the Fund's footprint in our region. I must therefore highlight the Fund's investment injection in our region to the tune of N\$1.4 billion in various sectors such as manufacturing (animal feed), biomass projects, property development, pharmaceuticals, renewable energy, home loans, and the development

of a retail shopping centre," he said during the launch of the fund's handheld biometric verification devices.

Also speaking at the event, GIPF's CEO Martin Inkumbi introduced an initiative to streamline the verification process for GIPF

THE WOMEN IN MINING SUMMIT

2024

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CHAIRPERSON OF GOLE VOP
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CHAIRPERSON OF WOMEN IN MINING
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SPEAKER

pensioners with the introduction of a mobile verification application and a handheld biometric verification device.

The new biometric verification process requires eligible pensioners, as well as child and spousal beneficiaries, to verify their proof of life to receive timely monthly pension benefits. Traditionally, the verification required members to travel to GIPF offices, which posed challenges due to long distances and transportation costs.

The introduction of these digital solutions aims to alleviate these burdens.

“We have heard the appeals to improve

our biometric verification process and therefore introduced and integrated digital transformation to streamline our business processes by embracing new and emerging technologies for the benefit of our members and their beneficiaries. I am delighted to therefore announce that we are launching two offerings today, namely, the handheld biometric verification device and the mobile verification application,” Inkumbi said.

He further explained that the handheld biometric verification devices will be available at various Regional and Local Authority Constituency Offices, allowing members to verify their status without the need to travel to GIPF offices.

Initially, the devices will be piloted in Ovitoto and thirteen other constituency offices across the country, including locations such as Mukwe, Khorixas, and Omutele.

“This will ensure that members no longer need to travel to our offices but simply visit the nearest constituency offices to verify proof of life. We have identified Ovitoto and thirteen (13) constituency offices across the country to have the handheld devices as a pilot phase before introducing the offering to other parts of our country,” he said.


In addition to the handheld devices, the mobile verification application enables members to verify their proof of life from the comfort of their homes using their mobile devices.

The app is currently available on Android platforms, with plans to launch it on iOS devices in the near future.

“This application is available

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TENDERS



TENDER ENQUIRY NO. E122-ND-2024

REQUEST FOR PROPOSAL FOR DIGITALIZATION OF WORK MANAGEMENT

1. OVERVIEW

Namdeb Diamond Corporation (Pty) Ltd (Namdeb) is a wholly owned subsidiary of Namdeb Holdings (Pty) Ltd, and performs land-based prospecting (exploration), mining and rehabilitation operations.

2. SCOPE OF WORKS

Namdeb Diamond Corporation (Pty) Ltd hereby invites reputable, suitably qualified, SAP certified and bona fide service providers that can design, launch and maintain a digital work management solution, capable of integration with SAP Hana S/4.

3. TENDER ENQUIRY DOCUMENT

Interested parties must submit their expression on interest to participate in writing via email to shaneen.vanwyk@namdeb.com to obtain a copy of the tender enquiry documents no later than 16:00 pm (Namibian time) on Monday, 14 October 2024.




4. COMPULSORY VIRTUAL SITE MEETING

A compulsory virtual site meeting shall be conducted on Wednesday, 23 October 2024 via Microsoft TEAMS online communication platform.


Only tenderers that submit a duly signed off Non-Disclosure Undertaking by no later than 16:00 pm (Namibian time) on Thursday, 17 October 2024 may attend the compulsory virtual site meeting and shall be eligible to participate in the tender process.

5. CLOSING DATE

The closing date and time for submissions is: **16h00 pm on Monday, 4 November 2024**, and tender submissions must be delivered to the address as specified in the tender enquiry document as stipulated in the Instructions to Tenderers.



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to all GIPF pensioners, child and spousal annuitants who have access to a mobile device and data. The application is available from today on all Android phones only. We will communicate the date it will become available on iOS devices (Apple devices),” he

said.

The Fund is a statutory pension body that provides guaranteed pensions and related benefits to over 98,623 civil servants and employees of participating employers in Namibia.

INVITATION TO SERVE ON AN INAUGURAL SPECIAL PURPOSE VEHICLE (SPV) BOARD OF DIRECTOR



PROBLEM STATEMENT: While broad financial inclusion is high in Namibia, access to essential and affordable financial services remains very low in rural areas and the informal sectors. Furthermore, the predominant use of cash, logistical issues owing to the lack of adequate financial services and infrastructure in these areas, and high fees and charges, prevail.

INSTANT PAYMENT PROJECT OBJECTIVE: The Bank of Namibia (the Bank), through the Instant Payment Project, seeks to explore various approaches to introducing an Instant Payment Solution to provide enhanced inclusivity, accessibility, speed, and affordability of payments with a focus on the rural, remote and informal sectors of Namibia.

SPECIAL PURPOSE VEHICLE: Given its regulatory and supervisory function of payment service providers and operators in terms of the Payment Systems Management Act, 2023, and to avoid any real or perceived conflict, the Bank of Namibia, with the approval of the Ministry of Finance and Public Enterprises, commenced action to establish an independent Special Purpose Vehicle (SPV) that will implement the envisaged Instant Payment Solution, through the Instant Payment Project.

INVITATION TO SERVE ON THE SPV BOARD OF DIRECTORS

Accordingly, the Bank hereby invites competent and suitably qualified interested persons who demonstrate a strong inclination for responsible leadership to apply for consideration for appointment as interim Non-Executive Directors to serve on the Board of Directors of the SPV.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

NON-EXECUTIVE DIRECTOR – Banking, Finance, and Commercial Legal Services Expert

Applicants should possess legal knowledge and expertise in banking, finance, and especially in payments; a sound understanding of corporate governance, commercial law, governance of risk and audit; and extensive legal acumen and a sound understanding of the Namibian economy.

DUTIES AND RESPONSIBILITIES:

It is expected from Board members to contribute to the following areas:

- **Strategy** – Must provide strategic direction and guidance on the setting up and operationalisation of the SPV.
- **Performance Management and Accountability** – scrutinise the performance of the SPV against its agreed-upon strategic objectives and focus areas, and monitor and report on performance.
- **Financial and Operational Information** – the ability to understand, review, scrutinise and interrogate financial information and operational information.
- **Leadership** – provide strategic leadership to attain the objectives of the SPV and must have emotional intelligence that contributes to the Board becoming a high-performing entity.
- **Governance** – ensure that governance, internal control, and risk management systems are effective and capable of delivering relevant, accurate, and timely management and financial information to the Board.

If you desire to serve the Namibian nation with your expertise, you are invited to forward your application to:

Bank of Namibia
71 Robert Mugabe Avenue
P O Box 2882 Windhoek
E-mail: Wilma.Ndemwiimba@BON.COM.NA



CLOSING DATE: 18 October 2024



NASRIA records N\$103m after-tax profit for 2024

The Namibia Special Risks Insurance Association (NASRIA) posted a record profit after tax of N\$103 million for the period ended 31 March 2024, marking the first time in the organisation's history that net profit has surpassed the N\$100-million threshold.

The company's reserves increased from N\$709 million to N\$802 million, driven by the increased profit earned during the year.

"Record highs in financial performance were recorded during the financial year as follows: Investment income of N\$83 million was achieved, which is the first time in the history of NASRIA that investment income is equal to insurance revenue," said the company. NASRIA's Limited Insurance revenue increased by 9% from N\$77 million in 2023 to N\$84 million in 2024, mainly driven by renewals business.

The total assets balance slightly increased from N\$841 million in 2023 to N\$869 million in 2024, driven by an increase in financial assets.

Meanwhile, the total liabilities declined by 48% from N\$129 million in 2023 to N\$67 million in 2024 due to the settlement of the reinsurance liabilities and dividends paid to the shareholder.

"Net expenses from reinsurance contracts decreased significantly due to the settlements of NAMIBRE reinsurance amounting to N\$22 million in June 2023," noted the company.

NASRIA handed over a dividend of N\$16

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million for the 2024 financial year to its sole shareholder, the government, an increase from N\$7.7 million in dividends paid in the prior financial year. Speaking at the dividend handover, NASRIA's Board Chairperson Adrianus Vugs Uusiku said the dividend handover is a testament to the collective efforts of NASRIA's dedicated team, the guidance of the Board, and the strategic direction provided by the government.

"This dividend is not just a financial transaction; it represents the culmination of hard work, dedication and a shared vision for a prosperous Namibia. Over the past year, NASRIA has navigated various challenges with resilience and adaptability. Our focus on sound corporate governance has been paramount," he said.

He added that NASRIA has implemented robust internal controls and transparent processes that ensure accountability at every level of the organisation.


"This commitment to integrity has not only fortified our operational framework but has also enhanced our reputation as a reliable partner in the insurance sector," Uusiku added.

He further noted that NASRIA will continue to explore new opportunities, invest in its people, and uphold the highest standards of corporate governance.

"As we look to the future, we remain committed to building on this foundation of success. Our mission is to contribute meaningfully to the economic development of Namibia while

ensuring that we provide the best possible service to our clients. Notably, we are exploring possibilities of tailored products that we can offer in Namibia's emerging oil and gas sector following discoveries in the Orange Basin," said Uusiku. NASRIA's current business purpose is to provide insurance cover for Namibians and their assets against extraordinary (special) events such as, but not limited to, riots, strikes, civil commotion, labour disturbances, lockouts and terrorism.

PROCUREMENT NOTICE



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

TENDER NO: MTC49-24-O

Request For Proposal For IFRS 16 Lease Accounting Automation Solution For Mobile Telecommunications Limited (MTC)

Briefing Meeting:
Friday, 11 October 2024 @ 10H00


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

TENDER NO: MTC50-2024-O

Request For Proposal For Financial Reconciliation And Matching Solution For Mobile Telecommunications Limited (MTC)




Briefing Meeting:
Friday, 11 October 2024 @ 11H00

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



Closing Date: Friday, 25 October 2024 @ 14H30

Terms of References are available at:
www.mtc.com.na/procurement/tenders


mtc.com.na

Namibia and the EU: Partners for Green Industrialisation

By Kadri Simson

In early September, I spent 6 days in Namibia where I took part of the Global African Hydrogen Summit. I discovered a country ripe with opportunity, with active civil society and young people, a dynamic investment climate, and dedicated officials.

Namibia is fully committed to their country's success, and to pursuing the late President Geingob's vision, carried by its current President Nangolo Mbumba and VP Netumbo Nandi-Ndaitwah, of a green industrialised economy powered by a just energy transition where renewable energy and green hydrogen play a pivotal role.

Namibia's electricity demands currently exceeds what it generates. Despite the challenges of being a net importer, Namibia's abundant sunshine—over 300 days a year—presents enormous potential for renewable energy. Namibia can leapfrog into a Green Industrialisation centred around renewable energy. The ingredients for success are all there. During my visit, I met with civil society and youth, as well companies and investors developing renewables and green hydrogen projects in Namibia. I also had constructive meetings with the Vice President, H.E. Nandi-Ndaitwah, and the Hon. Minister of Mines and Energy, Mr. Tom Alweendo. These exchanges confirmed the Strategic Partnership of Namibia and the EU on energy matters and critical raw materials.

The EU has pledged to go carbon neutral by 2050. Our energy transition leans mainly



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Namibia's electricity demands currently exceeds what it generates.

Despite the challenges of being a net importer, Namibia's abundant sunshine—over 300 days a year—presents enormous potential for renewable energy.

on renewable energies and the safe and secure use of civil nuclear energy. Green hydrogen will play an important part in our future energy mix as it offers a clean power alternative for sectors which are hard to electrify, such as some types of transport and industrial sectors. Hydrogen can also help us balance our electricity system and inject electricity into the grid when renewable production is not sufficient. This is why we have a Hydrogen Strategy based on producing green hydrogen domestically and importing it. By 2030, the EU wants to import 10 million tonnes of green hydrogen and we are building partnerships with potential exporter countries like Namibia.

The EU sees Namibia as a reliable partner and is committed to building a strong partnership. We're already putting in place strong foundations. During my visit to the Erongo region, I saw great progress with joint Namibian and European private sector green hydrogen projects. Some of these projects hold potential for export, but most of them have a strong focus on domestic consumption. Cleanergy for instance is on track to be Africa's first solar-powered hydrogen production facility. The hydrogen is then made available at a public refuelling station for instance for hydrogen-fuelled trucks. Likewise, the HyIron project in Oshivela will use solar energy to produce net-zero emissions green iron. This will contribute to Namibia's green industrial growth while supplying the growing global demand for greener materials. Holding a green iron pellet in my hand, was a thrilling example of a promising future green industry in Namibia. Meanwhile, HDF Energy is building a solar electricity plant to supply Namibia's electricity grid but also produce green hydrogen that can be stored, ensuring power availability even at night or on cloudy days.

The EU's commitment to Namibia extends beyond boosting the economy and aims to support Namibians in need. TIDRET project for instance provides solar panels to disadvantaged households in informal settlements. It's just one example of our efforts to help increase electricity access in Namibia. During the Summit, I signed three EU and EU Member States-funded programmes to support Namibia's green industrialisation agenda. They will leverage infrastructure

investments in green hydrogen, support long-term energy planning and grid development, and assist in establishing the necessary legal and governmental framework.

These projects and contributions show what Namibians and Europeans can achieve when they work together. This helps Namibia's economic development, can create thousands of local jobs and opportunities, and helps us to win our common fight against climate change.

I am thankful for Namibia's warm hospitality and look forward to the next phase of our partnership. Namibia has once again demonstrated that it is the country of the brave in leading the Green Industrialisation agenda in Africa.

** Kadri Simson is EU Commissioner for Energy*



GIPF
Government Institutions
Pension Fund
To guard, and to grow.

INVITATION TO BID

1. Introduction
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.

From time to time, the GIPF makes direct equity investments in various companies and private equity funds ("Investee Companies"). In most instances, such investments entitle GIPF to nominate directors to serve on their boards of directors.

The GIPF therefore seeks to establish a pool of persons that possesses appropriate skills and expertise from which it can, from time to time, nominate persons to serve as board members of investee companies.

Bid Number	Bid Description	Enquiries	Closing Date
CS/EOI/GIPF-02/2024	Director on the Boards of GIPF Investment Vehicles and Companies	legal@gipf.com.na	24 October 2024 at 16:00 p.m.

2. Qualifications
Applicants must be Namibian citizens or permanent residents with appropriate leadership skills and ability to discharge fiduciary duties with due care, skill and diligence. Applicants must further have completed the following minimum qualifications:


- a Master's degree; or
- a Bachelor's degree combined with a professional certification such as Certified Financial Analyst, Chartered Accountant, Legal Practitioner, Professional Engineer, Certified Director, etc).

3. Experience
Applicants must have at least five (5) years senior managerial working experience or three (3) years board membership experience.

4. Vetting/clearance
Applicants that meet the above requirements will be vetted to determine whether they are fit and proper and whether they meet the requirements of the Companies Act No. 28 of 2004, Trust Administration Act No. 11 of 2023 and GIPF's internal policies.

5. Documents to be submitted
Interested persons who meet the above requirements must submit copies of their CV and certified copies of their Identity Documents and Qualifications via email to recruitment@gipf.com.na

Visit: www.gipf.com.na Email: info@gipf.com.na





Namibia, United States to expand cooperation in renewable energy sector

Namibia and the United States have signed a Memorandum of Understanding (MoU) to enhance collaboration in the renewable energy sector for the next five years.

The agreement is aimed at extending the impact of renewable energy sector programmes between Namibia and the United States and increasing efficiency to achieve better measurable developmental outcomes.

The MoU on Clean Energy was signed by the Minister of Mines and Energy, Tom Alweendo, and U.S. Ambassador to Namibia, Randy Berry.

In his keynote remarks, Alweendo said the MoU serves as a vital framework for collaboration and is an essential part of the country's broader national ambitions.

"Through this partnership with the United States, we will explore innovative technologies and enhance our capacity in key areas such as solar and wind energy," he stated.

The Minister also acknowledged the importance of regional collaboration in achieving shared renewable energy goals, such as working with neighbouring countries, which will enhance Namibia's collective energy stability and foster economic growth

throughout the Southern African region.

"The Namibian Government is actively pursuing regulatory reforms that promote transparency and attract institutional investors and is committed to making the country an attractive investment destination for renewable energy and reducing or eliminating barriers to investment," he said.

Alweendo further noted that attaining Namibia's Vision 2030 strategy includes expanding the country's renewable energy generation and bridging the gap between domestic power generation and total consumption of renewable energy.

U.S. Ambassador to Namibia Berry said under the agreement, the nations will share expertise and resources to promote Namibia's energy security and expand and diversify energy sources.

Berry said the agreement supports Namibia's vision of becoming a net exporter of renewable energy and a regional leader in clean energy solutions.

"This agreement underscores our shared commitment to Namibia's sustainable economic growth and industrialisation. It also reflects the strong partnership between our two nations, built on mutual respect and a common vision for a prosperous future," he said.

Meanwhile, Deputy Assistant Secretary Kimberly Harrington emphasised that U.S. private sector companies also want to operate in Namibia.

"From U.S. firm Plug Power's electrolyser for a clean hydrogen pilot plant to more traditional energy sector companies like Chevron and ExxonMobil, the U.S. private sector plays a big role in Namibia's energy sector—a role that we want to continue and expand," she said.

Harrington noted that Namibia has tremendous potential in its energy sector, and the US is excited to be actively working to achieve shared objectives.

The MoU was signed in the presence of the Deputy Minister of Mines and Energy, Kornelia Shilunga, and Harrington, who leads the U.S. government's global portfolio advancing U.S. energy security, energy access and decarbonisation goals.

The Ministry of Mines and Energy and the United States Agency for International Development's (USAID) Power Africa Initiative will be responsible for the implementation of this MoU.

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HANDBOOK



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—News Worth Knowing

Organizational leadership: The middle is where it breaks

By Paulo Coelho

Have you ever tried breaking a stick in half? You'll likely find it easier to break it in the middle than at the ends. This simple principle holds a profound truth about organisations: the middle is where it breaks. In the complex structures of modern businesses, middle management often becomes the stress point where extravagant visions meet ground-level realities.



“

At the top of the organisational pyramid sits the CEO/MD/ Big Cheese and senior leadership—the visionary architects charting the company's course through space and time.

management. By the time directives reach frontline employees, the original intent might be muddled, leading to confusion and disengagement. This disconnect can foster a toxic work environment where employees feel undervalued and misaligned with the company's goals.

Simon Sinek's Insights on Middle Management

Leadership expert Simon Sinek has extensively explored the challenges faced by middle managers. In his book "Leaders Eat Last," Sinek emphasises that the strength

The Fragile Middle Ground

At the top of the organisational pyramid sits the CEO/MD/Big Cheese and senior leadership—the visionary architects charting the company's course through space and time. At the base are the frontline employees—the ones who execute tasks and interact directly with products or customers. Bridging these two layers are the middle managers, tasked with translating the grandiose strategies into actionable plans while managing day-to-day operations.

This middle ground is where communication can falter.

Like a game of broken telephone we played in primary school, messages from senior leadership may become distorted as they pass through layers of middle

THE
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of any organisation hinges on the ability of its leaders to foster trust and cooperation. Middle managers, positioned between strategy and execution, play a fundamental role in this dynamic. Sinek points out that middle managers often grapple with pressures from both ends—they must meet the expectations of senior leadership while addressing the concerns of their teams. This dual pressure can lead to severe stress and burnout, affecting their ability to lead effectively. Sinek argues that when middle managers are unsupported, the entire organisational structure becomes vulnerable.

The Circle of Safety

Central to Sinek's philosophy is the concept of the "Circle of Safety." This is an environment where employees feel secure, valued, and free to express themselves without fear of retribution, which is common in the Namibian workspace. In such a culture, trust flourishes, and teams are more collaborative and innovative.

For middle managers, creating a Circle of Safety involves:

- **Building Trust:** Establishing open lines of communication where team members can

share ideas and concerns.

- **Empowering Teams:** Allowing employees autonomy in their roles to encourage ownership and accountability.
- **Demonstrating Empathy:** Understanding and addressing the personal and professional needs of team members.

When middle managers cultivate this environment, they not only enhance team performance but also reinforce the organisation's overall resilience.

The Challenges of the Middle Position

Several factors contribute to the difficulties faced by middle managers:

1. **Alignment with the overall company Vision:** Translating abstract strategic goals into concrete tasks requires clarity and understanding. Without clear guidance, middle managers may struggle to align their teams with the company's vision.
2. **Limited Resources:** Middle managers often have to achieve ambitious targets with limited resources, leading to stress and potential burnout.
3. **Resistance to Change:** Frontline employees may be resistant to new initiatives, especially if past experiences have bred cynicism or mistrust.
4. **Micromanagement Tendencies:** Under pressure to deliver results, some middle managers may resort to micromanagement, stifling creativity and diminishing team morale.

To address these challenges, both middle managers and senior leadership can take proactive steps:

For Middle Managers:

- **Enhance Communication:** Actively seek clarification from senior leaders and ensure that messages are accurately conveyed to the team.
- **Develop Leadership Skills:** Invest in

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personal development to improve leadership capabilities, emotional intelligence, and conflict resolution skills.

- **Foster Team Engagement:** Encourage team participation in decision-making processes to boost engagement and accountability.
- **Provide Feedback Upwards:** Serve as the voice of the team to senior leadership, sharing insights and feedback from the frontline.

For Senior Leadership:

- **Support Middle Management:** Provide training, resources, and mentorship to equip middle managers for success.
- **Clarify Expectations:** Offer clear, consistent communication regarding organizational goals and how each team contributes to them.
- **Cultivate a Positive Culture:** Lead by example in fostering a culture of trust, respect, and openness throughout the organization.

The Imperative of Trust

Simon Sinek emphasises that trust is the cornerstone of effective leadership at all levels. Without trust, teams become siloed, communication breaks down, and the organisation's ability to adapt diminishes. Middle managers are crucial in building this trust, serving as the linchpin between strategy and execution.

In the end, the middle ground of an organisation is a critical intersection where visionary strategy meets reality. It's where grand strategies are tested against operational capabilities. Recognising that

"the middle is where it breaks" underscores the importance of empowering middle managers. By providing them with the support, resources, and authority they need, organizations can ensure that their strategic visions are effectively realised.

As Simon Sinek eloquently puts it, "Leadership is not about being in charge. It is about taking care of those in your charge." When organisations prioritise the well-being and development of their middle managers, they reinforce the very core of their structure. This not only prevents the proverbial twig from snapping but also cultivates a resilient, high-performing organization capable of achieving its grandest visions.

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



UNAM and NUST students win international award for mineral research

A team of Namibian students from the University of Namibia (UNAM) and the Namibia University of Science and Technology (NUST), currently undertaking internships at the Geological Survey of Namibia (GSN), has been awarded the Frank Arnott Next Generation Explorers

Award (NGEA™) Africa. The award was presented during the recent Southern African Geophysical Association (SAGA) conference in Windhoek.

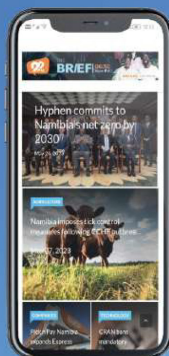
The NGEA is an international competition where teams of earth science university students collaborate and innovate to

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“The NGEA is an international competition where teams of earth science university students collaborate and innovate to transform geoscience datasets into interpretations of subsurface geology and mineralization targets.

transform geoscience datasets into multiple datasets, successfully identifying interpretations of subsurface geology and mineral potential in the region. mineralization targets.

The Namibian team—comprising Elkan Utoni, Emilie Kasiona, Faith Uupindi, and Carin-Bibi Muchila—is working within a technical cooperation project between the GSN and the German Federal Institute for Geosciences and Natural Resources (BGR). The BGR project is funded by the German Ministry for Economic Cooperation and Development, with a budget of €2.4 million (approximately N\$46 million).

One of the project's key activities is mineral prospectivity mapping for the entire Kunene region. The results of this initiative will be made publicly available, supporting investment in Namibia's mineral resource sector.

The young Namibian award winners presented their work on the mineral potential of sedimentary rock-hosted stratiform copper in an area within the Kunene Region. Their approach used cutting-edge techniques to integrate



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The vacancy below is now available at Sinomine Tsumeb Smelter

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The incumbent will report to the **Director: Operations & Asset Management** and will be accountable for:

ROLE ACCOUNTABILITIES:

- Ensure all Legal, Health, Safety and Environment standards and policies are adhered to.
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- Create detailed business analysis, outlining problems, opportunities and solutions for the business.
- Develop integrated metallurgical & financial models to facilitate business level strategic decision making.
- Business process re-engineering, by creating a detailed business analysis, outlining problems, opportunities, and solutions for the business.
- Drive the management Operating Model and conducting a Sinomine Tsumeb Smelter internal audit process.
- Champion, train, and embed the Management Operating Model across all Sinomine Tsumeb Smelter Operations & Asset Management departments.
- Coach and mentor junior staff members, inclusive Metallurgists.
- Perform ad hoc related duties as assigned.
- Effectively building and maintaining working relationships with stakeholders.

QUALIFICATIONS AND EXPERIENCE REQUIRED:

- A Bachelor of Metallurgical Engineering / Chemical Engineering / Process Engineering or equivalent.
- A Post graduate certificate in Business Administration, Finance or Management Development certification.
- Seven (7) years post graduate experience in smelting & converting processing operations, of which four (4) should be at Managerial level.
- Experience in leading/supporting successful holistic projects (HSE, Metallurgical process improvement & cost saving).
- Experience in implementation of Work Management Model in process in a manufacturing environment.
- In depth knowledge of processing unit operations including Material Handling, Mineral Processing, Pyrometallurgical units, smelting & converting operations management.
- Proven analytical and conceptual thinking skills with good understanding of financial modelling and cost benefit analysis principles.
- Good knowledge and application of business level operating model(s) for work standardization.
- The ability to influence stakeholders and work closely with them.
- Excellent interpersonal skills with effective communication skills.
- Valuing service and supporting diversity.
- Commitment to continuous improvement.
- Sound problem solving/judgement skills.
- Adaptability and decisiveness.
- Sound decision making.
- Proficiency in Microsoft Project, Power Point, Excel and other project planning tools.

CLOSING DATE: FRIDAY, 18 OCTOBER 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. Please forward application to the email: stsrcruitment2@sinomine.na

Calls to action

By The Brand Guy

Branding seeks to create a conducive attitude for purchase. The idea is that if the psychosocial attributes of the brand – individual transformation and tribal belonging – are appealing. The consumer will spend money, effortlessly creating a seamless translation between communication of the brand’s positive attributes and sales.

Does this hold true? Probably not. Use the example of a group of popular people. An outsider may find the group desirable, but if the group is unknown to the outsider, the outsider will not be able to join. Similarly, if the group does not invite membership the outsider will not join. During the Nineties, part of the preoccupation with marketing was the call to action, the invitation to the party and the conversion of communication into sales. At its simplest, the call to action was a price



“The consumer will spend money, effortlessly creating a seamless translation between communication of the brand’s positive attributes and sales.

flash, signaling availability and cost. The next level was a call for the consumer to give the product a trial. This was followed up by calls to repeat the purchase. “Remember to stock up.”

The call to action is no longer a prominent facet of communication, yet it should be. Branding that does not lead to sales is more akin to art, an aesthetic without a contribution to the bottom line. Yet an examination of prominent influencers shows that they apply calls to action of varying degrees of subtlety. One example, close to home, that springs to mind is a US national who visited Namibia and actively recommends visits to the country based on what he perceives as its quality as a destination.

How should the call to action be built into the



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05/2024

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Duration: Permanent
Duty Station: Windhoek Service Centre

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<http://www.mvafund.com.na>

Closing Date:

Friday, 11 October 2024 @ 12H00

Contact Person: Marlyn De Kock

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Get in touch on



communication?

Sometimes, it's as easy as an invitation to make a call or visit a website. The simplest way is to follow a basic customer journey. Awareness could be 'did you know'? An introduction. Demand could highlight the problem that the product solves. Acquisition could be pricing and availability. This alone can have an incremental impact on the bottom line.

Donald Miller's story brand method is worth considering in light of the story brand methodology that has recently gained traction, particularly with Generation Z. For those of you who are new to it, the seven steps are thusly...

A relatable character is central to the narrative, serving as a means for the audience to self-identify. This character encounters a specific problem that highlights their unsatisfied needs, creating a connection between their situation and the audience's own. The character's journey leads them to meet a guide, who represents the brand or product as a solution to their problem.

The guide provides insight or tools that enable the character to overcome their challenges. In doing so, the brand issues a call to action, urging the character (and by extension, the audience) to adopt its solution. This call is framed as a challenge, a proactive step that the character must take to avoid failure or further dissatisfaction. Ultimately, by adopting the brand, the character resolves their needs, achieving success. This resolution transforms the character, symbolizing the transformative potential of the brand, which elevates the individual through its adoption.

In this methodology, the call to action is central in the fourth step, however each of the steps that are wings to the central step contains an opportunity to place a call to action.

In a nutshell, calls to action prompt

immediate engagement, encouraging potential customers to take a specific step, such as giving the product a trial or purchasing. They create urgency when immediate sources of transactions are needed, and guide users toward those outcomes, ultimately boosting conversions and helping businesses achieve their marketing objectives efficiently.

If your communication does not contain calls to action, you need to consider what you are communicating.

****Pierre Mare has contributed to development of several of Namibia's most successful brands. He believes that analytic management techniques beat unreasoned inspiration any day. He is a fearless adventurer who once made Christmas dinner for a Moslem, a Catholic and a Jew. Reach him at contact@pressoffice7.com if you need thought-leadership, strategy and support.***

INVITATION FOR PROPOSALS:

QUALIFIED CALL CENTRE SERVICE PROVIDERS TO DELIVER CONTACT CENTRE SERVICES.

Letshego Holdings Namibia requests proposals from qualified call centre service providers to deliver Contact Centre services. The vendor shall submit proposals for both outsourcing and insourcing options.

The detailed Request for Proposal (RFP) document is available to interested parties via email. Please contact Joao Bismarck at joaab@Letshego.com by **18 October 2024, 12:00 PM** to obtain a copy of the Request for Proposal.



Jona Musheko appointed as Manager for External Affairs at Namibia Green Hydrogen Programme

The Namibia Green Hydrogen Programme (NGH2P) has appointed Jona Musheko as the Manager for External Affairs and Communications, effective 03 October 2024. Musheko, who previously worked with the Ministry of Agriculture, Water, and Land Reform, brings nearly 10 years of experience in communications.

"This appointment is a key part of the programme's strategy to strengthen its communications efforts as it leads Namibia's push to become a global green hydrogen hub. Mr. Musheko brings with him nearly a decade of professional experience, having demonstrated exceptional communication skills during his tenure at the Ministry of Agriculture, Water, and Land Reform," said Green Hydrogen Commissioner James Mnyupe.

He added that Musheko's appointment aligns with NGH2P's efforts to bolster its communications as Namibia continues its journey toward becoming a global leader in green hydrogen.

"As Manager for

External Affairs and Communications, Mr. Musheko will be responsible for leading the implementation of NGH2P's Stakeholder and Communications Strategy. His role will involve enhancing the programme's visibility and acting as the primary liaison between NGH2P and its stakeholders, both locally and globally," said Mnyupe.

"This appointment reflects NGH2P's commitment to amplifying Namibia's leadership in the green hydrogen sector, as part of the country's broader sustainability and economic development objectives."

Musheko holds an Honours Degree in Linguistics Studies (English) and an Honours Degree in Communication. He is currently completing a Master's Degree in Marketing at the Namibia University of Science and Technology (NUST).





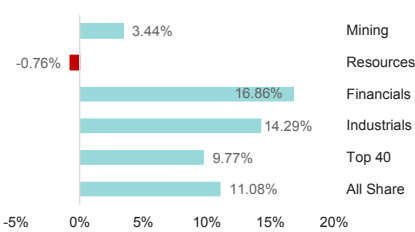
Commodities

Spot Gold	2625.41
Platinum	962.29
Palladium	1058.26
Silver	30.85
Uranium	83.00
Brent Crude	78.29
Iron Ore	98.60
Copper	9537.93
Natural Gas	2.62
Lithium	11.15

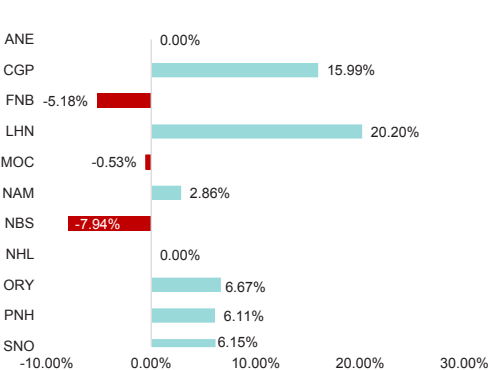
Currencies

USD/ZAR	17.5702
EUR/ZAR	19.1773
GBP/ZAR	22.9002
USD/CNY	7.0790
EUR/USD	1.0918
GBP/USD	1.3036
USD/RUB	97.0258
CPI	3.40%
Repo Rate	7.50%
Prime Rate	11.25%

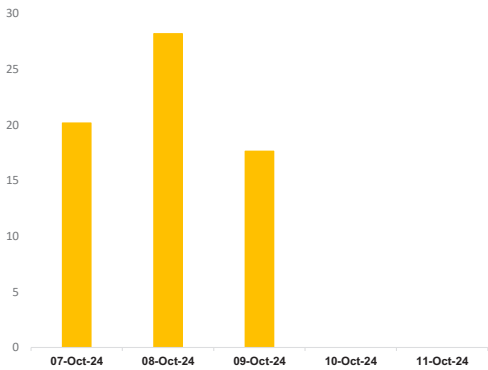
JSE Sectors: Year to Date in %



NSX Local Stocks: Year to Date in %



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Global Indices: Year to Date in %

