ELECTRICITY Namibia looks to leverage AI p. 07



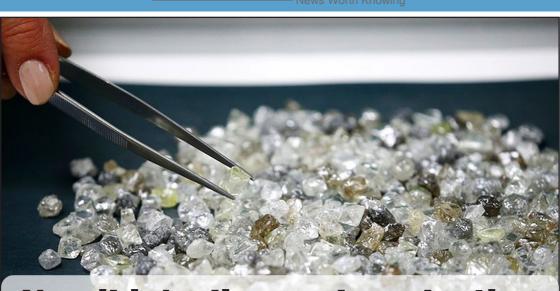
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BR/EF



# Namibia's diamond production declines 14% in Q3

**THURSDAY 24 OCTOBER 2024** 



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#### **MAIN STORY**



amibia's diamond production dropped by 14% in the third quarter of 2024, with total output reaching 0.5 million carats.

The De Beers Group attributed the decline to a strategic decision to reduce production at Debmarine Namibia to better align with current market conditions.

Namdeb, on the other hand, offset some of this decline with improved recoveries and higher-grade mining.

"Production in Namibia decreased by 14% to 0.5 million carats, reflecting intentional action to lower production at Debmarine Namibia, partially offset by planned higher grade mining and better recoveries at Namdeb," said the Group.

Debmarine Namibia, the group's offshore operation, recorded a significant decrease in production, with output falling 30%

year-on-year to 298,000 carats, down from 423,000 carats in Q3 2023.

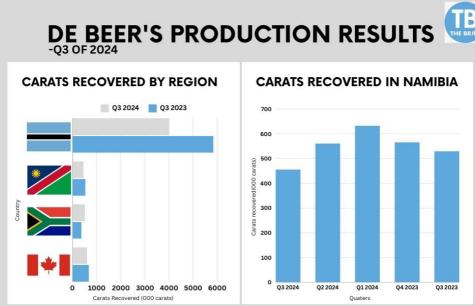
This marks a similar 30% reduction compared to Q2 2024, when Debmarine produced 427,000 carats.

Year-to-date (YTD), Debmarine's 2024 production stands at 1.23 million carats.

Contrasting with Debmarine's reduced

### 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.



Source: De Beers Group

De Beers Group reported a 25% decline in rough diamond production for Q3 2024. Among its operational regions, South Africa's output rose by 41%, while production dropped in Botswana by 32%, Namibia by 14%, and Canada by 11%.

The Brief - October 2024

output, Namdeb, De Beers' land-based operation, saw a notable 48% year-on-year increase in production, delivering 158,000 carats in Q3 2024 compared to 107,000 carats during the same period in 2023.

Namdeb's output also improved by 18% from Q2 2024 when it produced 134,000 carats, bringing its YTD 2024 total to 420,000 carats.

Overall, De Beers revealed that Namibia's combined diamond production for Q3 2024 totalled 456,000 carats, a 14% decrease compared to the 530,000 carats produced in Q3 2023 and a 19% drop from the 561,000 carats produced in Q2 2024.

The YTD production for Namibia stands at 1.65 million carats, reflecting a 6% decline compared to the 1.76 million carats produced by this time in 2023.

This comes as De Beers Group's global rough diamond production fell by 25% in Q3 2024, with output totalling 5.6 million carats.

"Rough diamond production decreased by 25% to 5.6 million carats, reflecting a production response to the prolonged period of lower demand, higher than normal levels of inventory in the midstream, and a continued focus on managing working capital," the group said.

In Botswana, production dropped by 32% to 4.0 million carats, primarily due to reduced output at Jwaneng.

In South Africa, production increased by 41% to 0.5 million carats as Venetia's underground mining operations ramped up.

Canadian operations experienced an 11%

decrease to 0.6 million carats owing to the planned treatment of lower-grade ore.

De Beers maintained its production guidance for 2024 at 23 to 26 million carats. However, the group said it is closely monitoring midstream inventory levels, which remain above normal, and is considering further adjustments to its production levels.

Unit cost guidance for 2024 remains unchanged at approximately US\$95 per carat.



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point Break®



# Grove Mall generates over N\$18bn in turnover and 1,500+ jobs

A tterbury, the owner of Grove Mall, has disclosed that the shopping centre has generated over N\$18 billion in reported turnover over the past

decade, while providing employment to 1,576 individuals across the mall's outlets.

The mall since since its inception, according to Atterbury has seen more than



19 million cars enter its parking facilities and welcomed over 63 million visitors through its doors.

"Over the past decade, Grove Mall has evolved into a vibrant hub, offering the finest in shopping and entertainment experiences for its patrons. This development is a reflection of Atterbury's commitment to creating spaces that deliver lasting value to the communities they serve," said Armond Boshoff, CEO of Atterbury, during the mall's 10th-anniversary celebration.

JP Duncan, Asset Manager at Atterbury, also shared his pride in the mall's journey, acknowledging the hurdles it overcame along the way.

"Despite the uncertainties, on 23 October 2014, Grove Mall opened its doors, marking the start of an incredible journey. We faced challenges, from economic downturns to

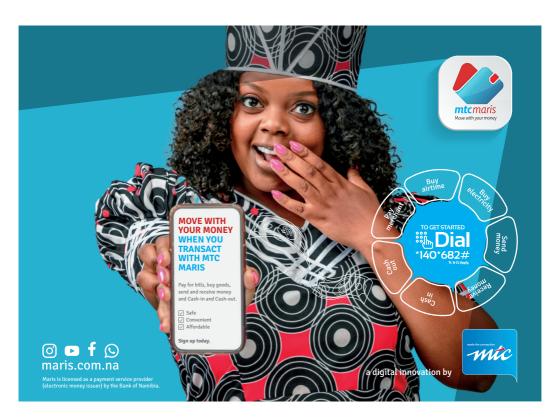
the unprecedented impact of the COVID-19 pandemic, but our resilience saw us emerge stronger," Duncan said.

As the mall marks the milestone amid reports that Atterbury is considering selling the iconic shopping centre.

The Grove Mall, designed by Howard and Chamberlain Architects, was developed with investments from Atterbury Property, Attacq Ltd, The Frontier Property Trust, and Demushuwa Property Developer (Pty) Ltd.

Located in the Hilltop mixed-use estate in Kleine Kuppe, it is the largest shopping centre ever built in Namibia, covering 52,000 square metres at a cost of N\$1 billion.

Recently, Atterbury also completed the sale of Dunes Mall in Walvis Bay to Namibian Stock Exchange-listed Oryx Properties.





## Namibia looks to leverage AI, smart tech to achieve universal electricity access by 2040

The Ministry of Mines and Energy says it is looking to leverage artificial intelligence (AI) and smart technologies to accelerate the country's electrification efforts.

The strategic move comes in response to Namibia's vast geography and low population density, which pose challenges to

achieving universal electricity access by 2040 as outlined in the National Electrification Policy.

Minister of Mines and Energy Tom Alweendo said this comes after a realisation that conventional electrification methods alone will not suffice in reaching the ambitious set goal.



"Namibia is a vast country, and as much as our population has grown to 3 million people, our population density remains relatively very low. Therefore, electrification through conventional means would not enable us to achieve universal access by the year 2040. Thus, we will need to make use of modern computing technology like AI together with smart solutions to facilitate our pursuit of universal access to electricity by 2040," he said.

In terms of challenges, he noted at the 2024 Electricity Supply Industry (ESI) Forum that Namibia's geographic spread makes grid extension very expensive.

"The Electricity Control Board (ECB) is

working on a connection charge code to address this issue, but we have to be careful about how generation and transmission costs are passed to end consumers, especially in communities where people simply cannot afford to pay for electricity. We have already had evidence of how our people are struggling to pay for electricity," he said.

This comes as recently, NORED informed the Ministry that some households connected to the grid are not consuming electricity due to affordability issues.

The Minister noted that AI and GIS platforms can optimise site selection for electrification networks by identifying ideal locations for grid connections and alternative

solutions, such as solar minigrids and home systems.

He said these smart platforms analyse data to guide optimal investments in electrification and minimise opportunity costs.

"Instead of extending the grid everywhere, we can use geo-data to prioritise localities where demand justifies the cost. However, given that this is a social investment, some communities will have to be heavily subsidised," he said.

However, Alweendo highlighted that AI has its downsides, as while it promises efficiency, it could also replace human jobs.

"That's something we must guard against. It's great to have machines that can predict electricity demand and optimise the grid, but not if it comes at the cost of side-lining our engineers. So, it is important that we

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**Application Deadline: October 31, 2024.**Only short-listed candidates will be contacted.





as our population has grown to 3 means would not enable us to achieve

ensure that we use AI to complement, but not to replace human expertise," he said.

At the same event, ECB Chief Executive Officer Robert Kahimise said for regulators. AI will provide tools for better data analysis, enabling more informed decision-making and proactive management of electrical harmonics.

"For licensees, AI can enhance operational efficiency and reduce costs associated with harmonic mitigation. Consumers will benefit from improved power quality and reliability, leading to a more stable electricity supply," he said.

He also said key considerations for establishing regulators include clear

standards and guidelines for harmonic management, while licensees must invest in technology and training to effectively implement these regulations.

"Consumers and customers should be educated about the importance of harmonics and how they can contribute to a more efficient electricity system. As we navigate this evolving electricity landscape, we must also consider the future workforce," said Kahimise.

He said the rise of AI requires new skills in the industry, and universities are essential in this transition by training graduates who can adapt to these changes and address future challenges.

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## Fifty columns and counting

By The Brand Guy

his is a personal riff and a reflection on what I have learned and where the field of branding is heading. I have written fifty of these columns. (This is column fifty-one.) They take up a couple of hours every week. Why go to all the effort?

I am not a huge fan of passion. You may be passionate about chocolate cake, but if you eat just that for a week or two, the shine will wear off as diabetes sets in. Rather say that I am absorbed in the field. Firstly, it holds areas of interest. Secondly, it is evolving so when I get to grips with one thing, there is always something new to learn and consider. That keeps me going.

There is no one method or practice that recommends itself, yet. Accounting has its standards and principles. Brands and marketing adapt to the environment. If you believe that you have achieved professionalism in the field, consider your practice and whether or not it is changing or fluid. Your ability to learn and adapt to each industry or brand is the mark of your success.

Call branding a set of practices that can be adapted to the changing enterprise environment. The challenge for the brand



Brands and marketing adapt to the environment. If you believe that

you have achieved professionalism in the field, consider your practice and whether or not it is changing or fluid. Your ability to learn and adapt to each industry or brand is the mark of your success.

manager is to understand what may produce the optimum result, implement with mitigation measures, learn along the way and refine any given methodology to get results.

There is no one methodology that is entirely correct. Most reputable methodologies are highly researched, or



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the results of practices are documented anecdotally. That gives a degree of certainty on choices. More likely the chosen methodology will be a layer cake of managed equity measures, corporate philosophy, sales funnels and whatever procedural implementation measures suggest themselves, including marketing methodologies. If you want to go deeper, take a look at Kevin Keller, Kevin Aaker, Jennifer Aaker, Donald Miller and Jean-Noel Kapferer. AI will produce results. For the record, I currently use ChatGPT.

It is important to distinguish between methodology and applications. The application of SEO is often conflated with branding, for instance. Yet search engine results on Google are necessary but not sufficient. People do not find quality in a long list of results. Currently they may be better rewarded with reels on social media or AI results. And there will be more changes ahead, particularly brand-specific and individualized AIs.

If anything, branding is psychology applied to the economics of the enterprise and its industry. What belief and experience is needed to make the firm acceptable to its markets and produce sales?

The levels at which the brand should be considered and managed are owners, board

and / or exco. The brand feeds into value creation and enterprise purpose. This is supported by the gradual migration of senior brand professionals into the strata of enterprise direction through corporate philosophy.

I have a second interest, no less important in my mind, in the form of Namibian economic development. Branding feeds into it. Commercial outcomes depend on relationships and clear understanding of what those relationships are expected to produce in terms of value creation. Branding produces commercial and / or behaviouraloutcomes. If a brand succeeds it grows the economy, creates jobs and reduces the need for imports. If it fails it will impoverish the owner of a small enterprise or be a lost opportunity cost for the larger enterprise. There's a lot at stake.

Part of the exercise of these columns is suggesting ways that Namibian brands can be made more effective. Use it or lose it. Fifty columns are done and more lie ahead. I wonder what changes and insights lie ahead. Thanks for reading and stay tuned for more.

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

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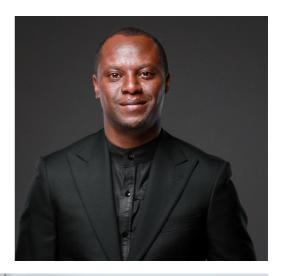


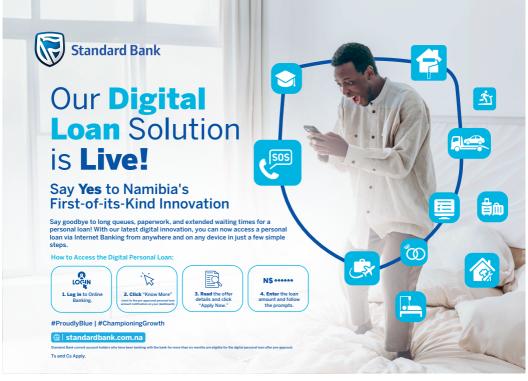
# National internship programme benefits 990 students to date

he Namibia National Internship Programme (NNIP) has placed 990 students in Work Integrated Learning (WIL) across various sectors since its launch in 2019, according to the latest figures shared.

The NNIP was established to assist students who require internships to graduate, while helping institutions of higher learning secure internship placements for students, thereby accelerating job creation among the youth.

To further the initiative's growth, Mobile Telecommunications Limited (MTC), the custodian of the program,







has nationalized the initiative and encouraged other corporations to support it.

The Social Security Commission (SSC) recently became the organization sixth to contribute to the providing program, N\$200,000 in funding. The support alongside places SSC other contributors such as the Namibia Institute of Pathology (NIP), Momentum Metropolitan Foundation, Old Mutual, Standard and Bank Namibia.

"We truly are appreciative of the companies that have joined us in providing facilitating opportunities. Corporate Namibia understands that smart partnerships easily yield the desired outcomes. Therefore, we commend and welcome SSC to the program. In addition to helping their students meet WIL requirements for graduation, the program also equipping is them with the skills needed succeed to the job market," Tim said Ekandjo, MTC's Chief Human Capital, Marketing, and Corporate Affairs Officer.



Milka Mungunda, SSC Executive Officer, expressed confidence in the program's positive impact, emphasizing its role in addressing the critical gap in workintegrated learning.

"SSC is proud to be part of this partnership, which exemplifies our national commitment to youth development and graduate employability. This collaboration aligns with our mission and vision to improve the quality of life for the most vulnerable, while building a skilled and educated workforce. With this donation. we are investing

the future workforce and future SSC members. Together, we can ensure that every young Namibian gains the practical experience and skills needed to thrive in today's competitive job market," said Mungunda.

Currently, the NNIP has an annual intake of 300 students. However, the program has set an ambitious target to increase its capacity to at least 1,600 students per year, which would require an annual capital injection of N\$14 million.





# Developing a health programme for your poultry business

By Hanks Saisai

he success of any poultry production enterprise is significantly influenced by the health measures implemented by the farmer to ensure the continual safety of the bird enterprise. Many times, farmers without a health pprogramme expose their ventures to problems such as bird ailments, mortality and retarded or stunted growth.

Developing a simple, but yet effective health programme for birds is a factor of success in poultry farming, and it usually begins with developing biosecurity measures. The first measure usually involves fencing off the area around the chicken coop/s to limit or restrict access. This is followed by the setting up of a disinfecting station, a footbath

and a handwash, comprising of water-based disinfectants such as Viral Kill, F10 SC Veterinary Disinfectant or Logisan at the entrance of the premises.

Additionally, a vaccination programme must be established for the poultry enterprise to prevent diseases and avoid production interruptions on the farm. Identifying and knowing the diseases affecting poultry is essential. Newcastle, Infectious Bronchitis, Infectious Coryza and Infectious Bursal Disease (Gumboro disease) are among the common poultry diseases in Namibia. Occasionally, there are outbreaks of Avian Influenza. therefore. the vaccination programme should cover these diseases as well. Farmers must ensure that at 1 day old, chicks are vaccinated against Newcastle

Disease and Gumboro Disease by using ND Clone 30 and Gumboro D78 via drinking water or coarse spray via eye drops or mist spray on their heads. A week later when the chicks are about 7 days old, they can be vaccinated against Infectious Bronchitis by using IB Ma5 vaccine via drinking water or a coarse spray on their heads. After a period of one to two weeks, it is recommended administer the booster vaccines through drinking water, a fine or coarse spray, or eye drops. The chickens can be given a second dose of ND Clone 30 to prevent Newcastle Disease, IB Ma5 to prevent infectious Bronchitis disease and Gumboro D78 to prevent Bursal Infectious (Gumboro Disease). At day 35, chickens must be administered 0.5 ml of Nobilis Coryza subcutaneously (under the skin) into the lower part of the back of the neck to prevent Infectious Coryza. This can be repeated after 4 weeks to ensure full immunity against Infectious Corvza disease.

To enhance the health programme on a poultry farm, farmers are advised to always stock up on antimicrobial remedies such as SWA-DOXY-MYCIN, Doxy Maxx 50%, Doxycip 50% and Pulmdox 50 OSP that can be used to treat common bacterial respiratory diseases and gastrointestinal infections.

As a precautionary measure, farmers are advised to construct

sick bays (isolation centre) where all birds with clinical signs of diseases can be kept in isolation to minimize the spread of contagious poultry diseases among the flock. Parasite control remedies are also necessary when designing a health programme. Therefore, it is vital to also stock up on remedies such as Piperazine to control internal parasites and Karbadust to fend off ticks and other external parasites enabling birds to produce with minimal stress.

In addition, farmers must include supplements their health programme. Supplements such as Optiboost. Carmino + and Stresspac help meet the nutritional requirements their birds by providing the much-needed trace elements such as Iron, Calcium and a range of vitamins and other minerals. Furthermore, once the production cycle of the birds is complete, farmers must sterilize and disinfect the coops before introducing a new group of chickens or birds to the same housing structures.

Implementing a good health programme is a farmer 's gateway towards viable poultry farming for profit as it serves as a protective measure against diseases that can significantly impact production.

\*Hanks Saisai is Technical Advisor: Crops & Poultry at the Agribank

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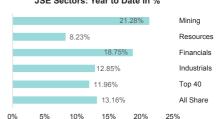
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