

RAND
Namibia
benefits from
Rand peg
p. 06



MEDIA
Sensible media
selection and
processed cheese
p. 08



APPOINTMENT
FNB appoints Veranus
Shinyembah as Head
Small Medium Enterprises
p. 11



THE BRIEF

News Worth Knowing



**N\$100-million Maerua Mall
expansion completion
anticipated before December**

FRIDAY 06 SEPTEMBER 2024

MAIN STORY



N\$100-million Maerua Mall expansion completion anticipated before December

Oryx Properties says the Maerua Mall renovation and expansion project is now in its practical completion phase, with full completion expected by mid-November 2024.

The company said the Mall will be fully operational in time for the 2024 December trade season. Oryx Properties has obtained a N\$47 million ABSA development loan to finance the initial phase of Maerua Mall's

Crucial Dates

- Bank of Namibia Monetary Policy announcement date:
23 October 2024
4 December 2024
- Global African Hydrogen Summit (GAh2S)
Windhoek, Namibia from 03 – 05 September 2024

All the wet work and the brick work should be done by the end of September.

expansion. According to Oryx Properties Chief Operating Officer PJ Bergh, by the end of September 2024, a lot of the current tenants in the clip-on should be able to fill out their respective stores.

He emphasised that all wet work and brickwork are expected to be finished by the end of September. Although there is a five-day delay, the goal is to achieve practical completion ahead of the December 2024 trading period.

“All the wet work and the brick work should be done by the end of September. We are running five days behind, but the whole idea for the practical completion opening would be before the December

trade,” he said.

Furthermore, Bergh announced that they are currently ahead of budget. The project budget is approximately N\$100 million. It covers 1,800 square metres, with an emphasis on two or three key restaurants located on the exterior and a connecting walkway.

He highlighted Oryx secured leases with Bossa Restaurant, Bathu Shoes, Old Khaki Shoes, OTB Sports, Total Tools and HiFi Corp, which is moving to a larger location.

“Signed leases are Bossa Restaurant, Bathu Shoes, Old Khaki Shoes, OTB Sports, Total Tools and HiFi Corp relocated at a larger space,” he said.



Getting ahead starts with getting started.

Take the first step towards preparing for the challenges and opportunities that life may bring. Speak to your Sanlam financial adviser or broker today for financial confidence, security and prosperity.

Financial Planning | Investments | Insurance | Retirement | Wealth



Oshikango leads Namibia's busiest hub for informal cross-border trade



Namclear hereby invites appropriately qualified vendors to participate in the below Request for Proposal:

REQUEST FOR PROPOSAL (RFP) FOR THE APPOINTMENT OF A STRATEGIC CO-SOURCING INTERNAL AUDIT PARTNER

The Terms of Reference (TOR) will be available via email. **Interested parties must hand deliver their proposals to:** Namclear, Rieks House, C/o Feld and Rieks van der Walt StreetAusspanplatz

FEE: N\$1000
CLARIFICATION SESSION: Yes, Via MS Teams
CLOSING DATE: Friday, 20 September 2024 at 12H00 PM

Namclear reserves the right to withdraw the expression of interest at any time without notifying any party and furthermore to negotiate with any of the prospective service provider and is not bound to not accept the lowest or any other proposal.

NB: Envelopes should be clearly marked with the title of the Tender.

ENQUIRIES:
Mr Paulus Imene
Internal System Auditor
Tel: (061) 375 279, Email: pimene@namclear.com.na

The Oshikango Border Post has emerged as the busiest hub for Namibia's informal cross-border trade, handling 46.7% and N\$4.8 million in total trade, according to a latest report.

The Namibia Statistics Agency's Informal Cross Border Trade Report says despite a 41.9% drop in exports since 2019, Oshikango maintained its leading position with N\$4.4 million in exports and accounted for 33.6 per cent of all imports.

"The Oshikango Border Post contributed immensely to the positive trade balance with a trade surplus of N\$4.0 million. In November 2023, the highest value for exports (N\$4.4 million) and imports (N\$397 000) were recorded at the Oshikango Border Post," the report says.

Among the border posts surveyed,

Katima Mulilo followed with 31.0 per cent (N\$2.8 million) of exports and 5.6 per cent (N\$66,000) of imports, totalling N\$2.9 million and a surplus of N\$2.8 million.

Omahenene contributed 16.1 per cent (N\$1.5 million) of exports and 31.2 per cent (N\$368,000) of imports, with a trade volume of N\$1.8 million and a surplus of N\$1.1 million.

Sarasungu had the lowest export share at 4.5 per cent (N\$407,000) and 29.6 per cent (N\$349,000) of imports, with total trade reaching N\$756,000 and a small surplus of N\$58,000.

The findings further revealed a significant drop in total informal trade, decreasing by 46.8 per cent from N\$19.4 million in September 2019 to N\$10.3 million in November 2023.

Exports dominated the trade, accounting for 88.5 per cent of the total (N\$9.1 million), while imports contributed only 11.5 per cent (N\$1.2 million).

“Namibia reported a trade surplus of N\$7.9 million with no trade deficits ever since the inception of the Informal Cross Border Trade Survey,” it is reported.

The survey reported that 25,765 traders were interviewed. It was noted that exports, due to their significance in trade, involved the majority of traders, with 82.7 per cent, or 21,302 traders.

On the import side, 4,463 traders participated, representing 17.3 per cent of the total.

It is further reported that

figures revealed that male traders lead in exports, contributing N\$6.0 million compared to N\$4.3 million by females.

However, female traders dominated the import sector, controlling 71.5 per cent of imports.

“A closer look into the flow of goods shows that the value of goods traded by males accounted for 62.1 per cent while that of females accounted for 37.9 per cent of the total informal exports during the period under review,” it reads.

Angola emerged as Namibia’s largest informal trade partner, accounting for 69.0 per cent of exports and 94.4 per cent of imports.

Zambia took the remaining 31.0 per cent of exports and contributed 5.6 per cent of imports.

Key export commodities included sugar, cereal flours, and baked goods, while imports were led by cereal grains, vegetables, and pasta.

WIMAN
THE WOMEN IN MINING
SUMMIT
2024

REGISTRATION

Ticket Information

- Conference Only: N\$ 2500
- Gala Dinner Only: N\$ 1000
- Conference & Gala Dinner: N\$ 3200
- Exhibitors: N\$ 1500 (includes access to the summit)
- Early Bird Special:

Register before 15 September 2024 for a combined ticket at N\$ 3000

QR CODE

SCAN ME TO REGISTER

#WIMAN2024
#WIMANSUMMIT

SPONSOR
NEBANK

IN PARTNERSHIP WITH
IMPACT DESK

MEDIA PARTNERS
FM BR/EF

Stay
informed
about
Energy
sector in
Namibia



[Click here](#)

M&E
MINING & ENERGY



Namibia benefits from Rand peg

Economist Robin Sherbourne says Namibia's decision to link its currency to the South African Rand has proven beneficial for the country.

Speaking at an Economic Association of Namibia event, Sherbourne noted that while Namibia had the option to introduce its currency, pegging to the Rand was the most prudent choice at the time.

"I believe our currency arrangement with South Africa has served us well as a small country. We played our cards very well by introducing our currency in the 1990s. We had the option if South Africa went pluck hold in the 1990s," Sherbourne said.

Oil and gas production may however give the government an option to once again toy with the idea of de-pegging from the Rand. Sherbourne said such

a decision would however have to be taken on sound economic principles.

“We played everything right, but once we produce oil and gas, we might believe there is an ideal currency arrangement, but it must be based on hard-nosed analysis,” Sherbourne said.

In February, Bank of Namibia Governor Johannes !Gawaxab raised the prospect of de-pegging from the Rand, saying the prospect of Namibia’s economic structure could change given potential oil and gas production.

He, however, warned that de-pegging from the Rand at the moment would lead to a lot of volatility and hurt Namibia.

At independence in 1990, Namibia opted to remain in the Common Monetary Area, leaving monetary and exchange rate policies to South Africa.

Meanwhile, in its decision to keep the repo rate unchanged at 7.75%, the Monetary Policy Committee of the central bank said the decision was guided by disinflation domestically and globally.

Fly Namibia

our most recent edition!

PostPaid
Infinite

INFINITE BUNDLES

Now with a
Recurring Option

Enjoy **infinite control** by **customising your Infinite bundles** to recur every month.

Adjust your selection to activate the new option before the start of the new month in order to receive the new option/s at the start of the next month.



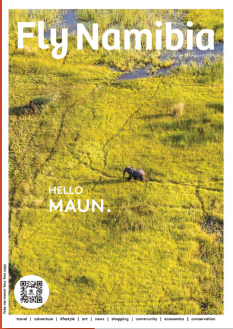
**Dial *682#**
Log onto **MyMTC App**
to purchase **Infinite bundles**

Available to all Infinite Customers

Ts & Cs apply

 mtc.com.na

make the connection
mtc



with
adventure,
lifestyle,
feel good
stories and
more.

[READ ONLINE](#)

Sensible media selection and processed cheese

By The Brand Guy

In 1999 I attended a large agency middle management course. One of the moments that I have carried with me from amongst many ideas was the proud display of an ad for processed cheese in a major, specialist financial publication. Sometimes ideas don't have to make sense to stick in the head.

The reasoning was bizarre to my mind, almost flippant, but an ineffective revolution. The terminology used was a 'breaker'. By placing the ad in a financial publication, breaking the standard patterned media model, the agency hoped to bring the product into jarring relief, and also maximize product sales or at least penetrate a new segment.

My immediate thought was of the standard commission on media of 16,5% (and it was a very expensive publication).

The move came across as cynical profiteering though laudable from the point of driving agency revenue.

The media universe, the so-called 360, has since expanded and fragmented with the expansion of options for external integration and touchpoint analysis, online media, related SEO, social media and a new revenue model. That means a change of practice...



“

By placing the ad in a financial publication, breaking the standard patterned media model, the agency hoped to bring the product into jarring relief, and also maximize product sales or at least penetrate a new segment.

The first and most obvious thing is to match communication to the medium. A processed cheese ad in a financial publication is about as sane as using LinkedIn for dating ads.

People gravitate to media based on specific interests. Processed cheese might sell in a general interest magazine with a strong retail component, alongside retail commercial finance, but use specialist financial media to move financial products, not cheese.

The question is what is the lost opportunity cost of advertising in the wrong medium? If the product sells more in a better medium, the lost opportunity cost is the difference

THE
BR/EF | 06:40 Mon-Fri
MOOKS & ADORA In the Morning

92 FM

between sales emanating from the appropriate and inappropriate medium.

Choose your medium based on at least an informed thumb-suck projection.

The fact that a medium exists does not mean it is appropriate for use. If there is uncertainty about effective media, the practice of growth hacking should come into play.

Growth hacking is a strategy that uses experimentation and innovation across various marketing channels to achieve sustainable growth. It entails using creative, (relatively) low-cost strategies to acquire and retain customers, leveraging data and technology.

In the 90s, before social media, the aim was to reach many consumers as often as possible. Growth hacking leads to the idea that you can now affordably reach the market that is most likely to produce sales volumes, particularly with social media. You don't need to reach everyone, just the market that will buy the product.

Aside from buying a highly targeted market with social media page promotions, you don't need presence on all social media. For instance, Pinterest deals with inspiration that might include recipes using cheese.

TikTok or Facebook Reels might also be fertile ground. What social media can be excluded?

What is implicit to this is that the medium needs to maintain effective focus and relevance, often within a niche. That focus is a source of income. By allowing the focus to degrade, media loses traction. Why should the financial sector put budget into a publication that is characterized by

processed cheese?

The practice of asymmetric messaging on social media should also be taken into account.

Many people need to see different messages that are identifiably the same brand on different large media platforms. That's an expense in terms of money and resource, as is A/B testing.

The expense of multiple material is deductible against sales.

What I currently see is patterned behaviour, a limited set of options presented repetitively. What needs to happen is that touchpoints need to be examined and considered for effect, and strategy needs to be brought to the fore.

****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.***

REQUEST FOR PROPOSAL



Bank of Namibia

Description of Services

PROVISION OF PRINTING SERVICES FOR
THE BANK OF NAMIBIA
BON NO: 24/2024

Cost

Free

For more information & Request for the Terms of Reference:

Website: www.bon.com.na
E-mail: info@bon.com.na

Closing Date

MONDAY, 23 SEPTEMBER 2024 AT 12:00
(NO LATE SUBMISSIONS WILL BE ACCEPTED)





NAMFISA hosts Zimbabwe's securities and capital markets regulator

The Namibian Financial Institutions Supervisory Authority (NAMFISA) hosted a three-member delegation from the Securities and Exchange Commission of Zimbabwe.

The delegation, headed by Norman Maferefa, the Director for Licensing, Supervision, and Surveillance, aimed to gain insights into NAMFISA's operations, specifically its Risk Assessment Tool and the Electronic Regulatory System (ERS).

"Operational efficiency and stakeholder engagement are key strategic themes for our organization, and we are pleased to offer guidance and support to other regulators who wish to learn from our experience," said NAMFISA's Deputy CEO for Market Conduct and Operations, Johannes Smit.

"The focus on operational efficiency is aimed at enhancing service delivery through streamlined processes, aligned structures

and systems, and fostering a culture that builds human capacity to fulfill the organization's mandate effectively."

NAMFISA has assisted several regional bodies in improving regulatory and supervisory functions, such as Botswana's Non-Bank Financial Institutions Regulatory Authority (NBFIRA), the Tanzania Insurance Regulatory Authority (TIRA), Eswatini's Financial Services Regulatory Authority (FSRA), as well as Zimbabwe's Insurance and Pension Funds (IPEC) regulatory body, among others.

NAMFISA's CEO, Kenneth Matomola, is currently serving as the Chairperson of the Committee of Insurance, Securities, and Non-Banking Financial Authorities (CISNA), a regional body that aims to promote the harmonization of regulatory and supervisory regimes within the SADC region

FNB appoints Veranus Shinyembah as Head Small Medium Enterprises



FNB Namibia has appointed Veranus Shinyembah as the Head of Small and Medium Enterprises, effective 1st September 2024.

Shinyembah, who has a deep appreciation for the Namibian entrepreneurial and social environment, was previously the Regional Manager Commercial: Far North for the past one and a half years.

He holds a Bachelor of Economics from the University of Namibia and is currently pursuing a Master’s in Leadership and Change Management from the Namibia University of Science and Technology.

“With over 14 years of experience, Veranus has a proven track record of success in the areas of Business Development and entrepreneurship, making him an excellent candidate for the role. We are confident that his agility and forward-thinking nature will add significant value to our Small and Medium Enterprises division,” said Sepo Haihambo, CEO of FNB Namibia Commercial.



2025/26 NAMIBIA HOUSEHOLD INCOME AND EXPENDITURE SURVEY: PILOT SURVEY

30 September - 20 October 2024



Namibia Statistics Agency
P.O. Box 2133,
FGI House, Post Street Mall,
Windhoek, Namibia

Tel: +264 61 431 3200
Fax: +264 61 431 3253
Email: info@nsa.org.na
www.nsa.org.na





FINANCIAL MARKET MONITOR

Enriching
Generations

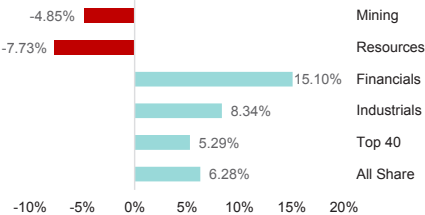
Commodities

Spot Gold	2512.84
Platinum	926.67
Palladium	932.88
Silver	28.53
Uranium	79.50
Brent Crude	72.34
Iron Ore	88.09
Copper	8994.73
Natural Gas	2.28
Lithium	11.15

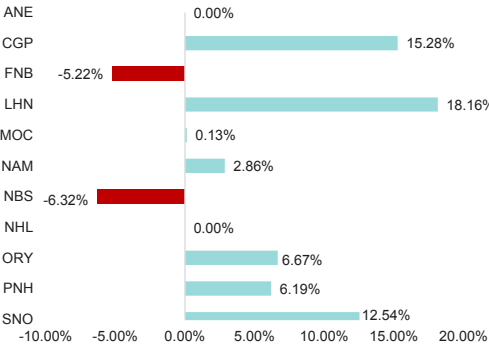
Currencies

USD/ZAR	17.7870
EUR/ZAR	19.7437
GBP/ZAR	23.4293
USD/CNY	7.0898
EUR/USD	1.1107
GBP/USD	1.3173
USD/RUB	90.3052
CPI	4.60%
Repo Rate	7.50%
Prime Rate	11.25%

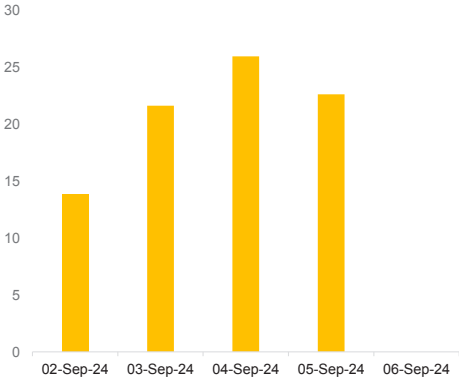
JSE Sectors: Year to Date in %



NSX Local Stocks: Year to Date in %



JSE All Share Tarded Value (ZAR Billions)



Global Indices: Year to Date in %

