

**VINEYARD**  
Namibia Grape Company  
commits N\$24 million  
for vineyard revamp  
p. 06



**APPOINTMENT**  
Namene Kalili appointed  
NAC Commercial Services  
and Strategy Executive  
p. 15



**POLITICIANS**  
Personal financial  
management  
for politicians  
p. 16



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## Savanna Beef unfazed by US tariffs, eyes EU and Chinese markets

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## MAIN STORY

# Savanna Beef unfazed by US tariffs, eyes EU and Chinese markets

**S**avanna Beef has downplayed the impact of recently imposed United States tariffs on Namibian beef exports, stating that the company is instead focusing on penetrating European and Chinese markets.

This follows the US government's decision last week to impose import tariffs on over 180 countries, including Namibia, which now faces a 21% tariff on beef exports.

Although US President Donald Trump this week announced a 90-day pause and reduced reciprocal tariffs to 10% for 75 countries, Namibia was excluded from the revised list.

Industry experts have warned that the tariff is likely to reduce the competitiveness of Namibian beef and fish exports in the US market, potentially leading to a decline in both demand and export volumes.

However, Savanna Beef Chairperson Mecki Schneider told The Brief that the company is not concerned, as it has not yet started exporting and is targeting alternative markets.

"We are not there yet. Perhaps towards the end of the year, we will be exporting, but a lot needs to happen until then. It is not our main focus. We are looking at other markets, such as the European Union and China, which are still down the road," Schneider said.

Savanna Beef is currently awaiting the completion of its export beef-processing facility and expects the finalisation of its export contract by 21 August 2025.



## Crucial Dates

- Bank of Namibia Monetary Policy announcement date:
  - \* 16 April 2025
  - \* 18 June 2025
  - \* 13 August 2025
  - \* 15 October 2025
  - \* 3 December 2025

Schneider said the company is in the process of acquiring veterinary export status and has set an initial target of 50,000 slaughters per year.

“Savanna Beef is targeting 250 slaughter per day. First, we need to get it to an acceptable amount locally and within the SADC region, even though that is not optimal at the moment due to conditions,” he said.

He explained that the local market is dominated by the export of live weaners, which offer minimal value addition.

The company’s strategy is to retain more cattle locally to enhance value through processed beef exports.

“We have to convince farmers to keep animals longer because it takes financial investment to keep animals longer. But they sell as it is cheaper; we depend on South

Africa, but selling off weaners is not very good,” Schneider stated.

He added that Savanna Beef aims to retain an additional 50,000 weaners annually and offer better prices to local farmers to encourage them to delay sales in favour of value-added processing.

In November last year, Meatco reported that 8,152 cattle were exported from Namibia, with the majority being weaners sold to South Africa.

“We have been speaking to experts on the live export market. South Africa doesn’t have a veterinary status and therefore cannot export to the places that we can. We have access. We are the only country in Africa, along with Botswana, that can access those markets such as China and the EU,” Schneider said.



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## Namibians owe microlenders N\$8.1 billion

**T**he microlending sector in Namibia saw significant growth in the fourth quarter of 2024, with the total loan book expanding by 11.1% quarter-on-quarter and 12.8% year-on-year, reaching N\$8.1 billion, latest data shows.

The Namibia Financial Institutions Supervisory Authority (NAMFISA) noted that loan disbursements have been the key driver behind the growth, as term lender loans, which make up 94.0% of the total loan book, grew by 10.7% from the previous

quarter and 10.1% year-on-year, reaching N\$7.6 billion.

The number of new loans issued also surged, increasing by 13.0% quarter-on-quarter and 15.9% year-on-year to 190,973 loans.

"Payday lenders were the leaders in loan issuance, accounting for 76.0% of new loans, while term lenders contributed the remaining 24.0%," NAMFISA added.

However, the report highlighted a drop in average loan disbursement values for term



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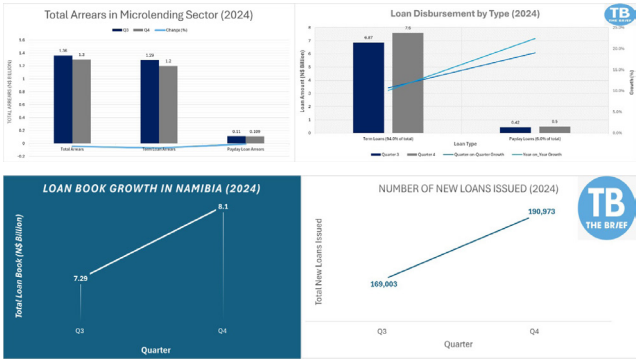
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lenders.

"The average loan disbursement for term lenders decreased to N\$27,885, while payday lenders saw an increase, with their average loan value rising to N\$3,875," NAMFISA said.

Despite the growth, the report indicated challenges in repayment, with total arrears declining by 4.6% quarterly but still reaching N\$1.3 billion by the end of the quarter.

"Arrears as a percentage of the total loan book represent 17.0%, signaling potential repayment difficulties among borrowers," NAMFISA noted.

Arrears for term borrowers amounted to N\$1.2 billion, marking a 6.9% decrease from the previous quarter.

"This decline suggests some improvement in repayment, although arrears exceeding 120 days still represented a significant portion at 11.0% of total arrears," said the report.


Payday borrowers faced higher arrears, totaling N\$109 million, with 22.0% of payments overdue.

The largest portion of payday loan arrears was also from those exceeding 120 days, which accounted for 13.0% of total payday arrears, said NAMFISA.

In terms of participation, the total number of household borrowers reached 240,475 by the end of December 2024.

While this marked a 2.3% decrease quarter-on-quarter, it represented an 8.4% increase year-on-year.

"The decrease in borrowers was mainly driven by term lenders, while the year-on-year growth was supported by both term and payday lending," NAMFISA explained.



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# Namibia Grape Company commits N\$24 million for vineyard revamp

The Namibia Grape Company (NGC) has announced a N\$24 million capital investment to replant and replace aging vineyards and improve key infrastructure.

This announcement was made by the NGC Board Chairperson, Richwell Lukonga, during the company's first-ever dividend payout ceremony, where N\$10 million was handed over to its shareholder, the National Youth Service (NYS).

Lukonga acknowledged the dividend payout as a testament to the company's strong financial performance and resilience, despite ongoing challenges in the grape industry.

"Despite the challenges faced across the grape industry, the NGC Board remains committed to the sustained growth of the business. This commitment includes a replanting programme and other major capital investments planned over the next five years," he said.

NGC has seen growth in the 2024/2025 season, exporting 548 containers of grapes through the Port of Walvis Bay, which is a 43% increase from the previous season.

The company also remains a significant employer, with over 1,200 Namibians hired during peak harvest times.

Highlighting the company's financial progress, Lukonga shared that NGC successfully raised and repaid a N\$130 million capital facility from Standard Bank in



the previous year.

"We are happy to share with you that the facility is paid off, despite the fact that we will still need part of the facility for this financial year. But we are in a very good position just as we started this relationship," he added.

According to the Chairperson, a key development in NGC's operational model is the new service agreement between NYS and Capespan, which came into effect in the 2024 financial year.

Under this commercial partnership, NGC holds a 51% stake, while Capespan owns the



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remaining 49%.

Lukonga emphasised that the partnership allows for proportional participation in operations and profit-sharing, ultimately maximising shareholder value for NYS.

The N\$10 million dividend will not only support NYS operations but also enhance its agricultural initiatives.

A portion of the funds will be used to acquire centre pivots to boost agricultural

production, promoting self-sustainability and food security.

These efforts are expected to generate employment, create internships, and provide Work Integrated Learning (WIL) opportunities for NYS trainees and students from other institutions.

NYS also plans to expand its impact by increasing its 16th intake to 1,000 youth, up from 750 in the previous years.



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# Branching out: Decentralizing the brand

By The Brand Guy

I recently had the opportunity to give a guest lecture on brand management. The Q&A session gave pause for thought. The gist of the question was this: does the brand need to be exercised centrally, or can it be delegated to branches and regions?

I also recently made a poster for a basketball tournament in a small town, somewhere west of Windhoek. I noticed a pair of large banks sponsored, and subsequently did my best to give professional prominence to the logos. I hope that the organization that initiated the tournament holds more in future and attracts more sponsorships.

What I noticed was that there was no long approval process. Obviously the brand can be decentralized to a degree, controlled from the town or region. But I am also aware that the process of featuring a logo as gratitude can be protracted if central control is too restrictive.

The decisions to sponsor were clearly taken based on local interests. The managers saw the opportunity and used it. Their benefit is local brand awareness. If it was centralized from the head office, the decision process would probably have been delayed to the



“

If the brand manager has a track record of holding rigid control and delaying messages and presence, this may be construed as insecurity and inefficiency, possibly counterproductive to the brand.

point where the tournament would have gone on without at least one sponsor.

Yet it is possible to benefit from local brand presence with the centralized brand management function supporting local management, if the setup is right.

Firstly, the central brand manager must recognize the value of the brand in a town or in a branch. People in different places

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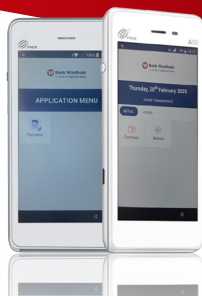
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differ from one another culturally and sociologically. For instance a small stock farmer will be a different person from a horticulturalist in northern Namibia.

By recognizing and incorporating the variance, the brand manager has an opportunity to meaningfully build the brand at a local level in ways that are relevant to the local audience. Stop for a moment and consider how this counters content saturation. The variance in messages counters boredom at the local level and uses relevance to build incremental attention gains. Secondly, the local branch manager needs an own budget. This could likely be the local CSI budget as local events will more often than not have the aspect of CSI. This assumes that CSI is governed by policy. If this is the case, it is worth building a formula for the actual sponsorship vs the allocation for policy.

Thirdly, the role of the central brand manager must be to act as a gatekeeper, ensuring the messaging adheres to the brand standards. The role of the brand manager must be to guide and train, not to control. What is implicit is that the brand manager must have trust in the local manager to identify and implement plans that are suitable for the local area.

Finally, the central brand manager has to operate quickly and flexibly. There is no point in acting as a stop sign, holding rigid control, and blocking messaging that could create opportunities for exposure. In fact, speed and flexibility could conceivably be part of the brand manager's KPIs.

If the brand manager has a track record of holding rigid control and delaying messages and presence, this may be

construed as insecurity and inefficiency, possibly counterproductive to the brand.

In answer to the question, localization of messages offers distinct business and brand gains. However it needs to be well managed. There is no point in denying an opportunity to grow locally.

***\*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. Reach him at [contact@pressoffice7.com](mailto:contact@pressoffice7.com) if you need thought-leadership, strategy and support.***



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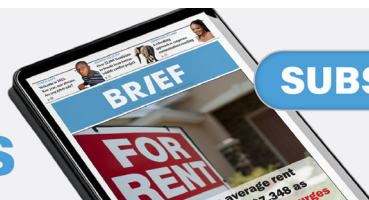


# NSX secures new listing with Koryx Copper Inc.

**T**he Namibia Securities Exchange (NSX) has secured a fresh listing with Canadian-based Koryx Copper

Inc., which will officially begin trading on the local bourse from Thursday, 10 April 2025.

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The move follows the successful completion of all regulatory requirements, marking a key milestone for both the NSX and Koryx as the company strengthens its ties with the Namibian investment community.

Primarily listed on the TSX Venture Exchange in Canada, Koryx Copper’s dual listing on the NSX is set to improve accessibility for local investors, while maintaining its primary listing status abroad.

“This dual listing on the Namibia Securities Exchange marks an important milestone which demonstrates our commitment to Namibia and its thriving mining sector and well-developed capital markets,” said Heye Daun, President and CEO of Koryx Copper.

Daun emphasized that the listing will simplify on-market purchases for Namibian retail and institutional investors, giving them a more direct opportunity to participate in the company’s future financings and long-term growth.

“This step deepens our relationship with local investors and enhances market liquidity, while ensuring Namibians have a more tangible stake in the country’s mineral wealth,” he said.

Koryx Copper is developing the 100%-owned Haib Copper Project in southern Namibia, currently at the Preliminary Economic Assessment (PEA) stage. The company is also expanding its exploration efforts through copper licences in Zambia.

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# Beyond the Triple Constraints: Redefining project success through benefits realization

By Victor Mutonga

For Decades, the success of projects has been judged by the traditional triple constraints: cost, time, and scope. If a project was delivered on budget, within schedule, and to the agreed specifications, it was celebrated as successful. But as Namibia tackles more strategic and long-term initiatives- from energy and education to the public health and infrastructure- it is clear that is definition is no longer enough.

Project success must now be measured not only by delivery efficiency but by strategic effectiveness- and that's where benefit realization becomes key.

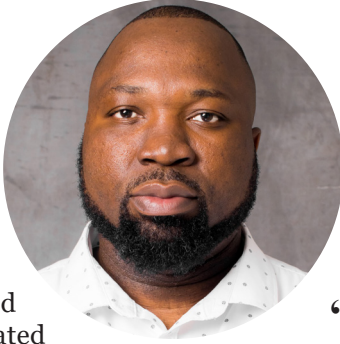
## The Triple Constraint Trap

Many public and private projects in Namibia have been declared “successfully completed” even when their intended benefits never materialized. A school built on time but left underutilized due to lack of teachers; a water project completed within budget but never operational due to missing connections, these are not isolated examples.

Delivering a project on time and budget is no longer the finish line- it is only the starting point for value creation.

## What is Benefits Realization

Benefits realization is the process of identifying, planning, measuring and sustaining the tangible and intangible gains that a project delivers after completion. It answers the real question:



“

**Many public and private projects in Namibia have been declared “successfully completed” even when their intended benefits never materialized.**

What value will this project bring to citizens or stakeholders?

How will it improve livelihoods, efficiency, or service delivery?

Are we achieving the strategic intent of the project?

Namibian institutions- ministries, SOEs, local authorities- must begin embedding Benefits Realization Management (BRM) into their project governance frameworks. Because ultimately, it is not the bridge that matters- it is the connection and opportunities the bridge enables. We can all quickly relate to the Bridge that collapsed on the B1 Road to Rehoboth few weeks ago. That single failure disrupted thousands of lives through commuters who could not make it to work, patients missed critical hospital visits, goods and services were delayed, school children stranded, and business lost money. That incident alone reminds us that infrastructure projects are not about

concrete, and steel alone, but they are about connectivity, livelihoods, dignity, and access.

**A Classic Case: The Sydney Opera House**

The Sydney Opera House project is a world-famous example often referenced in project management. It was a spectacular failure in terms of the triple constraints:

**Time:** Planned to be completed in 4 years, Actual 14 years.

**Cost:** Budgeted for AUD 7 million, it ballooned to over AUD 100 million.

**Scope:** The final building(asbuilt) differed significantly from the original design.

Yet today, the Sydney Opera House is considered a global symbol of success. Why? Because it delivered exceptional benefits: It transformed Sydney's global image. It became a UNESCO World Heritage site. It generates hundreds of millions in tourism revenue annually.

As Namibia embarks on large-scale projects and programs such as delivering the Swapo Party manifesto, V2030, NDP 6, completion of NDP 5, Harambe Plan and more as ambitious plans, we must define our success beyond the triple constraints by:

### **1. Integrating Benefits Realization from the Start**

Every project proposal should define expected benefits and include a Benefits Realization Plan (BRP). Benefits must be tracked beyond project closure and assign ownership and accountability.

### **2. Align Benefits to National Goals**

Tie benefits to national strategies (Vision 2030, Harambe Plan, SDGs) to ensure long-term relevance.

### **3. Assign Benefits Ownership**

Projects and programs end, but benefits live on. Ministries or departments

must be made accountable for realizing and reporting on benefits post-implementation, and this should be done prior to execution of the project or program, and enforced in your governance framework

### **4. Monitor Benefits Realization Over Time**

Use KPIs, dashboards and evaluation reports to track how projects are transforming services, communities, and systems.

### **5. Balance Constraints with Value: Did we deliver the business case?**

A rigid focus on budget or timeline can sometimes sacrifice innovation or future impact. Apply judgement where strategic value outweighs delivery challenges. This is seen in project and program environments, particularly in the public domain, where pressure to stick to the original budget and timeline at costs. However, while the fiscal responsibility is essential, an overly rigid focus on the triple constraints can unintentionally suffocate innovation, discourage adaptive thinking and limit long term impact.

At times delivering strategic value means having the courage to make well justified adjustments, extending timelines to incorporate smarter technologies, or revisiting the scope to increase sustainability and benefit muscle. Let's think of it this way a little: a project delivered on time, on budget and according to the agreed scope, but fails to improve the lives of the of the people (business case) is a missed opportunity. So, from now on, instead of asking "did we stay within the baseline?". We must start asking "Did we deliver the something worth the investment (business case).

Project governance will play a pivotal role by creating flexibility through



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allowing on the ground execution teams and their project sponsors to apply judgement and foresight when a delivery challenge arises. This is not about overlooking the triple constraints, but more of balancing them against the value the project or program was meant to create (business case). As decision makers, project, and program leaders, we must recognize when strict compliance kills potential, and when bold but informed deviation leads to better outcome for the nation,

So even if when a bridge project is completed on time and within budget, the real question at the end of the day is, did it connect lives? Did it sustain opportunity? Did it fulfill its purpose beyond the physical form?

It's Not the Building, It's the Benefit. Namibia must mature beyond merely completing projects. True success lies in transformation, impact, and value for the people. Just as the Sydney Opera House overcame its early struggles to become an iconic success, so too can Namibian projects- if we focus not just on the deliverables, but on the difference, they make.

Let's put emphasis on the Benefits, Benefits Realization Management Plan and that each project must demonstrate this in the business case, and BRM plan should be created and enforced through project/program governance,

So, the next time a project runs slightly over time or cost, don't rush to call it failure. Ask instead: "Are we achieving the business case? Are the lives of the masses better because of this?" and if the answer is yes, you're doing more than managing a project, you're transforming lives.

"A Successful project is not just one that is completed by ticking the triple constraints, but rather the one that changes lives, cities and creates better futures"

**\* Disclaimer: Victor Mutonga is an employee of Debmarine Namibia, however, the views expressed in this article are his own, and do not necessarily reflect the views of this employer**

## Namene Kalili appointed NAC Commercial Services and Strategy Executive

The Namibia Airports Company (NAC) has announced the appointment of Namene Kalili as its new Commercial Services and Strategy Executive, effective 1 April 2025.

Kalili will be based at the organisation's head office in Windhoek.

With over two decades of experience across Namibia's public and private sectors, Kalili will be tasked with spearheading revenue growth through enhanced commercial services and leading the development and implementation of NAC's new five-year Integrated Strategic Business Plan (ISBP).

Chief Executive Officer of NAC, Bisey / Uirab, welcomed Kalili's appointment, stating: "We are excited to welcome Mr Kalili on board. His broad knowledge of the Namibian economy and his energy will complement the great strides that NAC has made over the years to position our flagship airport, the Hosea Kutako International Airport, as an important connecting hub within the SADC Region."

Kalili, who holds a Master's Degree in Business Administration, expressed readiness for the role and confidence in the NAC's potential.

"I come here fully motivated to contribute to the success of the team. NAC is an organisation with so much potential and can contribute so much to the Gross Domestic Product (GDP) of our country. For me, it is to make sure we have plans that resonate with the situation of the organisation and Namibia," he said.

Outlining his strategic vision, Kalili added: "With our new strategic plan, we will have to be robust and innovative and



employee-centric to ensure that we get the best of our people and after five years look back and say, we did it. It will not be smooth sailing, but with the right resources, capital, and human, we can achieve together."

Kalili brings a wealth of expertise to NAC, having previously served as a Director at the Namibia Financial Institutions Supervisory Authority (NAMFISA). His career includes roles at FirstRand Namibia Holdings, the Namibian Agronomic Board, the Namibian Broadcasting Corporation, and the Road Fund Administration.

# Personal financial management for politicians

By Niilonga Hilma Amukwiyu

Following last years elections, there has been alot of political changes in Namibia. This will continue with our regional & local elections slated for end of the year. The past few months & especially the past few weeks has been full of emotional roller coaster.

The weather was weathering and everyone was talking. We saw senior ministers becoming ordinary backbenchers. We saw ordinary people who we didn't know that they are SWAPO member card carrying holders joining the cabinet and now heading crucial ministries. We saw politicians being sent home. We saw a President of a political party blaming tribalism for their non performance in elections. We saw the new political party of IPC becoming the official opposition party, kicking PDM which came at number 5. Alot was happening.

The political career offers great rewards and requires no qualification for one to become one. All that one needs is confidence, charisma and public speaking skills.




“

**The political career offers great rewards and requires no qualification for one to become one.**

Namibians in general are financially illiterate and politicians are not an exception. The political space has been entered by a number of young people with the youngest being 22 years.


For majority of them, they will realise that their income has doubled or even tripled. This news can be overwhelming for some. This past holiday, i sat around a table with the then MP-elect who couldn't hide their excitement about going to parliament. They said they had already written & signed their resignations letters and are only awaiting “thee day” to strike so that they hand them to their appointing authorities.

A political position is a five (5) year




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contract, hence the need to start off with the end in mind. Its crucial that every politician have a financial plan and a plan of their life after politics.

Now that the dust has settled & majority o politicians know their fate for the next 5 years, here below are my advice:

1. Plan your retirement: For those that recently joined parliament and has been working for a while and had retirement benefits, you will be tempted to spend your retirement savings from your previous job. PLEASE DONT!! Especially if you are older than 35. Let it be converted into a preservation fund.

Its also good if you can supplement your retirement savings with a retirement annuity.

2. Educate yourself – for those who are young, middle age and uneducated, please enroll yourself for university so that you can acquire a skill. In case your political career comes to an end in 5 years, you have acquired a skill that will enable you to secure a job outside of politics.

3. Leverage your network to create wealth

The political space exposes you to alot of people and opportunities that you wouldn't otherwise have. Use your acquired network & opportunity to create wealth. A word of caution: please do so legally, in good faith, with sincere of hearts and zero malice.

4. Save & invest

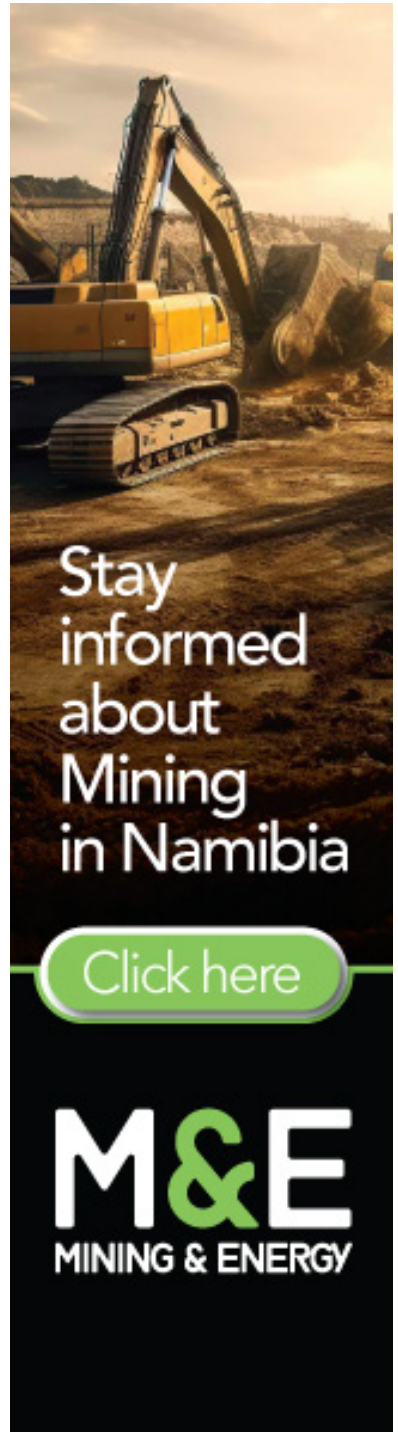
As mentioned above, majority of politicians income has doubled & tripled. Please do not get over your head to increase your spending unnecessarily. Instead, increase your investments. I suggest a 20% of gross income to your investments.

5. Work Hard

Be diligent at your job so that when next terms come, you have demonstrated to the electorate and your party President that you can deliver. Participate in issues of national concern, go to the grass roots level & talk to people that gave you an opportunity to serve. Don't let the title of being called Honourable make you high & mighty somebody.

I wish you all well in your new positions. Let serve our Motherland, Namibia with diligence & care.

***\*Niilonga Hilma Amukwiyu is a Credit, Risk & Compliance professional. She writes in her own capacity. Email: shatiamukwiyu@gmail.com***



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# FINANCIAL MARKET MONITOR

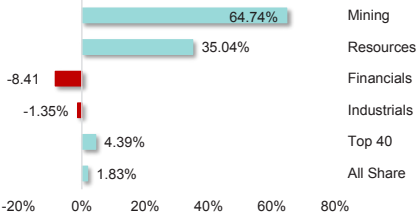
### Commodities

Spot Gold	3147.04
Platinum	936.97
Palladium	913.59
Silver	30.95
Uranium	64.35
Brent Crude	63.01
Iron Ore	90.93
Copper	8577.37
Natural Gas	3.65
Lithium	9.85

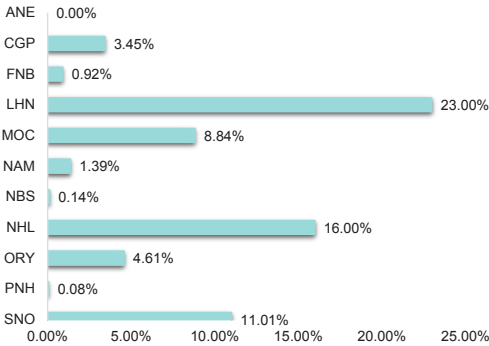
### Currencies

USD/ZAR	19.4574
EUR/ZAR	19.2300
GBP/ZAR	25.1708
USD/CNY	7.3174
EUR/USD	1.1143
GBP/USD	1.2937
USD/RUB	84.1380
CPI	4.20%
Repo Rate	6.75%
Prime Rate	10.50%

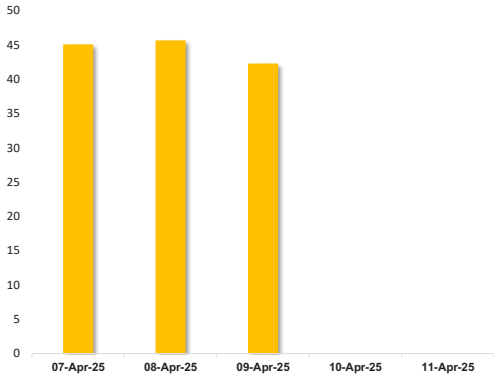
### JSE Sectors: Year to Date in %



### NSX Local Stocks: Year to Date in %



### JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)



### Global Indices: Year to Date in %

