

CUSTOMER

Customer avatars,
position and
personality

p. 10



PARTNERSHIP

Finland eyes deeper
partnership with Namibia
in tech, energy, and mining

p. 12



BUSINESS

If you don't understand
people, you don't
understand business

p. 14



THE

BRIEF

News Worth Knowing

Namibia's salt exports to Nigeria reach N\$93m



THURSDAY 06 FEBRUARY 2025

MAIN STORY

Namibia's salt exports to Nigeria reach N\$93m

Namibia's annual salt exports to Nigeria have surged to N\$93 million (approximately \$5 million), the Ministry of International Relations and Cooperation has revealed.

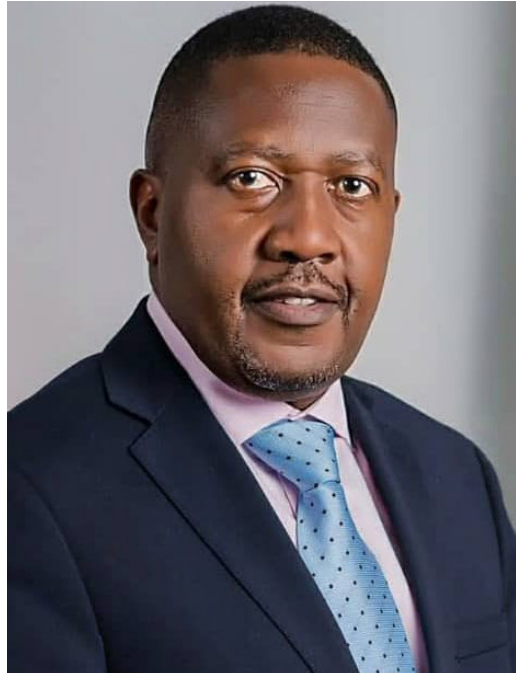
Executive Director of the Ministry of International Relations and Cooperation, Penda Naanda, said Mr. Chef, a salt product made from Namibian salt, controls approximately 60% of the Nigerian salt market.

This comes as, in 2022, Namibian exports to Nigeria stood at N\$235 million, while Nigerian exports to Namibia totalled N\$8.07 billion in 2022.

“For example, Walvis Bay Salt Works continues to export salt worth around US\$5 million to Nigeria, and Mr. Chef, a salt product made from Namibian salt, controls around 60 percent of the salt market in Nigeria,” he said.

This milestone was highlighted during the Fifth Session of the Namibia-Nigeria Joint Permanent Commission of Cooperation (JPCC), held in Windhoek from February 4-6, 2025.

The high-level meeting, which marked the first such engagement between the two nations in 14 years, reinforced



Crucial Dates

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

Namibia and Nigeria's commitment to strengthening economic ties.

Naanda emphasised the importance of expanding trade between the two nations, particularly in sectors such as agriculture, energy, tourism, and manufacturing.

Among the key areas discussed was Namibia's potential to export more products to Nigeria, including fish and fish products, beef, mutton, game meat, leather, and minerals.

In return, Namibia is keen on importing processed cocoa products, vegetable oils, and textiles from Nigeria.

The African Continental Free Trade Area (AfCFTA) was highlighted as an opportunity to enhance intra-African trade, reducing reliance on foreign markets and fostering continental economic growth.

"We equally look forward to seeing the following products as imports in our retail stores from Nigeria: processed cocoa products, cocoa paste, cocoa butter, chocolate, cocoa powder, root crops like yam, cassava, vegetable oil and seeds such as raw and processed shea nuts, cashew nuts, oil palm, groundnuts, soya, as well as apparel, among others," he said.

Also speaking at the

event, Nigerian co-chair of the session, Ambassador Akinremi Alade Bolaji, said that apart from trade, both nations are looking to collaborate in various sectors, including oil and gas, solid minerals, education, and tourism.

"By focusing on these areas, Nigeria and Namibia will build a more robust and mutually beneficial partnership, leveraging their unique strengths and addressing common challenges," he said.



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- ✓ Namibian Citizenship.
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- ✓ Minimum average pass rate of 60%.
- ✓ Willingness to enter a twenty-four (24) month employment contract.
- ✓ Must not be serving contractual obligations with other institutions.
- ✓ Not employed for more than six months.



Year in Review



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Outlook 2025





CRAN to operationalise Universal Service Fund this year

The Communications Regulatory Authority of Namibia (CRAN) aims to operationalise the Universal Service Fund this year.

The fund seeks to ensure the expansion of coverage to schools and healthcare facilities in unserved and underserved areas.


This follows the finalisation of a funding proposal to national, regional, and international institutions, securing a commitment of N\$115 million over three years from the Government of Namibia.

"This funding will be used to construct towers in unserved areas, in alignment with the provisions of the Universal Service regulations. Focus for 2025 will be the operationalisation of the Universal Service

Fund and formulating a strategy to ensure the expansion of broadband coverage to educational and health facilities in underserved areas," CRAN said in its Annual Report for 2024.

The year under review saw broadband coverage increase by 31.5%, reaching 81.5% of schools, and an increase of 38.9%, reaching 88.9% of clinics.

"This enhanced connectivity facilitates better e-learning and access to digital resources in schools, supports efficient health data management in clinics, and contributes to overall socio-economic growth," said CRAN. Additionally, population coverage increased to 88.4%, a rise of 8.4%, exceeding the target by 3.4%, which signifies significant



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progress due to improved infrastructure and effective policy implementation.

"This improved connectivity leads to greater access to communication services, driving socio-economic benefits such as better education, healthcare, and economic growth, marking substantial progress towards achieving universal access and digital inclusion goals," noted the authority.

Meanwhile, the plan aligns with CRAN's objective of increasing universal access to communication services. This objective will be achieved through strategic initiatives aimed at expanding broadband coverage to a larger segment of the population.

"This may involve imposing Universal Access and Service (UAS) obligations on service providers, issuing spectrum licenses with specific coverage conditions, and operationalising regulations governing the collection of funds dedicated to enhancing access to ICT, telecommunications, broadcasting, postal, and courier services nationwide," CRAN explained.

Through these strategic initiatives, CRAN will ensure equitable access to essential communication services for all citizens, thereby promoting digital inclusion and socio-economic development across the country. Namibia currently boasts a high population coverage of 95%, enabling direct dialing to destinations worldwide. The ICT infrastructure in Namibia encompasses telecommunications networks, internet connectivity, data centres, fibre, satellite systems, and mobile networks.

"Namibia has invested heavily in the modernisation and expansion of its telecommunications networks, with 4G population coverage standing at 88.4%. Despite a decline in subscriptions for mobile, fixed lines, fibre, and internet compared to the previous year, the current ICT penetration statistics and infrastructure map clearly illustrate the rapid pace at which ICT is developing throughout the country," said CRAN.

VACANCY



The Namibia Investment Promotion and Development Board (NIPDB) is looking for suitably qualified and experienced Namibian citizens to fill the following positions:

- **Manager: Stakeholder Relations**
- **Senior Analyst: Investment Analysis (Tourism, CCI)**
- **Senior Consultant: Targeted Labour Market Interventions**

Interested candidates are invited to visit <https://nipdb.com/career/> for the requirements and guidelines of how to apply. All foreign qualifications must be evaluated by the Namibia Qualifications Authority (NQA).

The NIPDB is an equal opportunity employer and complies with the Affirmative Action Legislation. In line with the Affirmative Action (Employment) Act, No. 29 of 1998, suitably qualified persons with disabilities who meet the requirements are encouraged to apply. Please note that reference checks and competency assessment tests will be conducted, and qualifications will be verified.

The NIPDB reserves the right to use additional/ relevant information as criteria for short listing and regrettably no documents will be returned.

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Closing Date: 7 February 2025 at 17:00



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ABOUT NIPDB

The Namibia Investment Promotion and Development Board (NIPDB) is mandated to promote and facilitate investment by foreign and Namibian investors, and coordinate MSME activities across all levers of the economy, with the aim of contributing to economic development and job creation.



Namibia's inflation drops to 3.2% in January 2025

Namibia's annual inflation rate for January 2025 stood at 3.2%, marking a decline from the 5.4% recorded in January 2024, according to the latest data released by the Namibia Statistics Agency (NSA).

On a monthly basis, inflation rose by

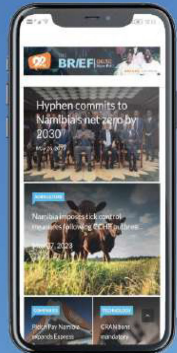
1.1%, a notable increase from the 0.2% recorded in December 2024. Core inflation for the period stood at 3.7%. "The headline annual inflation rate for January 2025 stood at 3.2% compared to 5.4% in January 2024. On a monthly basis, inflation was 1.1%, higher than the 0.2% recorded in the

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preceding month,” said NSA Statistician-General and CEO, Alex Shimuafeni.

A breakdown of inflation trends by region showed that Zone 2 (Khomas region) recorded the highest annual inflation rate at 3.5%, followed by Zone 1, which includes Kavango East, Kavango West, Kunene, Ohangwena, Omusati, Oshana, Oshikoto, Otjozondjupa, and Zambezi, at 3.3%. Zone 3, covering //Kharas, Erongo, Hardap, and Omaheke, reported the lowest rate at 2.6%.

An analysis of average retail prices for selected products in January 2025 revealed disparities across regions. Consumers in Zone 3 paid the highest price for a 5kg bag of maize meal at N\$71.57, followed by Zone

2 at N\$70.49, while the lowest price of N\$68.99 was recorded in Zone 1.

For Rooibos tea (100g), consumers in Zone 3 paid the highest price at N\$35.66, followed by Zone 1 at N\$33.23, while Zone 2 consumers paid the lowest price at N\$32.49.

The primary contributors to the annual inflation rate of 3.2% in January 2025 were Food and Non-Alcoholic Beverages contributing 1.1 percentage points, Housing, Water, Electricity, Gas, and Other Fuels contributing 0.7 percentage points, and Alcoholic Beverages and Tobacco contributing 0.5 percentage points.

On a monthly basis, price levels in Namibia increased by 1.1%, compared to 0.2% in the previous month. The highest changes in annual inflation were observed in Hotels, Cafés, and Restaurants at 8.2%, Food and Non-Alcoholic Beverages at 5.3%, Recreation and Culture at 4.8%, and Education at 4.7%.

The Housing, Water, Electricity, Gas, and Other Fuels category, which accounts for 28.4% of the consumer basket, recorded an annual inflation rate of 2.9% in January 2025, down from 4.5% in January 2024. On a monthly basis, this category registered an inflation rate of 1.3%, up from 0.0% in December 2024.

Food and Non-Alcoholic Beverages, which account for 16.5% of the NCPI

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basket, recorded an annual inflation rate of 5.3% in January 2025, compared to 6.5% in January 2024. On a monthly basis, inflation for this category remained steady at 1.0%.

The Transport category, accounting for 14.3% of the consumer basket, saw a minimal annual inflation increase of 0.3% in January 2025, compared to 6.1% in the previous year. This slowdown was reflected in the Operation of Personal Transport Equipment subcategory, which declined from 6.7% to -1.1%, and Purchase of Vehicles, which dropped from 8.4% to 3.1%.

Within the Transport sector, Operation of Personal Transport Equipment recorded a deflation of 1.1%, driven by falling prices in Petrol/ Diesel at -3.7%, Spare Parts and Accessories at 1.8%, and Parking Fees at 0.0%. Public Transportation Services inflation increased to 1.4%, compared to 0.5% in January 2024, mainly due to rising costs in Furniture Removal and Transport at 14.2% and Air Transportation at 22.9%. Vehicle purchases saw inflation slow to 3.1% from 8.4% a year ago, largely due to lower price increases in Motor Cars at 2.9%.

The annual inflation rate for Alcoholic Beverages stood at 2.9% in January 2025, down from 7.4% in January 2024, driven by slow price increases in Beer/Ales/Cider at

1.5%, White Spirits at 4.6%, and Sparkling Wines/Champagnes at 6.3%.

Meanwhile, the Tobacco category recorded an annual inflation rate of 6.4%, slightly lower than the 6.6% recorded in January 2024, with cigarette prices rising by 3.9%.

Goods annual inflation stood at 2.9% in January 2025, down from 6.8% in the previous year. The annual inflation rate for Services increased slightly to 3.6%, compared to 3.5% in January 2024. Month-on-month, Goods inflation remained unchanged at 0.4%, while Services inflation rose to 2.0% from 0.0% in December 2024.

Customer avatars, position and personality

By The Brand Guy

Marketing has a way of being greedy, trying to sell indiscriminately to the entire universe of consumers within its enterprise footprint, regardless of the suitability of the product. For instance, Harley-Davidson believes in 'starting them young' and sells toy motorbikes for children, quite likely a waste of effort given that the brand is seeking to move into new territories with soccer moms, younger diverse segments and electric bikes.

Business logic says focus in a well-defined position. That position will determine your sales, leading to sustainability, profit and all of that. In other words, don't try to sell the concept of biking to young children. Stick with sales to professionals who can afford the bikes.

The position will determine the core market. In the case of Harley-Davidson, this is male professionals who are able to afford the bikes.

From the sustainability of the central position, the brand is able to use spare resources to further develop markets or enter new ones, subject to focus.

To achieve this happy commercial nirvana, personality comes into play. Harley tacitly consented to the Jungian archetype of the rebel, sometimes overtly, and built its brand on that property.

It's position is freedom, individuality



The very interesting thing about the avatar is that the personality and lifestyle creates aspirations to belong and is not representative of the actual universe of purchasers.

and rebellion. In this case position and personality align closely.

The archetype of the bearded, rebellious biker, questing for freedom is an avatar. It bridges marketing and consumption, by informing purchasers of the association that they should hold. It also acts as a sketch for marketers, a reminder of where they should target their marketing and sales.

The very interesting thing about the avatar is that the personality and lifestyle creates aspirations to belong and is not representative of the actual universe of purchasers.

Hairy bikers who can afford to live on the road are few and far between. Frustrated middle-aged professionals who have spent years being disciplined aspire to the freedom of the road and buy the Harley brand.

Coke is another excellent example. The visual identity that you see will, more often than not, be happy young people enjoying themselves in a group, in a natural setting.

This does not explain the dour, middle-aged individual who drinks a solitary Coke in an office.

The avatar must have a strong aspirational component.

Construction of an avatar is well documented, but there are a couple of points that need to be highlighted. The avatar will be a combination of demographic and psychographic factors, but also behavioural factors.

The first point is that the customer is trying to solve a problem. A middle-aged professional may be frustrated by a lack of freedom due to commitments. The avatar can be used to demonstrate how the product solves the problem, in this case by giving the purchaser the freedom of the open road.

Reflect the solution to the problem in the avatar's behaviour.

Secondly, the avatar must recognise the customer journey. How does the customer become aware of the product or brand? What information do they need during the decision-making process? And what benefit and / or feature tips the decision in favour of the brand.

Some theory positions the avatar as an example of an existing customer. However by communicating to a fictional and idealized character, it is possible to sell very effectively to real people.

****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.***

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Finland eyes deeper partnership with Namibia in tech, energy, and mining

Finland says it wants to strengthen its economic ties with Namibia built on closer cooperation in the technology, renewable energy and mining sectors.

Finnish Ambassador to Namibia, Leena Viljanen, says Finland's expertise and

technology align well with Namibia's development priorities, creating significant opportunities for mutually beneficial cooperation.

"Finland's key priority, and the main focus of the embassy's work is to promote and

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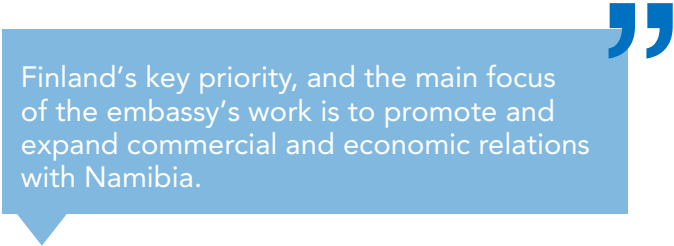
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Finland's key priority, and the main focus of the embassy's work is to promote and expand commercial and economic relations with Namibia.

expand commercial and economic relations with Namibia. Additionally, we emphasise higher education cooperation, active NGO involvement and engagement at all levels of society through reciprocal visits," Viljanen said.

She outlined three primary areas of interest for Finnish private sector engagement, all aligned with Namibia's green transition goals.

"The Finnish private sector has substantial interest in three key areas. While there are many others, I will focus on these three, all of which are linked to Namibia's pursuit of a green transition. First, the energy sector, specifically renewable energy such as solar, wind, water, bioenergy and biofuels," she said.

Viljanen also pointed to Finland's contributions to the mining sector and further highlighted the importance of value chain development and critical raw materials, in line with the European Union-Namibia strategic partnership.

"In addition to the traditional machinery and technology, this also includes sustainable solutions for the mines, water and energy supply, for example, value chain development and critical raw materials—that is also part of the EU and Namibia strategic partnership, as Ambassador Berke has mentioned," she said.

The Ambassador also highlighted the circular economy, where Finland is

considered a global leader as the nation is currently engaged in projects related to recycling, waste management and biofuel production.

"Currently we are working in particular on solutions for recycling and waste management and production of biofuels and energy from waste," she explained.

She also emphasised the role of education in advancing cooperation between the two nations.

"Then there's education. Education is relevant, I could say, across the starting sector for all of the areas I just mentioned. Finnish higher education sector institutions have had long-term collaboration for decades with their Namibian counterparts," she stated.

According to Viljanen, Finnish institutions are now concentrating on providing specialised expertise to support Namibia's development agenda.

She said Finland is actively supporting Namibia's civil society through grants aimed at development projects.

"I just want to mention one more important area of cooperation. Finland supports Namibia's civil society through grants for the civil society organisations development projects," Viljanen said.

She emphasised that this form of support not only strengthens bilateral relations but also fosters mutual understanding and growth.

If you don't understand people, you don't understand business

By Levy Hamukoto

In today's fast-changing business landscape, success is not just about strategy, innovation, or technology—it's about people. Every great company, product, and decision is driven by an understanding of human behavior. Yet, many businesses focus more on processes and profits than on the people who make them thrive.

The reality is simple: If you don't understand people, you don't understand business.

People Drive Business, Not Just Products

It is easy to assume that businesses succeed because of great products or competitive pricing. However, what truly sets companies apart is their ability to connect with people—whether it's customers, employees, or stakeholders.

Companies that build meaningful relationships with their customers cultivate loyalty that goes beyond transactions. Employees who feel valued and understood contribute more effectively to the organization's success. Business, at its core, is a human experience.

Emotional Intelligence: The Leadership Superpower

The best business leaders share one crucial skill—emotional intelligence (EQ). The ability to empathize, listen, and communicate effectively differentiates great leaders from the rest.



Every great company, product, and decision is driven by an understanding of human behavior.

High EQ leaders create environments where employees feel heard, motivated, and engaged. This leads to higher productivity, lower turnover, and better overall company performance. Meanwhile, leaders who fail to connect with their teams often struggle with internal resistance, low morale, and high employee attrition.

Key Takeaway: Leadership is not just about making decisions; it's about understanding the people those decisions impact.

A Customer-Centric Approach Wins

Modern consumers expect more than just products or services; they seek personalized experiences. Businesses that deeply understand their customers' needs and emotions create stronger connections, leading to long-term success.

Consider leading brands like Apple, Amazon, or Tesla. They don't just sell products; they sell experiences. They analyze consumer behavior, anticipate

Employees who feel valued, respected, and heard contribute more effectively, innovate more frequently, and stay longer with the organization.

needs, and craft solutions that resonate emotionally. Companies that fail to adapt to changing customer expectations often fade into irrelevance.

Business Question: Are you listening to your customers, or are you assuming you know what they want?

Employee Engagement is a Competitive Advantage

A disengaged workforce is one of the biggest threats to business success. Studies show that businesses with highly engaged employees outperform those with disengaged teams by a significant margin.

Employees who feel valued, respected, and heard contribute more effectively, innovate more frequently, and stay longer with the organization. A company that prioritizes its workforce creates a positive culture that directly impacts customer experience and financial performance.

Practical Tip: Invest in workplace culture, internal communication, and employee well-being. Happy employees create happy customers.

Data and People: A Balanced Approach

We live in a data-driven era, where companies use analytics to inform decisions. However, data alone cannot replace human understanding.

Numbers reveal trends, but emotional intelligence helps interpret them. The most

successful companies blend data insights with empathy, ensuring that business strategies align with real human needs.

Final Thought: Are you using data to serve people, or are you letting numbers dictate decisions without understanding human behavior?

Business is Personal

At its core, business is not just about products or profits—it's about people. Companies that prioritize human connections, invest in emotional intelligence, and build customer-centric cultures will always have a competitive edge.

As you reflect on your business strategies, ask yourself:

How well do I understand the people I serve?

Am I building a company that values relationships as much as revenue? What steps can I take to create a more people-focused business?

Because in the end, the businesses that truly understand people are the ones that stand the test of time.

****Levy Hamukoto is a Data Scientist/Analyst C Business Strategist and Director: Commercial and Revenue Operations at Legion Business Operations Consulting and Technologies (LOTS)***



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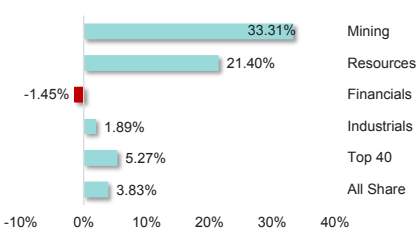
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| Palladium | 987.16 |
| Silver | 31.99 |
| Uranium | 70.50 |
| Brent Crude | 75.04 |
| Iron Ore | 99.80 |
| Copper | 9136.11 |
| Natural Gas | 3.33 |
| Lithium | 9.85 |

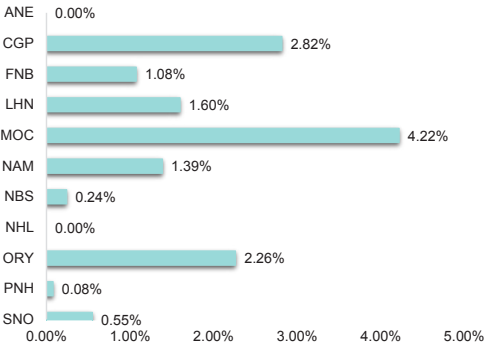
Currencies

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| EUR/ZAR | 19.2399 |
| GBP/ZAR | 23.0150 |
| USD/CNY | 7.2882 |
| EUR/USD | 1.0368 |
| GBP/USD | 1.2402 |
| USD/RUB | 96.6627 |
| CPI | 3.20% |
| Repo Rate | 7.00% |
| Prime Rate | 10.75% |

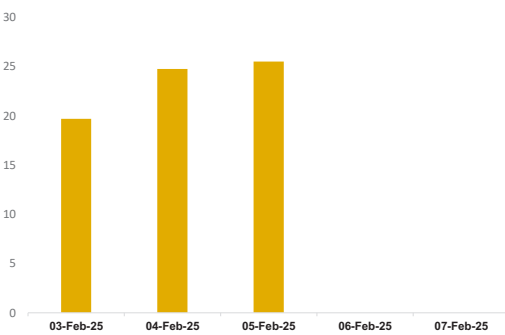
JSE Sectors: Year to Date in %



NSX Local Stocks: Year to Date in %



JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)



Global Indices: Year to Date in %

