

TOP EMPLOYER

FNB Namibia named top employer in Namibia and Africa for 2025

p. 05



LEARNERS

When our Grade 12 learners fail, we, as teachers and parents, too, have failed

p. 12



NAMIBIA-ZAMBIA

Namibia-Zambia looks at operationalising Katima Mulilo OSBP

p. 15



THE

BR/EF

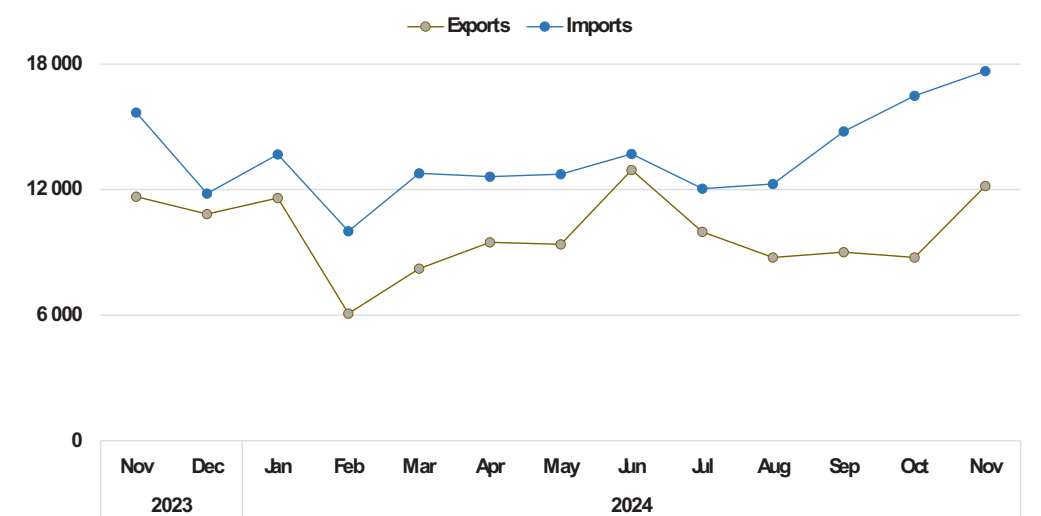
News Worth Knowing

Namibia records N\$5.5 billion trade deficit in November 2024

THURSDAY 16 JANUARY 2025

MAIN STORY

Total exports and imports (N\$ m), Nov 2023 to Nov 2024



Namibia records N\$5.5 billion trade deficit in November 2024

The Namibia Statistics Agency (NSA) says the country recorded a trade deficit of N\$5.5 billion in November 2024, with exports at N\$12.2 billion and imports at N\$17.7 billion.

During November 2024, exports increased by 39.0% from N\$8.8 billion recorded in October 2024 and 4.4% when compared to November 2023.

NSA's Trade Statistics Bulletin for November 2024 reveals that the import value increased by 7.2% when compared to the value recorded in October 2024 and 12.6% when compared to the value of

N\$15.7 billion recorded in November 2023.

China emerged as the country's largest export destination, with a share of 26.8% of all goods exported, followed by South

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

The demand side saw South Africa maintaining its position as the country's largest source for imports, accounting for 34.9% of total imports into Namibia.

Africa with a share of 17.4%.

Furthermore, Botswana, Belgium, and Zambia formed part of Namibia's top five export markets.

"The demand side saw South Africa maintaining its position as the country's largest source for imports, accounting for 34.9% of total imports into Namibia, followed by China in second position with 24.6% of the market share," noted NSA.

Furthermore, the bulletin noted that India, Zambia and the DRC also formed part of Namibia's top five import markets.

Meanwhile, the analysis of exports by commodities revealed that uranium had the largest share of the export basket, accounting for 20.1% of Namibia's total exports, ahead of precious stones (diamonds), which accounted for 16.2%, and copper and articles of copper with a share of 14.0%.

"Non-monetary gold (12.5%) and fish (4.7%) came in fourth and fifth positions. In terms of imports, aircraft and associated equipment was the highest valued commodity, with a share of 12.7% of total imports, followed by petroleum oils with a share of 9.6%. Precious stones (diamonds) accounted for 4.0% in third position," added the Agency.

Furthermore, motor vehicles for the transportation of goods and nickel ores and concentrates accounted for 3.7% and 3.2% shares of total imports, respectively.

In terms of regional composition, SACU emerged as the largest export market during November 2024, contributing 31.7% to total exports.

"BRIC ranked second with a market share of 27.2%, while the OECD accounted for 24.1% in third place. The EU (19.2%) and SADC excl. SACU (12.0%) occupied the fourth and fifth positions," said the NSA.

On the demand side, SACU maintained its position as the largest source for Namibia's imports, with a share of 35.4% of the total import bill, followed by BRIC and the OECD with contributions of 29.2% and 15.2%, respectively.

The EU and (9.0%) COMESA (8.3%) also formed part of the top five economic regions and occupied the fourth and fifth positions, respectively.

Namibia's trade by mode of transport revealed that in November 2024, vast goods were exported via sea transport, accounting for 47.6% of total exports, followed by air transport with 28.9% and road transport with 23.5%.

From the demand side, road transport took the first position, accounting for 51.5% of total imports, followed by sea transport at 29.6% and air transport at 19.0%.

The bulletin also noted that on the African Continental Free Trade Area, the focus was on Namibia's intra-Africa trade, and for the period under study, Namibia was a net importer.



Year in Review



 Click here to download your FREE copy!

Outlook 2025



FNB Namibia named top employer in Namibia and Africa for 2025

FNB Namibia has been crowned the Top Employer in Namibia and Africa for 2025 by the Top Employers Institute.

The accolade according to FNB Namibia, highlights its commitment to fostering an inclusive and innovative work environment, prioritising diversity, and providing opportunities for professional development, while further cementing the company's role as a benchmark in the financial services industry for human capital excellence.

"This recognition is a true testament to our incredible team and the collective effort we've put into building a workplace where every individual can grow, succeed, and make a meaningful impact," said Conrad Dempsey, Group CEO of FirstRand Namibia.

"At FNB Namibia, we believe our employees are our most valuable assets. By investing in their wellbeing, offering continuous development, and encouraging innovation, we've created a supportive and inclusive environment where everyone can reach their full potential."

Isdor Angola, Chief Human Capital Officer of FirstRand Namibia, added, "Employee wellbeing is a cornerstone of our culture. This recognition as a Top Employer underscores the effectiveness of our human capital and business strategies, which place our people at the centre of everything we do. Our processes and practices empower employees to be the architects of their careers, creating a lasting impact that extends far beyond the workplace."

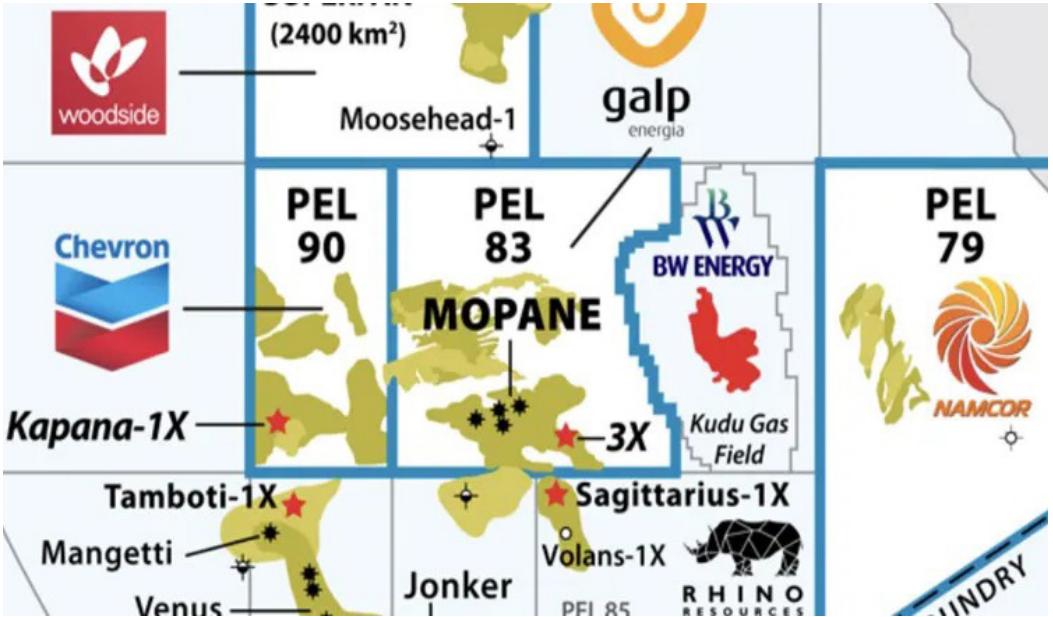
"In the competitive landscape of modern business, FNB Namibia has demonstrated



that fostering employee growth and satisfaction goes beyond financial incentives. "We prioritise mutual respect, inclusivity, and a shared commitment to our mission of building a globally competitive Namibia," said Angola.

The Top Employer Award is presented by the Top Employers Institute, a global authority on recognising excellence in human resources.

Organisations are evaluated based on rigorous criteria, including people strategy, work environment, talent acquisition and development, diversity and inclusion, wellbeing, and work-life balance.



Sintana gains valuable data despite dry well

Sintana Energy Inc. announced that while its Kapana 1-X well, in which it holds a 10% indirect working interest,

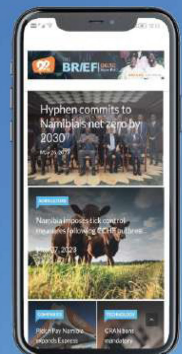
did not uncover commercial hydrocarbons, it has yielded valuable geological and geophysical data about the basin.

SUBSCRIBE TODAY!

For Credible Economic
Data And Latest Namibian
Business and Finance News.

THE
BR/EF
News Worth Knowing

SCAN HERE
TO SUBSCRIBE



According to the oil and gas exploration company, these findings have increased confidence in the exploration potential of Petroleum Exploration Licence 90 (PEL 90), fostering optimism for future drilling programs in the region.

“The geologic insights and improved confidence in the future program on Petroleum Exploration Licence 90 (PEL 90) from these operations provide strong support for continued progress and value in our portfolio in Namibia’s Orange Basin, the world’s exploration hotspot,” said Knowledge Katti, Chairman and CEO of Custos Energy and Director of Sintana Energy.

“We look forward to the many opportunities ahead to further unveil the quality of our unmatched position in the heart of the Orange Basin, including the future activity on PEL 90 and the ongoing activity on PEL 83,” added Robert Bose, Chief Executive Officer of Sintana.

Chevron, the majority stakeholder in the Kapana 1-X well, similarly noted on Wednesday that the well did not find commercial hydrocarbon reserves. However, the U.S. oil producer highlighted the valuable information gathered about the basin and reaffirmed its plans to pursue further exploration in Namibia.

Last week, Shell announced a \$400

million write-down related to an offshore oil discovery in Namibia that it deemed commercially unviable.

The Kapana 1-X exploration well is located on Block 2813B, governed by PEL 90 and operated by Harmattan Energy Limited, an indirect subsidiary of Chevron Corporation. Trago Energy (Pty) Ltd., a wholly owned subsidiary of Custos Energy (Pty) Ltd., in which Sintana holds a 49% indirect interest, has a 10% working interest in PEL 90.

- *miningandenergy.com.na*

Job Opportunity:

Public Sector Relationship Manager



Are you a dynamic professional with a passion for driving growth and building lasting relationships within the public sector? Join our team as a **Public Sector Relationship Manager (Windhoek)** and play a key role in driving strategic initiatives and delivering impactful financial solutions!

Key responsibilities:

- Strategic growth: Identify and capitalise on opportunities for asset growth to achieve Net Income Return targets as outlined in the Financial Performance Report
- Sales strategy: Develop and implement a sales portfolio growth strategy tailored to the public sector landscape
- Operational excellence: Maintain accurate records of credit proposals and monitor expired limits to ensure compliance and efficiency
- Tactical strategy: Contribute to the development of tactical strategies and implement operational plans that align with business objectives
- Client expansion: Identify and onboard profitable customers to expand the customer base and strengthen our public sector presence

What we're looking for:

- Relevant business or commerce degree
- 3-5 years relevant experience in a similar environment and/or management level
- Proven experience in relationship management, preferably within the public sector
- Strong strategic planning and sales acumen
- Excellent analytical and communication skills
- Ability to build and maintain professional relationships with key stakeholders
- A results-driven mindset with a passion for excellence

Interested? Apply now

<https://firststrand.wd3.myworkdayjobs.com/en-US/FRB/login>

Application closing date: 28 January 2025

Whatever happened to creative communication?

By The Brand Guy

The world was a different place at the beginning of the 90s when I started out as a very junior copywriter. At that stage I was chasing the creative dragon, in search of great ideas that would win awards and lofty status with an ad featured in Lurzer's Archive.

It didn't happen that way for me: no cocaine, fast cars or heavyweight creative director status for me, though there were a few ads where I sparked and a couple of local awards. Comparing what exists now and the state of then, there really isn't much going on in Namibia, nothing stand-out, just a series of dull take-it-or-leave-it announcements.

The intent of creative advertising was to engage the viewer. The core creative objective was to create some kind of surprise that would remain with the audience, in a sense create an association so that if the audience saw the logo, the positive association and memorability would be activated, and the desired behaviour would be activated. Second prize went to social engineering, like sharing a cola with friends.

That form of advertising still has relevance. Lurzer's Archive still publishes, if you care to Google it. You can also search for Good Ads Matter on LinkedIn. People still read print media. And anything that gets the result is valid. But creative advertising is difficult, I don't see evidence of creative directors at work, and it is being drowned out by very dull social media practices, such as



The core creative objective was to create some kind of surprise that would remain with the audience, in a sense create an association so that if the audience saw the logo, the positive association and memorability would be activated, and the desired behaviour would be activated.

announcements.

The complexity of creative communication can be simplified with the ROSIE system of looking at things. ROSIE is also a blueprint for developing sound, creative communication. ROSIE is an acronym for relevance, on strategy, surprising, a good idea and executed well.

Relevance is important. Creatives often lose sight of the goal of the ad in the creative rush and the messaging may lose relevance. This closely relates to checking whether the ad adheres to strategy, so the questions of what the problem is, what we are saying and what result we expect should be asked. Focus is all-important in this matter as well. Don't try to sell more than one idea at a time.

I have covered surprise above. A surprising new take on the problem and the solution will create strong associations that come into play when a result is needed.

Note that the surprise can also be a visual formulation.

Take a look at Lurzer's Archive and Good Ads Matter to see the visual side of things in action.

Is it a good idea? Creative communication can be surprisingly irrelevant or tasteless. One example of this is the famous tampon absorbency ad in which a woman half empties a pool. It's a surprising formulation, but revolting for many.

The same applies to the Volkswagen ad in which the car withstands the force of a suicide bomber. If it's not a good idea, don't do it.

Executed well? Crafting an ad is time-consuming and difficult. If the ad is so complex, that it becomes complicated to craft, step back from the idea and go back to the drawing board.

A poorly executed ad will reflect on the brand, and the consumer will judge the book by the cover.

A final word of advice... keep it as simple as possible. The ad must be seen and absorbed in one glance. If it adheres to the ROSIE principles, it will likely attract a second look, it's memorability will be

enhanced and it will better achieve its desired effect.

**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.*

BoostBundle

BOOST BUNDLE LIMITED OFFER

8GB DATA

2GB STREAMING DATA
2GB SOCIAL MEDIA
4GB DATA
50 SALES
100 MINUTES

Was ~~N\$85-~~

Now **N\$75**
VAT excluded
valid 30 days

PRICE DROP

Purchase your Boost Bundle between now and 5th February 2025, at a reduced price!

Dial *682#
or use the MyMTC app to get started, also available via the MTC Website

Ts and Cs apply.

[MTC](#) [f](#) [t](#) [i](#) [@mtc.com.na](#)

make the connection
mtc



Hyphen to launch Environmental and Social Impact Assessment in early 2025

Hyphen Hydrogen Energy has announced plans to begin its Environmental and Social Impact Assessment (ESIA) process in early 2025.

Marco Raffinetti, Hyphen's CEO, emphasized the importance of public engagement in the ESIA process, which will evaluate the potential impacts of the green hydrogen project on the environment and surrounding communities.

"We encourage all interested Namibians to be on the lookout for the launch of this process and to register to participate. Stakeholder engagement is a critical part of the ESIA process, and it is important for Hyphen to ensure that all stakeholders have an opportunity to contribute," Raffinetti said.

The ESIA is a vital component of the project, ensuring that environmental and

social considerations are integrated into the decision-making process. It identifies potential risks, proposes mitigation measures, and ensures compliance with Namibian laws and international best practices. By doing so, it aims to safeguard biodiversity, protect community interests, and promote sustainable development as Namibia embarks on this large-scale renewable energy initiative.

In preparation for the ESIA, Hyphen has enlisted environmental assessment practitioner SLR to gather essential terrestrial ecological baseline data throughout 2024. This includes information on vegetation, avifauna, and mammals, which will guide efforts to reduce the project's ecological footprint.

"Gaining a thorough understanding of the baseline environment is essential

for designing a project that minimizes environmental impact. This data collection will continue through 2025,” Raffinetti added.


Hyphen has also engaged in extensive outreach efforts, participating in forums such as the National Green Hydrogen Roadshow and regional summits. These engagements aim to raise awareness about the project and its Socio-Economic Development (SED) Framework, which details how Namibians can benefit from employment and local opportunities tied to the initiative.

“The team had the pleasure of participating and exhibiting at several forums, including the Local Content Conference, Oil & Gas Summit, and the Association of Local Authorities (ALAN) Summit. These engagements were crucial for raising awareness of the project and fostering collaboration with stakeholders,” Raffinetti noted.



Hyphen Hydrogen Energy, a Namibian-registered company, was awarded rights through a public tender to develop the country’s first large-scale green hydrogen project on state-owned land. The project, a joint venture between ENERTRAG SE and Nicholas Holdings Limited, forms the cornerstone of Namibia’s strategy to create a large-scale green

hydrogen industry aimed at fostering economic growth and supporting global decarbonization goals.

Once fully operational, the project is expected to produce 2 million tonnes of green ammonia annually for regional and international markets. It will leverage approximately 7 GW of renewable energy capacity and 3 GW of electrolyzer capacity, reducing global CO₂ emissions by 5-6 million tonnes annually. This reduction exceeds Namibia’s total annual emissions of 4.01 million tonnes in 2021.

www.debmarnenamibia.com

TENDER



First date of publication: 06 December 2024

TENDER NO: DBMNE0506 PROVISION OF ACCESS CONTROL AND RELATED SECURITY FUNCTIONS AT THE NAMDEB CENTRE

DESCRIPTION:
Debmarnine Namibia is seeking an experienced Service Provider for Security Services.

SCOPE OF WORK:

1. The scope of the tender without limitation includes the provision of Security Services.
2. Demonstrate five (5) years' experience of relevant security services considering the scope. A key criteria will be companies of suitable size and dealing with complexities in line with the requirements needed for bigger corporate clients.
3. List three (3) corporate clients relevant to this scope of work – describe the service provided and skills or competency required and number of resourced assigned to the service provided.
4. Training manuals.
5. Number of staff allocated to the scope of work, describing their skill, background and relevant experience and qualification for this scope of work.
6. Show services rendered in other regions in Namibia.

CLOSING DATE: 17 JANUARY 2025 at 12:00


REQUEST FOR ELECTRONIC TENDER DOCUMENT:
Registered businesses interested in providing such services are requested to register at **Asite Marketplace**: <https://za.marketplace.asite.com/> to obtain a tender document with reference number **DBMNE0506 ACCESS CONTROL AND RELATED SECURITY FUNCTIONS AT THE NAMDEB CENTRE**

ENQUIRIES:
The Procurement Officer
Tel: +264 61 297 8481
Email Address: e-tender@debmarine.com
Subject line: DBMNE0506 ACCESS CONTROL AND RELATED SECURITY FUNCTIONS AT THE NAMDEB CENTRE

Bidders must register on our electronic platform Asite Marketplace: <https://za.marketplace.asite.com/> to participate in this tender.

DISCLAIMER:
Debmarnine Namibia shall not be responsible for any costs incurred in the preparation and submission of a response to this tender and furthermore reserves the right not to extend this tender into any future tenders, negotiations and or engagements.

Debmarnine Namibia shall not accept submissions rendered after the closing date and time.



When our Grade 12 learners fail, we, as teachers and parents, too, have failed

By Junias Erasmus

The release of Grade 12 examination results often brings mixed emotions, elation for some and despair for others. Yet, as we celebrate the successes, it is vital to confront the uncomfortable reality of failure among our learners. In doing so, we must acknowledge a profound truth: when our learners fail, we, as teachers, too, have failed. This is not to diminish the complexities of education or to unfairly shoulder all blame, but to recognize the shared responsibility we hold in shaping the futures of our young people.

Education is more than the transmission of knowledge; it is the cultivation of potential, the nurturing of ambition, and the instillation of resilience. Every learner who enters our classrooms brings with them dreams, struggles, and untapped potential. When we view their failure as isolated, we overlook the systemic and personal factors within our sphere of influence that may have contributed to their challenges. Did we fully understand their unique needs? Did we adapt our teaching methods to engage them effectively? Did we inspire



“

Education is more than the transmission of knowledge; it is the cultivation of potential, the nurturing of ambition, and the instillation of resilience.

confidence in their ability to succeed?

Teaching is a vocation that demands continuous reflection and self-assessment. It calls on educators to go beyond lesson plans and syllabus completion to consider the holistic development of learners. Failure in the classroom often signals the need for a shift in approach. Are we employing innovative strategies that resonate with today's learners? Are we fostering an environment that encourages questions, critical thinking, and a passion for learning? Or have we become too rigid, adhering to outdated practices that fail to ignite curiosity?

THE
BR/EF

News Worth Knowing

Are you looking to stay informed about the latest developments in the Namibian business, finance, and economic sectors?

Subscribe to The Brief today and gain access to exclusive content, expert analysis, and in-depth reporting on the issues that matter most to your business.

Scan to subscribe



[@thebrieflive](https://www.thebrieflive.com)
www.thebrief.com.na

Teaching is a vocation that demands continuous reflection and self-assessment.

We must recognize that societal challenges often spill into our classrooms. Hunger, poverty, and a lack of resources are barriers many of our learners face daily. As teachers, we may not have the power to eliminate these obstacles entirely, but we can advocate for support systems, collaborate with parents and communities, and provide a safe and encouraging space for learners to thrive despite adversity.

The failure of a learner is not the end of their story, nor should it be viewed as a permanent reflection of their capabilities. It is a call to action for teachers to recalibrate, reimagine, and rededicate themselves to the mission of education. By adopting a mindset of shared accountability, we can transform failures into opportunities for growth, for both learners and educators. In the end, our collective success is measured not by the grades achieved but by the lives changed, the dreams realized, and the confidence instilled in

every learner we are privileged to teach.

****Junias Erasmus is a Strategic Scholar & a Motivational Speaker. This article is written in his personal capacity. For inquiries, contact him at Junias99@gmail.com***

BUY. ACTIVATE AND GET 5 FREE MINUTES OF TALK TIME

When you buy a new SIM Card

5 minutes of **FREE** talk time

1ST N\$20 RECHARGE:
30 free minutes + 1GB (valid for 7 days)

2ND N\$20 RECHARGE:
2GB (valid for 7 days)

Disclaimer: Starter packs are available for N\$20.00 at any retail store.

Visit mte.com.na for more information. Ts & Cs Apply.

mte.com.na

make the connection
mte



Ndinelao Shikemeni appointed HAN Tourism Executive Officer

The Hospitality Association of Namibia (HAN) has appointed Ndinelao Shikemeni as its new Tourism Executive Officer, a role aimed at advancing the country's tourism sector.

Based in Windhoek, Shikemeni will collaborate with HAN CEO Gitta Paetzold who will be based at the Coast / Swakopmund and the association's Executive Committee to strengthen HAN's mission of fostering growth and innovation in Namibian tourism.

Shikemeni brings extensive experience to the position, bolstered by a Master's Degree in Tourism and Hospitality Management from the Cape Peninsula University of Technology. Her diverse professional background includes roles at Gondwana Collection Namibia, where she served as Marketing Content Developer, Media Coordinator, Product Marketing Manager, and Diversity Marketing Manager.

She also gained experience working with prominent publications such as Ideas, Weg, and Getaway magazines during her studies

in Cape Town. In addition to her professional achievements, Shikemeni contributes to the academic development of tourism as an External Moderator for two modules in the Bachelor of Tourism Innovation and Development Programme at the Namibia University of Science and Technology (NUST).

"This appointment marks a significant milestone for HAN," said Paetzold.

"Ndinelao's extensive experience and passion for tourism will play a pivotal role in advancing our mission to ensure Namibia remains a sought-after destination for travelers worldwide."

The Hospitality Association of Namibia (HAN) is a membership-based organization representing Namibia's hospitality industry and serves as a collective voice for establishments such as hotels, lodges, guesthouses, and other tourism-related businesses, advocating for the industry's growth, innovation, and sustainability.



Namibia-Zambia looks at operationalising Katima Mulilo OSBP

Namibia and Zambia began discussions to operationalise the Katima Mulilo One-Stop Border Post (OSBP) at the inaugural Joint

Technical Committee (JTC) meeting.

The meeting underway in Sesheke, Zambia, from 13 to 17 January 2025, focuses on establishing governance

THE
BRIEF | 06:40
Mon-Fri
MOOKS & ADORA In the Morning
92FM

Stay informed about Energy sector in Namibia

[Click here](#)

M&E
MINING & ENERGY

structures and frameworks to implement the June 2024 bilateral agreement aimed at improving trade and border efficiency.

The week-long meeting is led by the Namibia Revenue Agency (NamRA) and comprises representatives from various border agencies.

Jacqueline Gawanas, the acting Head of Customs and Excise at NamRA, highlighted the significance of the meeting in advancing the June 2024 agreement.

"This inaugural JTC meeting aims to establish the governance framework for the OSBP by defining the roles, responsibilities, and composition of its subcommittees. These foundational steps are crucial for operationalising the Katima Mulilo OSBP, enhancing border efficiency, and strengthening trade relations between the two nations," she said.

She expressed confidence in the JTC's ability to guide the operationalisation process effectively.

"The agenda for this week reflects the depth of our commitment to addressing every aspect required for the success of the OSBP. Over the coming days, we will engage in comprehensive discussions to finalise governance structures, sub-committee mandates, and operational frameworks that align with the principles of inclusiveness, innovation and efficiency," she added.

Gawanas also noted that this includes critical areas such as infrastructure, ICT systems and procedures, which form the foundation of a functional OSBP.

She said the Katima Mulilo Border Post serves as a critical artery for the movement of goods and people between Namibia and Zambia, and the establishment of an operational OSBP symbolises the countries' unwavering commitment to efficiency, collaboration and prosperity.

During the meeting's opening session on Tuesday, Derrick Sikombe, Acting Director of Domestic Trade and Commerce at Zambia's Ministry of Commerce, Trade and Industry, emphasised the importance of the discussions in laying the groundwork for the OSBP's implementation and eventual opening.

The governance structure being developed will provide a blueprint for coordinated and efficient border operations, supporting trade facilitation, security and regional cooperation.



Enriching
Generations

FINANCIAL MARKET MONITOR

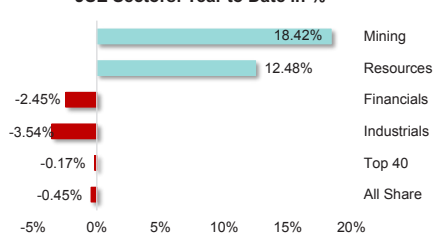
Commodities

Spot Gold	2716.54
Platinum	942.63
Palladium	949.90
Silver	30.69
Uranium	73.50
Brent Crude	81.59
Iron Ore	96.22
Copper	9103.88
Natural Gas	4.13
Lithium	9.85

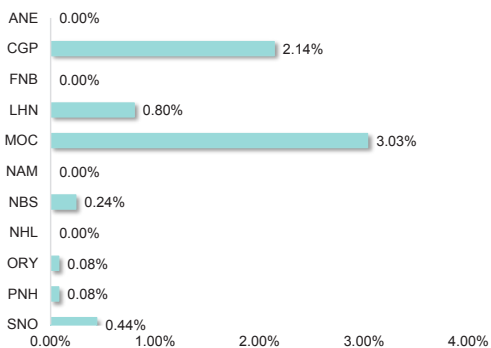
Currencies

USD/ZAR	18.8675
EUR/ZAR	19.3911
GBP/ZAR	23.0055
USD/CNY	7.3316
EUR/USD	1.0278
GBP/USD	1.2194
USD/RUB	102.7874
CPI	3.40%
Repo Rate	7.00%
Prime Rate	10.75%

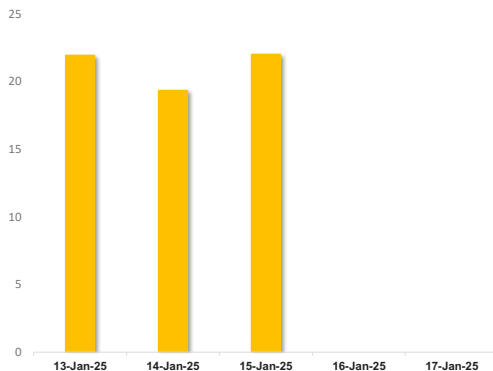
JSE Sectors: Year to Date in %



NSX Local Stocks: Month on Month in %



JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)



Global Indices: Year to Date in %

