

ELECTRIC

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Harnessing artificial intelligence for smarter

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INFLATION

Namibia's inflation rate rises to 3.6% in February

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THE

BR/EF

News Worth Knowing

Kadila Poultry targets 2.9 million birds annually

THURSDAY 06 MARCH 2025

MAIN STORY

Kadila Poultry targets 2.9 million birds annually

... warns of the risk posed by unregulated imports

Kadila Poultry Farming, a local poultry producer, is targeting an annual production of approximately 2.9 million birds, with plans to slaughter 100 tonnes of poultry per week, equating to around 55,000 chickens.

The company's facility is equipped with six broiler units capable of producing 400 tonnes of poultry meat per month.

Immanuel Kadhila, Managing Director of Eos Capital, which holds an investment in Kadila Poultry, stated that the company does not currently export poultry products but has the potential to expand into Arab markets.

He highlighted that for this expansion to take place, slaughter facilities must be Halaal-certified, a requirement that Kadila's facilities already meet. This certification makes export a viable future avenue for the company.

Kadhila explained that although Kadila Poultry has previously sold to local retailers such as Metro Namibia and Woermann Brock (WB), the company has shifted its focus to wholesalers.

"Retail distribution in Namibia is cost-intensive, requiring rebates, merchandising, price deals, and marketing support. Wholesalers, on the other hand, already



Crucial Dates

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

possess the necessary infrastructure to service retailers directly, eliminating additional costs and simplifying distribution logistics,” he said.

However, Kadhila raised concerns about the increasing influx of unregulated foreign poultry imports, which he believes threaten the local sector.

“If low-cost imports continue to flood the market, these investments will be undermined, leading to financial losses for local investors and a weakened poultry sector. Furthermore, food security is at risk if Namibia remains dependent on foreign poultry supplies. A strong, locally driven poultry industry ensures resilience, safeguards jobs, and strengthens economic sustainability,” he warned.

Kadhila further noted that many Namibian consumers often opt for cheaper imported alternatives, making it essential to

implement stricter import controls to protect local producers.

“Kadila’s poultry products are well-received in terms of quality, but the market remains highly influenced by price sensitivity. Namibia is making significant strides toward self-sufficiency in poultry production, reducing reliance on imports,” he said.

Kadhila Poultry Farming is a joint venture between Eos Capital, Africa Venture Partner Projects (AVPP), and Oyeno Poultry Industries. Namibia is estimated to import between 2,000 to 2,500 tonnes of poultry meat monthly, indicating a growing opportunity for local producers.

Founded in 2015, Eos Capital is an unlisted investment manager with over N\$1 billion in assets under its management, across three mandates: general private equity, infrastructure, and agriculture.

Balancing Growth and Social Upliftment:

The National Budget in a New Dispensation

25 March 2025 | 09h00-11h00 | Hilton Windhoek



Salomo Hei
MD: High Economic Intelligence (Presenter)



Jason Kasuto
EAN Chairperson (Panelist)



Prof Teresia Kaulihowa
Associate Dean: NUST (Panelist)



Floris Bergh
Chief Economist: Capricorn Asset Management (Panelist)



Livestreaming
Economic Association of Namibia Facebook page



Khan Solar PV Plant inaugurated, set to benefit 18,500 people

President Nangolo Mbumba has inaugurated the N\$360 million Khan Solar PV Plant, a renewable energy project expected to provide affordable and reliable electricity to approximately 18,500 people.

The plant marks a major milestone in Namibia's efforts to enhance energy security and drive economic growth.

Speaking at the inauguration, Mbumba emphasized the plant's significance in attracting further investments to Usakos,

DRIVING ECONOMIC RESILIENCE: NAMIBIA'S DIVERSIFICATION STRATEGY

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fostering long-term economic development, and reducing poverty.

“The development will attract further investments in Usakos, driving long-term economic growth and contributing to poverty reduction,” he said.

During the plant’s construction phase, around 200 direct temporary jobs were created, benefiting the local economy and supporting various businesses, including retail outlets, guesthouses, fuel stations, and catering services.

“I am also informed that during the construction of this project, about 200 direct temporary jobs were created in Usakos and expenditures made which supported various businesses such as retail outlets, guesthouses, fuel stations, catering, and security among others in the town,” Mbumba said.

The Khan Solar PV Plant aligns with Namibia’s broader energy transition under Harambee Prosperity Plans I and II, which aim to shift the country away from fossil fuel dependence toward sustainable energy sources such as solar, wind, and green hydrogen.

“To achieve energy sufficiency and efficiency, development of energy storage technologies that can make up for the intermittent nature of solar energy is essential. However, provision of solar energy must not come at high costs to consumers but should be affordable,” Mbumba said.

Addressing concerns about Namibia’s simultaneous pursuit of oil exploration and renewable energy expansion, Mbumba stated that the country is pursuing a balanced energy strategy.

“The development of our newly discovered oil resources is not contradictory to our decarbonization agenda. It is part of a strategic energy mix that will enable us to transition sustainably,” he explained.

The Khan Solar PV Plant is a joint venture between Alpha Namibia Industries Renewable Energy Power (ANIREP) and Aussenkehr Energy Investment. The project contributes to Namibia’s goal of achieving energy sufficiency and accessibility, reinforcing its commitment to a diversified and sustainable energy future.

PROCUREMENT NOTICE



MTC hereby invites companies to participate in the following procurement opportunity:

TENDER NO: MTC02-25-O

REQUEST FOR PROPOSAL FOR THE DESIGN, SUPPLY AND INSTALLATION OF SERVICE CONTAINERS FOR MOBILE TELECOMMUNICATIONS LIMITED (MTC)

Briefing Meeting:

Wednesday, 5th March 2025 @ 09H00

Briefing Meeting Venue:

Microsoft Teams, the link will be on MTC’s website.

Closing Date: Friday, 14th March 2025 by 14h30

TENDER NO: MTC03-25-O

REQUEST FOR PROPOSAL FOR THE SUPPLY AND DELIVERY OF PROMOTIONAL ITEMS FOR MOBILE TELECOMMUNICATIONS LIMITED (MTC)

Briefing Meeting:

Tuesday, 25th February 2025 @ 14H30

Briefing Meeting Venue:

Microsoft Teams, the link will be on MTC’s website.

Closing Date: Friday, 7th March 2025 by 14h30

TENDER NO: MTC06-25-O

REQUEST FOR PROPOSAL FOR THE SUPPLY AND DELIVERY OF GROCERIES AND CLEANING MATERIALS FOR MOBILE TELECOMMUNICATIONS (MTC)

Briefing Meeting:

Wednesday, 5th March 2025 @ 11H30

Briefing Meeting Venue:

Microsoft Teams, the link will be on MTC’s website.

Closing Date: Friday, 7th March 2025 by 14h30

TENDER NO: MTC08-25-O

REQUEST FOR PROPOSAL FOR THE SUPPLY AND DELIVERY OF PRE-PRINTED STATIONERY AND MARKETING MATERIALS FOR MOBILE TELECOMMUNICATIONS LIMITED (MTC)

Briefing Meeting:

Tuesday, 25th February 2025 @ 09H00

Briefing Meeting Venue:

Microsoft Teams, the link will be on MTC’s website.

Closing Date: Friday, 7th March 2025 by 14h30



mtc.com.na

Terms of reference are available at:
<https://www.mtc.com.na/procurement/tenders>



Electric vehicle charging station to be installed at City of Windhoek offices

Tesla Energy Solutions, a Namibian sustainable energy company, is set to install an electric vehicle (EV) charging station worth approximately N\$120,000 at the City of Windhoek (CoW) offices.

The charging station will be publicly accessible and contribute to research on the integration of electric vehicles into Namibia's transport system.

"The charging station will be installed at the City of Windhoek's offices, making it publicly accessible for monitoring usage trends. This installation will also contribute to ongoing research on the integration of electric vehicles into Namibia's transport system," the City of Windhoek Municipal Council said.

According to the municipality, the initiative aligns with the City's broader

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climate change mitigation strategies and efforts to promote sustainable energy solutions.

"This donation not only supports the City's transition towards more sustainable energy sources but also aligns with its commitment to advancing climate resilience and promoting

green technologies within the urban environment. The City of Windhoek views this contribution as an important step in its efforts to create a more sustainable and environmentally responsible future," said the Council.

Namibia currently boasts approximately 100EVs, with a goal of 10,000EVs by 2030.

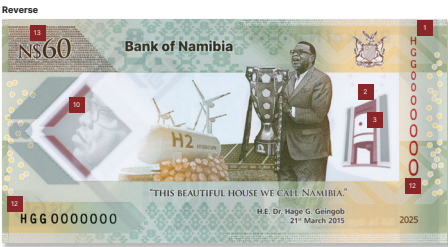
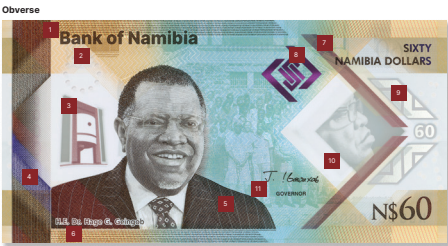
**BANK OF NAMIBIA IN CELEBRATION OF THE LIFE AND LEGACY OF
H.E. DR. HAGE G. GEINGOB PRESENTS THE NEW N\$60.00 COMMEMORATIVE BANKNOTE**
60 YEARS OF EXCELLENCE: A LEGACY OF DEDICATION AND SERVICE


KNOW THE SECURITY FEATURES


**LOOK**
Take a careful look at the overall colours. Lift the banknote up to the light and discover see-through features and shadow images.


**FEEL**
Feel the tactility of raised print in the text and portrait.


**TILT**
Tilt the banknote to check the colour changing and dynamic features in the clear windows and glossy prints.





**1**
Feel the microtext printed in raised ink. "Forward ever backward never 60".


**2**
Feel the tactile dots for the visually impaired.


**3**
Look at the clear window depicting the Independence Memorial Museum.


**4**
Feel the microtext printed in negative raised ink in the form of the value "60".


**5**
Feel the raised print across the portrait of H.E. Dr. Hage G. Geingob.


**6**
Feel the microtext "Bank of Namibia" and "Forward ever backward never 60" printed in raised ink.


**7**
Tilt the banknote to see the number 60 appear at the top and bottom of the shiny band when the colour change happens.


**8**
Tilt the banknote to see the rolling bar effect with the BON logo changing from violet to bronze.

**9**
Tilt the banknote to see a highly reflective, mirror-like pattern and number 60.

**10**
Look at the clear window containing a printed portrait of H.E. Dr. Hage G. Geingob.

**11**
Feel the Governor's signature in raised print.

**12**
Look at the unique red and black serial number.

**13**
Look at the microtext "60 Namibia Dollars".



THE N\$60.00 COMMEMORATIVE BANKNOTE IS PRINTED ON A SMOOTH, SECURE AND DURABLE MATERIAL KNOWN AS POLYMER

For more information, contact: Strategic Communications and International Relations, Tel: (061) 283 5114, Fax: (061) 283 5834, Email: info@bon.com.na or Website: www.bon.com.na

Harnessing artificial intelligence for smarter, faster, and more efficient public services delivery

By Kondjeni Ndakeva

“A people united, striving to achieve a common good for all the members of the society, will always emerge victorious.” – His Excellency the Founding Father Dr. Samuel Shafiishuna Daniel Nujoma.

With technological advancement, the tech industry finds new ways of improving lives, and the recent and advancing technology is artificial intelligence (AI). For a few years now, AI has become a part of our everyday life, primarily online, and this technology keeps getting better each day and making our lives easier as days go by. In principle, when we speak of Artificial Intelligence, we quickly think about online chatbots like ChatGPT, xAI (Grok), DeepSeek, etc. On the other hand, AI is being used to transform industries far beyond simple conversations and reforming healthcare, agriculture, education, and even urban planning.

According to the International Monetary Fund's (IMF) AI Preparedness Index (AIPI) report of 2023, Namibia ranks ninth in Africa with a score of 0.41. The IMF determines the ranking based on Namibia's government commitment to digital transformation and innovation, with institutions such as the University of Namibia and Namibia University of Science and Technology investing in AI research and development. Considering Namibia's economy and size, this is a positive achievement.

Like any other country, Namibia can immensely capitalise on AI at the national level to deliver public services and carry



“

With technological advancement, the tech industry finds new ways of improving lives, and the recent and advancing technology is artificial intelligence (AI).

out government strategic objectives in the realisation of Vision 2030 to fulfil his excellency Founding Father's vision of an industrialised and self-sustaining Namibia.

Like many other countries jumping onto the AI wagon, Namibia can immensely benefit from implementing AI-powered systems and applications in some of its key economic sectors.

Sectors to benefit significantly from AI are as follows:

Health Sector: With AI, the Namibian public health sector can use AI for predictive analysis; this would help with decision-making when allocating resources such as human resources, medication, and equipment to different healthcare facilities in regions and constituencies.

The Namibian government can capitalise on AI by predicting disease outbreaks, allowing proper mitigation planning, and supplying the required resources to counter such outbreaks.

Countries like Rwanda have turned to AI to monitor and distribute medication to rural, remote areas using AI-powered drones. Namibia can, in turn, use the same approach to reach out to rural, remote areas where medication distribution has become a tough job.

Education Sector: In the education sector, proper data-driven analysis can assist schools and teachers in creating tailor-made learning materials to improve student's learning outcomes and reduce the gap in the quality of education. This will help increase the pass rate, especially in the low-performing Namibian Senior Secondary Certificate (NSSC) NSSCO and NSSCAS levels, which have been received with different feelings from the public.

Security Sector: Many countries like China, the USA, and others have implemented AI to counter many security flows, including terrorism, financial crimes, and child pornography. Like many other countries, Namibia could benefit from using AI to make our nation a safe place for everyone. Using AI-enhanced surveillance systems will allow law enforcers to monitor high-risk areas and detect suspicious behaviour in real time. Cities and towns can use AI in facial recognition systems, predictive policing, and emergency response systems to provide safety and crime control. Security

agencies can utilise AI- based data analysis to identify crime patterns, allowing for better resource allocation and preventing potential threats in record time.

Social Welfare: Gender Based Violence (GBV), primarily associated with passion killing in Namibia, is a serious issue, and AI can be used to help report and monitor domestic violence activities. By doing so, relevant organisations can use AI analyses to distribute resources, such as women and child protection officers and social workers,



INVITATION

PUBLIC PRESENTATION OF NAMPOWER 2025/2026 BULK ELECTRICITY TARIFF APPLICATION (GENERATION & TRANSMISSION)



1st Public Presentation:

5 March 2025

Khomas Regional Council
Hall (Windhoek)

10:00am – 1:00pm

2nd Public Presentation:

7 March 2025

Otjozondjupa Regional
Council Hall (Otjiwarongo)

10:00am – 1:00pm

NB: You will have an opportunity to ask questions, seek clarity and explanations on the bulk electricity tariff application.



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to the most affected areas. The government, with the help of the Ministry of Gender and Social Welfare, can utilise AI to assist social welfare programs in identifying vulnerable groups of people through predictive analysis. AI virtual assistants and chatbots can also facilitate more effective provision of services by making it easy to apply for social grants, decreasing bureaucratic workloads, and promptly making disbursements.

Revenue Sector: Within the revenue collection industry, using AI-motivated data analysis will assist in detecting tax fraud, tracking economic activities, and enhancing compliance. Chatbots can assist taxpayers with queries, reducing the workload at NamRa offices. Furthermore, AI can modernise the government procurement process, ensuring transparency and efficiency in government spending. This improvement will streamline the tedious tendering process, primarily impacting critical service delivery. We have mainly seen its effects within the Ministry of Health, where legal challenges in the tendering process have led to shortages of medicine and medical equipment in hospitals and clinics.

Infrastructure and Urban Planning: At some point, the City of Windhoek fantasised about transforming into a smart city. AI can scale such programs. The city revolution began by offering services to its people more effectively.

AI can prevent traffic jams by optimising the timings of traffic lights using live input. AI-based sensors can maintain public infrastructure by detecting potholes and defects early, allowing active maintenance and reducing maintenance costs.

Agriculture Sector: Namibia is known as one of the driest nations in the world, but agriculture remains a key sector of its economy. Using AI-driven systems in agricultural activities will help early detect diseases likely to affect crops and animals

and optimise irrigation. The government can actively use AI to control, monitor, and mitigate the Foot and Mouth Disease (FMD) outbreak, mainly from the country's northern side. By doing so, the government will promote economic equality and improve the well-being of all Namibian citizens. Using AI-driven analyses will help farmers increase harvests and improve the quality of livestock. Farmers can use drones with AI capabilities to analyse soil, monitor livestock, and automate farming activities to reduce costs and increase productivity.

Risks Associated with Artificial Intelligence

Although AI is at the centre of innovation and development, some risks are still associated with it, which cannot be overlooked.

Some of the risks are: The Data gaps in Namibian industries: Namibia has a huge data gap. Most of the data needed in AI applications has yet to be computerised or digested. AI systems might fail to yield valid and accurate results without structured, high-quality data.

Ethical Considerations: We must ensure data security and confidentiality when applying AI in government services. AI research studies must also comply with local and international standards of ethics and laws to deliver transparency, accountability, and protection of citizen rights.

A threat to the labour force: A study on “The Future of Jobs” report of 2025 by the World Economic Forum (WEF) states that artificial intelligence will make 39% of core skills obsolete by 2030. With such information, we cannot deny that AI will replace many careers in the labour force sector. However, as much as AI threatens job security, it can also increase job creation possibilities by maintaining, developing, and supervising AI systems. It should be the government and the private sector's

responsibility to consider the implementation of policies to improve and create new skills for people to be relevant in the evolving job market.

The way forward for Namibia

Namibia needs to capitalise and find ways to adopt AI-driven initiatives to realise maximum benefits while mitigating challenges and risks associated with AI.

Some of the things to take into consideration are as follows:

National AI Task Force: The Ministry of Information, Communication, and Technology must establish a National AI Task Force to manage and facilitate AI work. The task force must benchmark AI best practices to position the government better in terms of AI and delivering services.

Pilot Projects in the Health and Agricultural Sector: The government must start with pilot projects in health and agricultural sectors focusing on Foot and Mouth Disease control in the northern part of the country. We can scale up the projects to adopt AI in other government services.

Digital Infrastructure: The government should work with local internet service providers to expand and improve digital infrastructure in rural areas, prioritising remote areas. Access to the internet is crucial to rolling out and implementing AI-based solutions in healthcare, education, and agriculture.

Industrial Collaboration:

The government must partner with local universities, NGOs, and international organisations to help build AI-related skills and knowledge. These joint efforts will intensify AI innovations and enable Namibia to compete in the digital age of fast-changing technology.

In conclusion, AI can transform and improve government project delivery and better public services with the right policies, joint investments, and not overlooking ethical considerations. The time to move is now. AI is here to stay; we must embrace and capitalise on it.

****Kondjeni Ndakeva is a Data Scientist, Software Developer and Database Administrator with a master's in data science. He is passionate about leveraging data to drive impactful decisions and enhance democratic accountability in Namibia.***



**SINOMINE
TSUMEB SMELTER**

TENDER
TENDER: ST25_001

DESIGN OF TAILINGS DAM FACILITIES

Sinomine Tsumeb Smelter (Pty) Ltd. invites registered, competent and experienced individuals or companies to tender for the Design of Tailings Dam Facilities.

Details of the Tender

Tender availability	:	From Monday, 3rd of March 2025 Tender documents can be obtained by e-mailing: ststenders@sinomine.na
Cost per set	:	No levy
Closing date for submission	:	Friday, 21 March 2025 at 16h00

Submission requirements are defined in the tender documents and the closing date for submission is final, no extensions will be granted. Technical information, bid clarifications and any enquiries pertaining to this tender can be requested at: ststenders@sinomine.na

All tender proposals must be submitted via e-mail to: ststenders@sinomine.na

No other method of submission will be accepted

Sinomine Tsumeb Smelter employs an equal opportunity policy. Tenders will be awarded through a competitive bidding process which is transparent and open to all individuals or companies that meets the set criteria. Any person(s) or company that qualify as per the tender's evaluation criteria, may bid.



NCRST and NIPDB launch ScaleUp Namibia to boost startups

The National Commission on Research, Science and Technology (NCRST) and the Namibia Investment Promotion and Development Board (NIPDB) have launched ScaleUp Namibia (SUN), an initiative aimed at fostering innovation, accelerating startup growth, and positioning Namibia as a global leader in emerging solutions.

ScaleUp Namibia is designed to bridge the gap between ideation and commercialisation for Namibian startups.

The initiative provides coordinated support to local entrepreneurs and innovators through mentorship, investment

facilitation, acceleration programmes, and the establishment of key infrastructure such as co-working spaces, makerspaces, and digital transformation centres.

NIPDB Executive for MSME Development and Export Promotion, Peter Shivute, emphasised that strong collaboration between key stakeholders is crucial to the success of ScaleUp Namibia.

“The partner organisations are the foundations and the pillars of fostering entrepreneurship, innovation, and technology ecosystems. This network brings together the vital players who cultivate and empower the entrepreneurs and innovators

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ScaleUp Namibia is designed to bridge the gap between ideation and commercialisation for Namibian startups.

of our ecosystem. Today, we celebrate their continuous efforts in molding and nurturing entrepreneurial talent,” he said.

Through this initiative, entrepreneurs and innovators will gain access to structured programmes designed to equip them with the skills and resources needed to effectively scale their businesses.

Additionally, ScaleUp Namibia will advocate for a conducive policy environment by actively engaging with regulators to streamline processes, improve the ease of doing business, and remove constraints that hinder the success of Namibian startups locally and in international markets.

Chief Executive Officer of NCRST, Anicia Peters, stressed the importance of an enabling

environment for entrepreneurs.

“I would love for our startups to find a home in Namibia where they can thrive. We have so much potential, but we need to create spaces where innovation is supported, nurtured, and allowed to grow,” Peters said.

The NIPDB currently serves as the facilitator for ScaleUp Namibia, aligning with its statutory mandate to drive economic development through the empowerment of MSMEs and startups.

Meanwhile, the NCRST coordinates ScaleUp Namibia by ensuring accreditation and certification of innovations, developing technology stations to support research and development (R&D), and fostering collaboration among Science, Technology, and Innovation (STI) stakeholders.

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Namibia launches trade information portal to simplify business processes

The Ministry of Industrialisation and Trade (MIT) has launched the Trade Information Portal (TIP), aimed at simplifying access to trade-related information and facilitating international trade, particularly for micro, small, and medium enterprises (MSMEs).

Speaking at the official launch, Deputy Minister of MIT, Verna Sinimbo, said the TIP consolidates all necessary regulatory requirements for importing, exporting, and transporting goods in one centralised

platform.

“Today, we proudly introduce the Namibia Trade Information Portal, a single platform where all trade-related information is aggregated under one roof and made easily accessible to the business community. With the support of the European Union under the Technical Assistance to Strengthen Trade and Investment between Namibia and the EU, the Ministry of Industrialisation and Trade has successfully developed this portal,” Sinimbo said.



THE

BR/EF

MOOKS & ADORA In the Morning

06:40

Mon-Fri



Previously, trade-related information was scattered across multiple government departments and agencies, making it difficult for businesses to navigate regulatory processes. The TIP is expected to reduce costs by minimising the need for multiple visits to government offices and streamlining processing times. It also provides businesses with the convenience of accessing trade regulations and requirements online, making transactions more efficient.

Furthermore, the platform enhances transparency by clarifying cross-border trade procedures and reducing uncertainty for businesses. By improving access to regulatory information, Sinimbo noted that the TIP contributes to a better business environment, supporting ease of doing business and attracting both local and foreign investment.

In addition to local trade information, the portal integrates with global platforms such as the Global Trade Help Desk, making market research more accessible for businesses.

“These agreements offer enormous opportunities for Namibian businesses to access international markets. However, despite these trade agreements, many of our business operators, particularly MSMEs, have yet to fully harness the vast market potential they provide,” Sinimbo said.

The initiative aligns with

Namibia’s commitment to the World Trade Organisation’s (WTO) Trade Facilitation Agreement and regional trade frameworks, including the African Continental Free Trade Area (AfCFTA), the Southern African Development Community (SADC), and the Economic Partnership Agreement (EPA).

The launch of the TIP marks a significant step in improving Namibia’s trade ecosystem, enabling businesses to access vital regulatory information and enhancing their competitiveness in international markets.

TENDER

First date of publication: 14 February 2025

TENDER NO: DBMNE0522 BABYLON ACCESS CONTROL and/or AVIGILON SURVEILLANCE SYSTEM CALL OFF CONTRACT AT THE NAMDEB CENTRE IN WINDHOEK

DESCRIPTION:
 Debmarine Namibia is seeking experienced Service Providers for the Security access control systems and Security surveillance systems maintenance services at the Namdeb Centre in Windhoek.

SCOPE OF WORK:
Babylon and or Avigilon Systems - The scope of this tender encompasses the Namdeb Centre Security Access Control Systems maintenance and repairs commitment resulting in the highest reliability and maintaining a constant systems availability of 98%. Qualified skilled technicians must be equipped to work on the access control system and the surveillance systems.

CLOSING DATE: 20 March 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 **DBMNE0522 BABYLON ACCESS CONTROL and/or AVIGILON SURVEILLANCE SYSTEM CALL OFF CONTRACT AT THE NAMDEB CENTRE IN WINDHOEK**

ENQUIRIES:
 The Procurement Officer
 Tel: +264 61 297 8481
 Email address: e-tender@debmarine.com
 Subject line: DBMNE0522 BABYLON ACCESS CONTROL and/or AVIGILON SURVEILLANCE SYSTEM CALL OFF CONTRACT AT THE NAMDEB CENTRE IN WINDHOEK

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

DISCLAIMER:
 Debmarine 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.

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

Content saturation

The Brand Guy

I have a problem with imposter syndrome. I understand that you are skilled and interested in brands and marketing. Perhaps I want to do business with you. My problem is I am not interested in much of the content that I see on social media, so I often scroll past it.

Your social media stats will confirm that I am not the only one who doomscrolls. I don't feel particularly guilty though. My own stats point to the fact that you often scroll past the content that I assemble.

Social media algorithms compound this paradigm. For instance, I send this out as a newsletter.

The number of newsletters that are sent by the platform is lower than the number of subscribers. The number of newsletter opens is lower than the number of newsletters sent. This translates into a fraction of a part of the full potential. Even so, the newsletter is more effective than the statistics for feeds shows.

The broad problem is content saturation. Social media arrived in the aughties, and almost every post was a fascinating insight into the life of a brand or individual. However, the amount of content exploded, and the law of diminishing returns kicked in. I stopped clicking everything and started doomscrolling. There is far too much content to pay attention to all of it. Hence the doomscrolling in the quest for something, anything, of interest. Content saturation is a race to the bottom.

Part of the problem is that people are posting irrelevant content in an effort to make quotas and be seen, even if it is just



Social media arrived in the aughties, and almost every post was a fascinating insight into the life of a brand or individual.

their name on a feed. In fairness, what is irrelevant to me may be relevant to others.

A post about a news job or promotion may be of interest to me, but a motivational post will not get a click from me, unless you are a friend. A repost is of almost zero interest. An insight within my field of interest will probably get a click.

As I look at it, a very short reel is likely to get my attention. As a result I am thinking of adding them to my content set. These pieces will continue though for those of you who want greater depth.

Where does it all go? Content is now mostly devoid of value. The ROI on content is so marginal that it has become necessary but hardly sufficient. In fact, a lot of sales, particularly in Namibia, are made without exposure to content.

There are some ways to break the deadlock, however.

Firstly, use niche targeting. Focus on a specific audience or topic where the competition is lower, allowing for more tailored content. In other words, you need to understand me and my social media usage. Data analytics and keyword search will

The situation with content saturation will change, possibly with the emergence of AI that gets to know the audience better than the social media algorithm.

strengthen the targeting.

Also consider local search practices. I am not sure why people advertise local tourism products to me. Rather develop a distinct voice or angle that differentiates your content from everyone else. Use a good subject line or hook to draw me in.

I mentioned quotas above. Avoid that approach: not everyone will bite. Instead of churning out mass content, prioritize creating fewer, higher-quality pieces that encourage interaction. Distribute that content across various platforms and formats to increase reach. It will be marginal in terms of reach, but the ROI may be preserved with a higher quality, more responsive audience.

There are some obvious implications. Content creation needs to be more innovative to grab audience attention. And marketers need a greater emphasis on strategic planning, content diversification, and deeper audience analysis.

The situation with content saturation will change, possibly with the emergence of AI that gets to know the audience better than the social media algorithm. For now, however, if ROI is your goal, reread this column.

****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 if you need thought-leadership, strategy and support.***

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Namibia's inflation rate rises to 3.6% in February

Namibia's annual headline inflation rate stood at 3.6% in February 2025, driven primarily by increases in food and housing costs, according to the Namibia Statistics Agency (NSA).

The latest Consumer Price Index (NCPI) report indicated that 'Food and Non-Alcoholic Beverages' contributed 1.2 percentage points to the overall inflation rate, followed by 'Housing, Water, Electricity, Gas, and Other Fuels' at 0.9 percentage points, and 'Alcoholic Beverages and Tobacco,' which added 0.5 percentage points.

"On a monthly basis, price levels in Namibia rose by 0.4% during the review period, compared to 1.1% recorded a month ago," the NSA stated.

The core inflation rate, which excludes volatile elements such as food and energy prices, stood at 3.5%.

Category-Specific Inflation Trends

The highest annual inflation increases were

recorded in 'Hotels, Cafés, and Restaurants' (7.6%), 'Food and Non-Alcoholic Beverages' (5.9%), 'Education' (4.3%), and 'Recreation and Culture' (4.2%).

The 'Housing, Water, Electricity, Gas, and Other Fuels' component, which accounts for 28.4% of the consumer basket, registered an annual inflation rate of 3.6% in February 2025, slightly up from 3.5% recorded in February 2024. However, on a monthly basis, this category remained unchanged at 0.0%, compared to an increase of 1.3% in January 2025.

Food Inflation Remains Elevated

'Food and Non-Alcoholic Beverages,' which make up 16.5% of the NCPI basket, recorded an annual inflation rate of 5.9% in February 2025, compared to 5.8% in February 2024. Monthly inflation for this component stood at 0.9%, slightly lower than the 1.0% increase recorded in the previous month.

"The Food sub-category accounts for 14.8%

of the consumer basket in the NCPI. Within the food sub-component, 'Bread and Cereals' hold the highest weight at 4.8%, followed by Meat (3.5%), 'Sugar, Jam, Honey, Syrups, Chocolate, and Confectionery' (1.4%), Vegetables (1.2%), and 'Milk, Cheese, and Eggs' (1.2%)," the NSA reported.

Fruit prices surged by 14.3% in February 2025, up from 12.8% a year ago. "The increase in the annual inflation rate for this subcategory was mainly reflected in the price levels of 'Watermelons' (from 3.6% to 24.3%), 'Bananas' (from 10.7% to 22.1%), and 'Avocados' (from 8.2% to 16.6%)," the NSA stated.

Alcohol and Tobacco Prices Decline

The annual inflation rate for 'Alcoholic Beverages' dropped to 3.1% in February 2025, a significant decline from 7.2% recorded in February 2024. The NSA attributed this slowdown to moderate price increases in items such as 'Beer/Ales/Cider' (from 8.1% to 1.4%), 'Sparkling Wines/Champagnes' (from 10.5% to 4.9%), 'White Spirits' (from 9.0% to 4.4%), 'Whiskies' (from 5.1% to 2.5%), and 'Liqueurs' (from 5.0% to 2.6%).

Tobacco prices, however, saw a slight increase, with the annual inflation rate rising to 6.7% in February 2025, up from 6.6% recorded in the same period in 2024. The NSA noted that the increase was driven by higher prices for 'Pipe Tobacco,' which rose from 10.4% to 13.9%.

Regional Inflation Trends

Zonal year-on-year inflation data for February 2025 showed that Zone 2 (Komas region) and Zone 3 (//Kharas, Erongo, Hardap, Omaheke regions) recorded the highest rate of 3.7%, while Zone 1 (Kavango East, Kavango West, Kunene, Ohangwena, Omusati, Oshana, Oshikoto, Otjozondjupa, and Zambezi regions) recorded an annual inflation rate of 3.5%.

A breakdown of retail prices for selected products revealed disparities in costs across regions. Consumers in Zone 2 paid the highest price for 750ml Pure Sunflower Oil at N\$34.32, followed by Zone 3 at N\$31.05, while Zone 1 consumers paid the lowest price at N\$29.78. Similarly, the highest price for 400g Tinned Pilchards in Tomato Sauce was recorded in Zone 3 at N\$37.17, followed by Zone 2 at N\$35.60, with Zone 1 paying the lowest price at N\$30.03.



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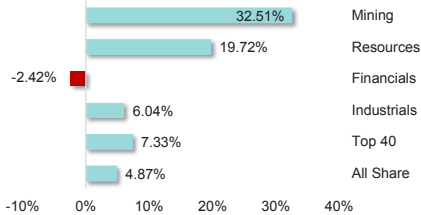
Commodities

Spot Gold	2920.75
Platinum	974.39
Palladium	953.86
Silver	30.95
Uranium	65.20
Brent Crude	69.57
Iron Ore	96.31
Copper	9603.33
Natural Gas	4.33
Lithium	9.85

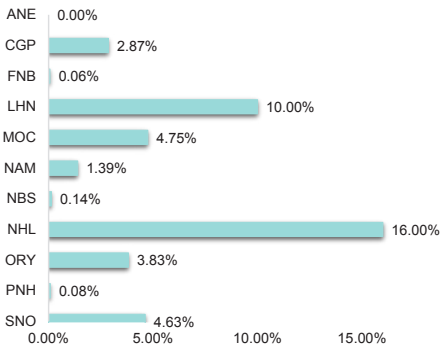
Currencies

USD/ZAR	18.1739
EUR/ZAR	19.2300
GBP/ZAR	23.4702
USD/CNY	7.2388
EUR/USD	1.0849
GBP/USD	1.2916
USD/RUB	89.3501
CPI	3.20%
Repo Rate	6.75%
Prime Rate	10.50%

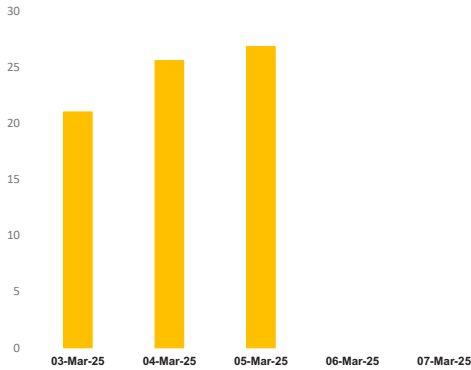
JSE Sectors: Year to Date in %



NSX Local Stocks: Year to Date in %



JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)



Global Indices: Year to Date in %

