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THE

BRIEF

News Worth Knowing



BoN signals possible economic forecast revisions

FRIDAY 17 APRIL 2026

MAIN STORY

BoN signals possible economic forecast revisions

Bank of Namibia Deputy Governor Leonie Dunn has warned that rising inflation risks and global uncertainty could force revisions to Namibia's economic outlook.

"These dynamics present a material risk to the current forecast and may necessitate major revisions," she said.

Dunn pointed to oil price volatility and geopolitical developments as key external pressures likely to push inflation higher, particularly following domestic fuel price increases implemented in April 2026.

She also highlighted regional risks, including Foot-and-Mouth Disease outbreaks, which could weigh on agricultural output and exports.

Despite these pressures, Dunn said the domestic economy is expected to recover over the medium term, supported by growth in construction, utilities and public sector investment.

However, she stressed that long-term growth will depend on diversification, value addition and the development of new sectors.

"In such an environment, the role of institutions, particularly central banks, is not only to preserve stability, but to anticipate change, to build resilience, and to enable growth," she said.

In response to the evolving economic landscape, she said the Bank of Namibia is



advancing a series of financial sector reforms aimed at strengthening resilience and improving investor confidence.

These include the development of an Instant Payments Solution to enable real-

Crucial Dates

- **Bank of Namibia Monetary Policy announcement dates:**
 - * 22 April 2026
 - * 17 June 2026
 - * 12 August 2026
 - * 21 October 2026
 - * 02 December 2026
- **Namibia Oil and Gas Conference 18–21 August 2026 in Windhoek**

time transactions and expand financial inclusion, as well as the rollout of a Central Securities Depository to improve efficiency in capital markets.

The central bank is also implementing a Gold Acquisition Programme to strengthen reserve adequacy amid ongoing global uncertainty.

“We are not insulated from global uncertainty, but we are not constrained by it either. As we look ahead, the Bank of Namibia is dedicated to building a financial system that is resilient, inclusive and future-ready,” Dunn said.

She added that these reforms are supported by improving macro-financial indicators, including the successful redemption of the US\$750 million Eurobond in 2025 and the growth of the Welwitschia Sovereign Wealth Fund to US\$30.09 million by February 2026.

Dunn said the central bank remains focused on aligning policy, strengthening institutional capacity and ensuring the financial system can respond effectively to both domestic and external shocks over the medium term.

This comes as the Bank of Namibia’s Economic Outlook for March 2026 projects moderate growth over the medium term, following slower expansion estimated for 2025.

The domestic economy is estimated to have grown by 1.7% in 2025 and is projected to

expand by 2.6% in 2026 and 2.9% in 2027.

The central bank noted that, despite downward revisions compared to the December 2025 Economic Outlook update, growth in 2026 and 2027 remains moderate, supported mainly by expansion in the secondary and tertiary sectors, particularly construction, electricity and water, wholesale and retail trade, financial services, and public administration and defence.

Uranium mining is expected to remain a key contributor to growth within the primary industries, supported by increased production from existing operations.

The latest projections for 2026 and 2027 reflect a downward revision of 1.2 percentage points and 1.4 percentage points, respectively, compared to projections published in the December 2025 Economic Outlook update.

The downward revisions are largely attributed to weaker-than-expected performance in the primary industries, particularly a contraction in metal ores production and continued weakness in diamond mining.

Meanwhile, the bank’s Namibia Inflation Forecast Report shows that domestic inflation slowed to 2.9% in January 2026 but is expected to edge up to between 3.0% and 3.2% in early 2026. Medium-term projections place inflation at an average of 3.5% in 2026 and 3.4% in 2027, supported by softer oil prices and a stronger US dollar.

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THEME: MARKETING FROM THE HEART

THANK YOU

We extend our sincere and heartfelt appreciation to all delegates, speakers, and sponsors who took part in the MTC Branding and Marketing Indaba 2026. Your presence, insights, and active participation were central to the continued success of the Indaba.

As the second edition of the Indaba, the event was elevated by your expertise, commitment, and willingness to share knowledge. Together, you helped shape a dynamic platform for learning, collaboration, and innovation within the branding and marketing space.

From thought-provoking presentations to engaging discussions and meaningful networking, every contribution played an important role in creating an experience with lasting impact. The energy and passion you brought reflected the true spirit of growth and excellence that the Indaba stands for.

Collectively, we have taken a significant step towards building Africa's leading branding and marketing Indaba.

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SOCIAL MEDIA INFLUENCER OF THE YEAR CORPORATE 2026 CRAN	BEST EXHIBITOR STAND 2026 TRAVELHUB	PEOPLE'S BRAND OF THE YEAR 2026 TST MARKETING AGENCY
LIFETIME ACHIEVEMENT AWARD 2026 HILDA BASSON-NAMUNDJERO	RESOLUTIONS <ol style="list-style-type: none"> 1. The establishment of a formal PR and Marketing Body within the next 6 months. 2. Formal engagements between the PR body, Editors Forum and the Media Ombudsman to discuss concerns and matters of mutual interest. 3. A formal Indaba co-sponsored training on Crisis Management for all delegates. 4. Formal engagement by Brand Namibia with Indaba delegates for their input. 	



Namibia hotel occupancy falls despite rising room supply

Nationally, 36,390 beds were sold out of 137,840 available in February, compared to 37,753 beds sold out of 131,096 available in January, indicating

increased capacity alongside weakening demand in Namibia's hospitality sector.

Data released by the Namibia Statistics Agency (NSA) shows that the Rooms

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Occupancy Rate Index declined by 3.9% month-on-month in February, following a sharper 16.7% drop recorded in January. On an annual basis, however, the index rose by 3.7%.

“The Rooms Occupancy Rate Index fell by 3.9% on a month-on-month basis in February 2026, following a 16.7% decline recorded in January 2026. Despite this monthly drop, the index increased by 3.7% on a year-on-year basis,” the NSA said.

A total of 62,928 rooms were available nationwide during the month, of which 20,381 were occupied, resulting in an occupancy rate of 32.4%, down from 33.7% recorded in January.

Performance varied significantly across regions, with the central region recording a sharp contraction while other areas posted gains.

The central region saw occupancy levels fall by 47.4%, reflecting a marked slowdown in demand in the country’s main administrative and business hub.

By contrast, the coastal region recorded the strongest growth, with occupancy increasing by 37.1%. The southern region followed with an 11.6% increase, while the northern region posted a modest rise of 1.4%.

“In February 2026, hospitality establishments in the central region recorded a steep decline, while the coastal, southern and northern regions registered increases during the review period,” the NSA said.

Supply continued to expand, particularly in the northern and southern regions. The northern region recorded

29,176 rooms available, with 8,512 occupied, while the southern region had 20,408 rooms available, of which 6,685 were occupied.

The coastal region also recorded improved utilisation levels, supported by stronger growth in occupancy relative to other regions.

The Beds Occupancy Rate Index mirrored the trend, declining by 8.3% month-on-month in February after an 18.7% drop in January, while increasing by 0.9% year-on-year.

“The Bed Occupancy Rate Index declined by 8.3% on a month-on-month basis in February 2026, following an 18.7% decrease recorded in January 2026. However, compared to the same month a year earlier, the index rose by 0.9%,” the NSA said.

The central region again recorded the largest decline in bed occupancy, contracting by 47.6%, while the northern region declined by 5.1%. In contrast, the coastal region increased by 21.3% and the southern region by 5.0%, pointing to a shift in demand away from central areas.

NOTICE OF ENVIRONMENTAL ASSESSMENT AND PUBLIC PARTICIPATION PROCESS

Junior Baiano Industrial Consultants cc hereby gives notice to all potentially interested and Affected Parties (I&APs) that an application will be made to Environmental Commissioner in terms of the Environmental Management Act (No 7 of 2007) and the Environmental Impact Assessment Regulations (GN 30 of 6 February 2012) for the following activity:

PROJECT DESCRIPTION:
Proposed construction and operation of a 20km power line supplying NamPower earth electrode station located in Farm Patagonia, Ojijwarongo District, Ojijwarongo Region

PROJECT LOCATION:
The 20km power line stretches along Farm Kamapu Ost No. 24, Pareisa Farm, Weisgelegen No.303 Farm, Sam Rema Farm No. 26 and stops in Farm Patagonia where the electrode earth station is located. Ojijwarongo District, Ojijwarongo Region

PROponent: CENORED (PTY) LTD

IAPs are invited to register with the consultant and give their comments and concerns in writing. Please take note of the following

PUBLIC MEETING
Date: Thursday, 23 April 2026
Venue: Business Centre, CENORED Head Office, Ojijwarongo
Time: 15H00

To register or request for documents please submit your name, contact information and interest in the project. In writing to:
Mr Nghyolwa, Fredrick
Tel: +264 (0) 81 147 2029
Email: juniorb200581@gmail.com

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Discipline will carry you to places motivation can't

By Junias Erasmus

Many people believe that motivation is the key to success. They wait to feel inspired before they act. While motivation is important, it does not last forever.

Some days you feel excited, and other days you do not. This is why discipline is more important. Discipline is what keeps you moving, even when you do not feel like it.

Today, many university students and young graduates focus too much on inspiration and employment, but forget an important truth: a successful career requires discipline.

It is not enough to have an Honours degree or a Master's degree. Education opens the door, but discipline keeps you in the room. Without discipline, even the most qualified person can struggle to succeed.

Some young people expect opportunities without preparing themselves for the responsibilities that come with them. They want quick success, recognition, and employment, but are not willing to follow rules, respect time, or commit to hard work.

Employers are not only looking for qualifications; they are looking for people who are reliable, respectful, and disciplined. If you are not disciplined, no employer will want to associate with you, no matter how educated you are.



Young graduates must understand that the world of work is different from the classroom.

This is why organisations have values such as integrity, accountability, teamwork, and respect. These values are not just words, they guide behaviour. Employers expect every employee to live by these values every day.

Discipline is what helps individuals follow these values consistently. It ensures that work is done properly, deadlines are met, and professional conduct is maintained.

Discipline is not only required at work. It is a necessity in everyday life, even when no one is watching. It shows in how you manage your time, how you treat others, and how you handle responsibility.

True discipline means doing the right thing, even when there is no reward or supervision. It is about building good habits that shape your character.

In the workplace, discipline builds trust. A disciplined person arrives on time, completes tasks, respects others, and takes responsibility for their actions. These qualities are highly valued by employers because they contribute to a positive and

productive working environment.

On the other hand, a lack of discipline can lead to missed opportunities, poor performance, and damaged reputation.

Discipline also helps you grow. It teaches you patience, focus, and consistency. Success does not happen overnight. It requires daily effort and commitment. When you are disciplined, you continue working toward your goals even when progress is slow. Over time, these small efforts lead to big achievements.

Young graduates must understand that the world of work is different from the classroom. In the workplace, performance matters, behaviour matters, and attitude matters. Discipline connects all these elements. It helps you turn knowledge into action and potential into success.

Discipline will carry you to places

motivation cannot. Motivation may start the journey, but discipline ensures that you finish it. As a student or young graduate, focus on building discipline in your daily life. Respect rules, value time, and stay committed to your goals. Remember, your qualifications may get you noticed, but your discipline will determine how far you go.

** Junias Erasmus is an Interdisciplinary Scholar and Legal Researcher, with Recognised Expertise in Artificial Intelligence grounded in a Multidisciplinary Foundation in Management Science. He is also a Strategic Scholar and Motivational Speaker. This article is authored in his personal capacity. For enquiries, he may be contacted at Junias99@gmail.com.*



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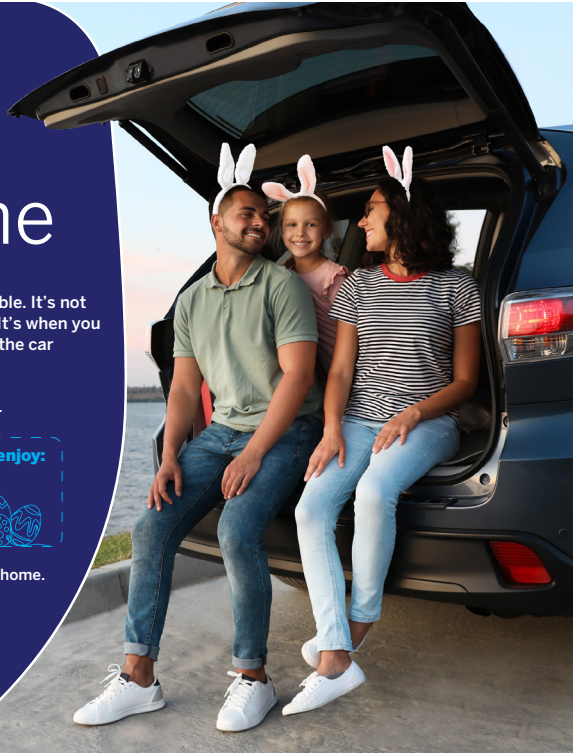


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Airport passenger numbers decline in February amid travel slowdown

The Namibia Statistics Agency reported that total passenger movements across all airport terminals declined to 69,129 in February 2026, reflecting ongoing pressure in the aviation sector and a continued slowdown in travel activity.

NSA said that this represents a decrease from 75,483 movements recorded in January 2026 and a slight decline from 69,888 movements registered in February 2025, indicating both monthly and annual contractions in passenger volumes.

The Passenger Movement Composite Index, which tracks international, regional and domestic traffic, fell by 8.4% in February, following a 13.9% decline in January, while also declining by 1.1% on a year-on-

year basis.

“69 129 passenger movements were recorded at airport terminals nationwide in February 2026, compared with 75 483 movements witnessed in January 2026 and 69 888 noted in February 2025,” NSA said.

Hosea Kutako International Airport remained the dominant hub, accounting for 78.4% of total passenger movements, followed by Walvis Bay Airport at 12.7% and Eros Airport at 5.3%, with smaller airports contributing between 2.4% and 0.06%.

At Walvis Bay Airport, arrivals declined by 5.5% month-on-month after a 33.0% drop in January, although the index increased by 22.5% compared to February 2025.

“In absolute terms, 4 185

passengers arrived through Walvis Bay Airport in February 2026, slightly down from 4 429 arrivals in January 2026 but higher than 3 416 arrivals recorded in February 2025,” NSA said.

Departures from Walvis Bay also declined by 13.2% month-on-month, following an 11.2% drop in January, while increasing by 17.1% on a year-on-year basis.

At Hosea Kutako International Airport, arrivals fell by 4.6% in February after a 17.7% decline in January, but recorded a 2.4% increase compared to the same period last year. “In absolute terms, 27 865 passengers arrived at Hosea Kutako International Airport in February 2026, down from 29 202 in January 2026 but slightly above 27 219 arrivals recorded in the same month of 2025,” NSA said.

Departures at the same airport dropped by 14.3% month-on-month, following a 10.0%

decline in January, although they rose by 7.3% year-on-year.

Eros Airport recorded mixed performance, with arrivals increasing by 5.1% in February after a 209.4% surge in January, but declining by 31.4% compared to February 2025.

“In absolute terms, 1 837 passengers arrived through Eros Airport in February 2026, up from 1 748 passengers recorded in January 2026 but below 2 678 arrivals registered in the corresponding month of 2025,” NSA said.

Departures from Eros rose by 8.9% month-on-month, reversing a 21.0% decline in January, but remained 31.4% lower than the same period last year.

“In absolute terms, 1 827 passengers departed through Eros Airport in February 2026, up from 1 678 in January 2026 but lower than 2 663 departures recorded in February 2025,” NSA said.

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The hidden cost of poor investment administration

By Zandria Venter

The Hidden Cost of Poor Investment Administration

In recent years, global markets have been shaped by events far beyond traditional economic cycles. Ongoing geopolitical conflicts heightened political uncertainty, and persistent inflationary pressures have increased market volatility and tested investment structures worldwide.

For Namibian pension funds, these conditions have exposed a less visible but increasingly critical vulnerability: the quality of investment administration.

While investment discussions often focus on asset allocation, manager selection and fees, it is investment administration that also plays a critical role in how effectively funds navigate periods of stress. Weak investment administration does not always fail loudly—it erodes governance quietly, until markets or regulators expose its shortcomings.

As one Namibian trustee recently noted, “Volatile markets don’t forgive operational weakness.”

Complexity Is Now the Norm

Modern pension portfolios are rarely simple. Most funds now rely on multiple asset managers, pooled portfolios, specialist mandates and offshore exposure. In volatile markets, this complexity magnifies risk if investment administration remains manual or fragmented. Pricing delays, reconciliation breaks and inconsistent reporting become more likely precisely when trustees and asset consultants need



For Namibian pension funds, these conditions have exposed a less visible but increasingly critical vulnerability: the quality of investment administration.

clarity most.

This is why investment administration can no longer be treated as a back office function. It is the mechanism through which strategy is executed, monitored and governed.

Governance Under Pressure

Periods of market stress place immediate pressure on governance structures. Trustees must respond to market moves, rebalance portfolios, assess breaches and ensure member interests are protected. Where investment administrative processes are manual, asset consultants and trustees often spend valuable time reconciling numbers and validating data instead of making forward looking decisions.

In contrast, robust investment administration shifts governance from reactive to proactive. Automated workflows, daily pricing and integrated monitoring allow advisers and boards to focus on decisions rather than diagnostics.

Regulatory Scrutiny in a FIMA

Environment

Regulators globally, and increasingly in Namibia, are paying closer attention to how compliance is monitored—not just whether it exists. In discussions with industry participants, questions around breach monitoring, mandate compliance and auditability are becoming more pointed.

Spreadsheet based controls struggle to withstand this level of scrutiny. By contrast, digital, rules based monitoring provides visibility across complex investment structures and creates auditable evidence of governance in action. This is especially important when markets are volatile and portfolios move rapidly.

Why Multi Management Demands Strong Infrastructure

Multi manager investing is designed to improve outcomes through diversification

and specialist expertise, but it requires strong infrastructure to function effectively. Over many years, leading multi management businesses have learned that success is not only about manager selection—it is about building systems capable of administering complexity accurately and consistently, day after day.

That experience has driven the development of integrated investment platforms where administration, monitoring and reporting are embedded into the investment process itself. These systems are not built for marketing purposes; they are built to manage risk, scale and volatility.

Accuracy Matters Most When It Is Hardest

Market turbulence increases transaction volumes, cash flows and rebalancing activity. These are precisely the conditions

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under which manual processes are most vulnerable. Errors at this level do not just create operational issues—they can impact member balances and undermine confidence.

Automated investment administration—daily pricing, independent reconciliations and digitally enforced rules—reduces reliance on individuals and increases resilience when markets are most demanding.

Enabling Better Advice, Not Replacing It

Strong investment administration does not replace human judgment; it enables it. Asset consultants supported by reliable systems spend less time validating data and more time advising on strategy, risk

and outcomes. Trustees receive clearer insights and can make decisions with confidence, even in uncertain markets.

The shift is subtle but powerful: conversations move from “Are we compliant?” to “Are we positioned correctly for the road ahead?”

The Cost of Standing Still

The greatest hidden cost of poor investment administration is inaction. Weaknesses often remain tolerated in benign markets, only to be exposed during periods of volatility or regulatory review. At that point, remediation is costly, disruptive and reputationally damaging.

In an environment defined by geopolitical uncertainty, rapid market shifts and rising regulatory expectations, resilient investment administration is no longer optional. It is a core pillar of fiduciary responsibility.

Final Thought

Wars and market volatility remind us that risk rarely arrives neatly packaged. Pension funds that invest in robust investment administration—supported by proven multi management capability and integrated systems—are better equipped to manage uncertainty, protect members and demonstrate good governance. The cost of strong investment administration is visible. The cost of getting it wrong is not—until it matters most.

** Zandria Venter is a Business development consultant at Alexforbes Investments Namibia*

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President Nandi-Ndaitwah named among the world's 100 most influential people

President Netumbo Nandi-Ndaitwah has been named to the 2026 TIME100 list of the world's most influential people.

The list, published by TIME magazine, recognises individuals shaping the global agenda through impact, innovation and achievement.

In a tribute, UNAIDS Executive Director Winnie Byanyima said Nandi-Ndaitwah's leadership reflects the often overlooked role African women played in liberation struggles. She noted that the President joined Namibia's independence movement in exile and helped shape a vision of a democratic state founded on dignity, equality and shared prosperity.

The tribute also highlights her rise from

liberation activist to senior government leader, including her tenure as Foreign Minister, before becoming Namibia's first female President. She now leads an inclusive government and continues to advocate for women's empowerment.

On the international stage, Nandi-Ndaitwah is recognised as a voice for the Global South, advancing equity and justice through multilateral platforms, including the Beijing Declaration and Platform for Action.

Her inclusion on the TIME100 list reflects her role in promoting Namibia's development priorities, strengthening democratic governance and advancing inclusive economic growth, while raising the country's profile globally.

Red meat diplomacy: Why Namibia must treat cattle like crops

By Albertus Aochamub

In her 2026 State of the Nation Address, President Netumbo Nandi-Ndaitwah reaffirmed the centrality of value addition to Namibia's economic future.

The livestock sector:

- Supports around 70% of livelihoods
- Sustains over 57,000 jobs across the value chain
- Contributes up to 6.2% of GDP when processing is included

This is not a marginal sector; it is a national economic backbone.

Yet, despite this, Namibia continues to export significant volumes of cattle on the hoof. Each animal exported live represents lost domestic processing, lost jobs, and lost foreign exchange.

We are exporting value we should be capturing at home.

As a country, Namibia has already proven that smart agricultural policy can shape markets, protect producers, and build local industry. The model exists. It works. And it is time we apply it where it matters most, the red meat sector.

Through the Namibia Agronomic Board (NAB), Namibia has successfully implemented a simple but powerful principle: when local supply is sufficient, imports are restricted to protect domestic production and value addition.

This approach has strengthened horticulture, supported farmers, and



As a country, Namibia has already proven that smart agricultural policy can shape markets, protect producers, and build local industry.

encouraged agro-processing. It is not ideological protectionism; it is pragmatic economic policy.

The question now is unavoidable: Why do we not apply the same logic to cattle?

The Policy Contradiction

Namibia protects its vegetable farmers when local supply is adequate but allows its cattle to leave the country unprocessed, even when local abattoirs have capacity.

This is not a market failure. It is a policy gap.

If we are serious about "Growth at Home," then red meat must move from production-led thinking to value-chain discipline.

From NAB to Red Meat: A Practical Policy Roadmap

Namibia does not need to reinvent policy; it needs to adapt what already works.

A Livestock Value Retention Scheme could provide that bridge.

1. Threshold-Based Export Controls

Introduce a clear, rules-based system:

- When local abattoirs have unused capacity → limit live exports
- When genuine surplus exists → allow controlled exports

This mirrors the NAB approach: protect local value when it is at risk.

2. A Minimum Value-Retention Threshold

A practical extension of this approach would be the introduction of a minimum value-retention threshold for livestock exports.

Under such a framework, cattle below a defined live weight, representing unfinished animals with significant remaining value, would not be eligible for export. These are precisely the animals that should be feedlotted, finished, and processed locally, where Namibia captures the full economic benefit.

Rather than a blunt restriction, a tiered system could be introduced:

- Lower-weight animals: retained for domestic value addition

• Transitional weights: exported under controlled conditions or levies

- Fully finished cattle: eligible for export
In simple terms: Namibia should not export cattle before it exports value.

3. Seasonal Flexibility

Livestock markets are not static. Policy must reflect that.

- Allow exports during drought-induced offloading
- Restrict exports when local processors are under-supplied

This ensures the system is responsive, not rigid.

4. Incentivise Local Slaughter

Restrictions alone are not enough. Farmers respond to price signals.

Policy must include:

- Competitive pricing frameworks
- Transport support into formal markets
- Targeted support for communal producers

The objective is simple: Make local value addition the most attractive economic option.

5. Export Levy for Industry Development



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Where live exports do occur, Namibia should still capture value.

A modest levy on live exports could fund:

- Feedlot expansion
- Cold chain infrastructure
- Northern communal area

integration

This ensures that even exported cattle contribute to domestic industry growth.

6. Align with Biosecurity and Market Access

The SONA rightly emphasised the importance of protecting Namibia's animal health status, including measures against Foot and Mouth Disease.

A value retention approach strengthens this position:

- Better traceability
- Stronger quality control
- Enhanced export credibility

This is not just agricultural policy; it is trade diplomacy.

Red Meat as Economic Diplomacy

Namibia's beef is globally respected because of:

- Its disease-free status
- Its traceability systems
- Its processing standards

But exporting cattle on the hoof undermines this positioning. It shifts Namibia from a premium exporter of processed beef to a supplier of raw livestock.

No country builds a strong export brand by exporting its value chain.

A Moment for Policy Coherence

The direction from government is clear: value addition, industrialisation, and economic resilience.

The NAB has shown that Namibia can:

- Use policy to shape markets
- Protect domestic production
- Build local industry

The red meat sector now requires the same clarity.

This is not about banning exports. It is about disciplining them in the national interest.

Conclusion: From Cattle to Strategy

Namibia must decide whether cattle are:

- A commodity to be exported at the earliest opportunity, or
- A strategic asset to be processed, branded, and leveraged globally

The difference is policy.

If vegetables deserve protection when Namibia can supply itself, then surely cattle, our most strategic agricultural asset, deserve the same level of policy intelligence.

In that context, Namibia has already shown that smart borders can build strong industries. The next step is clear: treat cattle like crops and turn red meat into a pillar of economic diplomacy.



Namibia's Rural Revive wins gold at WTM Africa Tourism Awards

Rural Revive, an initiative of the Wolwedans Foundation's AridEden Vision 2030, has been awarded gold in the Regenerative Tourism category at the WTM Africa Responsible Tourism Awards 2026, held at the Cape Town International

Convention Centre.

The recognition places the Namibia-based project among the continent's leading tourism initiatives and secures its qualification for the Global Responsible Tourism Awards scheduled for London in

September 2026.

The awards honoured 22 organisations from 13 countries, highlighting efforts to build a tourism industry that delivers measurable benefits for communities, environments and local economies.

Rural Revive's "Building a Desert-Based Economy Initiative" focuses on transforming livelihoods around Maltahöhe by linking tourism more directly with local economic activity. The programme promotes climate-appropriate horticulture, supports small enterprises and introduces circular systems aimed at strengthening food security and income generation in a fragile arid environment.

Judges said the project addresses structural challenges in rural economies while restoring dignity through employment, improving local food systems and building a more resilient, place-based economy.

Presenting the awards, South African National Parks representative Rachel Nxele said the winners reflected growing innovation across the continent and demonstrated how African destinations are influencing global approaches to responsible tourism.

Chair of the judging panel Harold Goodwin said the projects recognised this year were delivering measurable change at a systems level and offered practical models

that could be replicated elsewhere.

Rural Revive founding member Reinhold Mangundu said the award reflects a broader community effort.

"In a time of growing uncertainty, Rural Revive exists to restore hope. We are rebuilding a community that has long stood alongside a thriving tourism industry without fully sharing in its benefits. This recognition belongs to the people of Maltahöhe, from the youth to those working daily to restore the land and local economy," he said.

The initiative forms part of a broader shift towards regenerative tourism, which focuses on restoring ecosystems and strengthening communities rather than limiting harm. Through its integrated approach, Rural Revive links tourism, agriculture, waste management and enterprise development into a single local economic model.

The project is supported by the Wolwedans Foundation, the Social Security Commission Development Fund, the Julius Baer Foundation and the Capricorn Foundation.

The WTM Africa Responsible Tourism Awards recognise projects that demonstrate clear, positive impact, with this year's winners spanning community tourism, conservation and circular economy initiatives across the continent.

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