FISH-PROCESSING

AAC plans to use existing Namibian fish-processing facilities for salmon production

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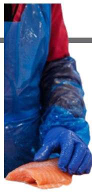

SOLAR POWER

Only 1% of Windhoek households use solar power

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ENERGY GROWTH

Namibia ranks second globally for renewable energy growth

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THE BRIEF

News Worth Knowing

Namibia to see increase in food, housing prices

MONDAY 14 SEPTEMBER 2026

MAIN STORY

Namibia to see increase in food, housing prices

Namibians are expected to face higher food and housing costs in the coming months as rising fuel and distribution costs filter through to consumer prices, while municipal tariff increases add pressure to household expenses.

IJG Securities expects food and consumer goods prices to increase more rapidly, while

Crucial Dates

- **Bank of Namibia Monetary Policy announcement dates:**
  * 29 October 2026
  * 10 December 2026

housing and utility inflation is forecast to strengthen gradually. The firm expects headline inflation to remain between 4.5% and 5.5% over the coming months.

“We expect headline inflation to remain in the 4.5 to 5.5% range over the coming months, with changes in fuel prices staying the main swing factor. Housing & Utilities inflation is likely to firm gradually as municipal tariff hikes filter through the base, providing some delayed inflation pressure, while food and consumer goods should increase more rapidly,” IJG said.

The outlook follows an acceleration in Namibia’s annual inflation rate to 5.0% in August from 4.4% in July, largely driven by higher transport costs following fuel price increases.

Food and non-alcoholic beverage inflation stood at 4.0% in August, but IJG expects food price growth to accelerate as higher transport costs feed into distribution expenses.

“The 4.0% annual increase in food prices is likely to increase as food distribution costs increase,” the firm said.

Meat prices increased by 3.8% year on year in August, while fish prices rose by 3.7% and coffee, tea and cocoa by 3.5%.

Housing and utilities inflation stood at 4.3% during the month, supported by increases in electricity, fuel, maintenance and rental costs.

Further pressure is expected as municipal tariff increases take effect. Housing and utilities account for 28.4% of the consumer basket, making it the largest component of household expenditure measured by the inflation index.

IJG said the rise in headline inflation to 5.0% does not yet reflect broad-based price pressures, with transport responsible for a significant portion of the increase.

“Again, the change in inflation to 5.0% is largely due to the fuel price increase rather than a broad-based inflation problem, as transport alone accounted for 2.0 of the 5.0 percentage points, with the geopolitical tension underlying this well known,” IJG said.

Transport inflation climbed to 13.2% in August, with petrol and diesel prices rising by 25.1%, while public transport services also recorded stronger price growth.

Despite the increase in headline inflation, underlying price pressures remained more contained, with core inflation, which excludes food and fuel, standing at 3.8%.

“Core inflation at 3.8% suggests the underlying trend remains more comfortably contained for now,” IJG said.

The firm identified fuel prices as the main risk to Namibia’s inflation outlook, with higher transport costs beginning to feed through to food and other consumer goods.

GROUP RESULTS AND CASH DIVIDEND DECLARATION

for the year ended 30 June

FirstRand
NAMIBIA

2026

Building a globally competitive Namibia, providing access to opportunities.

We are a large employer, deeply invested in our 2 486 employees (2025: 2 361)

- Paid N$1.8 billion in salaries for employees (2025: N$1.6 billion)
- Invested N$18.1 million in employee development (2025: N$14.5 million)
- Onboarded 62 (2025: 48) individuals in our Graduate and FirstJob internship programmes
- Increased access to opportunities with:
  - N$3.3 million (2025: N$1.7 million) of tertiary education support to non-managerial employees through Staff Assistance Trust
  - N$11.0 million (2025: N$ 9.9 million) of interest-free loans to employees
- Awarded Top Employer Namibia | Top Employer Africa for the second consecutive year

We have an expansive branch network and digital solutions supporting financial inclusion

- 45 branches including digital hubs (2025: 45)
- 11 032 Point of Sale devices (2025: 11 991)
- 333 ATMs & ADTs (2025: 336)
- 3 515 Cash@Till Merchants (2025: 2 208)
- 486 CashPlus Agents (2025: 371)

We are an enabler of financial return

- N$2.0 billion in interest paid to clients (2025: N$2.5 billion)
- N$554.9 million dividends paid to Namibians (2025: N$407.7 million)
- FNB rewards payout N$41.2 million (2025: N$36.6 million)
- N$17.7 million assets under management as part of our ETN programme
- N$21.6 billion (2025: N$19.7 billion) total assets under management with Ashburton
- N$8.9 billion (2025: N$8.2 billion) assets under advice with Pointbreak
- Insurance premium income of N$198.2 million (2025: N$177.6 million) with 14 496 (2025: 13 339) claims settled

We contribute meaningfully to society

- Launched FNB weSave, a savings account that enables members to save collectively with no monthly fees
- Green loans of N$24.9 million (2025: N$31.3 million) were extended as part of our strategy to positively impact stakeholders by advancing environmental sustainability
- Tax payments to the Namibian fiscus of N$967.4 million (2025: N$931.9 million)
- The FirstRand Namibia Foundation supported Namibians with an investment of N$19.1 million (2025: N$17.2 million)

We partner for economic growth and job creation through enterprise development

- We provide credit:
  - FNB Namibia services 34.5% of the Namibian banking sector advances
  - Extended N$21.9 million (2025: N$25.7 million) in accessible housing (low-income residential property valued at less than N$500 000)
  - Extended N$19.9 billion (2025: N$17.2 billion) for business development

FirstRand Namibia delivered a strong financial performance for the year ended 30 June 2026.

The group's earnings were underpinned by an improved credit performance, growth in advances to corporate clients and recurring franchise income and disciplined balance sheet growth.

While revenue growth was moderated by interest rate movements and pricing actions for customers, profitability benefited from resilient transactional activity and continued focus on operational efficiency.

Our annual financial results announcement is available on our website at www. firstrandnamibia.com.na/investors/financial-results.

The group's priorities remain focused on:

- accelerating digital adoption and innovation;
- expanding its customer franchise across all segments;
- supporting Namibia's key growth sectors, including oil and gas;
- maintaining disciplined risk and capital management; and
- investing in capabilities that support sustainable long-term growth.

The group remains well-positioned to deliver sustainable growth and create long-term value for shareholders. Future success will continue to depend on disciplined execution, prudent stewardship of capital, responsible risk management and the ability to support customers and economic development amid changing market conditions.

Otto Shikongo (Chairperson) / **Conrad Dempsey** (CEO)

10 September 2026

Dividend declaration

Notice is hereby given that an ordinary dividend of 446.57 cents per share (number 66) for the year ended 30 June 2026 was declared on 20 August 2026. The last day to trade shares on a cum dividend basis will be on 25 September 2026 and the first day to trade ex-dividend will be 28 September 2026. The record date will be 2 October 2026 and the payment date 15 October 2026.

By order of the board: **Nelago Makemba**, Company Secretary, 20 August 2026.

	30 June	
	2026	2025
Statement of comprehensive income		
Basic earnings per ordinary share (cents)	803.5	715.8
Headline earnings per share (cents)	802.5	714.5
Headline earnings (N$ million)	2 143	1 908
Statement of financial position		
Total assets (N$ million)	63 115	56 274
Advances (N$ million)	42 814	39 222
Deposits (N$ million)	52 131	45 604
Financial performance		
Return on equity (%)	28.5	28.6
Return on assets (%)	3.6	3.3
Cost to income ratio (%)	48.5	46.2
Share statistics		
Number of ordinary shares in issue (million)	267.6	267.6
Weighted number of ordinary shares in issue (million)	267.1	267.1
Closing share price (cents)	5 516	4 712
Market capitalisation (N$ million)	14 760	12 609
Capital adequacy ratios		
	Banking group	
Tier 1	18.4%	16.9%
Tier 2	2.2%	2.3%
Total	20.6%	19.2%
Tier 1 leverage ratio	11.3%	11.5%
	Regulated consolidated group	
Tier 1	19.7%	18.2%
Tier 2	2.0%	2.1%
Total	21.7%	20.3%
Tier 1 leverage ratio	12.3%	12.5%

Directors: ON Shikongo (Chairperson), SL Balsdon*, CR Britz, C Dempsey (Chief Executive Officer), LD Kapere, MJ Lubbe**, LP Smit (Chief Financial Officer), E van Zyl
**South African and Irish | **South African with Namibian Permanent Residence*

Registered office: @Parkside, 130 Independence Avenue, PO Box 195, Windhoek, Namibia

Transfer secretary: NSX Financial Market Services (Pty) Ltd, 4 Robert Mugabe Avenue, PO Box 2401, Windhoek, Namibia, Registration No. 93/713

Sponsor: Cirrus Securities (Pty) Ltd, 35 Schanzen Road, Windhoek, PO Box 27, Windhoek, Namibia, Registration No.98/463

AAC plans to use existing Namibian fish-processing facilities for salmon production

African Aquaculture Company (AAC) plans to enter into processing agreements with existing fish-processing operators in Lüderitz and Walvis Bay to handle production from its proposed 51,000-tonne Atlantic salmon farming operation near Lüderitz.

Rather than initially investing in its own processing facilities, AAC intends to focus on salmon farming and use Namibia's existing fish-processing infrastructure, potentially creating additional throughput and business for local processors.

AAC Chairman Tobin Foss said the company is preparing processing agreements with local operators as it advances plans to establish commercial salmon farming at three licensed sites along the Namibian coast.

The company has secured licences for a combined production capacity of 51,000 tonnes of Atlantic salmon and believes the cold waters of the Benguela Current provide suitable conditions for commercial farming.

AAC has assessed waves, currents, algae, oxygen levels and seal risks at the proposed farming sites, supported by external experts with experience in Norway and the Faroe Islands.

"We have carefully measured waves, currents, the presence of algae, oxygen, seal risk, et cetera.

And with modern equipment, compared with exposed locations in Norway and the Faroe Islands, it is our external experts' opinion that reaching production of 51,000 tonnes is doable with a solid margin," Foss said.

The planned use of existing processing facilities could integrate salmon farming into Namibia's established seafood value chain and provide processors with a new source of raw material beyond traditional wild-capture fisheries.

Foss said the development could also create employment opportunities across both farming and processing if the project progresses to commercial production.

"It would be a profitable investment, providing tax revenues to Namibia, and it will, in a way, be a new economic province to the Namibian economy, as well as a substantial opportunity for additional employment in the farming and processing sectors," he said.

Namibia's Benguela Current is central to AAC's plans, with its cold ocean temperatures considered suitable for Atlantic salmon farming.

Foss said Namibia's political stability, rule of law and predictable investment environment also support the long-term investment required to establish a commercial salmon farming industry.

AAC is targeting growing international demand for farmed salmon as constraints on expanding wild fish catches increase the role of aquaculture in meeting global seafood demand.

Foss pointed to Chile and Tasmania as examples of regions outside the Atlantic salmon's natural range that have successfully developed commercial salmon farming industries, with Chile now among the world's largest producers.

AAC intends to lead the development of commercial Atlantic salmon farming in Namibia, with Foss expecting other investors to follow if the industry proves commercially successful.

Feedback is not criticism, it's an organisational growth strategy

By Frieda Nangolo

"It is remarkable that one of the greatest opportunities for learning in the workplace has become one of the conversations people fear the most.

Have you ever heard someone say, "Can I give you some feedback?"

For many people, those six words immediately trigger anxiety. The smile disappears. Shoulders tense.

Before the conversation has even begun, the mind starts preparing explanations and justifications.

Some people assume they are about to be criticised. Others become defensive before hearing a single word.

It is remarkable that one of the greatest opportunities for learning in the workplace has become one of the conversations people fear the most.

Perhaps that is because many organisations have unintentionally taught employees to associate feedback with failure.

Feedback often appears only when something has gone wrong. It arrives after a mistake has been made, a deadline has been missed, or a complaint has been received.

Over time, employees begin to see feedback as bad news rather than an opportunity to grow.

That is where we have misunderstood one of the most valuable tools available to organisations.

Feedback is not criticism. Criticism focuses on what is wrong. Feedback focuses on what is possible.

From an Organizational Learning and Development perspective, feedback is one of the most powerful drivers of continuous learning.

It helps people reflect on their performance, recognise what they are doing well and identify opportunities to improve. More importantly, it turns everyday experiences into learning opportunities that strengthen both the individual and the organisation.

Learning organisations understand this well. Coaching leaders rely on feedback to develop people. Psychologically safe workplaces encourage honest conversations because employees know their ideas, questions and even mistakes will be treated as opportunities for learning rather than reasons for blame. Without feedback, learning becomes accidental instead of intentional, and people continue repeating the same behaviours simply because no one has helped them see another way.

Unfortunately, many organisations still approach feedback too narrowly.

Developmental conversations happen only during annual performance reviews or when problems arise.

Recognition becomes rare, while correction becomes common. As a result, employees stop seeing feedback as something that helps them grow and begin seeing it as something to fear.

Yet meaningful feedback is not only about correcting mistakes. It is also about recognising progress, celebrating improvement and reinforcing behaviours that contribute to organisational success.

When people understand what they are doing well, they gain the confidence to continue growing. When they understand where they can improve, they gain direction rather than discouragement.

Creating a healthy feedback culture requires a different approach to leadership. Feedback should not be treated as a formal event that happens once or twice a year. It should become part of everyday work.

It happens through regular conversations, thoughtful questions and genuine curiosity about helping people improve. Great leaders also welcome feedback themselves, demonstrating that learning does not stop once someone reaches a leadership position.

For Namibia, this shift has never been more important. As organisations work towards greater innovation, productivity and competitiveness under Vision 2030, feedback must become more than an annual performance management exercise.

It must become a normal part of organisational life. Workplaces that encourage honest, respectful and constructive feedback create employees who learn faster, adapt more confidently and contribute more meaningfully to organisational success.

Ultimately, organisations grow when people grow. And people grow when feedback becomes a conversation rather than a correction.

When feedback is embraced as an organisational growth strategy, teams become stronger, coaching becomes more effective and psychological safety begins to produce tangible results. Learning is no longer confined to workshops or performance reviews. It becomes part of everyday work.

Perhaps the question is no longer whether organisations should give feedback. The real question is whether they are creating workplaces where people are willing to receive it. Because feedback is not about pointing out what is wrong. It is about unlocking what people are capable of becoming.

Nandi-Ndaitwah calls for regular skills audits to close Namibia's workforce gaps

President Netumbo Nandi-Ndaitwah has called for regular skills audits and labour market assessments to identify and close gaps in Namibia's workforce as the country prepares for emerging industries such as oil and gas, green hydrogen, renewable energy, advanced manufacturing and digital technology.

Nandi-Ndaitwah said Namibia's ability to capitalise on these industries will depend on whether the country has workers with the technical skills required to participate in and support their development.

"As Namibia advances into strategic emerging sectors of green hydrogen, oil and gas, renewable energy, advanced manufacturing, and digital technology, our success depends heavily on a skilled workforce that is innovative, adaptable, and globally competitive," she said.

Speaking at the official send-off of Team Namibia to the WorldSkills Shanghai 2026 competition in Windhoek on Monday, the President said institutions responsible for human resource development must continuously assess the country's skills requirements and respond to emerging shortages.

"I implore relevant institutions responsible for human resource development in the country to conduct regular skills audits and labour market analyses to anticipate and address skills gaps, ensuring that Namibia's workforce is aligned with both national and global demands, as set out in Vision 2030," Nandi-Ndaitwah said.

Her call comes as Namibia seeks to develop new industries that will require specialised technical expertise, placing greater pressure on the country's education and training institutions to produce workers whose skills match industry requirements.

Nandi-Ndaitwah said Technical and Vocational Education and Training (TVET) institutions will be central to developing the workforce required for the country's economic and industrial ambitions.

She said the government is committed to strengthening TVET institutions to ensure they provide practical training and technical expertise aligned with changing labour market needs.

"Your participation in WorldSkills Shanghai 2026 is proof that TVET is not a backup plan, but rather an important key to our economic transformation," she said.

Skills development is a key component of the Sixth National Development Plan's Human Development and Community Resilience pillar and forms part of Namibia's efforts to achieve its Vision 2030 objectives.

Nandi-Ndaitwah made the remarks while addressing 17 Namibian competitors selected to represent the country at the 48th WorldSkills Competition in Shanghai, China.

She urged the competitors to use the international event to gain exposure to new technologies, technical skills and global best practices that can be transferred to Namibia.

"Absorb and innovate. Learn from global best practices, network with your international peers, and bring back knowledge that will propel our nation forward," she said.

Nandi-Ndaitwah also called on the competitors to share the knowledge and expertise gained in Shanghai with other young Namibians upon their return. The WorldSkills Competition brings together young professionals from around the world to compete across a range of technical and vocational disciplines.

From unemployment to self-branding: Why Namibia's youth need marketing skills

By Dr Bianca van Niekerk

Namibia's youth are often told to study hard, obtain qualifications, and search for employment. This advice still matters, but it is no longer enough.

In a difficult labour market, young people need more than certificates. They need the ability to communicate value, identify opportunities, build networks, solve problems, and present themselves professionally. In other words, they need marketing skills.

This is not to suggest that unemployment can be solved by a good profile picture or a polished social media page. Namibia's unemployment challenge is structural and serious.

Official labour statistics reported unemployment at 36.9% in 2023, with broader unemployment substantially higher when discouraged workers are included (Namibia Statistics Agency, 2025).

This means many young people are entering a labour market that cannot absorb everyone quickly. Telling youth to "just apply" is not enough. They must also be equipped to position themselves for opportunity.

"Official labour statistics reported unemployment at 36.9% in 2023, with broader unemployment substantially higher when discouraged workers are included (Namibia Statistics Agency, 2025).

Not Just About Advertising

Marketing is often misunderstood as advertising or selling. At its core, marketing is about understanding needs, creating value, and communicating that value clearly. This makes marketing highly relevant to employability and entrepreneurship.

A graduate looking for work must understand what employers need. A hair stylist working from home must understand what customers value. A student selling lunch packs on campus must understand pricing, convenience, and repeat customers.

A young designer must know how to present a portfolio. A farmer selling fresh produce must communicate quality and reliability.

Employability research shows that graduates require more than formal qualifications. They also need career-management skills, adaptability, networks, and the ability to signal their capabilities credibly (Bridgstock, 2009; Tomlinson, 2017). From a marketing perspective, this is where personal branding becomes important.

Personal branding is not fake success, vanity or pressure to appear wealthy. It is strategic reputation management. It is the clear and consistent communication of who one is, what one can do, what one stands for, and why one can be trusted.

Research on personal branding describes it as a career-related activity linked to professional identity, visibility, and perceived employability (Gorbatov, Khapova & Lysova, 2018). In Namibia, where communities are interconnected and word-of-mouth remains powerful, reputation can open or close doors.

Practical Ways to Build Capacity

There are practical ways to build this capacity.

First, schools, universities, and training centres should teach basic marketing literacy to all students, not only business students. Every young person should understand customer needs, digital communication, pricing, service quality, ethical promotion, and professional conduct.

Young people should build simple professional portfolios. A portfolio can include a short biography, qualifications, skills, examples of work, testimonials, volunteer experience, and contact details. It does not need to be expensive. A well-organised PDF, LinkedIn profile, Instagram page, or Google Drive folder can help. For inclusivity, young people should also keep data-light and offline versions, such as a one-page profile that can be shared via WhatsApp or printed for local opportunities.

Then, social media should be used strategically. Posting randomly is not self-branding. A young professional can use digital platforms to share projects, learning experiences, community work, products, services, or achievements. The aim is not to impress strangers. The aim is to build credible visibility.

Entrepreneurship programmes should move beyond business-plan writing. Young entrepreneurs need practical marketing execution: how to identify customers, test an idea, set prices, respond to complaints, build trust, and encourage repeat purchases. A brilliant product can fail if the market does not understand it.

Mentorship must become more practical. Namibia needs professionals who are willing to review CVs, portfolios, business pages, communication habits, and interview readiness. Sometimes one honest conversation can help a young person present their value more clearly.

Finally, professional behaviour should be taught as a competitive advantage. Being reliable, punctual, responsive, respectful, and honest is not old-fashioned. It is marketable. In small markets, trust is everything.

Self-branding must never become a way of blaming young people for structural economic problems. However, it can improve agency. It can help young Namibians move from waiting to positioning, from silence to visibility, and from uncertainty to opportunity.

Namibia does not only need job seekers. It needs value creators. Marketing skills can help young people become both.

Dr Bianca van Niekerk is an academic, researcher, and strategic academic leader with a PhD in Marketing Management and over a decade of experience spanning higher education, research, leadership, and industry engagement. She is a Senior Lecturer and Master of Marketing Programme Coordinator at the Namibia University of Science and Technology (NUST). The opinions expressed in this piece are her own and not the views of her employer.

Only 1% of Windhoek households use solar power

Only 822 of Windhoek's approximately 70,000 households use solar energy, representing just over 1% of households in the capital despite efforts to increase the uptake of renewable energy.

The figures were shared during a public meeting in Katutura Central, where residents were encouraged to consider solar energy systems as an alternative source of electricity.

The meeting was attended by Katutura Central Constituency Councillor Rodman Vezuva Katjaimo, Windhoek Mayor Sakarias Uunona and councillors Ignatius Semba and Ricardo Garoeb.

City officials said residents seeking to install solar systems can access information and consultations through the Solar Centre in Windhoek, while financing is available through the Ministry of Mines and Energy's Solar Revolving Fund.

The low household uptake comes as the City of Windhoek advances plans to develop a 25-megawatt (MW) solar photovoltaic plant to increase renewable energy generation in the capital.

The project, initially estimated to cost more than N$420 million, is being pursued under the City's Renewable Energy Policy, which was approved by the council in 2017. City of Windhoek Chief Executive Officer Moses Matyayi said last year that the project was undergoing a review before recommendations could be submitted to the Public-Private Partnership (PPP) Committee for a decision.

"There's definitely been a little bit of clarity that needed to be provided in order for us to really ensure that everything else is being done above board. At the moment, we are about to make recommendations to the public-private partnership board to then sit and make a decision on this specific project," Matyayi said.

He said the due diligence process had focused largely on ensuring that the proposed development complies with procurement and PPP requirements.

"Most of the aspects were more on the procurement side of things. We wanted to confirm that all the legalities required within the process are well-defined and in compliance, so that when it goes forward, everything is above board," Matyayi said.

According to the City, a decision on the project is expected within the next one to two months.

The development stems from a 2021 tender seeking an Independent Power Producer to finance, procure, install, commission and operate the 25MW solar PV facility on a build-own-operate basis for 25 years.

Household solar adoption also featured during a separate public engagement with residents of Mix Settlement, about 17 kilometres outside Windhoek, where officials outlined plans to improve access to basic services as part of the settlement's formalisation.

Residents were informed that free solar consultations are available, while government-backed financing mechanisms can assist households seeking to install renewable energy systems.

The City is seeking to expand both household-level solar adoption and utility-scale renewable generation as part of efforts to increase the contribution of renewable energy to Windhoek's electricity supply.

Namibia ranks second globally for renewable energy growth

Namibia has been ranked second among the world's fastest-growing renewable energy markets, driven largely by the rapid expansion of solar power, according to an analysis by the World Resources Institute (WRI).

The analysis, updated in August 2026, places Namibia alongside Uruguay, the Netherlands and Denmark among countries that have come closest to achieving the pace of solar and wind growth required globally.

The assessment measures the rate at which countries have increased the share of solar and wind in their electricity generation rather than their total installed renewable energy capacity.

According to WRI, Uruguay, Namibia, the Netherlands and Denmark have achieved about three-quarters of the annual global growth rate required between 2025 and 2030. Lithuania, Chile and Jordan were also highlighted for rapidly expanding solar and wind generation.

"However, countries like Uruguay, Namibia, the Netherlands and Denmark have come very close, achieving about three-quarters of the annual global growth rate required from 2025 to 2030. Other countries like Lithuania, Chile and Jordan have also expanded solar and wind generation at remarkable rates, growing multiple times faster than the historical global average," the report said.

WRI said Namibia has increased solar generation from virtually zero to more than one-third of its domestic electricity generation within a decade, positioning the country among the leading renewable energy performers despite its relatively low income level.

The report attributed Namibia's solar expansion partly to the country's push for greater energy security after years of heavy reliance on electricity imports from neighbouring countries, particularly South Africa.

According to WRI, rising electricity costs and regional supply constraints strengthened the case for Namibia to expand domestic renewable energy generation.

"The majority of Namibia's power is imported from neighbouring countries such as South Africa. This is expensive, and it became even more so after South Africa started experiencing supply shortages in 2008. A desire for energy security led political decision-makers in Namibia to turn to solar energy. It was the obvious choice," the report said.

Namibia's natural solar resources have also supported the expansion. WRI said the country receives an average of 10 hours of strong sunlight per day for about 300 days a year, giving it some of the highest practical solar photovoltaic potential globally.

The institute estimates that a solar panel installed in Namibia can receive about twice as much usable solar energy annually as one installed in Ireland.

The analysis also highlighted the competitiveness of Namibia's renewable energy sector, noting that solar projects have been developed without large financial subsidies, while competitive auctions have resulted in some of the lowest solar power prices in Africa.

WRI said requirements for a share of independent power projects to be owned by Namibians have also helped increase local participation in the renewable energy sector.

Despite the progress, the institute warned that Namibia will need to sustain rapid investment in solar generation as domestic electricity demand increases.

"Namibia's renewable energy potential is large, and the progress so far has been very promising. However, even though solar makes up a large share of Namibia's power mix, it's still a low amount of capacity in total, given that power demand is not that high. The country will need to maintain rapid growth in solar generation to keep up with increases in power demand in the future," the report said.

Globally, solar and wind accounted for 17.4% of electricity generation in 2025. WRI said their combined share will need to reach between 57% and 78% by 2030 to keep the world on track towards a net-zero emissions pathway.

What if Namibian brands were built to be bigger than Namibia?

By Fatima Santana

“Buy local” is an important starting point, but it cannot be the destination.

Building strong Namibian brands should not only be about what they contribute at home. It should also be about whether they can compete beyond our borders.

We often talk about supporting Namibian businesses.

Buy local. Support local producers. Create jobs. Grow our economy.

All of these conversations matter. But as a marketer, I find myself wondering if we are asking a bigger question:

What if we stopped thinking about Namibian brands only in terms of what they can do for Namibia, and started thinking about what they could do beyond Namibia?

Because there is a difference between a product being made in Namibia and a brand being strong enough to compete from Namibia.

Beyond “buy local”

“Buy local” is an important starting point, but it cannot be the destination.

Consumers do not choose a product simply because it was made in their country. They choose brands because they see value in them, trust them and believe they will deliver.

If we want people to choose Namibian brands, we have to build brands that give them a reason to choose them.

That means investing in more than production. It means understanding consumers, creating meaningful propositions, delivering consistent quality and building brands people remember and trust.

Strong brands create preference. Preference creates competitiveness.

And competitiveness is what allows businesses to grow.

The numbers should make us think

The latest Brand Africa 100 findings make this conversation even more interesting.

In 2025, African brands accounted for just 11% of the Top 100 most admired brands on the continent, down from 14% in 2024 and the lowest level recorded by the ranking. At the same time, 68% of Africans said they believe in Africa, up from 64% in 2024.

The study covered 31 countries representing more than 85% of Africa’s population and GDP.

That contrast is difficult to ignore.

We can believe in Africa and still prefer brands built elsewhere.

Perhaps that is one of the biggest challenges facing African businesses.

Belief alone does not create brand preference.

African brands have to earn it through innovation, quality, relevance and authenticity.

For Namibia, this should be a conversation worth having.

Read the Brand Africa 100 2025 report.

What do our brands make people believe about Namibia?

I believe brands can carry more than a product.

They can carry a country's reputation.

Think about the brands that come to mind when you think about different countries. Some have become so closely associated with their country of origin that they influence how we perceive that country itself.

What could Namibian brands make people believe about Namibia?

That we can produce exceptional quality?

That we can innovate?

That African brands can compete on international standards?

That products from Namibia can be trusted, desired and worth paying for?

This is where branding becomes part of a much bigger economic conversation.

Our brands can create opportunities for local suppliers, develop skills, stimulate innovation and contribute to the reputation of the country.

But perhaps the greatest opportunity is what happens when those brands leave our borders.

From Namibia to the region

Namibia is a relatively small market.

That is a commercial reality, but it does not have to become a limitation on our ambition.

Our position within SADC, SACU and the wider African market creates opportunities for Namibian businesses to reach consumers beyond our borders.

But entering another country is not the same as winning in another country.

Getting a product across a border is a distribution exercise.

Getting a consumer in another market to choose your brand is a branding challenge.

That distinction matters.

A Namibian brand entering Botswana, South Africa, Zambia or another African market cannot assume that being Namibian will automatically make it relevant.

It needs to understand the consumer in that market.

What do they need?

What do they value?

What makes them trust a brand?

What makes them switch?

What makes them willing to pay?

At the same time, the brand needs to know what should remain distinctly its own.

What travels with the brand?

Regional expansion does not mean becoming less African or less Namibian.

In fact, our identity could be one of our

> A brand needs to know which parts of its identity create relevance and which parts need to be adapted for a new market.

greatest assets.

But identity alone is not a strategy.

A brand needs to know which parts of its identity create relevance and which parts need to be adapted for a new market.

That requires consumer understanding, commercial discipline, strong distribution, consistency and the willingness to learn.

Perhaps the question should not be:

"Where can we sell this?"

It should be:

"Why would someone there want this?"

That shift in thinking could change how we approach growth.

Building brands for the size of our ambition

I do not think every Namibian business needs to become a regional or global brand.

But I do think we should create an environment where those ambitions are possible.

We need to move beyond seeing branding as simply logos, advertising and packaging.

Brand building is about creating preference, trust and value. It is about giving a business something that can travel with the product.

Perhaps we need to start building some of our brands with the region in mind from the beginning, rather than waiting until the Namibian market becomes too small.

There is an opportunity here for marketers, entrepreneurs, retailers, government, investors and industry to think differently about what Namibian brands could become.

Because building strong local brands is not only about creating products we can proudly call our own.

It is about creating brands that can compete.

Brands that can travel.

Brands that can make people beyond Namibia choose us.

Namibia may be a small market. Our brands do not have to think small.

Fatima Santana is a Brand Marketing professional in the FMCG sector, with experience leading consumer research and brand repositioning projects. Her work sits at the intersection of brand strategy, consumer understanding and commercial impact. She writes about building brands in African markets and what it means to grow into leadership early in your career.