



REPUBLIC OF NAMIBIA

MINISTRY OF TRADE AND INDUSTRY

TALKING NOTES

BY

**HON. DR. HAGE G. GEINGOB MINISTER OF TRADE AND
INDUSTRY,**

AT THE

**KEETMANSHOOP AGRICULTURAL AND INDUSTRIAL
SHOW 2012**

SEPTEMBER 05, 2012

Check Against Delivery

Director of Ceremonies;

**Hon. Bernadus Swartbooï, Governor of Karas
Region;**

**Hon. Katrina Hanse-Himarwa, Governor of Hardap
Region;**

**Your Worship the Mayor of Keetmanshoop,
Councillor Moses Titus;**

Distinguished Guests;

Members of the Media, and

Ladies and Gentlemen

**1. It is my distinct honour and privilege to
address you at this important event – the 57th
Keetmanshoop Agricultural and Industrial
Show.**

2. This Agricultural and Industrial show, which started in 1955, is a commendable initiative from the Hon. Governor, His Worship the Mayor and his Town Council, including the people of Keetmanshoop, as this initiative will certainly create awareness about the town and open trade and investment opportunities for the town of Keetmanshoop and the great Karas region at large.

3. Trade shows, such as this are great for business because they help to increase sales and help build a customer base for as well as showcase local products. All of these are achieved by bringing your business representatives face to face with future clients, investors and customers.

4. The government therefore, appreciates such initiatives and greatly values your commitment to regional development.

Let us in the name of smart partnership continue to forge ahead in ensuring a prosperous future for our generations to come.

5. It is my fervent hope that this year's showpiece is bigger and better than last year, with a doubled livestock auction activity taking place this year, as well as a growth and a good mix of private sector, government institutions and SMEs representation.

6. Whilst, the Karas and Hardap Regions are renowned for their well-established small-stock farming sector with swakara and boer-goat (boer-bok) being leading brands, I am pleased to note about the diversification of these two economic regions into the agronomic sector, particularly the Greenhouse irrigation schemes and grape

growing industry at Noordoewer and Aussenkehr.

7. Thus, the government remains your partner in the economic development of Namibia and to this end - I am therefore, pleased to inform you that the Ministry of Trade and Industry stands ready to help businesses establish themselves in Keetmanshoop and the entire Mighty Hardap and Great Karas Regions.

8. In this regard, we have a range of generous programmes and facilities in place, aimed at assisting the SME sector to establish and grow their business in Keetmanshoop, and Namibia as a whole.

9. The Equipment Aid Fund, for example, aims at assisting SMEs to acquire manufacturing equipment needed to increase their production potential and technical capacity – notwithstanding the fact that any

industrialized country is as a result of ensuring that a solid manufacturing base was in place, through a competitive SME sector.

10. In addition, there is a product development service within the trade promotion division of the Ministry. Under this programme SMEs are assisted in product development, labeling, packing and marketing of their product, while the Ministry equally assists SMEs with developing business plans and conducting feasibility studies under the industrial development programme.

11. Under the Export Marketing Assistance Programme (EMAP), SMEs are often invited to participate in trade missions abroad to expose them to potential business linkages. It is, however, up to the individual entrepreneurs to tap into these programmes to see how best they can utilize the

programmes and facilities to their own benefit.

12. Having said that, I am happy to note the various exhibitors present here today, especially the SMEs and wish to encourage you all that there is light at the end of the tunnel. In the same vein, I wish to call for perseverance and continued innovation, and simultaneously encourage you to guard against the temptation of wishing to acquire tremendous wealth overnight but rather focus on developing smart partnerships in various sectors and sub sectors – hence the business world requires patience and perseverance, as many a successful business has been built on previous failures.

13. I am further pleased to inform you that the SME bank, will soon open its doors in Windhoek, and thereafter will spread country-wide. The SME bank will therefore greatly assists in the economic advancement of the people of Keetmanshoop and Namibia through collateral free loans. But the commercial banks must also come onboard with tailor made products for people in these parts of the country - they cannot just continue making business in the traditional way they have been doing all these years. Let them change too.

14. With these few words, I welcome you all to this wonderful annual event. It is therefore, my honour to officially declare the 57th Keetmanshoop Agricultural and Industrial Show open.

I THANK YOU