



KEYNOTE REMARKS

**ON THE OCCASION OF THE
LAUNCH OF 631 GS1 NAMIBIA**

BY

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DEPUTY MINISTER OF INDUSTRIALISATION AND TRADE

NAMPOWER CONVERSION CENTRE, WINDHOEK

18H00, 18 JULY 2023,

Director of Ceremony –

Ms. Patricia Hangula – GS1 CEO

Mrs. Daisry Obal, Youth Advisor Office of the President,

Ms. Maria Immanuel – Private Sector Representative

Esteemed Colleagues,

Respected Business Leaders,

Fellow Namibians,

Members of the Media

Ladies and Gentlemen,

1. It is my distinct honour and indeed a pleasure to be here with you all, to stand at this historic occasion as we are gathered here as a nation to witness a significant moment in our nation's history that is the result of years of diligence, hard work, and collaboration.

2. From the earliest days since independence, Namibia has effortlessly carved out its place in the world, building an identity that's distinct, powerful, and truly its own. Our country, with its

diverse and passionate populace, has grown as a vibrant hub of innovation, culture, and potential. We have cultivated a society that overflows with talent and vision, a society that is not afraid to dream and to strive.

3. We take a significant stride on our shared journey as we witness the introduction of the 631 prefix by GS1 Namibia, a development that is far more than a simple technical modification.

Ladies and gentlemen,

4. The launch of the GS1 or the National Bar Code system is a testament to our journey as a nation and embodies our collective resolve to make our mark as a country on the global stage.
5. For many years, Namibia has been utilising the South African Bar Code, a period that deprived Namibia her own unique identity. During such an era, Namibian originated products were considered as South African in the international market.

6. While we take pride in our shared African heritage, there was always a yearning for an identifier that is uniquely ours, one that would truly reflect our individuality. Today, with the launch of the 631 prefix, we now have a signature that is distinctly Namibian, a beacon that shines brightly for our goods and services in the international marketplace.

7. This launch evokes a strong sense of progress, acknowledging the substantial ant progress we've made since our independence. It reflects our economic resilience, marking our growth from a young nation to an influential player in global trade.

8. The launch of the GS1 is a recognition to every Namibian entrepreneur, manufacturer, and innovator who has dared to dream, dared to break boundaries, and dared to carry our nation forward on the world global stage.

9. But more than anything else, the 631 prefix is a celebration of our unity. Just as these three digits will forever bind our products and services, they symbolize the strength of our people coming together, irrespective of tribe, region, or background. It is a reaffirmation of our shared vision, a common aspiration to elevate Namibia to ever greater heights.

10. With every product that carries the 631 prefix, we are not just selling a commodity; we are sharing a piece of Namibia with the world. Each item tells a story - a story of our land, our culture, our people, and our spirit. It is a message that resonates with love, pride, and a deep sense of belonging.

11. So as we launch the 631 prefix today, let us embrace this momentous occasion with joy and pride. Let us celebrate not just an advancement in our trade capabilities, but a significant step forward in our collective journey as Namibians. For the 631 prefix is more than a code; it is a symbol of our unity, our resilience, our

aspiration, and our pride.

12. Today, we begin a new chapter in our story. A chapter that promises to be filled with achievements, growth, and unity. Let us all participate in writing this beautiful story. Together, we will shape a future that is even more responsive, more inclusive, and more distinctly Namibian.

With these remarks, I thank you for your kind attention and God bless Namibia.

