



REMARKS AND INTRODUCTION OF KEYNOTE SPEAKER
BY
HON. LUCIA IIPUMBU, MP
MINISTER OF INDUSTRIALISATION AND TRADE
ON THE OCCASION OF THE
LAUNCH OF PHASE - TWO OF THE 'BUY LOCAL, GROW NAMIBIA'
CAMPAIGN

18 MAY 2021

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**Director of Ceremonies,
H.E Dr. Nangolo Mbumba – Vice President of the Republic of Namibia
Hon. Verna Sinimbo – Deputy Minister: Ministry of Industrialisation and Trade
Hon. Bonifatius Wakudumo - Governor of the Kavango East region
Ms. Stacey Pinto, CEO of the Namibia Trade Forum,
Senior Officials present here today
Representatives of the Development Bank of Namibia and Namibia
Standards Institution,
Representatives of Shoprite and Pick n Pay,
Business owners and MSMEs present here today,
Members of the Media,
Ladies and Gentlemen,**

Good Morning,

It is my profound gratitude to join you here today to witness the launch of the second phase of the “Buy Local, Grow Namibia” campaign. A platform started to promote local products consumption. Allow me therefore to thank you all for being here today with us in such a big number to kick start this initiative. I would like to further appreciate all Namibian entrepreneurs, who despite the many challenges faced continue to ensure that we continuously enjoy our proudly Namibian products.

Director of Ceremonies

As a Ministry of Industrialisation and Trade, we are doing all we can to ensure that there is indeed “Growth at Home” to grow and prosper, and our point of departure is really to ensure that Namibian made products have market access both locally and internationally. This work is built on our Retail Charter implementation drive guided by our National Development Plans, the Growth at Home Strategy and the Harambee Prosperity Plan.

The Ministry of Industrialisation and Trade (MIT) in its quest to enhance and stimulate the production and consumption of locally made products and services launched the first phase of the 'Buy Local, Grow Namibia' campaign on 1st October 2020 in collaboration with other stakeholders. The campaigns aimed to help Namibian businesses promote their products and services in the local retail shops as well as encourage Namibians to support their communities by shopping locally. The campaign has highlighted the vital role of local businesses in our nation's economic recovery from the COVID-19 pandemic.

The Buy Namibia campaign further recognises the major role MSMEs, women owned businesses and informal traders play in creating jobs, strengthening community cohesion and build a long lasting culture of local first, which helps local entrepreneurs thrive. The Buy Namibia initiative is also created to help local SMEs access retail space as one of the initiatives under the Namibia Retail Sector Charter.

Ladies and Gentlemen,

Tremendous results have been achieved with the first phase of the campaign with some major retailers increasing their local sourcing by up to 40%. We are determined to continue with this efforts by supporting our local producers so that they can scale up and eventually make use of key trading arrangements such as the market access opportunity offered by the Africa Continental Free Trade Area (AfCFTA).

Following the success of the campaign in 2020; the MIT and other stakeholders embarked up on launching phase II of the campaign which is aimed at supporting SMEs and local producers understand the requirements for local market access, particularly shelving in retail stores. Let me take this opportunity to thank the team that worked

behind the scene to realise this key milestone. I would further like to commit our (MIT) full support to our local business especially given the devastating impact of COVID 19.

At this juncture allow me to introduce our Keynote Speaker, who in actual fact does not need any introduction among us. As we are all aware, among his many prestigious portfolios held, H.E Dr. Nangolo Mbumba is the current Vice President of the Republic of Namibia. Dr. Mbumba has headed a number of Namibian ministries before assuming his Vice Presidency portfolio which includes: Agriculture, Water and Rural Development (1993-1996), Finance (1996-2003), Information and Broadcasting (2003-2005) Education (2005–2010), and Safety and Security (2010-2012). In 2012 Dr. Mbumba became the Secretary-General of SWAPO until 2017. During his tenure in various portfolios, His Excellency Vice President made significant contributions and achieved huge milestones in relations to better the lives of our Namibian citizens.

It is indeed my singular honour to request you all to help me welcome Dr. Nangolo Mbumba, Vice President of the Republic of Namibia to the podium to deliver his Key Note address.

I thank you.