



REPUBLIC OF NAMIBIA

MINISTRY OF INDUSTRIALISATION AND TRADE

KEYNOTES ADDRESS

BY

**HON. LUCIA IIPUMBU (MP), MINISTER OF
INDUSTRIALISATION AND TRADE**

**On the Occasion of the Presentation of the activities for the
Buy Local, Grow Namibia Campaign Phase II**

27 September 2021, 09H00

UN HOUSE, WINDHOEK

1. **Director of the Programme: Ms. Nankelo Amupadhi**
2. **Mr. Sen Pang – UN Namibia: Resident Coordinator**
3. **Ms. Patricia Hoeksema : Team Namibia Board Member**
4. **Ms. Stacey Susa – Pinto : Chief Executive Officer - Namibia Trade Forum**
5. **Mr. Tangeni Amupadhi : Editor in Chief - The Namibian Newspaper**
6. **Eminent Speakers and Participants**
7. **Distinguished Invited Guests;**
8. **Friends from the Media;**
9. **Ladies and Gentlemen,**

It is my distinct honour to join you all at this gathering to witness **the presentation of the activities for the Buy Local, Grow Namibia Campaign Phase II**. Allow me from the onset to thank our esteemed partners leading the campaign who has supported us immensely in our quest to achieve our Growth at Home through the promotion of local products consumption. This platform is a continuation of activities following the launch of Phase II of the Campaign which took place on 18 May 2021 in Rundu, Kavango East Region which was officiated by His Excellency Dr. Nangolo Mbumba, Vice President of the Republic of Namibia.

As you may all recall, Phase I of the buy local campaign focused primarily on our retailers to stock our locally made Namibian products while encouraging our people to take pride in consuming what is produced here both in terms of goods and services. I must at this juncture thank all those who played a vital role in achieving the success of the Phase I of the campaign. Allow me further to call on all stakeholders to partake in this important initiative as we have fully embarked on the second phase.

We have all witnessed the devastation caused by the pandemic both individually but more so to our businesses which ultimately resulted in decline of our economic activities and loss of income and jobs. Let us therefore take pride in supporting our local businesses including our MSMEs who has over the years phased stumbling blocks in accessing the markets for their products. We have drawn good lessons as result of COVID – 19, that it is very critical to be self-sufficient in case shortage of imported products due various global calamities such as Corona virus.

The reality on the ground is that our local market is dominated by foreign imports and that the local producers/manufacturers and entrepreneurs find it difficult to access retail shelf space for a variety of reasons some of which we are trying to address through these initiatives. Some of the challenges relate to quality standards, access to finance and distributions channels to name a few. The Ministry of Industrialisation and Trade will continue to advocate for “Growth at Home” with the specific focus on the promotion of consuming what we produce and finding market space for local produce through a multi stakeholder partnership.

Director of Ceremony,

Today we will witness the presentation of activities for the Buy Local, Grow Namibia second phase campaign. We are therefore calling on all Namibians to support this campaign by purchasing local products first. The campaign aims to help Namibian businesses to understand various standards and requirements to shelve their products in our local retailer shops while promoting their products and services and encourages Namibian’s to support their community by shopping locally.

The Ministry of Industrialisation and Trade continue to carry our extensive work in trying to complement the campaign activities and support local businesses in general. Among others, the Ministry launched Namibia’s own barcode, also known as a product identification code, which is expected to ease the access of local products in the local and global marketplace. The unique Namibian barcode was given final approval in May 2021 by the Global GS1 Office General Assembly in Geneva and was officially launched last week. Barcodes are used for quick identification and verify the country of origin and Namibia’s unique number is 631. The code of up to 13 numbers also identifies the manufacturer, the product and the production batch. This was one of the factors that was found to significantly impact access to local markets.

This campaign is crucial in ensuring that our local businesses are part and parcel of our nation’s economic recovery plan from the COVID-19 pandemic. At this juncture, allow me to thank our campaign partners such as the United Nations Namibia, The Namibia Trade Forum, Team Namibia, The Namibian Newspaper as the official media partner, Weathermen & Co., NIPDB and all the participating Retailers. Allow me to further appreciate all Namibian entrepreneurs and manufacturers whom despite the challenges work tirelessly to ensure that we continuously enjoy our proudly Namibian products.

Ladies and Gentlemen

The Buy Namibia campaign would not be possible without the partnership with our private sector. The private sector has played an important role in mobilising Namibian consumers to buy local, as well as driving the promotion of the production of quality local products and services especially during the first phase. This partnership has enabled Namibians to advance their own economically sustainable future by promoting the use of local products and services.

We know that there are various initiatives by the Government and other stakeholders aimed at helping our local, small and medium businesses to form part of the mainstream economy. We all can play our roles on our individual capacities to achieve a common goal. I call on each and every Namibian to support this campaign through local purchases of our locally made products. I therefore wish re - emphasise the ultimate goal of the Buy Namibia campaign, which is mainly to create a thriving local economy by maximizing the potential of local businesses and increasing their market share and most importantly, creating the environment for Namibia to become a self-sustaining economy.

I thank you