

REPUBLIC OF NAMIBIA



KEYNOTE REMARKS

ON THE OCCASION OF THE
LAUNCH OF THE REVISED NATIONAL QUALITY POLICY 2020-2025

BY

HON. LUCIA IIPUMBU, MP
MINISTER OF INDUSTRIALISATION AND TRADE

HILTON HOTEL

10H00, 23 APRIL 2021,

**HON. VERNA SINIMBO – DEPUTY MINISTER, MIT;
MR. SIKONGO HAIHAMBO - EXECUTIVE DIRECTOR, MIT;
ALL EXECUTIVE DIRECTORS PRESENT;
CHAIRPERSON OF THE NAMIBIAN STANDARDS COUNCIL;
NAMIBIAN STANDARDS COUNCIL MEMBERS;
CHIEF EXECUTIVE OFFICER OF NAMIBIA STANDARDS INSTITUTION;
SENIOR GOVERNMENT OFFICIALS;
MANAGEMENT OF NAMIBIA STANDARDS INSTITUTION;
MEMBERS OF THE BUSINESS COMMUNITY;
MEMBERS OF THE MEDIA;
LADIES AND GENTLEMEN;**

1. I am filled with immense joy to see so many stakeholders present as we launch the revised National Quality Policy 2020-2025. The presence of the different stakeholders bears testament to the importance of the policy that we are about to launch. Furthermore, your presence here today as stakeholders signifies the need for coordinated efforts between stakeholders to ensure implementation of the policy. The potential we have as a nation will and can only benefit our people when we give effect to policies such as the one that we are launching here today. Just launching or having policies in place is not an end in itself as implementation and effect on the livelihoods and businesses is what matters the most.
2. Namibia's ambitions for the future are articulated in Vision 2030, National Development Plans and the Harambee Prosperity Plan II. The Namibian vision is one that guides the nation to make deliberate efforts to improve the quality of life of its people to the level of its counterparts in the developed world by 2030. Throughout the world, countries are pursuing similar visions and this can only be achieved amongst others by harnessing the potentials of the global trading system for the benefit of the nation. The revised National Quality Policy (NQP) will improve Namibia's international competitiveness and lead to enhanced export performance, while supporting small and medium enterprises in conforming to national standards and complying with technical regulations, thus protecting the health and safety of Namibian people.

DIRECTOR OF CEREMONIES

3. Namibia has been progressive in that it approved and implemented a National Quality Policy already in 1999, and it has served the country well. Notable achievements of its implementation include the promulgation of the Standards Act 2005 and the establishment of the Namibian Standards Institution (NSI) in 2008.
4. Since the approval of the original National Quality Policy in 1999, there have been substantive changes in the landscape that had to be considered and incorporated at policy level. These include a growing population and economy, a greater emphasis on better regulation, market operation and trade as an enabler for development, and regional and global integration. All of this means that Namibia's quality infrastructure and its technical regulation systems must demonstrably meet international good practices and be accepted by its main trading partners.
5. The revised NQP builds on the successes of the previous policy. The overarching goal of the revised policy is to improve the business environment and the quality of product service, and in doing so, boost investor's confidence. Businesses today, particularly on the international market are required to meet standardised quality requirements. As a government, we are confident that we will see more Namibian products and services traded internationally provided that our products and services meet international standards. The policy also articulates government's position on the quality of goods and services produced and consumed in the country.
6. The NQP aims to ensure that government realises its goal of enhancing the productive capabilities and diversify Namibian exports. This goal can only be achieved if we produce quality products and services enabling Namibia to exploit commercial opportunities available on the domestic, regional and global markets. Export markets are particularly important for the country to generate the much needed foreign currency as well as participate in international value chains.

LADIES AND GENTLEMEN

7. Standards have become a significant part of international trade. It plays an important role in product quality assurance, building trust in trade, facilitating the flow of goods, and improving the development of the global market. At present, facing the increasingly competitive world market, a country's competitive advantage depends not only on capital, labour, land and other factors of production, but also on the comprehensive national strength with technology as the core and the ability to transform technology into standards to improve economic efficiency and competitive advantage. These days, the strategic significance of standards have been widely recognized and emphasized among academia and industry.
8. As a facilitator, the Namibian Standards Institution (NSI) recognizes the vital role that stakeholders play in the management of technical committees and appreciates their roles in standard development. Through NSI, the institution will continue to host Annual National Quality Awards and commemorate the annual World Standards Day, by hosting various activities. The National Quality Awards is a platform aimed at recognizing those esteemed companies and individuals who excel in quality advancement in Namibia. The competition rewards excellence in various aspects of quality improvement such as quality assurance, quality management and quality control.
9. Although the NSI is assigned to serve a role of facilitator, I want to pause and reiterate that the implementation of the NQP is not the domain of a single government organ, in Namibia's case the Ministry of Industrialisation and Trade. Instead, that domain spans across a range of ministries and their agencies, including various institutions and private sectors.
10. With these few remarks, I declare the revised National Quality Policy 2020-2025 launched!

I THANK YOU.