



MINISTRY OF INDUSTRIALISATION AND TRADE



REPUBLIC OF NAMIBIA

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Namibian Fruit Investment and Export Opportunities Awareness Sessions Announced

(For Immediate Release)

Windhoek, Namibia – In an effort to bolster Namibia's agricultural sector, the Ministry of Industrialisation and Trade (MIT), in collaboration with the Namibian Agronomic Board (NAB) funded by the European Union, is launching a series of awareness-raising workshops titled "*Support to Fruit and Vegetables Value Chain*". This initiative is a part of the EU-Namibia Economic Partnership Agreement (EPA) Support Programme and aims to enhance the competitiveness of Namibia's fruit and vegetable producers by exploring new export opportunities in the EU market.

This initiative is aimed at advancing Namibia's position in the global agricultural market, particularly focusing on the lucrative European Union (EU) market. The sessions are scheduled as follows: Tsumeb on April 29, Rundu on April 30, Katima Mulilo on May 02, and Divundu on May 03.

Background

These workshops are designed against the backdrop of Namibia's strategic initiatives such as the EPA with the EU, which provides preferential market access, duty free and quota free. The focus will be on enhancing the agricultural sector's productivity, particularly within the fruit and vegetable value chains, aiming to meet the EU's market standards including Sanitary and Phytosanitary (SPS) measures and certification requirements.

Agenda and Objectives

The agenda features a robust line-up of activities including presentations on industrial, trade and investment opportunities, capacity building sessions, and discussions on organic certification and SPS measures.

The main objectives are:

- To raise awareness about the EPA provisions and its benefits for Namibian producers and exports.
- To equip participants with the knowledge and skills needed to navigate the EU market's complex regulatory environment.
- To share best practices and success stories from farmers that have successfully entered the EU market.
- To discuss government and financial support mechanisms available to local producers.

Key Speakers and Sessions

The workshops will be led by experts from NAB, AGRIBANK, EPA Support Programme and other institutions such as the Ministry of Agriculture, Water and Land Reform (MAWLR). Key sessions include:

- Detailed discussions on the EU market potential and its requirements.
- Interactive workshops focusing on compliance with market access certifications.
- Networking opportunities to foster collaborations between farmers, regulators, and exporters.

"Growth At Home"



Expected Outcomes

By the end of the workshops, participants are expected to have a clearer understanding of:

- The pathways to compliance with EU market standards.
- Enhanced strategies for integrating SMEs into international value chains.
- Informed investment and financing decisions and compliance strategies for accessing the EU market.
- Enhanced export competitiveness resulting in increased export volumes and market diversification.
- Adoption of best practices leading to improved quality and marketability of exports.
- Development of a skilled workforce tailored to meet international market demands.

Participation and Registration Details

The sessions are targeted at fruit and vegetable farmers, exporters, government officials, trade experts, and representatives from financing institutions.

For registration details and further information as well as those interested in participating should contact Shumon Khalid at Trina.Kachele@mit.gov.na or skhalid@integration.org or Charlotte Kandjii at ckandjii@integration.org.

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