



REPUBLIC OF NAMIBIA

KEYNOTE ADDRESS

BY

HON. LUCIA IIPUMBU, MP

MINISTER OF INDUSTRIALISATION AND TRADE

**ON THE OCCASION OF STAKEHOLDER ENGAGEMENT ON
CONSUMER PROTECTION AND LIQUOR LICENCING AND
RELATED MATTERS
AT**

**LEO-SHOOPALA HALL, OSHANA REGIONAL COUNCIL,
OSHAKATI, OSHANA REGION**

TUESDAY, 11 OCTOBER 2022

Director of Ceremony

Hon. Elia Irimari, Governor of Oshana Region

Hon. Penda Ya Ndakolo, Governor of Oshikoto Region

Hon. Erginus Endjala, Governor of Omusati Region

Hon. Walde Natangwe Ndevashiya, Governor of Oshana Region

**Mr. Leonard Hango – Your Worship Mayor of Oshakati Town
Council**

**Chairperson of the Oshana, Omusati, Ohangwena and Oshikoto
Regional Liquor Licensing Committees**

All Senior Government Officials

Captains of Industries

Members of the Business Community;

Members of the Media;

Ladies and Gentlemen;

Good Morning

Ladies and Gentlemen;

1. It is with great sense of honor that we are gathered here today, to create awareness, share and deliberate on issues of mutual business and entrepreneurial interests on the Consumer Protection Policy as well as the administration of our National law, the Liquor Act, Act No. 6 of 1998. We are indeed seized with this unique and memorable opportunity today, as we usher our country into a new dawn of shared prosperity for all as we are promoting trade, investment and industrial development activities in the region and our country at large to achieve our developmental goals.

2. Today's engagement is an outstanding and remarkable engagement, which aims to create a common understanding and to respond to the legitimate needs and concerns among ourselves. It is my wish that we will engage in frank but at the same time respectful deliberations with a view to foster a common understanding to the administration of the Liquor Act and the Consumer Protection Policy.

3. As we are all aware that, it has been a very long and difficult period for all of us, since the outbreak of COVID-19 pandemic in November 2019 which, have severely affected various industries including the Liquor Industry, yet we have sailed through and made it possible to reactivate our business operations in a normal way while observing the COVID-19 protocols. The Ministry of Industrialisation and Trade administers the Liquor Act, Act No. 6 of 1998 that makes provision for the licensing of all establishments in the supply and sale of liquors in our country. The Ministry fulfils this mammoth task together with its key strategic partner, which is the Office of the Judiciary that provides both the Chairmanship and Secretariat services to all Liquor Licensing Committees in all the Regions.

4. As we are gathered here today, we have to applaud ourselves for according ourselves this opportunity to deliberate and ensure the Act is understood and complied with in its current form by all of us as stakeholders for the sole benefit of all Namibians in different industries or other social portfolio. Hence, the presence of various stakeholders, such as local authorities, consumers, business community as well as representatives of numerous business associations is indeed a notable positive response as the Ministry endeavours to collectively assist our entrepreneurs.

Ladies and Gentlemen,

5. This initiative is therefore aimed at disseminating information to the business community at regional level and equip them in order to address the challenges in the administration of the Liquor Act and conforming to certain laws and regulations.
6. Furthermore, our office launched the National Consumer Protection Policy 2020 – 2025 in September 2021 with the main objectives of seeking an effective Consumer Protection Framework and develop the knowledge and skills necessary for Consumers to understand their rights associated with their spending and investment choices as well as to encourage fair trade in order to ensure a competitive economy.
7. In the same vein, the Policy has highlighted the need for legislation to address unfair commercial practices affecting businesses and consumers, including marketing tactics, advertising campaigns, sales promotions and other commercial practices directed at influencing consumer decisions in the marketplace. The Government considers that the effective protection of consumer rights is a vital component and therefore ranks high on the agenda of the Ministry of Industrialisation and Trade.
8. To achieve this, the Ministry has dedicated its Division of Consumer Protection and Internal Market Regulation to serve as a National Consumer Protection Office. This Office is charged to liaise with other sector - regulatory bodies and institutions as well as to attend to all complains of consumers and secure an even playing ground for all businesses to educate consumers about their rights and the available mechanisms to redress their complains while the legal framework is being finalized.

9. This engagement serves as a stepping-stone on which our Ministry has established consumer education and information dissemination and a foundation to liaise with relevant Offices, Ministries, Agencies and sector regulators towards effective implementation of the National Consumer Protection Policy.
10. Therefore, it is my hope that this stakeholder's engagement will provide us with in-depth knowledge and skills in order to effectively address and provide extension assistance to entrepreneurs when faced with challenges in the administration of the Liquor Act and ensure that information reaches all relevant stakeholders and Consumers for the proper implementation of the Policy.
11. I therefore urge us all, to take advantage of this opportunity and strongly encourage a full and active participation during our engagement so that this engagement will culminate in long-term growth of our businesses that may drive our economic prosperity and structural transformation.

Thank you very much!