



REPUBLIC OF NAMIBIA

MINISTRY OF INDUSTRIALISATION AND TRADE

KEYNOTE STATEMENT

BY

**HIS EXCELLENCY DR. HAGE G. GEINGOB, THE
PRESIDENT**

AS DELIVERED ON HIS BEHALF BY

HON. LUCIA IIPUMBU

MINISTER OF INDUSTRIALISATION AND TRADE

AT THE KELP BLUE PROJECT LAUNCH

30TH MAY 2022

AUDITORIUM- LÜDERITZ WATER FRONT, LÜDERITZ

Director of Ceremonies,

The Governor of the !Karas Region, Honourable Ms. Aletta Fredericks;

**Her Worship Mayor of Lüderitz, Ms. Anna-Marie Hartzenberg;
Mr. Daniel Hooft, the Chief Executive Officer of the Kelp Blue Namibia;**

Mr. Fluksman Samuel, Chief Executive Officer of The Lüderitz Waterfront Development Company;

Mr. Kegan, the DeBeers Namibia Representative;

All the Directors and Staff of Kelp Blue Namibia present;

Distinguished Invited Guests;

Members of the Media;

Ladies and Gentlemen,

I am very pleased to deliver this Statement on behalf of His Excellency, Dr. Hage G. Geingob, The President of the Republic of Namibia that welcome you to this historic launch of the Kelp Blue Namibia investment. This investment entails the commercial farming of giant kelp, a natural resource with key economic potential. Kelp is used to make and enable multivaried products such as salad dressings, puddings, cakes, dairy products, frozen foods, toothpaste, shampoos and even pharmaceuticals.

Kelp is therefore an important natural resource that can help in enabling sustainable industries, revitalize the health of the oceans and ensure that we leave behind a planet that is in a better place.

The Namibian Vision 2030, a policy framework for long-term national development, states that natural ecosystems shall be productive, diverse, stable and sustainable - socially, economically and ecologically. Further on, the coastal and marine ecosystems will be open, diverse, stable and productive”.

In order to achieve these policy targets, Namibia has recently initiated the blue economy concept as a fast growing marine approach that is directed at improving, utilizing, conserving and sustaining the exploitation of marine resources.

The concept of blue economy advocates a similar desired output as the widely known *Green Economy* that has improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.

Namibia has one of the most productive fishing grounds in the world, with major emphasis on sustainable management thereof. The fishery sector consists of both, marine-based fisheries and aquaculture. It is the strong aim of the government to stimulate increased activities in pursuance of value addition and new markets for the fisheries sector.

Ladies and Gentlemen,

Strong policies, however, have to be put in place on the national, regional level and global level for us to ensure a sustainable ocean and blue economy.

Thus at the top echelons of our State Governance, H.E. The President, Dr Gotffried Hage Geingob serves on the eminent panel of the *High Level Panel for a Sustainable Ocean Economy* which is a 14 member constituency of Heads of States and government representing people from across all ocean basins, and 30% of the world's coastlines and exclusive economic zones. Namibia is therefore a leader in ensuring effective global governance on the Blue and Ocean Economy agenda.

At the regional level, the subject gained relevance in recent years, which is reflected in the development of a regional Blue Economy Strategy for the SADC region, which was commissioned in 2018. The *SADC Industrialization Strategy and Roadmap 2015-2063* refers to the relevance of sustainable ocean development and blue economy as a high impact sector. Namibia also played during its 2019 Chairmanship a critical role of ensuring the development of the SADC Protocol on Industrialisation that also aims to foster Blue Economy value chains bilaterally and regionally. Namibia ratified such Protocol in 2021 and deposited the instrument duly as well in the same period.

In addition at the regional level Namibia also host the Benguela Current Commission, a joint venture commission between Angola, Namibia and South Africa which is also playing a major role in development strong and effective policies for the Blue and Ocean Economy as a shared resource.

In order for Namibia to meet its national industrialization and development goals, we also realized from the Growth at Home perspective that we need to foster the development of local

and national value chains in the various sectors including the fishing industry.

Thus as the Ministry of Industrialisation, we developed in 2016 ten (10) sector growth strategies in priority or targeted sectors, of which Seafood Industry is one of them.

Ladies and Gentlemen,

It thus gives me immense joy to witness growth and investment within the sector with such a practical investment such as Kelp Blue Namibia. Such investments as the one we are witnessing today reinforce Namibia's economic growth, to reduce income inequality and to increase employment creation and help in the eradication of poverty.

The Industry Growth Strategy forms part of the support to selected manufacturing industries envisaged by the Growth at Home Strategy, which promotes Namibia's competitive advantages and opportunities.

This support is envisaged and facilitated through the Special Industrialization Programme (SIP) and the Industrial

Upgrading and Modernization Programme (IUMP) whose aim is to provide targeted support for value chain analyses and feasibility studies. Recently with the IUMP, we also funded in 2021 a business based in Walvisbay whose focus is value addition to horse mackerel products. We have also previously funded here in Lüderitz, an operation by a youth investment group who adds value to seal products.

Finally and in conclusion *Ladies and Gentlemen*, I would like to emphasize that implementation of this and other strategies by MIT in close corporation with other line ministries and stakeholders will support local value addition, upgrading and lead to economic diversification. The efforts will help to structurally transform Namibia's economy favouring the most productive and efficient economic activities, and local industries will be provided with improved market access at home and abroad.

With these few words, I am honored to herewith launch the Kelp Blue Namibia Company and wishes it a viable sustainable path as a pioneering investment within the Blue Economy sector! To the investors in Kelp Blue Namibia

company, I would like to say that the World is Indeed your Blue Kelp (not oyster-my emphasis) and a whole seafood restaurant! To good investment returns sustainably in the Blue Economy!

I Thank You.