



**REPUBLIC OF NAMIBIA**

**KEYNOTE ADDRESS**

**BY**

**HON. LUCIA IIPUMBU, MP**

**MINISTER OF INDUSTRIALISATION AND TRADE**

**ON THE OCCASION OF STAKEHOLDER ENGAGEMENT ON NAMIBIA  
INVESTMENT PROMOTION AND FACILITATION BILL, CONSUMER  
PROTECTION POLICY AND LIQUOR ACT ADMINISTRATION AND  
LICENCING**

**THURSDAY, 27 OCTOBER 2022**

**VENUE: MINISTRY OF FISHERIES AND MARINE RESOURCES,  
AUDITORIUM, SWAKOPMUND, ERONGO REGION**

**Director of Ceremony**  
**Hon. Neville Andre Itope - Governor of Erongo Region**  
**Your Worship Dina Namubes –Mayor of Swakopmund Town**  
**Commissioner Nikolaus Kupembona - Erongo Regional Police**  
**Commander**  
**Chairperson of the Erongo Regional Liquor Licensing Committees**  
**All Senior Government Officials**  
**Members of the Business Community;**  
**Members of the Media;**  
**Ladies and Gentlemen;**

**Good Morning to you all,**

Let me use this opportunity to thank you all for honouring our invitation to this consultative meeting on the Namibia Investment Promotion and Facilitation Bill (NIPFB), Consumer Protection Policy and the administration of the Liquor Act No. 6 of 1998. This crucial platform must therefore allow us to critically engage on these three key issues and provide inputs which may allow us to finalise and effectively implement these legislations to the benefits of our country and its people.

The Ministry of Industrialization and Trade (MIT) has taken a deliberate decision to conduct stakeholders' engagements on the NIPFB, Consumer Protection Policy and the Liquor Act. The consultative engagements commenced in the Khomas Region on in September 2022 and were rolled out to the Oshana, Oshikoto, Ohangwena and Omusati Regions during

October 2022. Our staff members have also made use of various platforms such as social media and radio stations to engage our respective stakeholders with the aim of informing, educating and obtaining inputs.

As most of us may be aware, the NIPFB, underwent several development including the tabling and withdrawal in Parliament by our Office in November 2021 due to various issues raised. Consequently, the Ministry undertook a process to address all concerns raised. A Technical Committee comprising of Senior Officials from key public institutions was constituted to consider the concerns raised on the Bill, and thereafter, present appropriate amendments and recommendations to Cabinet for endorsement.

The committee deliberated on the areas that led to the withdrawal of the Bill and details on this process will be outlined by the officials during the presentations. The Joint Cabinet Committees on Trade and Economic Development and that on Treasury has therefore cleared the draft Bill for public consultations and final engagements with key stakeholders, whilst ensuring that we initiate proceedings to re - table the Bill in Parliament.

The work on this Bill is underpinned on our quest for pursuing strategic investment priorities in Namibia. The Ministry of Industrialisation and Trade (MIT) saw it fit to shore up and revive our Investment regulatory and policy regime to embrace a modern and transparent legal framework that accommodates new economic dynamics and developments to ensure that Namibia leverage on dimensions that covers new economic and investment priority areas.

There has also been various concerns raised by stakeholders regarding the application and administration of the Liquor Act in that it is not applied consistently across the country, an anomaly that the Ministry has taken note of and intends to rectify. The general rule is that laws are of general application and thus cannot be administered differently in a unitary state. Namibia is not a federal state where regions have the authority to apply laws differently. We also wish to assure the stakeholders that their inputs are highly valued and definitely not in vain.

The Ministry has further noted various concerns regarding consumer rights violation and the need 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. I am confident that the consumer protection policy which we launched last year will successfully be implemented and thereby bear the desired results.

To achieve this, the Ministry through the Division of Consumer Protection and Internal Market Regulation has been seized with the noble but at the same time very important responsibility to protect vulnerable consumers and secure an even playing ground for all businesses to ensure promotion and protection of the rights of consumers and to ensure unfair trade practices and unscrupulous exploitation of consumers in any market or

transactions are monitored, controlled and prohibited at national levels and in all possible situations. The Ministry has established consumer education and information dissemination through stakeholder's engagement and liaising with relevant Offices, Ministries, Agencies and sector regulators towards effective implementation of this Policy.

While effective communication of our messages is vital to our goals, listening to our stakeholders of interest is also crucial. MIT will continue to foster the improvements based on inputs from all of you, through industry liaison, workshops, appropriate consultation sessions such as this one.

I therefore urge you all present here today to make use of this platform to seek all relevant information required, and to propose tangible solutions that can improve the industry for the mutual benefit of all stakeholders. I further want to encourage you all to engage robustly and constructively while providing relevant inputs which may assist us to refine the NIPFB and have it finalised to ease investments in our country.

**I Thank You All!**