



STATEMENT BY THE DEPUTY MINISTER HONORABLE. VERNA SINIMBO (MP),  
MINISTRY OF INDUSTRIALISATION AND TRADE

LAUNCHING OF KARAKULIA BUSINESS PARK “BUY LOCAL GROW  
NAMIBIA CAMPAIGN”

**Theme: “The purpose of Buy Local Growth Namibia campaign”**

28 October 2020, 10h00

Karakulia Business Park, Swakopmund

**Director of the Programme;**

**Hon. Neville Andre, the Governor of Erongo Region;**

**His Worship Nehemiah Solomon, the Mayor of Swakopmund Municipality;**

**Hon. Regional and Local Authority Councillors;**

**Mr. Alfeus Benjamin, the Chief Executive Officer, Swakopmund Municipality;**

**Mrs. Anette Kotting, the Chairperson, Hospitality Association of Namibia (HAN), Erongo Region;**

**Eminent Speakers and Participants;**

**Karakulia Business Park inhabitants;**

**Representative of Public Enterprises and Government;**

**Friends from the Media;**

**Ladies and Gentlemen,**

A very good morning to you!

1. It is my profound gratitude to be here this morning to launch the “**Buy Local Grow Namibia Karakulia Business Park Campaign in Erongo Region**”. A campaign that was launched by the Minister of Industrialisation and Trade, Honorable Lucia

lipumbu on the 01 October 2020 aims at promoting the consumption of local products and services.

2. Today, I begin my statement by acknowledging and appreciating all Namibian entrepreneurs and manufacturers who against odds continuously working very hard to ensure we enjoy local produced products. As a Ministry of Industrialisation and Trade, we are doing all we can to ensure that indeed **“Growth at Home” strategy** is implemented. Thus, our point of departure is really to ensure that Namibian made products have market access both locally and internationally.

**Ladies and gentlemen;**

3. Today in Erongo region we launch a campaign that seeks to support the recovery of Namibia's local businesses by calling on all Namibians to **#BuyLocal** and **#GrowNamibia** by purchasing local produced products first. Therefore, we are encouraging Namibians to support its local producers by shopping products and services which are produced locally.
4. The observed COVID-19 era had a hard knock on business operations since early March when the World Health Organization declared COVID-19 outbreak a global pandemic. The Government of Namibia responded swiftly by

declaring a State of Emergency and issued orders for restricts regulations on business operations and adherence to social distancing. As these restrictions were slowly lifted, the impact to local businesses has been affected. Erongo region has experienced a prolonged restrictions, a situation which has created an existential crisis for not only the locally owned businesses, but the entire Namibian economy. The Ministry of Industrialisation and Trade is regarded as the focal point for all resources offered to businesses by different level of Government as well as local and regional support organisations. It is in this spirit that the Ministry is calling upon on its agencies to drive the revival of the local economy and to bring into realization the concept of **#Buy Local #Grow Namibia**.

5. In particular the Ministry has done extensive work during the pandemic to strengthen the production capacity of local manufacturers and other businesses. Among others, the Ministry has availed the standards and specifications for manufacturing of face masks and sanitisers including working with local SMEs to produce public face masks, provision of relied grants to SMEs and hygienic kits to informal traders. In Erongo region in particular, the Ministry worked with the local manufacturers to produce 14 790 masks in a pace of two

weeks. A situation that proves that the region has the capacity to produce locally and swiftly responds to local demand.

6. The ongoing campaign highlights the vital roles local businesses could play to national economic recovery from the COVID-19 pandemic. At this juncture, allow me to thank the organizers of this campaign including the Karakulia Business Park inhabitant, the office of the Governor, Swakopmund Municipality, Ministry of Information and Communication Technology, Ministry of Industrialisation and Trade Erongo Regional office and Erongo Marine Enterprises Pty Ltd as the partner who sponsored branding and graphics.

7. The Buy Local campaign allow the crucial role SMEs, women owned businesses and local businesses in general play in creating jobs, strengthening community cohesion and build a long lasting culture of LOCAL FIRST which helps local entrepreneurs to prosper. The Buy Local initiative is crucially engineered to help local SMEs access retail space. I am confidently informed that there will be phase II of this initiative which will entail a call out to all SMEs that are looking into accessing retail space. The initiative will be a working workshop with retailers as well as the Namibia Standards Institution to help SMEs understand what it takes to have their products shelved in key retail stores. These initiatives could propel Namibians to

advance their own economically sustainable future by promoting the use of local products and services.

**Ladies and gentlemen;**

8. As the campaign unfolds, please go on social media and share an image of you with your Namibian products, if you are a local business and want to promote the goods you are selling, tag the campaign team by using the hashtags **#BuyLocal** **#GrowLocal**. Fellow Namibians, now is the time to really Go Local when buying products and services. To grow local, small businesses can grow their business, create local jobs and help their communities. More than ever before, we need to step in showing our support by buying from local, independently owned businesses.
  
9. Finally, the ultimate goal of the Buy Local promotion is to create a thriving campaign by maximizing the potential of local businesses and increasing their market share and most importantly, creating the environment for Namibia to become a self-sustaining economy.

**I thank you!**