



**STATEMENT BY HON. TJEKERO TWEYA
MINISTER OF INDUSTRIALISATION, TRADE AND
SME DEVELOPMENT
AT THE OCCASION TO OFFICIALLY LAUNCH
EXPO 2020 DUBAI IN NAMIBIA**

Wednesday, 11th March 2020

- 🇺🇦 Director of Ceremonies,**
 - 🇺🇦 Fellow Cabinet Ministers in attendance,**
 - 🇺🇦 H.E. Ambassador of UAE accredited to Namibia,**
 - 🇺🇦 Ambassador Simon Madjumo Maruta, Commissioner General of Section of Namibia at Expo 2020 Dubai,**
 - 🇺🇦 Members of the Diplomatic Corps,**
 - 🇺🇦 Captains of Industry and Business,**
 - 🇺🇦 Distinguished Invited Guests,**
 - 🇺🇦 Members of the Media,**
 - 🇺🇦 Ladies and gentlemen**
-

Good morning,

It is my distinct pleasure to be in your midst this morning to officiate the launch of this world prestigious marketing event that exhibits the products, the people and the good of Namibia in the United Arab Emirates as we unveil the participation of Namibia at the Expo 2020 Dubai, slated to take place from the 20th October 2020 ending on the 10th April 2021.

This event is a global marketing initiative for Namibia and the rest of the world to celebrate human ingenuity. We have listened to the presentation by Ambassador Simon Madjumo Maruta, the Commissioner General of Section of Namibia, who have outlined in all detail the dynamics of the world's biggest fair that can take days or even weeks to see everything exhibited at the Expo 2020 Dubai.

We, as Namibians, must preserve the artifacts and memories the Expo 2020 will present, especially at the Namibia Pavillion which I can attest at this juncture will be extraordinary and a pride for every Namibian to see.

World exhibitions and expos are normally the largest global marketing events aimed at connecting governments, their people, private sector, civil society and international organizations to exhibit domestic innovations, exchange and sharing of ideas, promoting progress and fostering cooperation amongst nations as one global village. In this era of globalization, international expos, such as Expo 2020 Dubai became critical marketing tools for governments, their people and international organizations to increase engagement on top of mind issues and those ranking high on the global agenda.

Director of ceremonies and distinguished invited guests, an event such as this brings producers and suppliers of goods and services as well as potential customers together. It provides the necessary exposure and opportunities for increased business linkages, international trade, the buying of critical commodities people of various continents are making use of.

Our participation at the World Expo is certainly unprecedented as it will create another platform for Namibia to be branded, not only as the best tourist destination, but also to showcase what Namibia has to offer in terms of trade and investment opportunities. We are going to Expo 2020 Dubai to tell and show Namibia's breath-taking story for the rest of the world to listen attentively.

The Expo 2020 will be hosted under the theme *Connecting Minds, Creating the future*, and it has attracted all African countries to participate including the African Union [AU]. The AU will host a pavilion in the *Opportunity Thematic District of the Expo*.

The pavilion is aimed to showcase policies and opportunities on the African continent for investment potential.

It will highlight progress to the millions of visitors expected to attend the Expo. It will also promote the just retiged African Continental Free Trade Area to enable countries to increase intra-Africa Trade and to deliver the breakthrough objectives of the Africa we want see by 2063.

The host country has made a commitment of USD500 million towards developing countries participating at the Expo. Namibia will, therefore, receive assistance to the value of USD1.5 Million in favour of the construction of the Namibian pavilion, accommodation for staff, printing of interior content, flight tickets, shipment of exhibition materials to and from Namibia as well as assisting during the hosting of the Namibia Day, slated for the 24th March 2021 in Dubai.

Ladies and gentlemen,

The theme of the Namibian participation to the Expo is *“Preserving and Utilizing natural treasures for future generation, an opportunity of the life time”*.

It is under this theme that Renewable Energy, Tourism, Mining, Education [Innovation and Culture] as well Trade and Investment have been identified as priority sectors.

I am, therefore, happy that Namibia opted for renewable energy as the main sector for promotion with a sole purpose of attracting investors into the sector in line with our efforts as we position ourselves to be the ideal renewable hub destination in the region.

Namibia is one country with strong wind-power generation globally, especially around the coastal town of Luderitz. Other sectors such as mining, tourism present excellent potential for growth and these sectors continue to contribute significantly to our Gross Domestic Product and to the development of Namibia especially in value addition.

I am making a special appeal to the Namibian business community, firstly encouraging business to actively participate at the Expo. Secondly, to engage and network aggressively in international joint ventures and persuading your partners to inject their investments in the Namibian economy. Thirdly, to tap into the expertise of other international organisations and extract maximum returns on such investments. Lastly, telling other participants or countries how safe Namibia is generally, and that Namibia is open for investors to do business here in the *Land of the Brave*.

In conclusion, I want to wish Ambassador Maruta and his team all success as you are drawing towards finalizing Namibia's participation at the Expo 2020 Dubai. I further want to congratulate everybody in the Ministry of Industrialisation, Trade and SME Development, who have worked beyond the call of duty in ensuring that latest developments and progress gained by the entire project of Namibia and its participation of Expo 2020 Dubai has succeeded. It is certainly, by no means cheap to participate in world expos. It is against this background that we will forever remain indebted for the breakthrough leadership of the organisers of the Expo 2020 Dubai for availing funds for all participating countries, especially to assist developing nations such as Namibia to play a big role in this state-of-the-art expo in the UAE.

Our sincere thanks and appreciation goes to His Highness Sheikh Khalifa bin Zayed Al Nahyan, Ruler of Abu Dhabi, and President of the United Arab Emirates for his foresight and breakthrough leadership in steering the UAE from great to even GREATER heights on the basis of the commitment he made to his late father, His Highness Sheikh Zayed bin Sultan Al Nahyan, when he said, and I quote: "the need for patience and prudence in all things", unquote.

One thing is certain, Namibia will, without a doubt, extract maximum returns on its marketing investment in Expo 2020 Dubai and this will be good for Namibia and its people.

With these few words distinguished ladies and gentlemen, I now have the singular honour and distinct pleasure to declare the Namibia Expo 2020 Dubai officially launched.

I thank you for your kind attention.

* * *