

10 REASONS

to invest in Namibia



You need space to grow?
We have miles of it.



The Namibian Government welcomes investors from all over the world, in all economic spheres. We recognise the important role that Foreign Direct Investment (FDI) can play in complementing and bolstering our developmental objectives which are to stimulate growth, diversify our economy, increase the industrial base, and promote value addition. Furthermore, FDI has the potential to accelerate our efforts to tackle unemployment and eradicate poverty. Namibia is therefore ready for business and looks forward to entering into win-win partnerships with all prospective investors. I welcome you to this "gem worth discovering."

H.E. Dr. Hage Geingob
President of the Republic of Namibia

Imprint

Publisher:
Commercial Office
Embassy of the Republic of Namibia
Reichsstrasse 17
14052 Berlin

Text & editorial: Commercial Office, Marion Kuka, Anke Frey, and Sabine Huth, Berlin

Layout & typesetting: openPix, Berlin

Printing: LASERLINE Druckzentrum Berlin GmbH & Co. KG

Photos: Air Namibia; Travel-Nerd istock.com; Namibia Tourism Board; Ohorongo Cement (Pty) Ltd; University of Namibia; the Walvis Bay Corridor Group; Andrea Thode; Johannes Gerhardus Swanepoel istock.com; bodnarchuk istock.com; Jacob Ammentorp Lund istock.com

Unless otherwise indicated, the information contained in this brochure is based on facts and figures as they existed on 20 March 2018. Despite extensive research, the publisher cannot accept liability for the accuracy of the information. Please address any questions or suggestions on the content to commerce@namibia-botschaft.de.

Namibia at a glance

Area:	824,292 km ²
Population:	2.3 million
Capital:	Windhoek
Independence:	21 March 1990
System of government:	Parliamentary democracy
Head of State:	President Dr. Hage Geingob
National languages:	Official language: English Other national languages: Oshivambo, Otjiherero, Nama, Damara, Afrikaans, German, and others
Neighbouring countries:	Angola, Botswana, South Africa, Zambia
Currency:	Namibian dollar (N\$ 1 =100 cents); pegged one-to-one against the South African rand
Economic system:	Social market economy
Gross domestic product (2016):	€ 11.15 billion
Average GDP growth rate (2012-2016):	4.8%
Main economic sectors:	Mining, tourism, fishing, and agriculture
Main trading partners:	South Africa, United Kingdom, Angola, Canada, USA, Spain, Switzerland, Japan, Germany, Italy
Main exports:	Diamonds, copper, gold, zinc, lead, uranium, cement, cattle, fish, meat, grapes, pelts, skins etc.
Main imports:	Petrochemical products and fuels, vehicles, machinery and equipment, foodstuffs etc.





1 Stability: Namibia is reliable.

Namibia's constitution is regarded as one of the most modern in the world. It enshrines human rights and guarantees freedom of expression as well as the inclusion of all groups of the population in the political and social life of the country. Since the founding of the state in 1990, parliamentary democracy and the principle of the separation of powers have become firmly established, committing the Government to transparency. An effective legal system and independent judiciary safeguard civil rights and private property. Democratic institutions were set up peacefully and without violent conflict. The Namibia of today offers a common identity to all its citizens, regardless of their ethnic background. Our achievements in this area have received global recognition. When it comes to good governance, human rights, political accountability, and the rule of law, Namibia consistently ranks among the best countries south of the Sahara. According to the 2018 World Press Freedom Index by Reporters Without Borders, Namibia ranks 2nd in Africa and 26th worldwide in terms of media freedom. Namibia also belongs to the top five African countries with the lowest levels of corruption, having been ranked 53rd out of 180 countries in Transparency International's 2018 Corruption Perception Index.

2 Growth: Good governance is good for your business too.

Since independence, the Government has pursued prudent, market-oriented economic and financial policies which have produced an average annual growth rate of 4.8% between 2012 and 2016. Positive growth rates are forecast for the years ahead. Since 2016, the Government has worked hard to consolidate non-core spending and align resources to core national priorities so as to ensure fiscal sustainability and protect macroeconomic stability. Namibia's most important growth sectors are mining, manufacturing, construction, agriculture, logistics, and tourism. By working together with investors, the Government intends to optimise value chains, diversify exports, and create new jobs in these sectors. The overall objective is to achieve inclusive, sustainable and equitable economic growth through the structural transformation of the Namibian economy and the enhancement of domestic value addition. Namibia's economy is well-positioned to achieve this goal. According to the Global Competitiveness Index of the World Economic Forum (WEF), Namibia has been ranked among the five most competitive countries in Sub-Saharan Africa for many years.



3 Resources: Nature is on our side – and on yours.

Namibia is rich in natural resources. Substantial deposits of diamonds, uranium, copper, zinc, and lead have made us one of the world's leading mining nations. We also mine large quantities of gold, silver, magnesium, granite, marble, and semi-precious stones. Deposits of rare-earths, cobalt, and lithium are being explored at present and the country is blessed with abundant renewable energy resources such as hydro, solar, wind, and biomass. The sea also holds treasures: big oil and gas deposits off the Atlantic coast are attracting ever more international exploration companies. We are one of the world's major fishing nations thanks to the cold, nutrient-rich waters of the Benguela Current. Other successful export products include grapes, asparagus, beef, dates, leather goods, and beer brewed by Namibia Breweries Limited according to the German "Reinheitsgebot" (Purity Law). With exotic goods such as marula oil, medicinal plants like Devil's Claw, wild silk, and the velvety hides of the Karakul sheep, we can offer lucrative niche products on the world market. More and more raw materials are being processed and refined in Namibia, presenting new opportunities for investors.

4 Market access: Produce goods for our neighbours – and the world.

Thanks to its ideal geographic location, Namibia is well positioned to become a centre for trade between the countries of Southern Africa and the economic centres of Europe, Asia, and the Americas. The Government plans to expand the transportation infrastructure in order to transform the country into a logistics hub for the entire region. With the help of the National Logistics Master Plan, Namibia will use its world-class commercial port at Walvis Bay, direct access to principal shipping routes, and transportation corridors to become the preferred logistics and distribution centre for its neighbouring landlocked countries. We continue to export to the world's major markets under advantageous conditions on the basis of preferential international trade agreements. Namibian products are welcomed in the EU as well as the EFTA, US and Mercosur nations. We maintain good economic relations with the BRIC states (Brazil, Russia, India and China) and regional trade is also growing. The Southern African Development Community (SADC), an economic community with 15 member states, has come together to create an internal market of almost 300 million consumers. Namibian exporters benefit greatly from SADC's steady economic growth.



5 Infrastructure:

Your business gains momentum in Namibia.

As numerous international studies have shown, Namibia possesses one of the best transport infrastructure south of the Sahara. The sea ports of Walvis Bay and Lüderitz are linked to the Walvis Bay corridors, a network of paved roads and railway lines which connect Namibia to the economic centres of its neighbours. The cross-border corridors are overseen by the Walvis Bay Corridor Group, a public-private partnership that unites port authorities, government agencies, and transport and logistics operators under one umbrella so as to ensure smooth-running operations. The Walvis Bay corridors offer efficient and cost-effective service routes for trade with our neighbouring countries. Containers, for example, can be transported from the deep-water port of Walvis Bay on the Atlantic coast to the South African industrial province of Gauteng in just 48 hours. The only faster option is by air. Our national airline, Air Namibia, operates daily non-stop services from Frankfurt am Main to Windhoek (6 days a week in the off season) and offers numerous connecting flights to regional destinations. Over recent years, Namibia's telecommunications, electricity, and water supply networks have been expanded considerably and modernised. To meet rising demand in the future, we plan to invest further in these areas with our partners.

6 Investment climate:

300 sunny days a year – for your business too.

Foreign investment plays a significant role for Namibia in terms of promoting growth and prosperity. For this reason, the Foreign Investment Act places foreign and domestic investors on an equal legal footing. Although joint ventures are encouraged and can bring many advantages, generally, there is no requirement for local partners and government agencies to be involved in investment projects. Profits can be repatriated to the investor's home country and Namibia has signed double taxation agreements with various countries. To take full advantage of the favourable investment climate, all you need to do is take note of three letters: NIC. The Namibia Investment Centre (NIC) supports you at every stage of your investment with a variety of investment support and facilitation services that include help to choose the ideal location for your business and obtaining residence/work permits. The Government is implementing reforms to ease the process of doing business. According to the World Bank's Doing Business report, Namibia has been one of Africa's ten most business-friendly countries for many years.



7 Incentives:

We make an attractive location even more enticing.

The World Economic Forum has on numerous occasions confirmed that Namibia has a well-functioning political system, highly safeguarded property rights, an independent judiciary, and an efficient government. We are working hard to establish Namibia as one of the most competitive economies in the SADC region by creating a conducive business environment for both domestic and international companies. In the process, we offer ample support to foreign investors. For example, companies primarily producing goods for export to countries outside the Southern African Customs Union (Botswana, Lesotho, Namibia, South Africa and Swaziland) are granted EPZ status, which exempts them from corporate income tax as well as duties and value-added tax (VAT) on machinery, equipment, and raw materials imported into Namibia for their manufacturing activities. EPZ enterprises are free to establish themselves anywhere in the country and can rent affordable factory shells, industrial premises or warehouses from the Offshore Development Company.

8 Success stories:

There are many positive examples to follow.

There is no need for investors in Namibia to feel they are bravely going where none have gone before. Many foreign companies have successfully paved the way. The German company Schwenk Zement KG has been producing cement for a booming regional construction sector since 2011 at its Ohorongo cement factory in northern Namibia. With an initial investment value of € 250 million, the project is the largest industrial investment in Namibia outside the mining sector. Rheinland Air Service's subsidiary, the Aviation Centre, provides convenient aircraft maintenance, repair, and overhaul services for regional carriers at Eros Airport in Windhoek. Groupe PSA, Europe's second largest car manufacturer, plans to start assembling Opel and Peugeot vehicles in Walvis Bay in the second half of 2018. The models will be sold across the Southern African Customs Union (SACU), a vibrant regional market. International companies are also active in the Namibian energy sector. These include DHYBRID Power Systems GmbH, which installed a solar roof-top system for Namibia Breweries Ltd. and Cronimet Mining Power Solutions GmbH, which built the country's first photovoltaic power station.



9 Education: Making the most of our most valuable resource.

For many years, Namibia has continually devoted more than 20% of government spending to education. For the 2018/19 financial year, the figure stands at 28.5% or 9% of GDP. With 99.7% of children between the ages of 6 and 16 years in formal education, the success of this approach is obvious. The adult literacy rate of 88.7% is one of the highest in Southern Africa. For those in the age group of 15-24 years, the rate is even better at roughly 93.6%. When they leave school, young people can prepare for the labour market by completing two or three-year training programmes at various vocational training centres throughout the country. To ensure that the flow of skilled professionals meets the current and emerging needs of industries in our nation's economy, the Government cooperates closely with employers and offers tax breaks, subsidies and grants for training measures. Each year, more than 4,400 students graduate from the University of Namibia (UNAM) and Namibia University of Science and Technology (NUST). Many of them gain experience abroad with a view to taking up managerial positions in commerce or administration back home.

10 Quality of life: Leisure time is quality time in Namibia.

We have much to offer. In 2016, more than 1.5 million people travelled to Namibia in order to enjoy its annual quota of 300 days of sunshine, stunning biodiversity, rich cultural heritage, and the warm hospitality of its people. Namibia is considered to be one of the safest countries in Africa and there are excellent medical facilities in larger towns and cities. With all this in mind, it is easy to embark on an adventure. If you are looking for excitement, you can sample paragliding, ballooning and kayaking, ride a sandboard or quad bike, go sailing, parachuting or try desert skiing. More relaxing pursuits include golf, rambling, fishing, birdwatching, and stargazing. Due to our successful nature and wildlife conservation initiatives, all of Africa's main species of big and small game – including the Big Five (i.e. lions, rhinos, leopards, elephants, and buffalos) – are native to Namibia. Travellers staying at lodges, camps or guest farms can explore our rugged landscapes by jeep, mountain bike, on foot, horseback or by air. In Namibia, a free weekend brings many unforgettable experiences.



Distance = time = money. With the ever-increasing cost of fuel, utilising the shortest and most effective trade routes will play a vital role in curbing your freight costs into and out of the southern Africa region. And thanks to mutually beneficial trade agreements, you can now ship your cargo between most Southern African countries and Europe and the Americas up to 11 days faster via the Port of Walvis Bay and the Walvis Bay Corridors. Contact us today to find out how our broad range of logistical support services and efficient multimodal system can boost your performance and save you heaps of time and money.



WBCG Head Office
T. +264 61 251 669
E. marketing@wbcg.com.na
www.wbcg.com.na

WBCG South Africa
T. +27 11 258 8912
E. bdm@wbcg.co.za
www.wbcg.com.na

WBCG Zambia
T. +260 21 129 4494
E. bdm@wbcgzm.com
www.wbcg.com.na

WBCG DRC
T. +322 386 5109
E. bdm@wbcg.cd
www.wbcg.com.na

WBCG Brazil
T. +55 11 2655 7301
E. ricardo@wbcg.com.br
www.wbcg.com.na

Your contact persons in Germany



H.E. Andreas B.D. Guibeb,
Ambassador of the Republic of Namibia
to Germany, Poland, Turkey, the Czech
Republic, Cyprus, and the Holy See



Dr. Mekondjo Kaapanda-Girrus,
Commercial Counsellor

Please contact the Commercial Office of the Namibian Embassy in Berlin in order to make an initial enquiry or establish personal contact. We can provide information about investment opportunities in Namibia, the local conditions in the country, the available incentives, and assist companies to identify Namibian partners. We regularly organise information events – often in partnership with local and regional chambers of industry and commerce. We also arrange visits to Namibia for potential investors which give you the opportunity to get to know the market and your future business partners first hand. Finally, we broker contact with Namibian companies, local partners, professional/industry associations, public agencies, and government officials.

Call us on +49 (0) 30 2639 0012
or send an email to commerce@namibia-botschaft.de

Namibia. Endless Horizons.

Photo: Gianluigi Sosio

The view sweeps as far as the horizon, the light bathes the landscape in constantly changing colours, the soul takes a deep breath. A journey through Namibia is unforgettable.

And the land of contrasts really does have something to offer for everyone: Magnificent landscapes, fascinating wildlife, innumerable outdoor activities, luxurious lodges, friendly people and its unique blend of African and European influences.

With 300 days of sunshine it is a real year-round destination and exploring the country is easy and safe. After a comfortable overnight flight you wake up in a completely different world. Exciting, exotic and familiar all at the same time.



Namibia Tourism Board
Schillerstraße 42 – 44
D-60313 Frankfurt am Main
Phone: +49 (0) 69 13 37 36 0
Fax: +49 (0) 69 13 37 36 15
info@namibia-tourism.com
www.namibia-tourism.com



Air Namibia
Kaiserstraße 77
D-60329 Frankfurt am Main
Phone: +49 (0) 69 770 673 030
Fax: +49 (0) 69 770 673 028
info@airnamibia.de
www.airnamibia.com