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Paul van Schalkwyk and also Gerhard  
Botha Photography and the Ministry  
of Information and Broadcasting  
August 1993

71 lthe Namibia Trade Directory has  
now firmly established itself.  
We are grateful for the contin-  
ued encouragement and support from  
all our advertisers and the various  
Government Ministries.

The editorial approach for this third  
edition have been changed. Following  
suggestion and in depth discussions  
with the Ministry of Trade and  
Industry it was decided to limit cover-  
age of Government Ministries.

The Ministry indicated that they pre-  
ferred as much as possible attention to  
be directed to the activities of  
Namibian businesses and industry.  
The editorial space becoming avail-  
able as a result of a cutback on  
Government coverage, was allocated  
to cover the activities of our advertis-  
ers. We were able to equal the adver-  
tising space booked by each advertiser  
with suitable editorial information.  
In this way advertisers get more value  
for their advertising money.

Furthermore. we are convinced that  
this approach has drastically enhanced  
the overall value of the Namibia Trade  
Directory.

On behalf of all our advertisers we

would like to use this opportunity to thank the Ministry of Trade and Industry for this decision. The External Trade and Export Promotion division of the Ministry of Trade and Industry is under tremendous pressure. Nevenheless. they once again took a keen interest in our progress. specifically in the person of Deputy Director, Paulo Shipoke. We are greatly indebted for this support and advice.

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As a business guide, Namibia Trade Directory is one of the vital sources of information on trade and industry as well as investment opportunities in the country. The range of information, which the Directory provides, shows that Namibia is one of the relatively few countries in the world where there exists most of the necessary conditions and natural resources, on the basis of which increased business contacts and fruitful economic relationship can be established.

Unlike the previous editions, the 1993/94, which is the third edition of Namibia Trade Directory, contains highly improved and most up-to-date business information. Its improved format concentrates on company and company profile as well as product specific information; and the information is presented in a concise and lucid way.

It is vital that Namibia expands its export products and breaks new grounds in opening up new markets; and attract foreign investments.

However, to achieve this important policy goal, the country must demonstrate a measure of competitiveness in the global market place: and it is here that Namibia Trade Directory is playing a very important role by detailing the product mix which the Namibian economy offers and the scope that there is for the processing of the country's resources to meet both the local and external needs for food and industrial materials and products.



**SURFACE AREA:**

824 268 km<sup>2</sup>

**GEOGRAPHICAL LOCATION:**

Namibia is on the South Atlantic coast of Africa, bordered by Botswana and Zimbabwe in the east, South Africa in the south and Angola in the north.

**POPULATION:**

1,4 million (1991), with a population density of 1,7 persons per square kilometre and an annual population growth of 3,5%.

**CAPITAL:**

Windhoek; population: 158 609 (1991).

**OTHER MAIN TOWNS:**

Oshakati, Walvis Bay, Swakopmund, Luderitz, Tsumeb, Oranjemund, Rehoboth, Keetmanshoop, Rundu, Ondangwa, Grootfontein, Mariental, Otjiwarongo, Okahandja and Katima Mulilo.

**CLIMATE:**

Semi-arid and sub-tropical. The hottest months are between January and February with average day temperatures soaring to between 20 and 29 degrees centigrade. Average winter temperatures range between 6 and 8 degrees centigrade.

**LANGUAGES:**

English is the official language. National languages are: Afrikaans, Oshiwambo, German, Herero, Nama/Damara, Lozi, Kwangali and Tswana.

**CURRENCY:**

South African Rand (R) : 100 cents. An own currency, the Namibia Dollar, will be introduced towards the end of 1993 and will be linked to the Rand within the framework of the Common Monetary Area.

**GOVERNMENT:**

The Namibian Constitution promulgates a multiparty democracy with fundamental rights and freedoms which promote development in all spheres. The Constitution lays down the division of power between the executive, the legislature and the judiciary.

The Executive body is headed by the President, who is assisted by the Cabinet. The President is elected by direct popular vote for a term of five years and can be re-elected for a second term of office.

The bicameral legislature consists of the 72-members National Assembly, elected for a term of five years and the National Council, consisting of two members of each geographical region as defined by an Act of Parliament. The National Council reviews bills passed by the National Assembly and recommends legislation on matters of regional concern. Members of the National Council are elected for six years from members of the various Regional Councils.

#### ECONOMIC ACTIVITIES:

Agriculture is Namibia's main economic activity, providing a livelihood, directly or indirectly for 70% of the country's population. The main crops grown are maize, wheat and millet. Beef production secures 85% of the nation's gross agricultural income. Mining activity represents about 30% of GDP and provides approximately 75% of foreign exchange. Diamonds is the major mineral. Others are uranium, copper, lead, silver, gold, zinc and iron. Namibia's fishing grounds are rich in pelagic fish of several species including pilchards, anchovies, cape horse mackerel as well as demersal fish species such as hake and other white fish. The fishery sector contributes approximately 56% to GDP after the recovery programme announced immediately after Independence.

Manufacturing accounts for  
5% of GDP.

GDP 211 fuel cost  
(R million 1992): 6006.8

GDP at market prices  
(R million 1992): 7026.8

GDP per ezipitzt  
(1991 U535): 1630

GDP Growth (Vr)  
1992: 3.5

CUSTOMER/SUPPLIER  
IDENTIFICATION:

The Ministry of Trade and Industry  
provides information to Namibian  
Exporters and coordinates the publish-  
in; of export promotion materials.  
The Windhoek Show Society organis-  
es the annual Namibia International  
Trade Fair (NITF)

The Namibian Development  
Corporation is a pztrttstutztl which helps  
in the development of productive  
enterprises within Namibia and  
finances the Government's export  
incentives.

An Investment Centre. run by the  
Ministry Of Trade and Industry. is  
responsible for the promotion of  
foreign investment.

MAIN IMPORTS:

Foodstuffst chemicals. Clothing,  
footwear. vehicles. machinery. trans-  
port equipment, electronic goods and  
petroleum products.

MAIN EXPORTS:

Diamonds. uranium, copper and other  
base metals, seafoodt handicrafts,  
pelts. cattle. beef. other agricultural  
products, semi-precious stones, marble  
and granite.

MAJOR TRADING PARTNERS:

United Kingdom. Switzerland, South  
Africa. Germany. Japan. France.  
United States of America. Belgium  
and Italy.

INTERNATIONAL

MEMBERSHIP:

UNO, Commonwealth. ()AUT PTA.  
SADC. SACU. IMF.Worl(1 Bunk.  
MIGAtGATT.W1PO.

SOCIAL INFRASTRUCTURE

Health:

The doetor/pzttient ratio is one of the  
best in Africa. with one doctor for  
every 3 650 persons. and 21 bed per  
population rutio 015.2 beds per 1 000  
population, which is the third best in  
Africa.

Education:

The literacy rate is estimated to be  
45%. The Government Budgeted  
R071 274 000 for education for the  
1991/92 financial year. An estimated  
94% of ehildren between the ages of  
6 and 18 years now attend school.

PHYSICAL INFRASTRUCTURE

Roads:

Namibia has a well established road  
infrastructure. The majority of towns  
and communities over a total distance  
0148 1 17 km can be reached by the

existing road transport network. The country is linked by road to Zambia, Botswana, Angola and South Africa. Projects include the Trans-Kalahari road linking Namibia to Botswana and the Trans-Caprivi highway to Botswana and Zimbabwe.

#### Rail:

The railway network comprises of 2 382 km of 1.067 m narrow gauge track with the main line running from the South African border via Keetmanshoop to Windhoek.

( )kzihandja. Swakopmund and Walvis Bay. A long northern branch connects with ( )mztruru. ( )tjiwurongo. ( )tavL Tsumeb 21nd Grootfontein.

#### Air:

Namibia has two airports. one at Keetmanshoop and the Windhoek International Airport. There are a number of 13 smaller aerodromes dispersed throughout the country. as well as numerous landing strips.

The national carrier, Air Namibia, operates scheduled domestic, regional and international passenger and freight services in to and from Namibia. The airline serves seven regional destinations from its hub in Windhoek:

Lusaka in Zambia: Harare and Victoria Falls in Zimbabwe: Luanda in Angola: Maun in Botswana: Cape Town and Johannesburg in South Africa. The airline 21150 operates a twice-weekly direct flight between Windhoek and Frankfurt as well as a weekly non-stop scheduled flight between Windhoek and London (Heathrow).

#### Ports:

Walvis Bay and Lüderitz are the two harbours handling merchandise imports and exports. besides being the centres for fishing industry. The former is much more important. with superior berth and wharf facilities and direct transport links to Windhoek and other major towns.

#### Telecommunications:

Namibia has one of the most modern post and telecommunications networks in Africa with 72 post offices and 17

postal agencies. There are 21 automatic telephone exchanges which connect subscribers directly to 201 countries. There are currently 92 966 telephone subscribers in Namibia. This figure increases annually by 6%.

#### Water:

Namibia is largely arid, with sparse, seasonal rain from October to November and January to March. It has 126 bulk state water supply schemes. These supply about 82 million cubic metres per year for domestic, stock watering, mining, irrigation and industrial purposes. The total investment in the water supply system is estimated at R1,5 billion.

#### Electricity:

Swawek is responsible for Namibia's electricity network. The main sources of power are the thermal, coal-fired Van Eck Power Station outside Windhoek (120 MW), the hydroelectric plant at Ruacana Falls (240 MW) and the diesel-driven Paratus Power Station at Walvis Bay. Peak demand for electricity is 246 MW and peak capacity, 600 MW.

#### Media:

The Namibian Constitution guarantees freedom of expression. There are seven commercial newspapers of which four are daily and three are weekly.

The Namibian Broadcasting Corporation (NBC) currently has eight radio services and one television channel. It broadcasts in six languages from Windhoek and three indigenous languages from transmitters in the north.

#### FINANCIAL SECTOR

##### Bank of Namibia:

The functions of the Bank of Namibia can be grouped into different fields: acting as the issuer of bank notes and coins, foreign exchange authority, lender of last resort, banker to the Government and the commercial banks, supervisory authority of financial institutions and monetary authority.

At present the Bank of Namibia is not performing all the ordinary central bank functions because Namibia does not have its own national currency. It is, however, envisaged that after the introduction of the national currency in September 1993, the Bank will assume its normal bank duties.

##### Commercial Banks:

Namibian banks, namely Bank Windhoek Limited, The Commercial Bank of Namibia Limited, First National Bank of Namibia, The Namibian Banking Corporation Limited and Standard Bank Namibia Limited, provide comprehensive domestic and international banking services. The Namibian banking sec-

tor is linked to major international communications networks, ensuring fast and efficient transfers of funds to and from any centre in the world.

#### Building Societies:

The South West African Building Society (SWABOU) and the Namib Building Society are the only building societies operating in Namibia. Their main functions are the intake of those investments that are ttermi and those that are withdrawable on demand as well as the provision of mortgage finance in the domestic loan market.

#### Insurance Companies:

The main insurance companies are IGL, Metropolitan Life, Old Mutual. Sanlam and Southern Life.

#### Namibian Development Corporation:

The Namibian Development Corporation is a parastatal which provides information, investigation, analysis, enterprise catalyst. facilitat- ing, brokering, high risk investment finance and trade finance, informal sector finance, pioneer enterprise funding and management.

#### National Housing Enterprise:

Since it became operational in 1982. the National Housing Enterprise provided 100% mortgage finance for approximately 7 000 families in more than 15 urban centres in Namibia. While it possesses the expertise and experience to deal with almost every aspect of housing development and finance, from socio-economic research to civil engineering, its poli- cy is to divert as much work as possi- ble to the private sector.

#### TOURIST ATTRACTIONS:

Namibia has a number of tourist attractions mainly in the form of spec- tacular scenery and wildlife reserves such as the famous Etosha National Park. The largest game reserve is the Namib Naukluft Park (49 768 km<sup>2</sup>). The total area of Nature Reserves is 105 559 km<sup>2</sup> (14% Of Namibials total surface area). There are 73 hotels, 61 guest farms and 40 safari companies operating in the country.

#### TRAVEL REQUIREMENTS:

A valid passport is required to enter Namibia. Visas are required to enter Namibia with the exception of visitors from Austria, Angola, Botswana, Brazil. Belgium, Canada, France, Germany, Holland. Italy, Ireland, Japan. Kenya, Luxembourg, Liechtenstein, Mozambique, the Netherlands. the Nordic countries, Russia, Switzerland, Singapore, South Africa, Tanzania. UK. USA, Zimbabwe and Zambia.

#### BUSINESS HOURS:

Offices: 8h00 - 17h00 Mon. - Fri.  
Banks: 9h00 - 15h30 Mon. - Fri.  
8h30 - 11h00 Sat.

TIME: 2 Hours ahead ofGMT.

MEASURES: Metric System.

INTERNATIONAL

TELEPHONE CODE:

09264 1 area code 1 number required.

1994 PUBLIC HOLIDAYS:

1 January New Years Day

21 March Independence Day

1 April Good Friday

4 April Easter Monday

1 May Workers Day

4 May Cassinga Day

12 May Ascension Day

25 May Africa Day

26 August Heroes Day

10 December Human Rights Day

25 December Christmas Day

26 December Family Day

economy has persistently displayed a firm, yet low rate of expansion. However, this expansionary trend is fairly narrowly based, in the sense that some sectors show considerable progress, while in others a rather depressed situation is observed. Hence, the general economic climate in the country remains disturbingly subdued. a situation which is observed on both the production and the expenditure side of the economy.

Since Independence the Namibian The output performance of the Namibian economy was significantly affected by the moderate and hesitant performance of the world economy in general. and the South African economy in particular. fairly depressed international commodity prices and the low level of domestic demand. Contrary to initial indications, the drought conditions during the 1991/92 rainy season did not adversely affect the overall growth of the economy. The year under review also saw the highest annual rate of consumer inflation recorded since 1970. Largely as a result of lower transfer receipts and a drop in the trade balance, the surplus on the current account of Namibia's balance of payments fell sharply. Against the backdrop of this economic situation, the growth rate in real gross domestic product declined from 3.8 percent in 1991 to 3,5 percent in 1992. Yet, the growth rate of 3,5 percent in 1992 stands in sharp contrast with earlier expectations, when an almost zero-growth situation was forecast. This achievement is even more heartening in view of the serious drought during the 1991/92 rainy season and the late rains during the 1992/93 season. The modestly decelerated growth rate between 1991 and 1992 resulted from contractions in the real output of subsistence agriculture, uranium mining, construction and commerce. All the other sectors displayed more vigorous rates of expansion, with substantial real output increases being recorded in fishing, diamond mining, manufacturing and general government. Excluding uranium mining, where a considerable production loss was registered, the rest of the economy expanded in real terms at an impressive rate of almost 8 percent. The lower growth in real gross domestic product in 1992 compared to 1991, associated with a further rapid deterioration of Namibia's term of trade, resulted in a fall of about half a percent in the country's real gross national product during 1992. This occurred despite the relatively strong rise in the country's net factor receipts from the rest of the world. As a consequence, Namibia's real national income per capita fell by 3,5 percent to R2 010.



Although Namibia exhibits satisfactory growth in real domestic output, the rather volatile export price developments, combined with steadily escalating import prices, have led to a serious and persistent deterioration of the country's terms of trade. which in turn draws down real national income and. because of the country's high population growth, puts further downward pressure on per capita income.

#### FOREIGN TRADE

Largely affected by the severe drop in the value of agricultural and mineral exports, and despite the sharp increases in exports of fish and manufactured goods, the value of Namibia's merchandise exports during 1990 fell by 4,2 percent to R223 billion. The situation during 1991 was reversed. as the export values of virtually all commodities rose markedly, with significant improvements occurring in the export of unprocessed fish, diamonds and meat products, with the only notable exception being exports of minerals other than diamonds. As a result, the value of exports rose by more than 20 percent to reach a total of R3,4 billion.

During 1992 the increase in. the rate of growth in the value of Namibia's merchandise exports slowed down significantly, reflecting lower export values of unprocessed fish and lower rates of increase in most other export commodities. The aggregate value of exports thus rose by a mere 5 percent to R3,6 billion. This rate of increase in the value of exports during 1992 was the combined result of an almost 8 percent increase in the volume of merchandise exports and a 2,6 percent decrease in the weighted average export price. Volume increases in 1992 were recorded in all major commodities, while export price decreases were noted in cattle, unprocessed fish, diamonds and uranium.

The rate of increase in the value of merchandise imports was roughly commensurate to the trend in gross domestic expenditure. In 1991 the rate of increase in the value of merchandise imports amounted to 5,8 percent. compared to 7.4 percent in 1990. This mild decrease was mainly due to the fall in gross investment during 1991. Prompted essentially by higher levels of fixed capital outlays and government expenditure. the rate of increase in the value of merchandise imports rose by almost 10 percent to a total of R34 billion. This was caused by a 5.3 percent increase in the volume of imports. combined with a 43 percent increase in average import prices.

Given these trends in merchandise imports and exports over the past three years, Namibia's trade deficit of R43

million in 1990 was converted to a rather significant trade surplus of R371 million in 1991. In 1992 the surplus weakened notably to R244 million.

Source: Economic Review 1993,  
Published by the Ministry of Finance,  
Private Bag 13295. Windhoek  
Tel 209-91 1 1  
Fax 36454.

GROSS DOMESTIC PRODUCT AT FACTOR COST AT CURRENT PRICES

' re Immary FOJeCtIOILS

1985 1986 1987 1988 1989 1990 1991 1992 1993 1994

R' MILLIONS

Agriculture (Commercialized)

Agriculture (Subsistence)

Fishing

Diamond Mining

Other Mining and Quarrying

Manufacturing (excl. fish processing)

Fish Processing

Electricity and Water

Construction (Contractors)

Wholesale and Retail Trade,

Catering and Accomodation

Transport and Communication

Finance, Insurance, Real Estate

and Business Services

Community, Social and Personal Services

General Government

Other Producers

Total

GROSS DOMESTIC PRODUCT AT FACTOR COST AT CONSTANT 1985 PRICES

R' MILLIONS

' re linary ' rOJeCtIons

1985 1986 1987 1988 1989 1990 1991 1992 1993 1994

Agriculture (Commercialized) 233,5

Agriculture (Subsistence) 42,6

Fishing 130,2

Diamond Mining 549.1

Other Mining and Quarrying 441,7

Manufacturing (excl. fish processing) 144,6

Fish Processing 35.6

Electricin and Water 65.8

Construction (Contractors) 57.5

Wholesale and Retail Trade,

Catering and Accomodation 324.8

Transport and Communication 193.3

Finance, Insurance, Real Estate

and Business Services 2062

Community, Social and Personal Services 55.4

General Government 664.5

Other Producers 93,8

Total 3238,6

PERCENTAGE CONTRIBUTION TO GROSS DOMESTIC PRODUCT AT CURRENT PRICES

' re immary ' FOJeCtIOl'LS

1986 1987 1988 1989 1990 1991 1992 1993 1994

Agriculture (Commercialized) 7,8%

Agriculture (Subsistence) 1.4%

Fishing 3.5%

Diamond Mining 97%

Other Mining and Quarrying 69%

Manufacturing (excl. fish processing) 55%

Fish Processing 1,2%

Electricity and Water 2,1%

Construction (Contractors) 25%

Wholesale and Retail Trade,

Catering and Accomodation 12.8%

Transport and Communication 75%

Finance, Insurance, Real Estate

and Business Services 8.7%

Community, Social and Personal Services 2,2%

General Government 245%

Other Producers 35%

Total 100%

Source: Economic Review 1993. Published by the Ministry of Finance. 27 May 1993.

()19151('li ()I' THE PRESIDENT  
President: 111s lixccllcncy Dr Sam Nujmnu  
Permanent Secretary: N111, Amkungn  
Slzllc 11mm.  
Robert Muguhc Awnuc  
Privulc Bug 13339. Windhock  
'12c1221111111.1:;1x 2217711  
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PO Box 1 1 17. Windhoek  
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MINISTRY OF HOME AFFAIRS

The Ministry is responsible for the maintenance of law and order: issuing of work permits, residence permits, visas, passports and granting of citizenship.

Minister: Hon. H Pohamba

Deputy Minister: Hon. N Ithete

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Tel 62191

Fax 61935

MINISTRY OF FOREIGN

AFFAIRS

The foreign policy of a country evolves over time. Nevertheless, the Ministry has articulated a broad policy framework based on the country's Constitution; the kind of political culture prevailing in the country; the policies of SWAPO, the party in power; and the need to protect national interests.

Article 96 Of the Constitution stipulates the Namibian State to strive in its international relations to achieve five broad policy objectives as follows:

0 adopt and maintain a policy of non-alignment;

- promote international cooperation, peace and security;

- create and maintain just and mutually beneficial relations among nations;

- foster respect for international law and treaty obligations; and

- encourage the settlement of international disputes by peaceful means.

The multiparty parliament democracy and the new political culture nurtured by respect for differences of Opinions and the practice of seeking consensus on issues of vital importance to the country and State also help to define the moral and ethical framework for the conduct of Namibia's diplomatic activities.

Minister: Hon. T Gurirab

Deputy Minister:

Hon. N Ndaitwah (Mrs)

Permanent Secretary: Mr A Guibeb

Chief of Protocol: Mr M Andjaba

4th Floor, Government Offices

Private Bag 13347

Windhoek

Tel 282-91 1 1

Fax 223937

MINISTRY OF DEFENCE

The task of defending the State against foreign or internal aggression has been assigned to the Ministry of Defence and the Namibian Defence Force (NDF).

Minister: Hon. P Mueshahange

Deputy Minister: Hon. P Malima

Permanent Secretary: Mr F Kapofi

Commander of Defence Force:

Gen. D Amaambo

Bastion. Curt von Francois Street

Private Bag 13307

Windhoek

Tel 204-911 1

Fax 204-2092

MINISTRY OF LABOUR AND

MANPOWER DEVELOPMENT

Under the new dispensation, the Ministry's efforts are concentrated on:

- enactment of a labour code;
- investigation of unfair labour dismissals;
- setting up of the labour court once the labour code is enacted;
- establishment of labour relations offices;
- securing membership of the International Labour Organisation
- . provision of efficient labour administration by training the Ministry officials to facilitate the implementation of the labour code:
- . resolution of disputes:
- safety inspections:
- preparation of a bill to establish a national pension fund:
- a new draft law to update workmen's compensation to include public service and other employees;
- preparation of appropriate affirmative action legislation;
- establishment of a national vocational training system; and
- 0 creation of an Employment and Labour Promotion Fund.

Minister: Hon. H Witbooi

Deputy Minister: Hon. H Hishongwa

Permanent Secretary: Mr T Hiveluah

Mercedes Street. Khomasdal

PO Box 23115. Windhoek

Tel 212956

Fax 212323

MINISTRY OF MINES AND

ENERGY

The objective of this Ministry is to optimise the contribution of the development and utilisation of Namibia's mineral and energy resources to the national economy. This objective is to be achieved by sound governmental practice, fair mining and taxation policies, and the enhancement of local and foreign capital investment in close co-operation with the national electricity supply authority

(SWAWEK) and the national oil  
company (NAMCOR).

Minister: Hon. A Toivo Ya Toivo

Deputy Minister: Hon. J Nyamu

Permanent Secretary: Dr L Hangala

8th Floor, Trust Centre,

Independence Avenue

Private Bag 13297

Windhoek

Tel 226571

Fax 38643

MINISTRY OF INFORMATION  
AND BROADCASTING

The objective of this Ministry is to inform the people of Namibia and the international community about Government policies and activities, international developments and to regulate media activities and policies.

Minister: Hon. B Amuthilu  
Deputy Minister: Hon. D Tjongurero  
Permanent Secretary: Mr I Kztulinge  
2nd Floor, Government Offices  
Private Bag 13344  
Windhoek  
Tel 283-9111  
Fax 2223-13

MINISTRY OF EDUCATION  
AND CULTURE

This Ministry's objective is to provide basic education for all children and to provide special education facilities; and

to provide post-secondary education facilities in accordance with national manpower needs.

The Ministry's foremost objective in the development of culture is to design a national cultural action that re-establishes and consolidates a national cultural identity,

Qt  
Minister: Hon. N Angulu  
Deputy Minister: Hon. B Wentworth  
Permanent Secretary: Mr V Ankamu  
Troskie House, Uhland Street  
Private Bag 13186  
Windhoek  
Tel 293-931 1  
Fax 224277

MINISTRY OF WORKS, TRANSPORT  
AND COMMUNICATION

The Ministry operates through three Departments, which are organisational structured as follows:

- Department of Works
- Directorate: Capital project management
- Directorate: Maintenance
- Department of Transport
- Directorate: Transportation policy and planning
- Directorate: Transportation infrastructure maintenance and construction
- Directorate: Civil aviation
- Directorate: Maritime Affairs
- Department of Administration and Centralised Support Services
- Directorate: Administration
- Directorate: Centralised support services

Minister: Hon. M Hztusiko  
Deputy Minister: Hon. Dr K Dierks  
Permanent Secretary: Dr P Shipoh  
Rehobother Road, Snyman Circle  
Private Bag 13341, Windhoek  
Tel 208-9111  
Fax 228560

MINISTRY OF WILDLIFE, CONSERVATION  
AND TOURISM

The Ministry is responsible for the aggressive marketing of Namibian



tourism overseas: aid remedial weaknesses in the tourism industry. identifying and packaging of local and regional products: and creation of infra-structure for in-service training of workers for the tourism industry. The Ministry operates through its two Directorates viz. the Directorate of Tourism and the Directorate of Wildlife Conservation  
Minister: Hon. N Bessinger  
Deputy Minister: Hon. B Ulegzi  
Permanent Secretary: Mr H Rumpf  
5th Floor. Government Offices  
Private Bag 13346, Windhoek  
Tel 284-9111  
Fax 229936

#### MINISTRY OF JUSTICE

The Ministry is committed to ensuring not only that justice is done but also that justice is seen to be done. This requires the establishment of a reformed, rationalised, and publicised legal system manned by well-trained, professional personnel.

Minister: Hon. Dr N Tjiriunge  
Deputy Minister: Hon. R Rukom  
Permanent Secretary: Dr A Kawana  
Justice Building. Independence Avenue  
Private Bag 13248  
Windhoek  
Tel 239280  
Fax 221615

#### MINISTRY OF HEALTH AND SOCIAL SERVICES

The Government is committed to pursue the goal of "health for all" by the year 2000 by the formulation and implementation of strategies based on primary health care as the focal point of the national health care system. The Government sees the prevention of avoidable illness and the promotion of good health as one of its prime responsibilities.

Minister: Hon. Dr N Iyambo  
Deputy Minister: Hon. Drl Indongo  
Permanent Secretary:  
Dr S Amadhilu  
Old State Hospital. Harvey Street  
Private Bag 13198  
Windhoek  
Tel 203-2800  
Fax 227607

#### MINISTRY OF TRADE AND INDUSTRY

The Ministry's principal role in national development is to promote growth of trade, commerce and industry by formulating appropriate policies and strategies. The Ministry of Trade and Industry is structured as follows:

- Directorate of Industrial Development
- Directorate of Investment Promotion
- Directorate of International Trade

- Directorate of Internal Trade,  
Consumer Affairs and Registration  
of Companies

Minister: Hon. H Hamutenya  
Deputy Minister: Hon. W Emvula  
Permanent Secretary: Mr T Gurirab  
Sokolic Building, Cor Bahnhof and  
Tal Street  
Private Bag 13340  
Windhoek  
Tel 229933  
Fax 220148

MINISTRY OF REGIONAL AND  
LOCAL GOVERNMENT AND  
HOUSING

The Ministry aims at establishing the  
necessary infrastructure countrywide  
to provide basic services such as  
water, electricity, sewerage, housing,  
etc., and is at the moment catering to  
15 established municipalities, 12  
towns and 26 villages. through its five  
Directorates:

- Directorate of Regional and Local  
Government Co-ordination
- ' Directorate of Housing
- Directorate of Community  
Development
- Directorate of Communal Towns  
Administration

- Directorate of General Services  
Minister: Hon. Dr L Amathila(Mrs)  
Deputy Minister: Hon. J Ekandjo  
Permanent Secretary:

Mr N Shoombe  
179 Klein Windhoek Road  
Private Bag 13289, Windhoek  
Tel 297-291 1. Fax 226049

MINISTRY OF LANDS,  
RESETTLEMENT AND  
REHABILITATION

The Ministry of Lands, Resettlement  
and Rehabilitation operates through its  
three divisions, viz.: Division of  
Lands, Division of Resettlement and  
the Division of Rehabilitation.

Minister: Hon. R Kapelwa-Kabajani  
Deputy Minister: Hon. Dr M Shivute  
Permanent Secretary:

Mrs U Hiveluah  
3rd Floor, Government Offices  
Private Bag 13343. Windhoek  
Tel 285-91 1 1  
Fax 228240

MINISTRY OF FINANCE

The major functions and responsibili-  
ties of the Ministry of Finance are:

- . To regulate and control the finances  
of the Government within the  
framework of the Government's  
overall economic and financial pol-  
icy so as to make possible the  
implementation of approved and  
budgeted expenditure programmes;
- To ensure a constant and adequate  
flow of revenue to the State  
Revenue Fund. and to effectively  
administer the tax laws of the  
country;
- . To advise the Government on  
appropriate monetary and fiscal

policy with a view to encouraging, as far as possible, sustainable economic growth, price stability, control of inflation, rising levels of income, and an equitable distribution of income;

- To provide a centralised accounting service for the Government;
- To supervise and to control certain financial institutions in the country so as to ensure financial stability in the economy and protect the financial interest of the public;
- To exercise financial supervision and control over parastatals and extra-budgetary State funds; and
- To control the granting of tenders and to see to it that purchases are made to the greatest advantage of the State and the tax-paying public.

1

Minister: Hon. G Hanekom

Deputy Minister: Hon. B Kukuri

Permanent Secretary: Mr G Gaoseb

Fiscus Building, John Meinert Street  
Private Bag 13295

Windhoek

Tel 209-9111, Fax 36454

Tender Board of Namibia:

Chairman: Mr G Gaoseb

PO Box 3328

Windhoek

Tel 209-91 11. Fax 36454

Receiver of Revenue:

(all matters pertaining to taxation and registration of employers)

Private Bag 13185

Windhoek

Tel 209-9111, Fax 231177

Customs and Excise:

State Revenue

Private Bag 13295

Windhoek

Tel 209-91 11. Fax 36454

MINISTRY OF AGRICULTURE,

WATER AND RURAL

DEVELOPMENT

The Ministry Operates as follows:

- Directorate of Agriculture

Division of Agricultural Research

Division of Development and

Extension

Division of Agricultural

Engineering

Division of Veterinary Services

Directorate of Rural Development

Directorate of Agricultural Training

Directorate of Forestry

Department of Water Affairs

Minister: Hon. A von Wietersheim

Deputy Minister:

Hon. Dr K Mbuende

Permanent Secretary:

Mr C Schlettwein

Cor Robert Mugabe and

Peter Muller Street

Private Bag 13184. Windhoek

Tel 302-9111, Fax 229961

MINISTRY OF FISHERIES AND

MARINE RESOURCES

The Government's main objective for

this sector is to ensure that the utilisation of the fisheries resources, and the development and operation of industries based on them are carried out in a way that results in a lasting contribution of these resources to the Country's economy and overall developmental objectives.

Minister: Hon. 11Angulu  
Deputy Minister: Vuczml  
Permanent Secretary:  
Dr R Kunkondi  
Mcljc Bohnsch BL111K1111g  
Imlpcndcncc Avenue  
Private Bag 13355  
Windhoek  
Tel 39691 1 1  
Fax 32581

MINISTRY OF Y()1"11H  
ANI) SPORT

Tho 101211 spectrum 01' sport. both  
amateur and pmfcxsioul. both organ-  
ised and undcrdcvclopcd. is lhc  
responsibility 01.11118 Ministry.

Minister: Hon. P lthana(Mrs)  
Deputy Minister: HonA J Mumrwa  
Permanent Secretary:

Mr N Wukolelc  
6th Floor. Educom Building  
Independence Avenue  
Private Bag 13359. Windhoek  
Tel 220066  
Fax 221304

NATIONAL PLANNING  
COMMISSION

Director-(ieneral:  
Hon. Dr Z Ngaviruc  
Permanent Secretary:

Mr N Goubuh  
Metropolitan Life Place  
Bulow Street  
Private Bag 13356  
Windhoek  
Tel 222549  
Fax 226501

STATE SECURITY

Deputy Minister: llon. P 'l'shirumlm  
Kzlllllc R6601 Slrccl  
Privzllc Bug 13339  
Windhoek

Tcl 225942. Fax 62938

OFFICE OF THE

A'l"13()RNEY-(EENICRAI,  
Attorney-General: Mr 11 Ruppcl  
61h F1001: Government ()11'1ccx  
Private Bag 13345

Windhoek  
Tcl281-9111.Fux 222428

OFFICE OF THE

AUDITOR-GENERAL

A

Auditor-(ieneral: Dr F Tjingaclc  
27 Mcremky Street  
Private Bag 13299. Windhoek  
Tcl 37-143. Fax 224301

OFFICE OF THE ()MBL'DSMAX  
Ombudsman: Adv F Kozonguizi  
69 Robert Mugabe Avcnuc  
Private Bag 1321 1

Windhoek  
Tel 225998, Fax 226838

PARLIAMENT

National Assembly  
Speaker: Hon. Dr M 'Iliilcndcm  
Secretary: Mr A Killian

Parliament Building  
Privutc Bug 13323

Windhoek 1  
Tel 28891 11 1

Fax 226899  
National Council  
Chairman: Hon. K Nchova 1  
11'urnhullc Building. Buhnhof Street 1  
Private Bag 13371  
Windhoek  
11112889111  
Fax 226121

The ruling party:

South West Africa Peoplek  
Organisation of Namibia 18WAP0):  
47 seats 11 vacant)

Mr B Amulhilu. Dr L Amulhila.  
Mr N Angulu. Mr H Angulu.  
Mr N Bessingcr. Mr W Biwa.  
Mr DP Bothu. Dr K Dierks.  
MrJ Ekandjo. Mr M Garocb.  
Mr HG Gcingob. Mr TB Gurirab.  
Mr H Humulcnya. Mr G Hunekom.  
Mr MM Huusiko. Mr H Hishongwu.  
Ms M Hucbschlc Dr I Indongo. 1  
Ms P Ilhanu. Mr N IIhete.  
Dr N Iyumbo. Dr Z Kumeetu.  
Mr RK Kubujuni. Rex' W Kondjore.  
Mr BR Kukuri. Dr K Mbuende.  
Mr P MulimaL Mr P chshihunge.  
MrJ Mulomu. Mr 1G Nathaniel. Ms  
N Nduimu. MrJ Nyamu.  
Mr H Pohumbu. Mr H Ruppcl.  
Dr M Shix'ulc. Ms P Shoombc.  
Mr P Tshirumhu. Mr D Tjongurcro.  
Dr M Tjiticndcro. Dr E Tjirizmge.  
Mr B 171cngu.Mr A von Wietersheim.  
Mr 1W chtworth. Rex' H Witbooi.  
Mr SP Wuhlcr. Mr A Toivo Ya Toivo

The official opposition:

Democratic Turnhalle Alliance (DTA):  
21 seats (1 vacant)

Dr 81 Africa. Mr G Dun.  
Ms AH Frank. MrJ Gaseb.  
Mr A Gendc. Mr MJ Huraseb.  
Mr JW Jagger. Mr PM Junius.  
Mr R Kamburona. Mr G Kashe.  
Mr KN Kauru. Mr C Kgosimung.  
Mr D LuiperL Mr A Majavero.  
Mr AN Matjila. Mr M Muyongo.

Mr GK Mwilima, Mr A Nuule,  
Mr HE Staby, Mr MA Stuart  
United Democratic Front (UDF):  
4 seats

Mr E Biwa, Mr J Garoeb,  
Mr ZR Petersen, Mr G Siseho  
Action Christian National (ACN):  
3 seats

Mr KP Kayser, Mr JWF Pretorius,  
Mr VJ Verster  
Federal Convention of Namibia  
(FCN): 1 seat

Mr K Conradie  
Namibia National Front (NNF):  
1 seat

Mr V Rukoro  
National Patriotic Front (NPF):  
1 seat

Mr MK Katjiuongua  
Mr HH Cloete, Mr SP Cloete,  
Mr T Eiseb, Mr WI EmvuIa,  
Mr JH Hakaye, Mr A Hango,  
Mr E Hendjala, Mr M Hishikushitja,  
Mr SJ Huiseb, Mr N Kaatura,  
Mr HN Kaiyamo, Mr L Kairabib,  
Mr VE Kamanja,  
Ms HJ Kandjambanga,  
Mr M Kapewasha, Mr S Kaporika,  
Mr HS Ya Kasita, Mr JN Mabuku,  
Mr J Minnaar,  
Mr Z Mujoro (Deputy Chairman),  
Mr EU Mumbuu,  
Mr K Nehova (Chairman),  
Mr R Muremi, Mr FA Sheyapo,  
Mr EM Uirab, Mr M Walubita

Chief Justice:  
Hon. I Mahomed  
Supreme Court  
Private Bag 13179  
Windhoek  
Tel 36102  
Fax 221686

Judge President:  
Hon. JG Strydom  
High Coun  
Private Bag 13179  
Windhoek  
Tel 227446  
Fax 221686

COLLEGE FOR OUT-OF-  
SCHOOL TRAINING  
Head: Dr G Gunzel  
Andrew Kloppers Street, Khomasdal  
Private Bag 13301  
Windhoek  
Tel 307-3000, Fax 307-3024

NATIONAL HOUSING  
ENTERPRISE  
General Manager: Mr A Tsowaseb  
7 Omuramba Road, Eros  
PO Box 20192  
Windhoek  
Tel 37224, Fax 222301

NAMIBIAN BROADCASTING  
CORPORATION  
Director-General: Mr N Gorelick  
Cullinan Street, Northern Industria  
PO Box 321  
Windhoek  
T61215811, Fax 217760  
SWAWEK

Chairman and Managing Director:

Mr J P Brand  
Robert Mugabe Avenue  
PO Box 2864  
Windhoek  
Tel 31830, Fax 32805  
TELECOM

Chairman: Mr EHT Angula  
Managing Director: Mr AWG Ruck  
Gbring Street  
PO Box 297  
Windhoek  
T61201-9111, Fax 223323

TRANSNAMIB  
Managing Director: Mr F Uys  
Bahnhof Street  
Private Bag 13204  
Windhoek  
Tel 298-1111, Fax 298-2053

UNIVERSITY OF NAMIBIA  
Chancellor:  
His Excellency Dr S Nujoma  
Vice Chancellor: Dr PH Katjavivi  
Storch Street, Windhoek West  
Private Bag 13301  
Windhoek

Tel 307-9111, Fax 307-2444  
Municipal Association:  
PO Box 59, Windhoek.  
Tel 391-2257.

Gobabis: PO Box 33, Gobabis.  
Tel 0681-2551.

Grootfontein:  
PO Box 23, Grootfontein.  
Tel 06731-3100.

Karasburg:  
PO Box 33, Karasburg.  
Tel 06342-32.

Karibib:  
PO Box 19, Karibib.  
Tel 062252-16.

Keetmanshoop:  
Private Bag 2125, Keetmanshoop.  
Tel 0631-3263.

Liideritz:  
PO Box 19, Liideritz.  
Tel 06331-2041.

Mariental:  
PO Box 110, Mariental.  
Tel 0661-347.

Okahandja:  
PO Box 15, Okahandja.  
Tel 06221-2353.

Omaruru:  
PO Box 14, Omaruru.  
Tel 062232-28.

Otavi:  
PO Box 59, Otavi.  
Tel 06742-152.

Otjiwarongo:  
Private Bag 2209, Otjiwarongo.  
Tel 0651-2231.

Outjo:  
PO Box 51, Outjo.  
Tel 06542-13.

Swakopmund:  
PO Box 53, Swakopmund.  
Tel 0641-2411.

Tsumeb:  
PO Box 275, Tsumeb.  
Tel 0671-3056.



Usakos:

PO Box 67, Usakos.

Tel 062242-23.

Windhoek:

PO Box 59, Windhoek.

Tel 391-2355.

Walvis Bay:

PO Box 86, Walvis Bay.

Tel 0642-5981.

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SPEARHEAD THE  
NAMIBIAN ECONOMY

The Ministry of Trade and Industry continues to spearhead Namibia's drive towards industrialisation. economic growth and development. It achieves this through the conception, planning and implementation of various projects and programmes in the areas of industrial development, and promoting trade and investment.

In this process the Ministry is fully aware of its role as a facilitator for trade and industrial development activities: and creating and providing the necessary framework within which such activities are allowed to flourish.

Recognising the important role of the private sector in national development, the Ministry has provided, and will continue to provide, all available assistance in helping to support the activities of the enterprise community in the country. By promoting Namibian products in markets abroad: providing loans to small and medium SMLC enterprises (SMES): implementing investment and export incentives; accelerating industrial development and reducing or removing disincentives to trade and investment the Ministry is actively involved in finding solutions for the country's economy.

In order to efficiently execute its mandate, the Ministry is divided into four Directorates, namely:

- Directorate of International Trade
- Directorate of Industrial Development

0 Directorate of Commerce and Consumer Affairs

. Investment Centre  
IN'LLIRNA'HON/U. TRADE

The Directorate of International Trade is the principal government agency charged with the country's export drive. All activities of this Directorate are geared towards increasing Namibia's trade with neighbouring countries as well as abroad. The Directorate comprises of three (divisions):

The Trade Policy and External Trade Relations Division deals with both bilateral and multilateral trade relations: and also formulates Namibia's position on trade issues discussed in regional and international forums, such as SACU, SADC, PTA, UNCTAD and GATT. Namibia became a member of the latter on 15 September 1992.

The Division of Trade Attaches is responsible for planning, monitoring and generally backing up the operation of Namibia's Commercial Counselors abroad. To date, fully operational Commercial Counselors' posts have been established in Bonn.

Brussels and London. During the 1993/1994 financial year three additional posts will be established in Dubai, United Arab Emirates; Kuala Lumpur Malaysia; and Washington DC: United States of America.

The Division of Trade Promotion is further divided into two sub-divisions, namely: Export Promotion and Import Management.

The export promotional activities of the Directorate include planning, organising and managing Namibia's participation in approved trade fairs abroad, as well as organisation of outward bound trade missions and facilitation of incoming trade missions. The Directorate is currently also investigating the possibility of establishing an Export Financing Scheme, to provide Namibian exporters with ready access to credit facilities.

The sub-division of Import/Export Management issues and monitors import and export permits in accordance with established policies, to optimise the cost and quality of imported goods. Work has also been initiated on streamlining import practices and procedures to provide greater transparency and simplifying the standardisation of import forms and other documentation.

#### INDUSTRIAL DEVELOPMENT

As can be seen from the range of our export products, Namibia's industrial base is in the primary sector, as it is dominated by primary products, while the import bill for consumables, plant and machinery is high. The Directorate of Industrial Development is charged with addressing this situation by promoting local industrial development at all levels. For this purpose, the Directorate comprises of three divisions:

- Division of Industrial Planning
- Division of Small and Informal Industries
- Division of Industrial and Technical Information

The Directorate has recently compiled a White Paper on Industrial Policy adopted by the National Assembly setting out policy framework for long-term industrial development.

According to the White Paper principal areas of government responsibility are:

- . To ensure that macro-economic and sectoral policies are consistent with industrial development objectives.
- To provide and maintain economic infrastructure as well as providing public goods and services.
- To set industrial development incentives.
- ' To participate in owning industry if this serves to accelerate development.

Industrialisation is the key to sustained economic development. Within the context of the Government's overall objectives - sustained economic growth, creation of employment and the reduction of income disparities and poverty - specific aims for the industrial sector are as follows:

- To increase manufacturing Value through stimulating productivity, increased exports and, where efficient, import substitution.
- To diversify and integrate the economy through the accelerated growth of the industrial sector and the creation of better links between its sub-sectors.
- To generate productive employment opportunities and increased income opportunities for Namibians, especially disadvantaged groups such as women.
- To improve the geographical distribution of industry in relation to the location of raw materials, markets, population and employment demand.

DIRECTORATE ( )F COMMERCE  
AND CONSUMER AFFAIRS

The Directorate of Commerce and Consumer Affairs offers a wide range of services to the public and administers several laws, proclamations and ordinances which regulate internal trade and the general conduct of business and consumer affairs. The Directorate comprises of two divisions:

- Division of Internal Trade and Weight Measures

- Division Of Registration of Companies, Patents and Trade Marks

The Internal Trade and Weight Measures Division is responsible for trade inspections and metrology. The Division further deals with matters relating to liquor and trade licensing, fair trade practices and quality assurance.

The Division of Registration of Companies, Patents and Trade Marks is further divided into three sub-divisions. namely:

' Registration of Companies

0 Registration of Patents and Designs

- Registration of Trade Marks

Entrusted with the task of administering the registration of companies operating in the Namibian economy, as well as administering industrial property, the Division administers four different Acts or pieces of legislation. In the area of company registration. the

FOREIGN INVESTORS

VISAS

WORK PERMITS

PERMANENT RESIDENCE PERMITS

PROJECT APPRAISALS

FEASIBILITY STUDIES

—  
activities of the sub-division are carried out in accordance with the Companies Act. No 61 of 1973. The sub-division deals with the processing of applications for new names. registration of new companies and their entrance into the company register. opening and keeping company files. as well as attending to daily administrative issues concerning payment of annual fees. renewal of expired documents. deregistration. etc. For example, during the financial year 1992/93. 553 new companies were registered, while 173 companies deregistered in the same year.

The registration of patents and designs is governed by the Patents Act. No 57 of 1978 and the Designs Act. No 57 of 1967. while the Trade Marks Act. No 48 of 1973. applies to the field of trade marks. These Acts provide the legal framework which protect inventors and trade mark owners. thereby promoting development and the transfer of technology.

Namibia is a member of the World

Intellectual Property Organisation (WIPO). having acceded to the Paris Convention. Officials attend meetings of the different committees and agreements of WIPO and Namibia also receives substantial assistance in consultancy services and training through WIPO's International Cooperation Bureau for Africa. Namibia also participates in the deliberations of the Africa Regional Industrial Property Organisation (ARIPO) and is considering accession to the Organisation.

#### THE INVESTMENT CENTRE

The Investment Centre is a governmental agency within the Ministry of Trade and Industry which performs the central role in investment promotion in Namibia. Operating according to the Foreign Investment Act (Act 27 of 1990). the Centre performs its duties as a one-stop information and promotion agency. It facilitates interaction between the Government and private sector and assists investors in minimising bureaucratic procedures. In addition to providing a general investment advisory service to local and foreign investors. the Centre administers Status Investment Certification and incentive packages. Consideration of applications for incentives and general project appraisals are undertaken in the context of a multi-disciplinary committee with representatives from key Ministries, as well as public and private sector bodies. This approach ensures a broad and balanced perspective on investment, and enables the Government to make timely and informed decisions on all investment related issues.

For further information:

The Permanent Secretary  
Ministry Of Trade and Industry  
Private Bag 13340  
Windhoek  
Tel 229933  
Fax 220148

LOCAL INVESTORS

SPECIAL INCENTIVES

JOINT VENTURE / FUNDING IDENTIFICATION

PROJECT FACILITATION

STATUS INVESTMENT

CERTIFICATES

INVESTMENT

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W! I: I. A'Alllhll'ut 4lllllu(1nu'lliur  
SIX GOOD REASONS FOR

HAVING A NATIONAL CURRENCY

First there is a legal requirement for having a National currency in Namibia. and it is the task of the Bank of Namibia to issue the currency. There are some misconceptions concerning legal tender. But even after all has been settled and cleared out, there may be people raising the question: Why issue a national currency? There are many reasons. but all of them are based on the fact. that a central bank is not a fully-fledged central bank without a National currency. The Bank of Namibia will be unable to fulfill its key functions and serve the nation in full as long as the country is lacking its own currency.

EXCHANGE RATE POLICY

The exchange rate policy is an important economic and monetary tool of a country. However, a country can link the external value of its currency to that of another country holding great importance to the country concerned. In Namibia's case it is suitable to link it to the South African Rand, done within the framework of the Common Monetary Area. Significantly, though, membership in the Common Monetary Area does not preclude exchange rate changes for members. but lack of a National currency does.

As long as Namibia is using the South African Rand as legal tender it is not in a position to exercise an independent exchange rate policy. Once the National currency has been issued, Namibia has the choice to either link the value of its Namibia Dollar to the value of the Rand, or to detach from it altogether. With a National currency Namibia can change the external value of its currency autonomously - it will be in a position to revalue and devalue its currency.

A country should, however, strive for a stable external value of its currency. However, a fundamental disequilibrium of the balance of payments of the country might occur. The country may face a persistent surplus or a persistent deficit in the current account or its balance of payments. or else also a persistent capital in- or out-flow. An adjustment of the exchange rate is a suitable means under such circumstances for correction. i.e. a revaluation or a devaluation of the currency is needed. Revaluing the currency keeps out foreign countries' inflation. makes imports cheaper and counteracts capital inflow. Devaluing the currency, on the other hand, enables the country to become more competitive by correcting the already developed balance of payments deficit. Locally produced

goods will become less expensive abroad and imports less affordable locally. Devaluing the currency only under pursuit of firm economic, fiscal and monetary policies offers, however, a more permanent solution to lifting a country out of its external deficit position and moving on in a balanced manner.

But these kinds of policies cannot be pursued without a National currency. Without it a country is deprived of an important economic and monetary tool.

#### BUILDING UP A FOREIGN EXCHANGE RESERVE

Namibia will not be in a position to build up foreign exchange reserves, i.e. manage its own financial surplus, without a National currency. As a National currency represents a country's purchase resource, the Bank of Namibia will be unable to acquire international foreign exchange. At present, all foreign exchange has to be sold to South Africa, irrespective where it comes from. Namibia is free to buy it back again whenever needed but if the value of the Rand decreases in the meantime, Namibia will have to book a loss. It goes without saying, that the Rand has decreased in value vis-à-vis the most important international currencies. Thus, the longer Namibian foreign assets are kept in Rand, the greater the loss for Namibia. In order to balance the falling value of the currencies, the interest rates on weaker currencies is normally higher than those on stronger ones. Only in some occasions higher interest rates on a weak currency compensate fully for losses incurred by funds invested. Not high enough interest rates, however, often devalue a currency. Then there also might be times when no practical interest rate would compensate for the falling value of a currency. Once the Namibia Dollar has been issued, the Bank of Namibia will be able to act independently in the foreign exchange field. It will be able to purchase international foreign exchange and build up suitable reserves for the Namibian economy. If the value of foreign exchange increases, the Rand and the Namibia Dollar will also increase in value, and therefore the Bank of Namibia, i.e. Namibia, will gain. Currently these exchange gains go to South Africa.

Thus, South Africa benefits from the system in force, but is hardly at fault. The current Bilateral Monetary Agreement between Namibia and South Africa, clearly makes provision for Namibia to build up its own foreign exchange reserves. The only reason preventing Namibia from doing so is the lack of its own National currency.



After the National currency has been issued. the Bank of Namibia will be able to purchase and retain all foreign exchange generated from exports and foreign capital receipts. irrespective of the size of inflowing amounts to

Namibia. When purchasing large amounts, the commercial banks (or the Government) deposits with the Bank of Namibia will increase. This indicates a high degree of liquidity in the economy. In such a situation it might be wise to mop up some of the liquidity, in order not to cause inflationary pressure. The Bank of Namibia achieves this by selling short- or long-term financial instruments to the market - one of the Banks open market operations functions.

A central bank should not speculate - its key role in the foreign exchange field is to serve the country's economy and play safe! Therefore, the Bank of Namibia will never be able to take risks in order to earn money on its foreign exchange reserves. It will keep both Rand and other currencies to meet the economy's demand for Rand and the current demand of its Clientele. The country's total financial surplus will be held in various currencies, including Rand, in proportions that safeguard the overall value of these currencies. The Board of Directors of the Bank will formulate the investment policy of the Bank.

#### MONEY SUPPLY AND INTEREST RATES

One of the main functions of a central bank is to control the money supply (the volume of currency in Circulation and deposits at the commercial banks) in the country and governing the general level of interest rates. Without a National currency these functions can not be fulfilled.

No country is fully monetarily independent: monetary developments in the countries around it and in the international financial world affect it. The monetary and other developments in especially South Africa will affect monetary policies in Namibia, irrespective of a Monetary Agreement with South Africa and membership of the Common Monetary Area.

For the time being Namibia will continue to belong to the Common Monetary Area and have a Monetary Agreement with South Africa. Some of the monetary policy rules, especially the exchange control functions, are laid down in that Agreement.

For interest rates and money supply there are certainly no rules laid down in the Agreement. But under the free flow of funds between the two countries, prescribed in the Agreement, monetary realities set limits. For short-term funds the deviation between the interest rate levels in the two countries must be minimal. especially as short-term transactions are often done across the borders. For lending and deposits from the general public a small interest rate difference is possible - up or

down.

The above situation will be the relevant one for the foreseeable future: a monetary policy under the presumption that Namibia has its own currency and belongs to the Common Monetary Area. This implies, that Namibia will have the same exchange control rules as South Africa for the time being.

#### EXCHANGE CONTROL

A country can only function without 21 exchange control under the following conditions:

- Political stability;
- Firm fiscal policy;
- Willingness to use the interest rate policy means;
- If necessary, also use the exchange rate policy means.

Favourable economic development makes it easier for a country to fulfill these conditions.

Thus, exchange control is not an inevitable monetary policy means. The conditions under which it is possible to abolish the exchange control are to a large extent already at hand in Namibia. Foreign investors are showing confidence in Namibia, proven by their willingness to invest in the country. The exchange control is, however, discouraging them. Exchange control in an economically and politically stable country is considered merely to be a stumbling-block.

The economic and political development of Namibia in the next few years is the key factor to abolishing the exchange control. Should South Africa still implement exchange control then. Namibia will have to leave the Common Monetary Area, in order to abolish it in this country.

Advisable only under more fortunate economic and political developments in Namibia than in South Africa, Namibia would gain more monetary policy freedom by such an action. It would not only mean a slightly higher degree of independence in the country's interest policy. but also, as described. the ability to adjust and even abolish the exchange control.

Abolishing the exchange control would be a great advantage for Namibia and consistent with international practice. Obstacles for foreign investments. constituted by complicated exchange control rules. would disappear. Free flow of funds between most of the world and Namibia would be achieved. On the other hand. however, the free flow of funds between

Namibia and South Africa would  
eetzse. if the exehunge control is still in  
place in South Africa.

#### BEING A BANK FOR BANKS AND FOR THE GOVERNMENT

One of the functions of a central bank  
is to serve the financial system with an  
appropriate amount of liquidity.

Without a National currency, a coun-  
try's central bank is not in a position  
to fulfill this function.

Without a National currency the coun-  
try's central bank is merely an inter-  
mediary. It can lend to banks and to  
the Government whatever the banks or  
the Government placed in the central  
bank. It can not be considered a  
money creating institution.

Once the National currency has been  
issued, the Bank of Namibia will be  
able to function as a lender of last  
resort and fully serve the financial  
community.

#### THE IDENTITY FACTOR

A people belong to a nation. It has a  
need for identification. It has its own  
literature, its own songs - even if there  
are differences between groups of peo-  
ple within the nations. However, many  
things keep people together: its  
Government, its flag, its colours, its  
national anthem. It does not rely on, or  
make use of other countries. National  
symbols.

It goes without saying, that people  
also have a certain feeling of unity to  
a National currency, they would be  
proud of it. One thing is for sure: it  
is unlikely for a people to be proud of  
having a foreign currency as its legal  
tender. What is said here is not of an  
economic myth but it is an important  
reality.

The Government as well as the Bank  
of Namibia will proceed cautiously. It  
is not intended to abolish the Rand as  
legal tender or leave the (0111111011  
Monetary Area in a hurry. The  
Namibia Dollar is not to be imposed  
upon the people. The Namibia Dollar  
will be successively introduced from  
September 1993 to the end of 1994.

As from early 1995 the Government will  
technically be in a posi-  
tion to abolish the Rand as legal ten-  
der, and with that also have the possi-  
bility of withdrawing from the  
Common Monetary Area.

What the Government will do in 1995, we  
do not know yet. It depends mainly on  
the economic and political develop-  
ments in the two countries. Under a  
stable development in South Africa, it  
may be wise to belong to the Common  
Monetary Area and have the same  
exchange rate as South Africa. This  
means the Namibia Dollar/Rand  
exchange will be traded on a one-to-  
one rate. The Rand will not necessari-  
ly need to be legal tender in Namibia  
at the time - the system will work

without it.

With 21 less fortunate development in South Africa and 21 more stable one in Namibia, the country could choose to follow the road taken by Botswana, for instance and abolish not only Rand its legal tender but also the par value with the Rand. A cost-benefit analysis should be made at the time. However, on the cost side one would find the currency risk in the Rand and somewhat increased transaction costs. On the benefit side one would find the greater monetary freedom, including the possibility to reshape or even abolish the exchange control. The better the development in Namibia, the greater the possibility of a cost-benefit result, which would indicate that Namibia could leave the Common Monetary Area. Namibia will only leave the Common Monetary Area from a position of strength.

For further information:

The Governor  
Bank of Namibia  
PO Box 2882  
Windhoek  
Tel 226-101  
Fax 229874

The Namibia Dollar notes will be in denominations of 10, 50 and 100 Namibia Dollars. The front side of all three denominations features the famous portrait of Koopman Dirks.

The reverse side of the three denominations depicts the following antelopes against typical Namibian landscapes:

0 Springbok (*Antidorcas Morsupialis*):  
0 Kudu (*Tragelaphus Sirepsiceros*):  
0 Oryx (*Oryx Gazel/a*):  
10 Namibia Dollar note  
50 Namibia Dollar note  
100 Namibia Dollar note

Namibia's coins will consist of a series of five denominations: 5, 10, 50 Namibia cents and 1 and 5 Namibia Dollars. The front side of all five denominations features the Namibian Coat of Arms.

The reverse side of the five denominations depicts the following:

Aloe:  
Cape Horn tree:  
Quiver tree:  
Balalaie eagle:  
Fish eagle:  
5 Namibia cents  
10 Namibia cents  
50 Namibia cents  
1 Namibia dollar  
5 Namibia dollars

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BETTERING EXPERIENCES  
OF THE PAST

0 many, planning has become an  
I outmoded fashion. The prob  
lems developed in centrally  
planned economies have tended to  
generate a head-long rush towards the  
development of alternative systems.  
Systems which might be regarded as  
completely oblivious to the problems  
of matching the development of peo-  
ple to the relentless pursuit of higher  
incomes and affluence. On the other  
hand. it has also become Clear over the  
past several decades that development  
cannot succeed unless the only driving  
force for development - the will and  
determination of the people participat-  
ing in the development - is fully inte-  
grated into the planning process.  
Planning under any circumstances is a  
long-term process. Rushed. it is bound  
to produce a camel instead of a race-  
horse. The work of the National  
Planning Commission of Namibia is  
aimed at producing something better,  
than the majority of people in Namibia  
have experienced on the past.  
Keeping these introductory remarks in  
mind. the National Planning  
Commission of Namibia arises out of  
the liberal Constitution the Country is  
endowed with. Amongst other the  
Constitution of the Republic of  
Namibia requires that -  
ttThere shall be established in the  
office of the President a National  
Planning<sup>7</sup> Commission. whose task  
shall be to plan the priorities and  
direction of national development.  
There shall be a Director-General of  
Planning appointed by the President  
who shall be the head of the National  
Planning Commission and the princi-  
pal adviser to the President in regard  
to all matters pertaining to economic  
planning and who shall attend Cabinet  
meetings at the request of the  
President. The membership. powers,  
functions and personnel of the  
National Commission shall be regulat-  
ed by Act of Parliament".  
It is expected that the National  
Planning Commission Bill will be pre-  
sented to Parliament within the next  
few months. The Bill makes provision  
for the appointment of the Members of  
the Commission, their tenure of  
Membership. the functions of the  
Commission. its powers and responsi-  
bilities, the functions of the Secretariat  
and other matters incidental to matters  
included in the Bill.  
During 1992 the form, structure and  
personnel requirements of the National  
Planning Commission Secretariat were  
finalised and approved by both the  
Public Service Commission and the  
Cabinet. A number of new incumbents  
have assumed duty in the posts

approved. The organisational structure provides for units to cover macro-economic issues as well as sectoral and regional planning. The Central Statistics Office has also been established within the National Planning Commission and personnel are being appointed to carry out the duties and functions of that Office. The Office will be able to carry out its duties and responsibilities at a level far more comprehensive and detailed than previously practiced in Namibia.

The planning of development in Namibia has been approached with the objective of making optimum use of Government resources both from local as well as external sources - for the integrated economic, physical and social development of the people and country. The evolution of administrative, social and business structures is to be facilitated, in order for them to operate for the benefit of all the inhabitants of Namibia. This approach has been developed against basic provisions in the Constitution relating to, amongst others.

- non-discrimination against women;
- fair and reasonable access to public facilities and services by every citizen:

- the care of the aged;

- adequate wages:

0 planning to raise and maintain an adequate level of nutrition and the standard of living:

- . adequate education: and

c the maintenance of ecosystems

and the utilisation of living natural resources on a sustainable basis

for the benefit of all

Namibians.

A further condition set by the Constitution is that "The economic order of Namibia shall be based on the principles of a mixed economy with the objective of securing economic growth, prosperity and a life of human dignity for all Namibians".

On assuming office, the Government obtained the assistance of a number of advisers from international institutions. After a study of the socio-economic conditions and potential in Namibia, collaborating with local personnel, they assisted in setting up a number of development objectives for the country.

Objectives so far defined relate to the stimulation of economic growth, the adjustment of the income and development imbalances in the country, the alleviation of poverty and the reduction of unemployment levels.

Although the stated objectives may seem to be in competition, they are not necessarily so. They do, however, imply consideration of social dynamics in defining strategies and activities aimed at economic development.

After due consideration Cabinet decided. that the identified issues and set objectives could be addressed by concentrating the development thrust, during the transitional phase. in four areas. being agriculture and rural development. education. health. and housing.

In order to promote economic growth it was subsequently also agreed that. attention would be given to Tourism. Fishing and Mining. as well as other economic sectors as and when opportunities present themselves. Surpluses generated in these sectors. could provide resources required for investment in the improvement of the considerable resource of human capital available in the Country.

The development programmes which have been devised to address the development objectives set. have been incorporated in the first Transitional National Development Plan.

The Plan provides not only a statement of Government policies and objectives but also considerable information on the progress of developmental activities since Independence.

In addition further Government targets. both short- and medium-term. have been sketched. The Plan is also the first endeavor of its kind for Namibia in the form in which it is now presented. The Plan is therefore the first step towards providing a clear vision of the ultimate goal of development in Namibia. so vital in the process of guiding and facilitating the evolution of a dynamic. developed society living in a sustainable environment.



It is, however, important that the compiled Plan is sufficiently flexible to accommodate changes in the economic, physical, social and commercial environment of the country. As a contribution towards the required flexibility, the Plan will be thoroughly reviewed so that objectives can be reviewed each year, allowing for corrections of activities in hand. A major activity for the preparation of the development plan is the collection of relevant data to the socioeconomic conditions in the country. In the past, much historical data has been gathered - some of it on a limited basis - but recently, since the data has been collected and even analysed. Much still is in its raw form, unless analysed, used. In addition, changes implemented will, no doubt, amend the planning and the operational processes and activities in the country. It remains to be seen whether the available data is still relevant to our planning or not. Whatever the situation, data collection, both qualitative and quantitative, will be an important activity in the future.

The need for accurate data led to the first major effort in this regard, being the first nationwide Population and Housing Census carried out in Namibia during the latter part of 1991. Analysis of the 1991 census, meanwhile, has been completed and the first results were published in the Preliminary Report on the 1991 Population and Housing Census in September 1992. Further analysis of the census is progressing and will form the basis for a number of publications planned to extend over the next three years. The census will also initiate a considerable number of special surveys to be carried out in connection with the programme. During that time, the programme will be closely linked with a view to obtaining data on all aspects of the socioeconomic system in Namibia. Regular intercensal surveys will be carried out to estimate the current population and to estimate the capacity of the country to meet the general requirements of the development needs in Namibia. It is also necessary to carry out follow-up surveys, providing further vital information on the country's development. In addition to the Population and Housing Census, the National Statistics Commission has been involved in preparing the Statistical Abstract, of which the first edition was released in April 1993. The 1993 abstract includes information on the country, the people, social and economic matters, as well as the administration of Namibia. The third major activity of the National Planning Commission is the coordination of the assistance provided by external institutions for development in Namibia. There has been rapid progress in this regard and it is in the

hum of linunciul. tcchnicul. goods and  
trainingY opportunitics ztlrczttly commit-  
ted to Namibia amounts to more than  
RI 000 million.

'lihc National Planning, Commission is  
u ncw tlcprturc in the Administration  
of Namibia. It is tlcxtclopig 21 new  
culturc llor involving the recipients of  
the results of planningY in 21 new way.  
WC hclicvc it is contributing in Ll very  
mcuninglul way It) the realisation of  
szttisl'ying goals lkir till the people of  
Namibia

For further information:

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Mr Alinu Dulln. Random Reprvxmlulire  
THE WORLD'S LARGEST  
MULTILATERAL GRANT  
DEVELOPMENT  
ORGANISATION, UNDP,  
IN NAMIBIA

he UNDP is the worlds largest  
I multilateral grant development  
organisation, maintaining a net-  
work of offices in more than 120  
countries, drawing on the expense of  
40 specialised and technical UN agen-  
cies, and working extensively with  
non-govermental organisations. It  
serves some 160 developing countries  
and territories, at any given time, sup-  
porting some 6 000 projects valued at  
roughly US\$7 billion. Governments of  
developing countries provide about  
half or more of total project costs in  
terms of personnel, facilities, equip-  
ment and supplies.

People are at the centre of all UNDP  
activities, which aim to enhance self-  
reliance and promote sustainable  
human development.

1 The United Nations Development  
1 Programme field office in Namibia  
was officially opened on 22 March  
1990 by the former UN Secretary  
General, Mr. Javier Perez de Cuellar,  
and UNDP Administrator, Mr.

1 William H. Draper 111. World Health  
a Organisation (WHO), United Nations  
1 Childrens Fund (UNICEF), World  
1 Food Programme (WFP), United  
1 Nations Population Fund (UNFPA),  
United Nations Educational and  
Scientific Organisation (UNESCO),  
Food and Agriculture Organisation  
(FAO), Office of the United Nations  
High Commissioner for Refugees  
(UNHCR), and United Nations  
Angola Verification Mission  
(UNAVEM II) are sharing common  
premises with UNDP at the Sanlam  
Centre in Windhoek.

However, UNDP assistance to  
Namibia is older than the opening day  
of its office in the country. Before  
Independence, most of the assistance  
of UNDP was channeled through the  
United Nations Fund for Namibia, for  
which the United Nations Council for  
Namibia was the Trustee. The objec-  
tive of this early assistance was pri-  
marily to train Namibians in exile in  
various subject matters ranging from  
social and medical to administrative  
and economic management issues.  
In planning programmes for Namibia,  
major emphasis is placed on the  
design and analysis of policies and  
strategies for the alleviation of pover-  
ty. All UNDP activities take account  
of gender roles and issues, and aim to  
ensure womenis full participation in  
development. All activities are  
designed to ensure that they are envi-  
ronmentally sound and sustainable for  
future generations.

The Government of Namibia and UNDP have completed the drafting of the first UNDP country programme, which will form the framework for UNDP's technical cooperation with Namibia during the period 1993-97. The document was submitted for approval to the Governing Council of UNDP in June 1993 .

The country programme has been prepared squarely within the context of the socio-economic development plans of the Namibian Government and reflects the development priorities of the Government for which UNDP envisages technical assistance. The emphasis of the country programme, which is an extension of projects and programmes initiated during the period 1990-92, is an institution-building and human resources development. The focus is on two main themes:

- Strengthening Government machinery for economic management; and

- Development administration

This programme will assist the Government in its ongoing efforts to restructure the public service. It will also help strengthen the National Planning Commission as well as the Bank of Namibia and the Ministry of Finance. It is envisaged that close to 50% of available core resources will be directed to these areas.

As part of the UN Disaster Management Team, UNDP will also continue to assist the Government by providing support for the coordination and management of drought emergency measures. Beginning later this year, this project will change its focus to concentrate on policy formulation for disaster mitigation, the establishment of an institutional capacity for contingency planning as well as implementation of developmental strategies to combat any disaster.

The Human Development programme will concentrate on the development of human resources for upgrading skills of serving Namibian teachers and the implementation of Government's decision to make Primary Health Care the cornerstone of Namibian health care delivery. Furthermore, technical assistance will be provided in employment, fisheries and food security.

As far as possible, all UNDP assistance will be conceived and carried out within the context of a programme approach, based on the Government's own development plans. This will help ensure the Government's "driver's seat" position in the design and implementation of UNDP-funded programmes and projects. This approach will be strengthened further through introducing the modality of national

execution. by which the Government will increasingly be directly responsible for executing projects. The specialised and other agencies of the UN system may be called upon by the Government and UNDP to implement all or parts of the projects.

For further information:

The Resident Representative

United Nations Development

Programme

Private Bag 13329

Windhoek

Tel. 229220

Fax. 229084

## THE FIRST LOGICAL CONTACT

The Namibian Development Corporation believes that the dream of every independent state is economic self-sufficiency. The (Toi'porzttionis slogan "Bridge to the Future". reflects its commitment to assisting Namibia in realising this dream of economic self-sufficiency. The Corporation believes the country offers its people the best opportunity for development until prosperity under a three-enterprise system.

Our Government has already committed itself to economic development and the creation of an enabling environment for investment in Namibia by announcing a Namibian Incentive Package. The Incentive Package is considered to be the best in Southern Africa. In addition, Namibia not only offers a stable Government and peace and tranquillity to its inhabitants and investors, but access to other African countries as well.

The Namibian Development Corporation is the only domestic vehicle in the country with the required skills and infrastructure to aggressively promote economic development in Namibia. The new Namibian Development Corporation has amassed a wealth of invaluable managerial and analytical information and expertise in the fields of development and investment, providing the required catalytic and broking services to ensure efficient and expert economic development.

The Corporation provides the following essential functions in its pursuit of establishing an enabling environment for economic development:

- information, investigation, analysis:
- enterprise catalyst, broking:
- high risk investment finance and trade finance, informal sector finance:
- pioneer enterprise founding and management.

Agricultural development and the advancement of the subsistence farmer, is the primary objective of the Government. Here the NBC is actively assisting this aim by establishing farmer support centres and encouraging food self-sufficiency programmes. The Corporation is also actively investigating, analysing and promoting the development of commercial agricultural projects.

Small business development receives special attention: the informal sector is seen as the largest potential source of employment and production in Namibia. Although relatively sophisticated technology is in place at some enterprises as well as in the agricultural

21nd mining.y sectors. there is at great need for appropriate technology for small and mediumrsi/ed businesses. A great number of small entrepreneurs have already been assisted in progress- ing from the informal to the formal sector and from small concerns to larger enterprises through the Corporatith advisory and technolog- ieztl expertise.

Under the auspices of the NDC a sub- stantial number of small factory com- plexes - comprising more than 25 000 square metres - have been constructed throughout the country. Premises are leased to tenants - many of who are financed by the NDC - at reasonable rates. Larger factory premises are also available and the Corporation is pre- pared to finance the construction of industrial buildings to suit the individ- ual borroweris needs.

MinintbY is u very important sector of the Namibian economy. Although most mining is carried out by large corporations. there Lire many smztll deposits. including pockets of semi- preeious stones. which are not consid- ered eeonontieally viable by the large mining.y houses. Yet smaller miners eun work these resources profitably lmtl receive udyiee 21nd ussistunee liom the NDC.

Secondary industries which process these resources are also strongly encouraged by the NDC The concept of udding value to produced rim mute- riztlls (ind the technologies aissoeiztted with such benelltetion enjoys it high priority with the Corporation. 5

The NDCs information service is ill the disposal ol prospective investors in Namibia. This includes reports on pre- leusibility studies covering:y markets. infrastructure. transport. secondary processing of Numibiuis raw materials and general development potential.

With its vast amount ofexpertise and information the Corporation is ideal- i I) xuited to usxixt all eligible entre- i preneurs by providingy expertise. financing. businessx advice. consulta- tion and training. This dynamic approach makes the NDC the first logical contact for anyone requiring information or assistance with devel- opment and investment opportunities in Namibia.

Tonie Boles

Managing Director

Your best business opportunity  
- invest in Namibia!

The NDC has :1 highly experienced team of multi-dixeiplinurx profession- ;lls to prox lLlC the tollmxingv essential serx ices tor economic dex elopment:

Next projects identification

Anttlx xis of project x iubility

Munueement skillx

Implementation

Brokering Lind titeilitution

Investment line  
with the following information  
The NDC is YOL'R partner for  
international assistance for  
development and investment  
opportunities in Namibia.  
(Contact:  
The Manager:  
(Communications and Information  
Namibian Development Corporation  
Private Bag 13251 WIND OER  
Tel 10wa ) 3064M 1/306-2200.  
Fax (061) 33943. Telex 09084470 WK  
NAMIBIAN DEVELOPMENT  
CORPORATION



Mr T.K. Whilvlm'k. President  
otwithstanding the on-going  
recessionary conditions in the  
developed countries. the princi-  
pal consumers of Namibials mineral  
exports, the mining industry maintained  
its position as the major contributor to  
the Gross Domestic Product in 1992.  
At 20% contribution to the private sec-  
tor, it was up by R109 million on the  
previous years contribution. Mineral  
output maintained the previous years  
proportion of export earnings at 59% of  
the total. Mining contributed 7% of the  
Governmentls total revenue including  
grants. up 2% on 1991.

Principal minerals mined in Namibia  
are diamonds, uranium, copper, lead  
and zinc, with a lesser production of  
gold, silver, fluorspar, salt, dimension  
stone and semi-precious stones.

Currently, given the present over-sup-  
ply of minerals world-wide, the indus-  
try is taking the necessary steps to  
become more competitive. Reducing  
unit production costs and, where mar-  
kets are finite, cutting back on produc-  
tion are only two of the measures  
employed. Both of them have. howev-  
er, an adverse impact on the numbers  
employed at the mines. Although min-  
ing is still the largest employer in the  
formal private sector, at 12 000  
employees, this is 16% down on 1991.  
Gem diamond production, mainly from  
CDMLs alluvial mines. rose to a ten  
year high of 1,5 million carats in 1992.  
But the imposition of a reduced quota  
on purchases from producers world-  
wide by the Central Selling Organisa-  
:ion, is expected to reduce the output  
For 1993 to about 12 million carats.  
Rossing Uranium, Namibials only ura-  
nium mine, produced 2 190 short tons  
)f uranium oxide in 1992, down from 3  
185 short tons in 1991. Current produc-  
tion is supported by long-term salesl  
contracts.

Improved demand for copper during  
1992 resulted in an increased blister  
copper production. up from 33 000 tons  
in 1991 to 34 500 tons. Lead produc-  
tion dropped slightly to 32 000 tons.  
Tsumeb Corporationls various mines  
produced the majority of the total out-  
put of these metals.

Namibials zinc production increased  
from 33 000 tons to 36 000 tons in  
1992, almost entirely derived from  
Imcor Zinc's Rosh Pinah Mine.

Namibials identified mineral provinces  
offer many areas of lucrative prospec-  
tivity. Consequently. Namibials first  
elected government set about creating  
an environment conducive to foreign  
investment in all areas of commerce  
and industry. The importance of the  
mineral sector was recognised and  
Government initiatives included  
enabling legislation. tax incentives.  
information dissemination as well as

promoting and co-ordinating investment conferences in 1991 and 1993. The new Minerals (Prospecting and Mining) Act has been published and is expected to be enforced in 1993. This Act updates and streamlines previous legislation, and is aimed at encouraging incentive-driven investments.

It is unfortunate, that in times of depressed commodity prices and low demand, exploration expenditure tends to be curtailed because the time between initiating an exploration programme and identifying a mineable ore deposit is likely to be several years. Against this background, the mining companies operating in Namibia are to be commended on taking a long-term view and continuing to invest in exploration programmes, expending R21 million on prospecting in 1992. This figure will be substantially boosted in the future by the recently concluded oil and gas exploration agreements. It is hoped that the Conference on Mining Investment, held in March 1993, will lead to increased foreign investment in grass roots prospecting.

Reserves of uranium at the R'Ossing Mine are adequate to meet likely demands for the foreseeable future, and Rio Tinto's prospecting initiatives have been directed at base and precious metals. Declining diamond and copper reserves have prompted an increase in exploration activities over the past few years. As a result, considerable extensions to the placer diamond deposits of south western Namibia have been discovered by CDM, mainly in the marine areas off the coast between Oranjemund and Liideritz. Trial seabed mining by specialised mining vessels is being undertaken in water depths of up to 120 metres.

Rio Tinto Namibia, CDM, Erongo Mining and Exploration, Gold Fields Namibia and other companies are engaged in prospecting for copper and other base metals as well as for gold. Exploratory development of the Tschudi copper deposit by TCL is under way. Depressed market prices for zinc have resulted in temporary evaluation suspension of the recently discovered deeper extensions to the underground deposits being mined by Imcor Zinc at Rosh Pinah. An underground extension to the gold deposit, mined by open-pitting at Navachab, has been located and will be evaluated.

The Chamber of Mines of Namibia, which is virtually representative of all the prospecting and mining companies in the country, continues to promote the interests of its members through consultations with Government; representations on various statutory and other bodies; provision of information; the co-ordination of joint initiatives as well as the promotion of prospecting and the

mining industry in general.

The Chamber continues to recognise the safety of employees engaged in mining as a priority. and reportable accidents dropped from 41 in 1991 to 37 in 1992.

The Ministry of Mines and Energy promotes mining and mineral exploration activities through the preparation of mineral and energy policies; the provision of scientific and mineral data base support; investment promotion as well as the pursuance of co-operative and aid programmes with various countries and institutions. These programmes, particularly the SYSMIN facility of the Lome IV Convention. will enable Government to provide bridging finance to the benefit of the formal mining sector. as well as for small-scale informal mining activities. The mining industry. which has been the mainstay of the country in the past. is in good shape and poised to take advantage of any improvements in world markets. That way it will continue to be the leading primary resource for national developments in the years ahead.

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The Chamber of Mines of Namibia

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Windhoek

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Fax 222638

GOLD FIELDS NAMIBIA LIMITED

Gold Fields Namibia is a publicly quoted, independent mining house, registered in Namibia. The company was restructured in 1988 to consolidate exploration and mining interests of the Gold Fields Group in Namibia.

The combination of existing revenue-generating Operations and extensive exploration interests in the country make Gold Fields Namibia a true mining house, capable of standing on its own feet.

Tsumeb Corporation Limited (TCL), a wholly owned subsidiary of Gold Fields Namibia, is the principal operating company, with copper mines at Tsumeb and Kombat. Gold Fields Namibia also manages the Otjihase copper mine outside Windhoek, being a 700/1 joint venture interest holder in the mine. The integrated smelter complex of TCL at Tsumeb treats the concentrate productions of its three mines and produces blister copper and refined lead.

Gold Fields Namibia employs 3 450 members of staff, 98% of whom are Namibian. The remote location of its mines necessitates the construction of houses, schools and other services, in order to create self-sufficient mining communities.

Gold Fields Namibia contributes to the country's wealth creation in many other ways besides tax revenue. A large percentage of company profits are reinvested in Namibia as part of its policy of enriching the country through minerals. Examples include the company's significant annual exploration expenditure in the country as well as an apprentice training school, currently accommodating technicians to be trained in various engineering disciplines. Other in-house training includes courses in management, mining, literacy training and first aid. In addition, the Gold Fields Namibia Trust finances a student bursary scheme, community projects, educational training and conservation projects.

All these serve to clearly demonstrate Gold Fields Namibia's total commitment to the country and its mining industry.

WEVE STUDIED THE FUTURE  
AT GREAT DEPTH

Just on 100 years ago, 21 mining engineer named Percy T arhutt, addressed 21 meeting in London and reported: uYou will find the ore sufficient to keep 2000 head of stamps at work night and day for 100 yearsll.

He was talking about deep level mining and his prediction has proved remarkably accurate. Now, 100 years later, we could say much the same thing and be referring to the deep level mining of not only gold but also of platinum. The deposits at Northam lie at great depths and the techniques used to exploit the reserves are similar to those of the gold mines. The substantial reserves held by Northam and other mines in the gmup will last well into the 21st century and the shaft systems to service these deposits are already in place.

Our expectations are high with our affiliated companies expecting, to produce significantly more precious metal at the turn of the century than they do today.

So, once again, deep level mining comes into its own and based on the results of several promising exploration projects, it appears that we will be able to continue enriching man through minerals for the next 100 years.

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GOLD FIELDS  
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Karibib Mining and Construction Company (Namibia) Limited is the result of major contracts secured at the Navachab Mine, near Karibib, leading to the amalgamation of an international construction group. A long standing track record of construction work in Namibia is now combined with a financially sound and self-sufficient company, capable of undertaking all aspects of building, civil engineering and open cast mining work.

We are rapidly improving the quality of life in one of Africa's fastest developing and potentially most prosperous regions, creating work opportunities, prosperity and services throughout the country.

Helping Namibia grow is nothing new with Karibib Mining and Construction Company. As the company has inherited an unrivaled reputation for meeting these challenges. Not only has it been responsible for the development of gold, copper, uranium and diamond mines. but also provides homes and services to the agricultural industry. The Company made use of both conventional construction methods as well as adapting the latest technology suitable to the nation's particular needs and circumstances to achieve this.

While being an integral part of the nation's infrastructure, Karibib Mining and Construction also maintains active links abroad, enabling it to introduce international development projects rapidly and effectively.

Karibib Mining and Construction Company's substantial shareholder  
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backing provides all the necessary guarantees. We are in a position to raise the necessary capital for even the largest projects and purchase all the required plant and equipment.

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Construction Company follows in the footsteps of its predecessors, who have supported the growth of the country in the past.

For further information:

The General Manager

Karibib Mining and Construction

Company

PO Box 986

Windhoek

Tel 63101

Fax 63278

At Karibib Mining and Construction we have developed an unrivalled reputation for meeting even the toughest of challenges.

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REPRESENTING THE MOST  
IMPORTANT SECTOR OF THE  
NAMIBIAN ECONOMY

wo llLILItOIIs make LIL'rieultuIc the  
most important sector in the  
Namibian economy: ()n the one  
hand it is LI IIeneszble resource and  
secondly. approximately 70% of the  
population are directly or indirectly  
involved in agriculture.

Namibian agriculture consists of the  
commercial and the communal see-  
tors. The commercial sector utilises  
44% of the 70 million hectares avail-  
able for agricultural activity. The com-  
mercial seetor is the largest employer.  
accounting for close to 16% of  
employment figures. The communal  
areas constitute 41% of the available  
agricultural lands. Most communal  
farmers are subsistence farmers. with  
approximately 60% Of the Namibian  
population living on communal lands.  
Of these. 90% are dependent on agri-  
culture.

Although agriculture only contributes  
about 10% to the Gross Domestic  
Product (GDP). it can possibly double  
as the communal areas are developed.  
trade and industry stabilises. anLl ii. the  
provision ()l raw materials to the see-  
ondary and tertiary sectors 0l' the  
Namibian economy is taken into eon-  
sideration.

The (ioovernmentis goal is to make  
Namibia sell' sul'l'ieient with re LILIIIIlls  
to lood pIoLluLtion. However stIIonLy  
sentiments pIevail. that sell-  
sul'l'ieienLIy should not he aehieved at  
the expense ()l the economy or trade  
relations. Certainty amongst the  
population regarding 100(1 supply  
and the availability 0l food is more  
desirable.

Agriculture makes a contribution of  
21% to the soeio-economie environ-  
ment. ll the number of people  
involved in agrieulture is taken into  
account. it once again emphasises the  
importance of this sector in Namibia.  
In order of importance and contribu-  
tion to the development oi NamIbIa.  
the sub-seetors oli agriculture are:

Meat R390 million (80.2%)  
(iame R32 million (6.5%)  
Agronomy R25 million (5.1% )  
Wool and pelts R20 million (4.1%)  
Dairy R1 1 million (2.2%)  
Eggs R6 million (1.2%)  
Other R2 million (0.4%)

Beef production occurs in the com-  
mercial LInLI LIoIIImunLIl areas. ll is the  
mainstay of agrieulture in Namibia  
and comprises approximately 87% 0l'  
the gross agricultural income. Small  
stock comprises 1 1% 6l gross agricul-  
tural income and is mainly practiced in  
areas with lower rainfall.

Approximately 51% 0ll Namibiais  
agricultural lands are suitable for eat-

tle farming while 33% is suited for small stoek farming. As LI result of the varying weather conditions. the number of cattle varies between 1.8 and 2.5 million heads per year. The most prominent breeds are the Al'rikaner. Sanga. Brahman and Simmentaler. The indigenous Sanga breed is found mostly in the northern communal areas .

Two meat processing plants. those In Windhoek and Okahandja. are EEC-approved. More than 8 000 tons of beef were exported in the first year under the Lome Convention. In accordance with this agreement. Namibia could export 10 000 tons of beef in the first two years of its membership in the Convention. and 13 000 tons for the remaining three years.

There are approximately 3 million sheep in Namibia and the small stoek industry hollls good economic potential for the future. Approximately 90% 011 the slaIgliteII-sheep are exported live to South Africa. This has resulted in LI loss of revenue to the State and LIIILleII-utilisation 01111111110118. lloweveI. the MinistI) ol AL'IIieulture Water and Rural Development has recently announced. that the Cabinet envisions a small stoek farming operation near MLIIIIeIItLIl in order to further process small stoek products before export.

As regards to agronomy. Namibia annually harvests an average 0133 000 tons of white maize. While this industry only contributes about 2% to gross agricultural ineome. it has great potential for expansion.

Most crop production occurs in the commercial sector. while farmers In the communal areas mainly cultivate millet l'orown consumption. However. the Ministry of Agriculture. Water and Rural Development is currently busy with LI marketing project with the objective of encouraging these farmers to produce more.

Game farming is gaining ground rapidly. and already ranks as a large earner 01' foreign currency. Most of the foreign eurreney derives from trophy hunting. There are l'ive components to game farming. namely: trophy hunting. with an annual income 01'R6.4 million; hunting for sport. with an . annual income 01' R509 million; night l harvesting. with an annual income of R126 million; trading in game. with an annual ineome of R653 million: and shootinLy and sale. with an annual income of R l .17 million.

The Karakul inLlustryis most prominent products are its pelts. wool and meat. These products are exported in an unprocessed state. The markets are however. 01 such LI nature. that lLIImIers reeover their capital costs only with difficulty. with the result that many

Karakul sheep land up on the slaughter-markets.

The pelts are sorted in Windhoek from where they are exported to Frankfurt and sold at international auctions. There they are then processed into high-fashion garments. While the local wool-operative is engaged in considering other possibilities, prices for wool are no longer profitable for farmers to export their products to Port Elizabeth, South Africa, where they are sold by public auction.

The milk industry produces an average of close to 10 million litres of fresh milk and 1.5 million litres of industrial milk annually.

But Namibia is not ideally suited for milk production. The regions best suited to this industry are situated far from the markets and high production costs are the result. Even though this industry holds potential, it is still sometimes cheaper to import milk than to produce it.

About 10 million acres of farm lands are lost to bush encroachment, thereby lowering the productivity in terms of the earnings per hectare.

The Bush Utilisation Association consists of a number of farmers manufacturing marketable charcoal and briquettes, while usefully slowing down bush encroachment. Harvesting is done manually, providing employment opportunities to many Namibians. There are good overseas markets for

charcoal but the demand is not satisfied due to the low levels of productivity.

As regards to poultry, Namibia is virtually self-sufficient in egg production, but approximately 90% of chickens for retail are imported. Due to the low prices for mohair, the number of goats has shrunk from 56 000 to 40 000. There are still about 80 producers in Namibia and their produce is marketed through the South African Mohair Board.

The ostrich industry is the fastest growing agricultural industry in Namibia. Since starting to produce meaningfully three years ago, it has shown phenomenal growth. Last year, it earned state coffers R12 million. Presently there are about ten large ostrich farmers and 40 smaller or beginner farmers with approximately 3 000 tame breeding birds.

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The General Manager

Meat Board of Namibia

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The Managing Director  
Meat Corporation of Namibia  
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Windhoek  
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Fax 217045  
The Managing Director  
Nakara Furriers  
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Windhoek  
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Fax 215531  
The Managing Director  
Namib Mills (Pty) Ltd.  
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Windhoek  
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The Manager  
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Windhoek  
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The General Manager  
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Windhoek  
Tel 222236  
Fax 225276  
The Chairman  
Ostrich Breeders Association of  
Namibia  
PO Box 24  
Witvlei  
Tel106832-1211

NAMIBIA'S TRADE LINK

With 25 branches throughout the country, AGRA meets the needs of all farmers' requirements. AGRA IS also a market leader in firearms and ammunition and all necessary hunting requirements are available in AGRA'S well-equipped shop, Contact. (061) 31931 ext 108 Ivan Norval

An average of 65% of all livestock marketing in and from Namibia IS handled by AGRA, Contact- (061) 31931 ext 115. Japte Bestebreurtje

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AGRA has its own pelting centre where up to 1 million pelts can be handled annually. AGRA is a majority shareholder in Frankfurt's Karakul Sales GmbH. where the auctions are held, Contact (061) 228331.

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The existing infrastructure of AGRA IS ideal for the successful selling of farms, houses, plots or any other properties in the market  
Contact (061) 223218.

Pieter Kotze  
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Contact: (061) 31931 ext, 108.

Ivan Norval  
Agra (Kooperatief) Beperk  
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Agra (Co-operative) Limited l



Ml' CF Wnl/nm'r. General Manager  
NAMIBIA'S GIANT IN  
ORGANISED AGRICULTURE  
ounded on 1 July 1980, AGRA  
F(Co-operative) Ltd.. is Namibia's  
only multipurpose agricultural  
co-operative. Since then, AGRA has  
grown to a business with more than  
5 400 members and a gross turnover  
of more than R400 million annually.  
As more than 70% of the Namibian  
population are directly or indirectly  
dependent on agriculture, it is clear the  
success of AGRA in serving the coun-  
try will have an enormous influence  
on that part of the population that  
makes a living from agriculture.  
Although AGRA's head office is in  
Windhoek. the Co-operative has built  
up an infrastructure providing services  
to all farming areas and agricultural  
sectors through its 25 branches  
throughout the country.  
With more than 800 employees,  
AGRA is one of the biggest employers  
in the country. Development opportu-  
nities are offered to all staff members,  
to maintain a high level of profession-  
al service.  
AGRA is a successful enterprise based  
on voluntary co-operation between  
agricultural producers. It aims to  
: utilise and broaden its existing sound  
economic basis as a financially inde-  
pendent institution, to serve the inter-  
ests of agricultural producers by the  
provision of production means and  
services according to requirements and  
at competitive prices. Furthermore  
AGRA handles, processes and markets  
products and raw materials by means  
of an effective infrastructure, high  
technology and skilled staff, using the  
most effective business structure pos-  
sible. In order to develop Namibia,  
AGRA also aims at involving the total  
community within this framework.  
AGRA focuses on diversification to  
the advantage of its members as well  
as the broader agricultural community.  
Any bona fide farmer with a potential  
turnover of R3 000 per annum may  
apply for membership of the Cooper-  
ative. Members receive bonus pay-  
ments from surpluses. These payments  
are linked to the volume of business  
the member does with AGRA.  
Members also share in payments of  
interest on membership funds as well  
as in deferred bonus payments.  
AGRA is generally recognized as an  
independent co-operative run on sound  
business principles and respected  
internationally. It is the giant in organ-  
ised agriculture in the Republic of  
Namibia.

#### MAJOR ACTIVITIES:

Livestock marketing  
AGRA handles the majority of all  
marketing of livestock from Namibian  
producers. AGRA acts as an agent on

behalf of producers to ensure that marketing of producers stock takes place in an orderly way and to their satisfaction.

#### Trade

AGRA's 25 branches throughout the country meet all the farmer's requirements. Special emphasis is placed on the supply of fencing material, irrigation equipment, cattle-feeds and licks, animal medicine and veterinary products, building materials, agronomy equipment, fertilizer and seed. Also available are rations and selected foodstuffs, e.g. maize meal, sugar and cooking-oil.

#### Gas

AGRA has its own Liquid Petroleum Gas depots at Okahandja, Keetmanshoop and Gobabis. LPG for household use is filled in 9kg, 13kg, 19kg and 48kg cylinders and distributed to all branches and leading trade outlets.

#### Karakul

AGRA has its own pelt-sorting centre where up to 1 million pelts can be handled annually. The Co-operative is the only marketer of Namibian pelts overseas, where pelts are sold by public auction three times per annum. AGRA is a majority shareholder in Frankfurt Karakul Sales GmbH in Frankfurt, where the auctions are held. A computerised system, which provides detailed information is used for the auctions.

#### Wire manufacturing

AGRA is the only manufacturer of steel- and mild steel wire products in Namibia for fencing and commercial purposes by way of a majority shareholding in the manufacturing plant in Okahandja.

#### Agronomy

AGRA has its own mill at Otavi that can provide the full range of maize products. The total crop produced by members in the northern area is handled and processed here. Five silos with a capacity of 15 000 tons have been erected for own use. Sugar packing plants at Otavi in the North and Keetmanshoop in the South are able to meet the full range of requirements in these areas. A cattle-feed factory meets the requirements from the mill, while a wheat mill is at present being planned.

#### Firearms and ammunition

AGRA is a market leader in firearms. With two trained gunsmiths in its employ, any weapon can be serviced, adjusted or converted. All the necessary hunting requirements are available in AGRA's well-equipped shop. Practically any weapon, ammunition or sparepart, as well as a wide variety of camping equipment are obtainable from AGRA.

Property transactions and insurance

The existing infrastructure of AGRA

is ideally suited for the successful transacting of business in the property market by the Co-operative.

Professional services are available for the sale of farms, houses, plots or any property.

AGRA acts as agent for a short-term agricultural insurer. Full coverage is offered at competitive premiums for amongst other: vehicles. house-owners, personal all-risks. television sets. fire, housebreaking. herds and transit.

#### Auctions

AGRA handles an average of 350 auctions countrywide annually including auctions in the communal areas. 95% of all stud auctions for large as well as small stock are held by AGRA. The Co-operative also handled the first ostrich auction in Namibia. In addition to four full-time auctioneers. AGRA offers the services of experts for the selection of export breeding stock and stock improvement in Namibia. The Co-operative commissioned the first electronic auction ring scale at Gobabis.

For further information:

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Windhoek

Tel 31931

Fax 31930

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Mr HW Kreft, General Manager  
Meat Board was founded to promote the interests of the Namibian Meat Industry. Today, it is a tale of success. For the Meat Industry not only developed slaughtering and processing facilities of the highest standards, complying fully with the requirements of export customers, but new markets have been secured too. In 1935, fifty-eight years ago, the Meat Board serves as a negotiating body with those countries to which livestock and meat are exported, and has established a control function over the grading, sale, import and export of meat.

Approximately 75% of the estimated 1,4 million people inhabiting Namibia are involved in some form of agriculture, the Meat Industry being the most important and lucrative by far. About 90% of the people living in communal areas, forming 41% of the total land area, are directly dependent on primary agriculture. The need for development in communal areas in order to enable people living there to contribute more effectively to the Gross National Product and thus improving their living standards, quality of life and use of the land, cannot be stressed enough.

**Constitution of the Board**  
Originally the Board consisted of ten members appointed by the Minister of Agriculture, Water and Rural Development. Recently the Board has been extended to thirteen members to accommodate representatives from the communal livestock farming regions. Of the thirteen, nine are producers of livestock, one represents the manufacturers of meat products, one represents traders in meat, one is a marketing agent of a controlled product and the last member is an officer employed by the Ministry of Agriculture, Water and Rural Development.

**Functions of the Board**  
One of the Meat Board's main objectives is to ensure the disposal of the annual surplus production of livestock. Therefore, certain control measures are implemented, and executed through a permit and/or quota system, concerning the:

- . Import and Export of controlled products (livestock, meat and meat products);
- Regulating the supply of controlled products.

Livestock producers register annually and indicate to the Meat Board how they intend marketing their livestock. The Board then negotiates quotas with the importing countries, which are then allocated to producers. The export quotas are for slaughter stock, non-slaughter animals, carcasses and cuts.

## Marketing

Marketing is a very important function of the Board and is aimed at the promotion of Red Meat production and consumption.

A national marketing scheme has been developed to ensure that all producers in Namibia obtain a market related price for their livestock. The Board, in collaboration with the Meat Corporation of Namibia (MeatCo), devised a formula to determine daily carcass prices based on market prices fetched at abattoir auctions in Southern Africa, in order to guarantee a market related price to their producers.

## Finance

The Red Meat Industry disposes of its own funds, managed by the Meat Board as a corporate body. The Board is financed by way of levies collected on all slaughter stock, slaughtered for commercial purposes and livestock exported on-the-hoof.

The levies consist of two main components, namely:

- A general levy which is paid into a general fund and used to cover the administrative costs of the Board,
  - A special levy which is paid into separate stabilisation funds for cattle and small-stock. These funds are used for stabilising the industry.
- Financial statements are audited annually by the staff of the Auditor-General.

## Planning and Co-ordination

Producers of livestock, who are registered with the Board, are obliged to submit an annual return to the Board with particulars of their farm, stock numbers, estimated marketing and other relevant production statistics. The data recorded serves the Board as a statistical aid to plan, market and implement stabilisation and supply measures.

The Meat Board plays an important role in collecting statistical data on all aspects of the meat industry. Ranging from the production of slaughter animals, to slaughtering at abattoirs and private butchers in regard to numbers, slaughter-mass and grades, to environmental factors in the world economy, economic growth, consumer habits, prices and trends of competitors. This extensive database enables the Meat Board to provide its members with up-to-date information and reliable service.

For further information:

The General Manager  
Meat Board of Namibia  
PO Box 38  
Windhoek  
Tel 33180  
Fax 228310

EGGS FOR NAMIBIA

Golden Sun is the largest producer of eggs in Namibia and supplies approximately 15% of the market. The company is located 35 km south of Windhoek. It is a family-owned business making approximately 140 jobs available on the farm for their livelihood. This is an annual salary of R250 000 (N). The company is mainly in the microeconomic of (small) business. The company (the 'Golden Sun' product) is available throughout the country (nationwide):

(1) In the last decade the company has been managed by a private company bought by the 'Golden Sun' (the 'Golden Sun' company) in 2001. and it has been financially improved within the private sector of Namibia since then.

The company is managed by three directors: Mr. Jacky Fourie, Mr. Tony Benade, and Mr. Christa Moolman. in charge of marketing and production.

For further information:

The Managing Director

Golden Sun

PO Box 470

Windhoek

Tel 323883

Fax 333333;

ourism is one of Namibia's real  
I growth industries. In 1991, the  
year after gaining Independence  
from South Africa, the country's  
tourist market started to reflect the  
new-found freedom. Whereas the mar-  
ket in Namibia had previously been  
carried by tourists from neighbouring  
South Africa and domestic travelers,  
the industry now turned towards the  
markets abroad, especially Europe,  
and to a lesser extent, North America  
and the rest of Africa.

Worldwide attention to its indepen-  
dence process, the subsequent estab-  
lishment of a stable and democratic  
government and the arrival of more  
than two-dozen diplomatic missions in  
a country of natural and untouched  
beauty, contributed immensely to  
placing Namibia on the world-map for  
discerning and adventurous tourists.  
In the face of these positive develop-  
ments, and realising that a progressive  
private sector requires co-ordination as  
well as co-operation amongst the vari-  
ous tourism trade organisations, the  
Federation of Namibian Tourism  
Associations (FENATA) was founded  
in February 1991. This umbrella  
organisation serves as a communica-  
tion vehicle between the Government  
and FENATA-members, addressing  
common matters and interests, as well  
as advancing marketing efforts for the  
country. In so doing it acts as the  
voice of the tourism-industry in  
Namibia.

The complete spectrum of private sec-  
tor tourism trade associations, together  
with governmental and non-govern-  
mental bodies represented in FENATA,  
provide an effective base for dialogue  
and decision making. As a result of the  
open-door policy, introduced by the  
Ministry of Wildlife, Conservation  
and Tourism, a climate of close co-  
operation has been developed between  
the private sector and the State.  
During its first year of existence,  
FENATA dealt with matters such as  
the implications of Government  
Sales Tax legislation - especially for  
tour and hunting operators, travel  
agents and airlines; marketing  
campaigns in South Africa and  
Germany; the emergence of illegal  
accommodation and gambling estab-  
lishments; visa and customs control.  
and has furthermore established a  
regular meeting schedule with the  
Ministry of Wildlife, Conservation  
and Tourism.

Trophy hunting is an excellent exam-  
ple of a well-organised branch of the  
industry in the field of selective  
tourism to Namibia. It is a well accept-  
ed form of wildlife utilisation,  
entrenched in the country's constitu-  
tion. Namibia's widely hailed liberal  
constitution underwrites the utilisation



of sustainable natural resources. Although the bulk of the trophy hunting tourists came from the German-speaking hunting community of Europe, countries such as Spain and the USA, and lately Canada, Denmark and the Netherlands have also contributed to this market. All hunting in Namibia is under the strict supervision of the Directorate of Nature Conservation, and controlled by the Namibian Professional Hunting Association (NAPHA). NAPHA's demand of a high standard of ethics from all its members is seen by the international hunting clientele as one of the main attractions in visiting the Namibian hunting grounds. Guides and professional hunters are all tested and licensed through the Directorate of Nature Conservation. A substantial percentage of hunting profits is ploughed back into conservation efforts, the improvement of infrastructure and better conditions for employees. Trophy hunting has directly and indirectly provided Namibia with an approximate annual income of R40 to R45 million in foreign currency. According to NAPHA, hunting is placed under increased worldwide pressure, due to gross ignorance by the general public. Emotional anti-hunting propaganda implicates the future of Namibia's wildlife more seriously than the few incidents of poaching. Namibia's 80 hotels and pensions offer approximately 2 000 guest room units, of which some 800 are in Windhoek. Although the capital attracts the overwhelming majority of business travelers, it is merely the gateway to the tourist sites of the country. Whilst accommodation facilities in and around Etosha National Park, and other prime areas, experience increased periods of full bookings and over-demand, Windhoek's hotels only showed an average occupancy of 50% during 1992. The challenges posed to the accommodation industry in the years to come are clearly defined: in order to satisfy the demand for more accommodation in its prime tourist areas, Namibia needs to attract investors with the expertise to develop medium sized countryside hotels and lodges suitable for discerning and adventurous tourists. For further information:  
The President  
FENATA  
PO Box 3900, Windhoek.  
Tel. 38560. Fax 35652.  
The Permanent Secretary  
Ministry of Wildlife, Conservation and Tourism  
Private Bag 13346. Windhoek.  
Tel. 284-9111, Fax 229936.  
Namibia Tourism

Private Bag 13346, Windhoek.  
Tel.284-9111, Fax 221930.

Namibia Tourism  
PO Box 1 1405, Johannesburg,  
South Africa 2000.  
Tel. (011) 331-7055/6,  
Fax (011) 331-2037.

Namibia Tourism  
PO Box 739, Cape Town,  
South Africa 8000.  
Tel. (021) 419-3190/1.  
Fax (021) 215-840.

Namibia Verkehrsbtro  
Postfach 2041,  
6380 Bad Homburg 3.  
Im Atzelnest 3.  
Tel. (06172) 406650/54,  
Fax (06172) 406690.

Windhoek Information and Publicity  
PO Box 1868, Windhoek.  
Tel. 391-2058, Fax 391-2006.

Association of Namibian Travel  
Agents (ANTA)  
PO Box 100. Windhoek.  
Tel 36880, Fax 225430.

Board of Airline Representatives  
(BAR)  
PO Box 731, Windhoek.  
Tel 298-2223, Fax 298-2160.

Car Rental Association of Namibia  
(CARAN)  
PO Box 2057. Windhoek.  
Tel 33166, Fax 223072.

The Hotel Association of Namibia  
(H.A.N.)  
PO Box 2862, Windhoek.  
Tel. 331451321X 34512.

Namibian Professional Hunting  
Association (NAPHA)  
PO Box 11291, Windhoek.  
Tel 34455, Fax 222567.

Tour and Safari Association (TASA)  
PO Box 6850, Windhoek.  
Tourist Related Namibian Businesses  
Association (TRENABA)

PO Box 24204. Windhoek.  
Tel 35053. Fax 225276.

A HST DIFFERENCE

Namibia Tourism: - Prlvcte Bag 13346. Windhoek, Namlblq Tel: (061) 284-2360 Fax: (061) 22-1930.

. PO. Box 739, Cape Town 8000,50ulh Alrlco.Tel: (021) 419-3190/1. Fax: (021) 21 -5640.

. P.O,Box11405,Johunnosburg 2000,Soulh Afrlca, Tel; (011) 331-7055/6. Fox: (011) 331-2037  
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- Nambla Vetkohrsburo, Postlach 2041, 61290 Bad Homburg. Germany,

Im A1191nos13,61352 Bad Homburg.101: (06172) 406650/54. Fax (06172) 406690.

Mr Nirn Bmsumm'. Minit/m' u/' Wildlife, ('umul'vumm um!

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A LEG TO STAND ON

t present. tourism is, after mining and agriculture, the third most important sector of the Namibian economy. At least 10 000 people are directly employed in this sector. Indirect employment resulting from tourism, is estimated to be far greater than this figure.

Namibia offers a wide range of attractions to tourists in almost all its regions with its sunny weather, low population density. unspoiled landscape and unusual fauna and flora. More than 14% of the country are proclaimed game reserves and conservation areas.

The tourism infrastructure of the country is of a high standard. Hotels and guest farms or game lodges are graded on a similar basis to tourist accommodations in Europe. Most major centres in the country can be reached by tarred road, and gravel roads are also well maintained. The communication system is excellent and it is possible to phone from any town in Namibia to anywhere in Europe. The modern Windhoek International Airport caters for the needs of international airlines. All major Namibian tourist destinations have regional airports or landing strips to accommodate tour and safari groups traveling by air.

The Ministry of Wildlife, Conservation and Tourism regulates and promotes tourism locally and abroad. The Ministry also manages the 15 government rest camps, situated mainly in nature reserves and conservation areas.

More than two thirds of the total number of accommodation units and beds in the Namibian tourism industry are supplied by the private sector. All tour operators and travel agents as well as most of the sub-sectors of the tourism industry are also part of the private sector.

The private sector is well organised into specialised organisations such as the Hotel Organisation of Namibia. and an umbrella organisation for the entire tourism sector called the Federation of Namibian Tourist Associations (FENATA). There is close co-operation between these organisations and the Government. Since 1980, the number of tourists visiting Namibia has shown a steady increase, 70% originating from South Africa and the remaining 30% from Europe (mainly Germany).

At present. the accommodation industry has approximately 8 000 beds and 3 200 rooms or units available for Visitors.

During 1991 a total of 386 000 rooms or units were sold. 1992 showed a

10% increase to 425 000 rooms or units.

The national airline of Namibia. Air Namibia. maintains international flights to Frankfurt and London and regional flights to Luanda. Lusaka. Harare. Victoria Falls, Maun, Johannesburg and Cape Town. Foreign airlines providing a service to Windhoek at present are South African Airways. Air Botswana, Air Zimbabwe, Air France. Lufthansa and the Angolan airline TAAG.

Air Namibia also provides regular domestic flights connecting all major tourist areas in Namibia with Windhoek and with one another. These services also extend to the Victoria Falls in Zimbabwe and the Okavango Swamps (Maun) in Botswana, linking these well known attractions to the tourism product of Namibia.

Since Independence, 21 regional markets for tourism is also being opened by Namibia's ascension to the SADC. Combined tours to the Southern African region are becoming more popular to foreign tourists, and marketing of the entire region is receiving more and more attention from the SADC, tour operators and airlines. A strategy for the development of the tourism sector in the SADC region was compiled, aiming to further improve regional tourism.

As a result of international interest in the Independence of Namibia, more visits from countries outside the Southern African region have been recorded. This is being followed up with an intensified marketing campaign in the countries the tourism originates from.

Namibia for instance participated at the ITB tourism exhibition in Berlin. The World Travel Market in London. the Indaba in Durban. the Tour exhibition in Amsterdam. the Top Resa in France. the BIT in Italy. the TiiR in Sweden. the Kgotla in Botswana, the Zimbabwe Tourism Fair. the BBC Holiday Show in London as well as four regional tourism fairs in Germany.

Tourism promotion offices are in operation in Cape Town. Johannesburg and Bad Homburg, near Frankfurt. Germany. and an office will be opened shortly in London. United Kingdom. These offices supply information to tourists and the travel trade. They also visit the travel trade on a regular basis to promote Namibia as a tourist destination.

Namibia also offers interesting possibilities to investors in the tourism industry. A number of tourist organisations have already recognised the potential of Namibia and. as a result. considerable investments in the con-

struction of new hotels and guest farms and the upgrading of existing hotels have been made.

There are indications that more international and local hotel groups and safari operators are keen to invest in Namibia.

Many parts of the country still have the potential for further development of hotels, guest farms or resorts. Some of these areas are the Naute Dam area near Keetmanshoop, Swakopmund and Henties Bay, Damaraland, Kaokoveld, the western part of Etosha National Park, Kavango and the Caprivi region.

To conclude, it should be mentioned that together with consultants appointed by the European Community and the World Tourism Organisation, a comprehensive tourism strategy for Namibia has been drawn up to further develop this industry in Namibia. On the basis of this strategy, a White Paper containing the formal tourism policy of Namibia, will shortly be presented to Parliament.

For further information:

The Permanent Secretary  
Ministry of Wildlife, Conservation  
and Tourism

Private Bag 13346, Windhoek.

Tel. 284-9111

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30 mins, between 07hoo and 19h00. EL 631 361 ummr'  
On request outside these hours. '  
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Mr Arm) Janenky. Chairman  
STAKEHOLDER IN A  
GROWING INDUSTRY

ourism is the worlds largest  
industry, earning an estimated  
US \$3 000 billion per annum,  
and, including travel, contributes 6,1%  
of the world G.N.P. Tourism is also a  
AN OASIS BETWEEN

TWO DESERTS

nown as the Oasis between the  
KNamib and the Kalahari,  
situated in Keetmanshoop,  
half-way between these two Namibian  
deserts, the Canyon Hotel is synony-  
mous with comfort for weary travelers,  
providing 52 recently renovated, fully  
major world employer: on average 1 in  
15 workers worldwide are employed  
in the tourism industry.

Africa as a continent benefits from  
some 15 million tourists per annum,  
which accounts for only 4 % of the  
total worldwide international arrivals.

The most popular countries in Africa  
for tourism are Morocco. Egypt and  
Tunisia, whilst the South, with the  
exception of South Africa, is not a  
major foreign tourism destination.

However, countries in Southern Africa  
have an excellent potential to develop  
tourism, and some of them experience  
rapid growth as their game parks,  
weather conditions and characteristics  
are major attractions.

Namibia is fortunately no exception  
and since independence in 1990,  
tourism showed a remarkable increase.  
Maybe this is not surprising as  
Namibia is one of the few countries on  
the African Continent where real  
peace and stability, the obvious pre-  
requisites for successful tourism, pre-  
vail.

The Hotel Industry together with the  
guest farms and rest camps in the  
country are the major players in  
Namibials tourism industry. It is there-  
fore essential that hotels in the country  
air-conditioned accommodation units.

A swimming pool, curio shop, restau-  
rants, bar and ten lock-up garages are  
also available. We are there to see to  
all our customers1 needs.

The staff of the Canyon Hotel are con-  
tinuously trained in order to provide  
service of the highest standards possi-  
ble. Our philosophy is rooted in basic  
hotel industry principles: to serve as  
best as we can.

The Canyon Hotel is an ideal starting  
point for excursions to the Quiver Tree  
Forest, Giants Playground, Naute Dam

THE SPACIOUS AND  
LUXURIOUS ACCOMMODATION  
IN WINDHOEK

afari Hotels (Proprietary)  
S Limited is the largest private  
accommodation and catering  
establishment in Namibia with two  
hotels, HOTEL SAFARI with 191 and



SAFARI COURT with 248 luxury rooms and suites.

The complex is situated in peaceful surroundings only three kilometres away from the hubbub of the city centre. A variety of excellent facilities such as a la Cane Restaurant, Grill-room, beer-garden, conference facilities, private bars, unlimited parking facilities and swimming-pool are available.

They are considered to be the most spacious and luxurious hotel rooms in Namibia, all equipped with telephone (direct dialing), radio, individual air-conditioning unit, coffee machine, fridge, television, video channel, and two satellite channels for world news and entertainment.

live up to the high demands of the international tourist, not only from a quality and service point of view, but in terms of competitive price-rates as well. Hotels are graded from one to five stars, and stringent control from Government ensures the rating remains of a high standard.

The Hotel Association of Namibia (HAN), which virtually all hotels, guest farms and rest camps subscribe to, sees itself as an important stakeholder within the Hotel and Tourism Industry. The Association provides staff training, advice on industrial relations, medical aid, preferential insurance rates and many other benefits to its members.

Namibia is a wild, spacious and beautiful country and will most certainly become a well-known destination within Africa. The Hotel Association of Namibia is an active partner in this development.

For further information:

The Chairman

The Hotel Association of Namibia  
PO Box 2862  
Windhoek  
Tel 33145  
Fax 34512

or the biggest canyon in Africa, the Fish River Canyon.

Come and enjoy our true southern hospitality for as long as you wish.

For further information and reservations:

The Managing Director  
Canyon Hotel  
PO Box 950  
Keetmanshoop  
Tel (0631) 3361  
Fax (0631) 3714

Free transport to and from the city centre is available every 30 minutes from 07:00 until 19:00, and on request outside these hours. Avis Rent-a-Car operates its down-town offices from the hotel premises. Direct luxury bus transport between the International Airport and the Safari Hotels is also offered.

For further information and

reservations:  
The Managing Director  
Safari Hotels  
PO Box 3900; Windhoek  
Tel 38560, Fax 35652

ELEGANCE IS HER  
SECOND NAMIC

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Inking contrasts of this strange desert  
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NAMIB-SUN HOTELS

amibia. the land of the wide  
open spaces and unspoiled  
landscapes, friendly people  
and ever unfolding beauty -  
the land we love.

For this reason, Namib-Sun Hotels felt  
it imperative to launch the "WE  
CAREw campaign. It is our mission to  
launch and drive an active environ-  
mental awareness campaign by means  
of education and optimal utilisation of  
all products and services in an endeav-  
our to protect and preserve our heritage  
as WE CARE.

This campaign will first be introduced  
at the four larger hotels. Mokuti  
Lodge. Hotel Hamburger Hot, Hotel  
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Namib Sun Hotels. the only hotel chain  
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ranch conveniently situated in all the  
right spots throughout Namibia.

AMIBIA

Mokuti Lodge. situated at the Eastern  
Namutoni Entrance Of the Etosha  
National Park. is the flagship of the  
company. The name "Mokutiii. means  
" 'In the Bush" in the language of the  
Owambo, and clearly illustrates the  
tranquil setting of the thatched Lodge.  
Mokuti has continued to develop since  
its opening in October 1989.

Ontouka. the latest ongoing project is a  
Reptile Park and currently boasts a  
variety of different snakes. amongst  
which the Black Mamba. African rock  
Python. 21 Mole Snake. Western-barred  
Spitting Cobra. Horned Adder. Shield  
Nose and Egg-euter can be seen.

Ontouka is run by Zoologist. Wolfgang  
Ramdohr. Demonstrations and educa-  
tional talks are arranged for guests and  
staff, as well as for the nearby  
Namutoni Nature School.

As additional entertainment. the horse-  
trails are extremely popular and new  
walking trails are being developed.  
Mokuti Lodge also boasts its own cul-  
tural dance group.

Mokuti Lodge is easily accessible by  
road and air. Air Namibia has two sched-  
uled stops to Mokuti Lodge on Tuesdays  
and Thursdays and an on-site tour opera-  
tor. curio shop. clinic. service station and  
car hire facilities are available.

Tourism has increased pleasingly since  
Independence and continues to look  
promising for the future. In support of  
this growing industry. NumibeSun  
Hotels will be renovating the Hotel  
Thijringer H011 in Windhoek and  
Strand Hotel in Swakopmund.

NAMIB SUN HOTELS:

Etosha National Park

Mokuti Lodge 2THTYYY

Tsumeb

Otjiwarongo

Hotel Hamburger Hof MTYYY  
( )tjiwarongo  
Otjiwa Game Ranch azokYYY  
Windhoek  
Hotel Thiiringer Hof MTYYY  
Swakopmund  
Strand Hotel \$tiiiYYY  
Walvis Bay  
Hotel Atlantic MlTYYY  
For further information and central  
reservations:  
The Marketing Manager  
Namib Sun Hotels  
PO Box 2862  
Windhoek  
Tel 33145  
Fax 34512  
Beauty beyond  
(1 'elsv.  
wonderland, with  
i Namib Suns Hotels  
hermain highways.

## PIVOT POINT OF NAMIBIA

Windhoek is the capital of the Republic of Namibia and the administrative, legislative and judicial seat of the government. With a total population of 158 (309 (1991 census) Windhoek is today the country's largest city.

The city is nestled at an altitude of 1721 meters between the Atlas Mountains in the Southeast, the Loms Mountains in the Northeast and the Khomas Lloehland in the West.

An average of 113 (10 days) sunshine a year is experienced in the interior. Summer temperatures range between 16 and 39 degrees Celsius. Windhoek's altitude moderates temperatures somewhat and the average maximum for December is 30.6 degrees Celsius. The hottest months are November to February. Winter days in the interior are clear and sunny with temperatures between 10 and 29 degrees Celsius. In midwinter nights turn cold and frost in the morning is not uncommon.

Annual rainfall in the central highlands varies between 350 and 380 mm. October and November bring the "small" rainy season. The main rainy season stretches from January to April when rain falls erratically in the form of thundershowers in the late afternoon and early evening.

In September 1892 the first German settlers arrived here and experienced life as hard. The climate harsh and many could not withstand the rigors of life in the wilderness.

Today, life is much easier. The wilderness has been tamed and Windhoek is a booming city. Despite its growth, Windhoek retained much of the old world charm inherited from the colonial times.

Windhoek was first inhabited by nomadic pastoralists settling here because of the hot springs. The Nama called it Aighams (Llirewwater) and the Herero referred to it as (Tjimuse (steaming place)). Windhoek became a place of permanent settlement in 1891 when Jan Junker Ali'ikaner, an Herero, settled at the strongest spring in the area, now known as Klein Windhoek. He called the site Winterhoek in memory of the farm in the Cape of Good Hope (South Africa), where he was born.

The name Windhoek was bestowed on the area by the Germans in 1891 when Major Curt von Franke occupied it. Windhoek gained municipal status in 1909 and was proclaimed a city in 1965.

The German colonial era came to an end in World War I when South African troops occupied the territory on behalf of Britain. It was, however, only after World War I that develop-

ment really started taking place. During the past century Windhoek has developed into a thriving, sophisticated city. Traces of indigenous African cultures are however, still noticeable in the streets where different worlds meet. The special charm of the city is captured by the many contrasts united in harmony. People dressed in the latest fashion throng the city's spacious streets, shops and public buildings along with stately Herero women in their colourful Victorian attire. Buildings from German colonial times rub shoulders with towering steel and glass structures. When strolling through the friendly streets you are reminded constantly that the city is also the economic and social pivot of the country. Good road, rail and air links spread from Windhoek to the South, East, West and North where the country's treasure of game and unspoiled nature will capture the interest of the visitor.

Windhoek is well geared for business conventions. Apart from the different hotels in the city, the National Theatre, the University of Namibia, the Conservatoire, Windhoek Showgrounds and the Hamiony Conference Centre just outside the city offer sophisticated conference and support facilities.

On many street corners informal traders exhibit wood carvings, baskets, carpets and pottery to the delight of



visitors. Across the street sophisticated shops display the best linen and glassware imported from Europe. Curio shops, well stocked with African tribal crafts, flourish next to jewelers and furriers, specialising in NAKARA (karakul pelt) garments. Biltong is as common as German confectionery and traditional braai vleis (barbecue) is washed down with well-known Windhoek beer.

Hotels and pensions offer excellent accommodation and warm hospitality while a serene and classy rest camp to the South of the City offers cheaper accommodation. A variety of restaurants, with a wide selection of cuisine, promise to please even the most fastidious palate. Lively entertainment keeps the young and the young at heart going till the early morning hours in Clubs all over town. For the fitness and health conscious Windhoek offers gymnasiums, golf, tennis, skydiving, squash, sailing and fishing to name but a few - to keep them in tip top condition.

Exciting day excursions can be undertaken from Windhoek in all directions while a trip to the Auas Mountains is a must. The Daan Viljoen Game Park, situated 24 km west of Windhoek in the picturesque Khomas Hochland, houses a variety of game, while bird watchers will be able to observe more than 60 bird species in the area. Hikes are possible in the surrounding mountains. The Park Offers a restaurant, bungalows, camping sites, barbecue facilities, swimming pool and a dam. About 60 km north of Windhoek is the Von Bach Dam with huts and camping sites. It is a popular rendezvous for water sport enthusiasts and anglers. Twelve kilometres further north is Okahandja with a church and missionary dwelling dating from 1870, The graves of Herero headmen are also in Okahandja.

The Gross Barmen Hot Springs Resort lies 24 km west of Okahandja and offers bungalows, caravan and camping sites, tennis courts, a thermal bath, restaurant and pool.

South-east, 95 km from Windhoek. On the Dordabis Road, is the well-known Farm Ibenstein and their carpet weavers to be found. At Ibenstein raw karakul wool is processed and beautiful, colourful carpets and wall hangings are woven here.

Art lovers can admire the works of famous local artists like Fritz Krampe, Joseph Madisia, Johannes Blatt and Adolph Jentsch permanently on exhibition at the Arts Association in Robert Mugabe Avenue. Visitors can also indulge themselves in art works on display or for sale at several other art galleries.

The National Theatre of Namibia pre-

sents drama. ballet. musicals and plays at the sophisticated Windhoek Theatre or the more informal Warehouse Theatre.

Two airports service Windhoek: Eros Airport in the city and the Windhoek International Airport. 42 km to the East. Windhoek serves as the ideal pivot point for travelers to explore the magnificent scenic beauty of Namibia. From Windhoek day excursions can be undertaken to a number of destinations amongst other the Daan Viljoen Game Park and picturesque Khomas Hochland: Rehoboth and the Oanob Dam; Von Bach Dam and Gross Bamien Hot Springs. The wonders of the Namib Desert. the animal kingdom of the Etosha National Park, the magnificent Fish River Canyon and the Atlantic Coast are all within easy reach from Windhoek.

For further information:

The Public Relations Officer  
Windhoek Information Office  
PO Box 1868  
Windhoek  
Tel 391-2050/8  
Fax 391-2006

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WARDEN OF ONE OF THE  
RICHEST FISHING GROU'NDS  
IN THE WORLD

he (lCClill'illlOn olithe Namibian  
Exeltisix'e Eeonomie Zone (EEZ)  
was the turning point in the re-  
covery of the Numibiztn LTSltng resource  
The resouree positions Nztmibiu among  
the major fishing nations of the world.  
The development of sound national  
fisheries polieies is therefore extremely  
important in the context ofthe industri-  
Lll seetor. the nation and our internation-  
ztl responsibilities.

The White Paper approved by the  
National Assembly in December 1991.  
represents an important tirst major poliey  
statement on the fisheries seetor in  
Namibia. The process of poliey makingy  
sinee Independence has not yet reached  
the high degree olieonsensus that pro-  
vides depth and detail to this policy 511116  
ment. Lacking the knowledge base that  
other fishing nations have developed. ini-  
tial policies must remain flexible until  
the fragile base of the industry is streng-  
thened. To consider these initial policies  
as guidelines for the short and medium  
temi will allow timely recognition of  
new knowledge about the resource. marw  
kets and exploitation technology.

The realisation oli our great fisheries  
potential will depend on the application  
of basic policies through more detailed  
zmd practical decisions. Decisions have  
to be made considering the maximiza-  
tion of national revenues in the short-  
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them for long-tenn growth, on the  
other. The allocation rate of funds by  
the Government to build up the seetor  
and the industry will determine this.  
The allocation of funds must be priori-  
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White paper should he studied us a huse  
from which illl Numibiztns eztn eon-  
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important seetoit Short term Llntl vested  
interest should tttke second plaice to  
sound national development,

The lishingy industry ol Namibia wzts.  
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control the Totttl Allowable (Itteli  
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The Inshore Pelagic li'ishery relies on  
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concern now is to preserve and protect the spawning stock and improve recruitment of the more valuable species. The offshore trawling fishery for hake and horse mackerel has been the shame of those nations that have crippled the resource with no benefits accruing to Namibia. The peak haul of 600 000 tons in 1972 was followed by uncontrolled fishing by foreign freezer vessels that only ended with the declaration of the 200 mile EEZ. Not only has the biomass been reduced to dangerous levels but the size of the fish and levels of recruitment have suffered. The horse mackerel resource has a lower value than hake and has sustained its biomass as a consequence of over fishing of hake. The catches of 600 000 tons 10 years ago and substantial CATCH in the following years still leaves the stock in a healthy state. The status of the rock lobster resource and the industry that provides so much of the livelihood of the country must be re-evaluated with deep concern. Although no one denies the over-fishing of this resource, adverse environmental conditions must also be considered. Conservation of this resource must be a priority and its value to the country is to be realised.

Many other marine resources are available within the Namibian EEZ. The smaller quantities of the other commercial species have been exploited by inshore trawlers, longliners, line fish boats or fish traps with the targeted species. With proper policies for exploiting and processing these resources, they could play a significant part in the development of the industry. The coastline of Namibia does not lend itself to the development of a major fishery; hours, only two natural harbours exist. Walvis Bay, Luderitz (the centre for the pelagic fishery). Both have potential for development as centres for the processing of other species. An other settlements along the coast are primarily tourism oriented. There are no fishing communities along the northern part of the coast.

Walvis Bay is the main fishing harbour in Namibia. It is the only deep-water harbour, there are three freezing plants with a combined capacity of 100 tons of fish per hour on one shift. This capacity exceeds the market for the present products. No modernisation of these plants has taken place to enable production of items for sale outside of South Africa and other smaller markets. Fish processing plants with a combined capacity of 250 tons per hour. Although this capacity has been under-utilised, no development of other sources of supply has been under-

taken. A nucleus of processing capacity has been installed for freezing and other methods. This capacity is inadequate for the potential resource. Support services are available and it can be assumed, that they will expand to meet future needs.

L'uderitz is a smaller harbour with a maximum draught of about 6 metres. There are two lobster processing plants with capacity far in excess of the available resource. Some efforts are being made to process other species at these facilities. The new white fish processing plant, built by Pescanova, will provide new and modern processing capacity. Other smaller facilities for building wooden vessels and repairing any of the small boat fleet also exist. The present fishing fleet, licensed to fish in the Namibian EEZ, consists of 37 pelagic vessels with a catching capacity far in excess of the resources presently available. The 32 rock lobster boats also have excess capacity. Little consideration has been given to utilizing these boats for other species. The 8 longline, 15 smaller trawlers, 13 linefish and 12 small specialized boats are the only sector of the fleet capable of versatile resource exploitation. The majority of the hake is harvested by a fleet of 26 freezer factory trawlers. Most of these vessels are being transferred under the Namibian flag and will therefore form a permanent part of the fleet. The rest of the fleet are foreign owned and flagged freezer factory vessels fishing concessions for horse mackerel and crab. The Government will be monitoring and encouraging the development of the fleet in order to meet its overall objectives for the fisheries sector.

The administration of the fisheries sector in Namibia has suffered from inconsistent control over the years. Efforts to Namibianize or diversify the industry have been non-existent or ineffective. The tight control over rights for processing and rights to resources for independent fishermen has restricted the development of a broad based fisheries industry. The policies did not include meaningful contribution to the State by those exploiting the resource. It was only after Independence that the Government introduced policies that have resulted in substantial revenues to the State as well as greater opportunities for Namibians.

The primary task of the Government will be to bring back the resources of depleted species and then maintain all stocks in a healthy condition. The Government believes it will achieve these objectives without diminishing the present value of the fisheries sector of the economy

The recovery of the hake stocks in the short period since the Government

assumed control has been encouraging. A doubling of the TAC within five years seems likely. Within ten years, a stable annual yield of 300 000 tons is probable. Horse mackerel stocks may interrelate with hake and pilchard, so that the recoveries of these more valuable stocks may necessitate decreasing the TAC for this less valuable species to 300 000 tons annually.

The collapse of the pilchard stocks can be viewed as similar to other species in the northern Pacific Ocean. A policy of severe restriction on catching pilchard and anchovy should allow recovery to acceptable levels within the 5 to 10 year range.

Rock lobster require both severe restrictions on harvesting and substantial research. Long term maximization of this resource to the fishing industry of Namibia requires greater knowledge of the species itself and the effect of environmental factors on the stock.

The other species, in particular snoek, kingklip and monk, should benefit from management practices applied to hake and the other species. Policies for monitoring the stocks of the more valuable species and controlling their exploitation must be developed. Although the volumes of these species may be smaller, they may offer a valuable base for a small scale fisheries sector.

The objectives Government are applying in developing policies for the fishing sector include employment, income and participation for as many people as possible, foreign exchange earnings and maximization of Government revenues for the benefit of all Namibians. With a resource valued at over R1 000 million, all objectives are in reach if appropriate policies are developed and those involved in the industry work together for the nations benefit, in addition to their own.

The present fishing fleet is not appropriate for the efficient development of a broad based industry. The hake and horse mackerel freezer trawlers are not suitable for harvesting and landing a coastal resource in Namibia. The pilchard and rock lobster vessels are not versatile enough to be utilized for more than the short periods of their respective seasons. The full and best use of the remainder of the fleet has been impossible due to restrictive regulations, insufficient processing facilities and competition for catches. To date, the restricted opportunities for small boats has prevented the development of an entrance level for Namibians who could develop their skills to levels that would enable them to replace foreigners in the industry. If the goal of increased employment for on-shore processing is to be realised, vessels capable of landing high quality wet fish must be added to the fleet.

The excess processing capacity of fishmeal and canned pilchards is offset by the lack of capacity for production of frozen products to satisfy the more sophisticated markets. In addition, markets for salted, dried, smoked and special products can be catered to from existing processing capacities. To meet the potential for catching and processing a wide range of high value products, investment will be required in fleet and shore facilities. The Government's policy is to allocate marine resources to those who will catch and process in such a manner that the objectives of the Government are realised. Boats best suited to be manned by Namibian crews and to land fish for filleting or other processing by shore-based Namibians, will be assured of full access to the resources. The 15 000 job potential of the fishing industry is not unrealistic. That potential, however, cannot be realised without capital and skilled

labour from outside Namibia. The past practices of foreign participation, which did not include commitment to Namibia, must be changed. People with skills must be attracted to Namibia and participate in the utilization of the natural resources to develop the fishing industry. Their skills must be passed on to their children until their neighborhood so that the resource-rich area on our coast will continue to be a source of employment for humans. Foreign companies, by way of chartering, contracting, joint ventures or subsidiaries, must recognize the role of the state in this country to help it master its own destiny. Foreign participation is welcome only if it works towards the same long-term development goals of Namibia. The role of the State in the development of the fisheries sector must be clarified. The role of the industry in the development of the sector is a substantial indirect role in planning, resource protection, technical assistance, training, etc. Similar services must be established and maintained on a continuing basis. The role of the government is to provide help to Namibians in their efforts to become part of this growing industry. The National Fishing Corporation of Namibia, established in 1993, which will play a dynamic and active part in this role, was incorporated in June 1993 as a public limited liability company. The exploration rights and quota system will be revised until improved to better realize the goals of developing the industry. The registry of Namibian fishing vessels will be established. Fishing rights will be divided into three classes of vessels into consideration: Namibian vessels, mixed vessels and foreign vessels. Rights will be linked to particular vessels and will be managed in a way that the resource is not over-exploited. Less emphasis will be placed on the licensing of processing plants. The government's role in controlling the investment decisions, present or prospective, in the sector continues. Only where private investment can be attracted, the government can facilitate the plans until prioritization. The government's development will be in the form of investment in such decisions be warranted. Changes in the amount of research and royalty received are to be instituted. Simplification, rationalization and integration

THIRTY YEARS AGO, WE TIED  
A KNOT WITH THIS COUNTRY  
HERE'S HOW WE'RE GOING TO MAKE  
OUR BOND STRONGER THAN EVER.  
With development goals and policies will be undertaken. Legislation is also in need of change to carry out the policies for the fisheries development better. The new SCLIF Fisheries Act was pro-



mulgated on 1 October 1992 and came into effect on 23 December 1992. The draft of the Fisheries White Paper and Act has demonstrated the Government's open door policy. Soon after the establishment of the Ministry of Fisheries and Marine Resources, the Prime Minister convened a consultative meeting on fisheries with the private sector. The Ministry has held a number of such meetings with representatives of the fishing industry regarding both the White Paper and the Act. Valuable input from the public is being received. The private industry in particular, were consulted and taken into consideration.

For further information:

The Permanent Secretary  
(Minister) of Fisheries and Marine Resources

Tel 3964) 1 1. Fax 32-1566

Windhoek

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.NAMIBIA

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Mr Aaron Mmlmnlm. ('luurnum  
THE LEGEND LIVES ()N  
ukorob, or the "finger of  
God", was a stark tower of  
stone, slowly weathering  
away as it pointed dramatically to the  
desert sky.

To Namibians this historic landmark  
symbolised many things. Perhaps its  
most powerful message was the need  
for change a for a new order and for  
an end to the legacy of colonialism.  
On March 21, 1990 Namibia took its  
rightful place as an equal member of  
the community of nations. It was this  
historic occasion which focused the  
attention Of the world on our seeming-  
ly vast and desolate country. But. it  
had come after a 26-year struggle cul-  
minating in free and fair elections  
under the supervision of the United  
Nations.

Mukorob could rest.

Howevert today the legend lives on  
and the name continues in Mukorob  
Fishing (Pty) Ltd.. a company born of  
a desire to draw from the national ide-  
alism. which was generated by the  
birth of the new nation.

Being an entirely Namibian company,  
Mukorob Fishing is active in a sector  
of Namibiais economy that is of  
national importance. The company  
thus takes its social responsibilities  
seriously and recognises its role in  
creating employment for Namibians  
on an equal opportunity basis.  
Simultaneously Mukorob Fishing is  
aware of the need for stringent regula-  
tions and cautious exploitation of one  
of the most richest but also most sensi-  
tive fishing resources in the world.  
Great care is therefore taken to pre-  
serve this renewable resource for the  
benefit of future Namibian genera-  
tions.

Mukorob Fishing looks forward to the  
privilege and Challenge of serving and  
meeting the needs of its employees  
and its customers. both in Namibia  
and internationally

For further information:

The Chairman

Mukorob Fishing (Pty)Ltd.

PO Box 653

Windhoek

Tel 221862

Fax 229980

R 100 MILLION INVESTMENT

PLANNED

largest fishing fleet Operators in  
Southern Africa. It is not surprising  
then, that with a turnover in excess of  
R1 400 million annually, I & J ranks  
amongst the top 20 South African  
companies.

Irvin & Johnson is today one of the  
As part of the Anglovaal group, I & J  
thus brings expertise in deep-sea  
trawling; fish processing; production  
and marketing of an extensive range of

frozen vegetables, as well as a 21st century sales and distribution network to Namibia.

I & J's presence in Namibia started in 1960 with a small perishable food facility. But due to exceptional growth it includes today tremendous expansions in cold storage capacity leading to the introduction of a highly sophisticated handling and distribution system. geared to meet the increasing demand of I & J customers in Namibia.

I & J's fishing interests in Namibia is facilitated through Kuiseb Fish Products Ltd.. a Namibian registered company. Kuiseb Fish Products. employing 300 catches. procures and processes white fish and pilchards in its Walvis Bay factory. Walvis Bay is the main fishing harbour and only deep-water harbour of Namibia. The Namibian fishing industry. since Independence, has shown a healthy growth with the potential to become a major contributor to the Namibian GNP. Kuiseb. positioning itself as a major player in the fishing industry. plans expansions. including factory production facilities; new cold stores; administration facilities and additional deep-sea trawlers. The decision to go ahead or the extent of the expansion will depend on future fishing concessions and quotas.

I & J/Kuiseb's planned investments in the Namibian fishing industry could exceed R100 million if the industry continues its accelerated growth. This envisioned capital investment could ultimately create an additional 1 400 jobs.

Irvin & Johnson is confident that the Corporation's international financial. technical. marketing and distribution capabilities will make an invaluable contribution to the Namibian fishing industry.

For further information:

The Managing Director

Kuiseb Fish Products

PO Box 26

Walvis Bay 9190

Tel (0642) 2251

Fax (0642) 4690

Namibia boasts some of the richest fishing waters in the world. For many years we have been active partners in the utilisation and development of this resource. Our participation has led to involvement in scientific research projects, the establishment of modern fish processing plants and annually we provide excellent job opportunities to thousands of Namibians.

Currently we are the leaders in the processing and marketing of pelagic fish products for local and foreign requirements.

We are ready to explore new opportunities in a new era.

New demands will require innovative answers.

In us you will find a willing partner to face the challenge.

Please direct trade enquiries in respect of canned pilchards, fish meal and fish oil to one of the following-

Atlantic Canned Fish Sales (Pty) Ltd :

Fish on Marketing

Company (Windhoek) (Pty) Limited

Fish Meal Marketing

Company (Windhoek) (Pty) Limited

P. O. Box 40098

Windhoek 9000

Tel: (061) 22-5787/ 0 -

Fax: (061) 22-2318

LINTAS:NAMIBIA 911

Mr P (If i'i/llz'lit. (it'nz'ru/ Manager  
FEEDING THE NATION

ome of the Worlds richest fish-  
S ing grounds lie off the coast of  
the Republic of Namibia. Warm  
upwellings in the Benguela Current  
provide an environment for rich areas  
of phytoplankton and nutrients, which  
sustain large shoals of fish. The  
Namibian fishing industry provides  
employment to thousands of Namibian  
citizens and, together with mining and  
agriculture, forms the backbone of the  
Namibian economy.

Pelagic fish catches consist largely of  
pilchards, anchovies and horse-mack-  
erel which feed on the surface in the  
open sea around the warm upwellings  
off Luderitz and Walvis Bay. The  
quantity of fish netted annually is con-  
trolled by the Government to prevent  
overfishing and ensure sufficient sup-  
plies for the future.

In March 1988, Atlantic Canned Fish  
Sales (Pty) Ltd. was founded by con-  
cessionaires in the Namibian pelagic  
fishing industry with the expressed  
aim of achieving a stable marketing  
environment and to promote export  
marketing.

Since its inception, Atlantic Canned  
Fish Sales (Pty) Ltd. has developed a  
market in which the interests of the  
industry and consumers have been  
served. Atlantic Canned Fish Sales  
has expanded the investments made by  
its members by establishing and,  
where necessary, developing both  
local and export markets. This was  
complemented by a new product  
development.

Namibia Pilchards, marketed by  
Atlantic Canned Fish, come in three  
flavours, namely minced (yellow  
band), in tomato (red band) and hot  
chilli sauce (orange band). The sizes  
of the cans are 155g and 425g.

Support to the industry through brand  
identity takes the form of labels and  
packaging materials as well as market-  
ing campaigns and direct marketing  
services. The quality standards of the  
brand (Namibia Pilchards) are main-  
tained at a unifomily-high level to  
ensure brand loyalty.

Major catches are netted by trawlers.  
Utilizing modern electronic equipment,  
the trawlers locate the fish shoals  
before throwing their nets to trawl.  
Catches are then pumped into holding  
tanks of fresh, chilled sea water to  
ensure freshness upon reaching port.  
Catches are processed by trained  
workers. The catch is sorted by hand,  
ensuring that each fish is the correct  
size. Fish are then canned before  
passing through a pre-cooker for ini-  
tial cooking. Excess salt water is auto-  
matically drained before pre-heated  
tomato or chilli sauce is added.  
Finally, cans are sealed and placed in

steam retorts where they undergo pressure cooking. The heat sterilises each can which locks in the nutrition that fresh fish offers.

Before distribution the canned fish tins are labelled and packed.

Today, the World depends on the fishing industry for support to the agricultural and industrial economy as a secondary source of food. Canned pilchards are popular with consumers, world wide, due to convenient storage and serving (refrigeration and cooking are not required). Although it is cheap, canned pilchards still provide a sound nutritional basis for a healthy diet. Pilchards are in demand for household consumption, due to their high protein content. Throughout the World, pilchards are considered an important source of highly digestible, quality protein.

The annual canned fish production is estimated at 6 million cartons. Of this, approximately 90% will be exported.

Apart from exports to Southern Africa, markets in Europe, Central and West Africa and elsewhere are being developed by Atlantic Canned Fish Sales.

Fish oil and fish meal, processed from horse-mackerel and anchovy catches, are marketed by Fish Oil Marketing Co. (Windhoek)(Pty) Ltd. and Fish Meal Marketing Co. (Windhoek)(Pty) Ltd., respectively.

For further information:

The General Manager

Atlantic Canned Fish Sales (Pty) Ltd.

Fish Meal Marketing Co.

(Windhoek)(Pty) Ltd.

Fish Oil Marketing Co.

(Windhoek)(Pty) Ltd.

PO Box 40098

Windhoek

Tel 225787/8

Fax 222318

- CADILU GROUP OF COMPANIES
- CADILU FISHING (PTY) LTD. t/a BAYFISH
- NAMIBIA SHIPPING AGENTS (PTY) LTD.
- WELWITCHIA PROPERTY HOLDINGS (PTY) LTD

PO. Box 1734 - Cnr. 7th Street / 14th Road - Walvis Bay 9190  
Telephone: 0641-3567 - Telefax: 0641-6440

SILVER JUBILEE FOR  
CONSORTIUM FISHERIES:  
NAMIBIANS PILLAR ( )F  
STRENGTH IN THE FISHERIES  
INDUSTRY

or the past twenty five years Consortium Fisheries has consolidated its position as the largest, wholly owned Namibian fishing company. Since its inception the Company has played an important role in developing Namibians most valuable national asset, the fishing industry, and embarked on numerous reinvestment projects in the country, creating job opportunities.

With the advent of Namibians Independence and the implementation of the Governments fishing policies, Consortium Fisheries was afforded the opportunity to use its expertise even more effectively. The company is proud to be Namibian and through sound management policies reinvests in allied trades and land-based assets, upholding its reputation as a leader in the field.

Consortiums investment in a white fish factory is only one of its commitments to the success and development of the fishing industry. The additional job opportunities, created by this substantial investment, will improve the quality of life in the communities supplying the human resources.

Through its subsidiary, Kraatz Welding and Engineering, the company provides a wide range of services to the marine and fishing industry. Due to timeous upgrading of the workshop facilities. it now has the advantage over other engineering workshops, as it is fully equipped to undertake all types of ship maintenance and repairs.

This is Consortium Fisheries: Rich in experience and poised to develop overseas markets through partnership agreements. Committed to ploughing its profits back into Namibia. Consortium continues to develop Namibians marine and human resources.

For further information:

The Managing Director  
Consortium Fisheries  
PO Box 751  
Walvis Bay  
Tel (0642) 5821  
Fax (0642) 4095

CONSORTIUM FISHERIES"

Namibian... and Proud of it

For twenty-five years Consortium Fisheries, a wholly owned Namibian company, has committed itself to the development of the Namibian fishing industry - the company is proud to be Namibian and through its sound management policy of reinvestment and diversification in allied trades and land-



its field providing job opportunities for  
Namibians and developing Namibia's rich marine  
heritage. The implementation of the  
Government's fishing policies since  
independence has afforded Consortium Fisheries  
the opportunity to use its expertise  
and to develop the Namibian fishing  
industry to the benefit of the  
Namibian economy and its people.  
based assets in Namibia, it continues  
to uphold its reputation as a leader in  
Consortium Fisheries .. Our track record speaks for itself. 1  
Creative Workshop  
C'N'O HIRT & CARTER : NAMIBIA  
" cwa MAGENTA YELLOW BLACK

I NAMIBIAN SEA I  
PRODUCTS LIMITED

Trawler owners and operators, producers of canned pilchards, frozen hake,  
canned and frozen tuna products and fishmeal

Namibian Sea Products Limited

Namibian Fishing Industries Limited

r L

minim; Sarusas Development Corporation Limited

Oceana Fishing Company Limited

United Fishing Enterprises (Pty) Limited

Northern Fishing Industries (Pty) Limited

THE REINOYFISK - UNITED FISHING ENTERPRISES NEWLY ACQUIRED PRIDE AND JOY. THE SLEEK 38 M

,  
420 TONNE STEEL PURSE SEINER WAS BOUGHT FROM NORWAY FOR R55 MILLION, INCLUDING  
ALTERATIONS. SHE NOW BOASTS A NEW POWER BLOCK, STACKER BLOCKS, NEW GUARDS AND WHEELHOUSE  
ADDITIONS. DURING THE UP-COMING FISHING SEASON, THE REINOYFISK WITH HER CREW COMPLEMENT O  
F

12 WILL CERTAINLY SECURE THE LEAD OF THE NAMSEA GROUP IN THE INDUSTRY.

THE NAMSEA GROUP, ONE OF THE BRIGHTEST STARS IN NAMIBIA'S RESURGENT FISHING INDUSTRY, IS  
SETTING THE PACE IN THE COUNTRY IN TERMS OF NEW INVESTMENT, EXPERTISE AND THE DEVELOPMENT  
OF

ITS WORK FORCE.

NAMSEA IS THE SINGLE LARGEST PELAGIC FISHERIES FLEET OWNER IN NAMIBIA, OWNING AND  
OPERATING TRAWLERS FOR PRODUCING CANNED PILCHARDS, FROZEN HAKE, CANNED AND FROZEN TUNA  
PRODUCTS AND FISHMEAL. INVESTMENTS IN NEW VESSELS FOR 1991 EXCEEDED R15 MILLION. THROUGH  
ITS SUBSIDIARIES - NAMIBIAN FISHING INDUSTRIES, SARUSAS DEVELOPMENT CORPORATION, OCEANA  
FISHING COMPANY AND UNITED FISHING ENTERPRISES - THE GROUP EMPLOYS SOME 1 600 PEOPLE, OF  
WHOM THE MAJORITY ARE SHAREHOLDERS IN THE BUSINESSES.

IN 1992, UNITED FISHING ENTERPRISES (UFE), NAMSEA'S WALVIS BAY-BASED PELAGIC FISHING AND  
CANNING COMPANY, CANNED A MASSIVE 40% OF THE TOTAL NAMIBIAN PILCHARD CATCH, MAKING THE  
GROUP A LEADER IN THE INDUSTRY.

NAMSEA'S DRIVE TO MARK LEADERSHIP THROUGH EXPANSION, MODERNISATION AND THE  
DEVELOPMENT OF NEW SKILLS HAS PLACED IT AT THE FOREFRONT OF PRODUCT QUALITY ON BOTH THE  
LOCAL AND EXPORT MARKETS.

EXCELLENCE IS THE NAMEFAHLE MARK - EXCELLENCE FOUNDED IN LONG-TERM INVESTMENTS IN NAM  
IBIA,

ITS PEOPLE AND THE NURTURING OF ITS RESOURCES.

FOR FURTHER INFORMATION: THE MANAGING DIRECTOR

NAMIBIAN SEA PRODUCTS LIMITED

PO BOX 2419, WINDHOEK

TEL 228391, FAX 84907

I view of Liideritz June 19937

P.O. Box 70 -Oceana Road - Walvis Bay 9190

Telephone: 0642-1351 - Telefax 0642-6523

. NAMIB FISHERIES HOLDINGS LIMITED

. NAMIB FISHERIES LIMITED

. KARIBIB FISHERIES LIMITED

. TUNACOR LIMITED )

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TUNACOR LTD.

Mr GUN Huncknm. Mmmcr' 1lf Fumm'e  
ENSURING A BETTER  
TOMORROW FOR  
ALL NAMIBIANS

The Ministry of Finance is instrumental in overseeing all Government policies and operations, with regard to fiscal, monetary and financial affairs. This is to ensure the attainment of macro-economic objectives and the proper implementation of policies promulgated by the Ministry. The Ministry is also responsible for reviewing policy options as well as suggesting, approving and making public the Government's policies and guidelines on the country's fiscal affairs.

The macro-economic objective, pursued by Government, is to achieve an acceptable mix of high economic growth, stable prices, balanced external accounts and full employment. Effectively the Government has three types of instruments in its employ for the pursuit of its policy objectives and goals. These are fiscal policy, monetary policy and direct controls. Fiscal policy is the use of the national budget to influence the level and flow of income. Thus, changes to the level and structure of taxation and Government expenditure can be implemented. Monetary policy is the use of a variety of mechanisms in the market, to influence the amount of money in circulation.

Direct controls involves legislation in such areas as exchange control, licensing requirements for financial institutions and credit restrictions.

The Ministry of Finance is structured around these functions and objectives, and in order to achieve them, the Ministry of Finance sees its task as follows:

- ' to maintain a balanced growth in sectors and Government function areas through budgetary allocations, to ensure efficient cash and debt management, proper implementation of Government fiscal policies as well as meeting legislative requirements in the production of public accounts;
- to contribute to the achievement of Government targets in the field of income redistribution, and to generate revenue for financing public expenditure through the effective and equitable collection of various taxes, levies and duties;
- to assist in maintaining overall macro-economic equilibrium in the long, medium and short term, as well as facilitating the establishment of policies and guidelines on macro-economic, bilateral and multilateral economic and financial relations;
- to conduct routine tender services for Government purchases, arrang-

ing for the hire, letting, acquisition or granting of any right for or on behalf of the State to dispose of movable State property; and

. to administer legislation pertaining to financial institutions and to ensure the safety and soundness of the financial system in the country through monitoring the prudential requirements for the investment of funds.

To attend to these functions, the Ministry of Finance is structured as follows:

- Directorate of Customs and Excise;
- Directorate of State Revenue;
- Directorate of Economic Policy

Advisory Services:

- . Directorate of Administration and General Services;
- Directorate of Financial Institution Supervision; and
- Directorate of Budget and Financial Management and Control .

The main operations of the Directorate of Customs and Excise are to assess and collect the import and export duties and fees. Furthermore this Directorate assesses and collects excise duties, preventing the importation and exportation of restricted or prohibited items as well as proposing customs and excise administration reform measures.

The Directorate of State Revenue's main operations are to identify and examine potential revenue sources and make recommendations on such sources in accordance with the Government's macro-economic policies. It also assesses and collects personal income tax, company tax, stamp duties and general sales tax. conducts tax education and awareness campaigns as well as preparing tax administration reform measures.

The Directorate of Economic Policy Advisory Services is responsible for studying and analysing macro-economic main variables and prepares policy option papers. Its activities also involve co-ordinating and monitoring the implementation of the Government's macroeconomic policy directives. The Directorate liaises with the Bank of Namibia and other local financial institutions, as well as the IMF, World Bank and other international and regional financial organisations on macro-economic financial issues.

The Directorate of Financial Institution Supervision administers the legislation pertaining to all financial institutions in Namibia, with the exception of bank and building society legislation, which is administered by the Bank of Namibia. The supervision of financial institutions ensures their acting on behalf of the Namibian public.

The Directorate of Budget and Financial Management and Control

liaises with all the Ministries and prepares the Governments main and additional budgets. It maintains advanced budgeting and accounting systems and procedures. makes payments in accordance with the relevant laws and regulations. produces and publishes public accounts and provides financial and stock inspection and control services to all Ministries. The Directorate is also responsible for managing and monitoring public borrowing, lending. investments and debt services.

For further information:

The Permanent Secretary

Ministry of Finance

Private Bag 13295

Windhoek

Tel 209-91 1 1

Fax 36454

The bank the international business  
community chooses in Namibia

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For over 75 years we have made it our business to gain the trust and respect of the international financial community.

As a leading Namibian Bank, we handle the full spectrum of banking transactions with integrity, reliability and commitment.

For the best coverage and expertise in Namibia, choose the bank the international business community chooses. Call our International Division in Windhoek:

Tel (061) 229610, Fax (061) 225604.

We can also be reached through the following offices of First National Bank of Southern Africa Limited: Hong Kong: Tel (852) 521-0129, Fax (852) 810-6744;

Johannesburg: Tel (011) 371-2111, Fax (011)371-6888; LondonzTeI (71) 606-7050,

Fax (71) 726-2770; New York: Tel (212) 725-6524, Fax (212) 725-6580;

Zurich: Tel (1) 252-8500, Fax (1) 252-8623

x / First National Bank

Furs! National Bank 01 Namibia lelted, Reglstered Bank



Mr DP (11' Ixmi'tn Prcmlmzr  
amibian banks, namely Bank  
Windhoek Limited, The  
Commercial Bank of Namibia  
Limited, First National Bank of  
Namibia, The Namibian Banking  
Corporation Limited and Standard  
Bank Namibia Limited. provide com-  
prehensive domestic and international  
banking services to the country. These  
banks are well represented in areas of  
economic significance throughout  
Namibia, with agency representation  
in the more remote smaller centres.  
The proliferation of automated telling  
machines throughout Namibia bears  
testimony to the level of computeriza-  
tion and sophistication that is being  
achieved in the industry today. In  
addition to general banking facilities,  
such as hire purchase and arranged  
leasing, specialised merchant banking  
packages can be structured. Local  
banks are now also in the position to  
render advice to Clients and, if neces-  
sary. intervene on their behalf.  
Short term insurance and life assur-  
ance broking, estate planning and fac-  
toring are just a few of the elements  
forming a wide range of ancillary ser-  
vices provided by the banking sector.  
Namibian banks also issue and support  
readily acceptable credit cards, garage  
cards and fleet management cards.  
The Namibian banking sector is linked  
to major, international communication  
networks, ensuring fast and effective  
transfers of funds to and from any cen-  
tre in the world. Local borrowing may  
be obtained by foreign investors, up to  
limits determined, inter alia, by the  
reserves of and percentage in foreign  
shareholding in the investee. Earnings  
may be freely transferred, subject to  
auditors verification of the authenticity  
of profits or a minor withholding tax.  
Forward exchange cover, for up to one  
year, is available for imports and exports  
and approved foreign currency loans.  
Namibia has formalized its member-  
ship of the Common Monetary Area  
(CMA) by acceding to the Multilateral  
Monetary Agreement and entering into  
a Bilateral Monetary Agreement with  
South Africa. The South African Rand  
is presently the monetary unit and the  
Financial Rand still provides a proven  
incentive to investors.  
It is envisaged that an own currency  
will be introduced in September 1993,  
enabling further development towards  
full monetary independence. Initially,  
at least, the Namibian Dollar will be  
linked to the Rand, and any ensuing  
delinking is likely to occur only during  
a period of favourable economic cir-  
cumstances. The implementation of an  
indigenous currency in a smooth and  
pragmatic manner will minimize the  
possibility of a decline in business  
confidence.

An independent central bank, the Bank of Namibia, was established on 1 August 1990. Its objectives include the promotion and maintenance of internal and external monetary stability; the fostering of monetary, credit and financial conditions conducive to the orderly, balanced and sustained economic development of Namibia as well as assisting in attaining national economic goals.

The establishment of financial instruments and markets is being actively pursued by the Bank of Namibia, the Ministry of Finance and the Financial Sector. Financial instruments, such as Bankers' Acceptances and Treasury Bills have been introduced. A domestic money market, securities market and foreign exchange market are rapidly developing with more and more activity taking place.

Legislation, applicable to banking institutions, is currently under review, and it will be revised shortly to keep pace with the rapid development in this sector. A legal framework, provided by the IMF, will be adopted to ensure international acceptance whilst local considerations will also be taken into account.

Namibian banks are aware of their social responsibility towards the support and upliftment of the community at large. Various educational, charitable and sporting organisations benefit from sponsorships and donations made by banks.

Various pamphlets and booklets, which deal with the Namibian economy in general and banking services in particular, may be obtained from individual banks. Seminars aiming to brief members of the business community and the Government on the banks' perceptions of various issues relevant to the economy, are held regularly and are much appreciated.

The Namibian banking service sector is sophisticated and able. It possesses the combined knowledge and expertise necessary to meet the challenges provided by the Namibian economy and the standards demanded by first-time investors.

For further information:

The President

Clearing Bankers Association

P O Box 31067

Windhoek

Tel 31850

Fax 223188

WE'D LIKE TO SHOW Y()U  
THE TRUE COLOURS THAT COMPLEMENT  
( )UR TOTAL FINANCIAL SERVICE OF  
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elmamshoop and Swakopmund

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DRIVING FORCE  
IN DEVELOPMENT

amibizt. Allrieals youngest state.  
takes its name from the Namib  
Desert. where most of its ditt-  
mond deposits. uranium and base met-  
als are found. Beef cattle and Kurakul  
sheep udd further dimensions to the  
economy. whilst tourism and fishing  
are dynamically growing industries.  
The Government is stable and humani-  
tarian. The opportunities for foreign  
trade and investment are generally  
good.

The Commercial Bank of Namibia has  
established a network of associations  
and partnerships with over 80 banks  
worldwide. This permits the Bank to  
offer all trade finance facilities. docu-  
mentary credits. foreign transfers and  
foreign credit lines.

Through close ties with overseas part-  
ners the Bank is able to offer new  
innovative international bankingy facili-  
ties. like Offshore and trade finance for  
example. to its customers.

The Bank is a leader in the field of  
international trade and export finance  
offering valuable advice to its cus-  
tomers. in its support for their endeav-  
ours to establish trade links with neigh-  
bouring countries in Africa.

Through the Banks shareholders.  
Banque Nationale de Paris. Dresdnet'  
Bank AG and Banque Bruxelles  
Lambett. under the umbrella of Societe  
Financiere pour les pays leutre-Mer  
IS.F.O.M.). a bank holding company  
Jased in Geneva. the Bank has busix  
tess ties with 21 large network of other  
aanks On the African continent.

The Bank also has particularly close  
ties with Germany. France. Spain and  
the Nordic countries - Finland.  
Norway. Denmark and Iceland. It  
enjoys a close working relationship  
with the DEG (Gemmy). the CDC  
(United Kingdom) and Propareo  
(France). all state owned Development  
Aid Organisations. These links enable  
the Bank to channel foreign funds des-  
ignated for special projects into  
Namibia.

The Government is determined to  
attract foreign investment by imple-  
menting effective measures and send-  
ing appropriate signals to investors. It  
is hoped that before long. these mea-  
sures will have the intended impact on  
the economy in tenns of new invest-  
ment. output and employment.

The Commercial Bank of Namibia was  
instrumental in settinEy up the first  
international chamber of commerce in  
Namibia. The Portugal Namibia  
Chamber Of Commerce and Industry.  
In addition the Bank was actively  
involved in the establishment of the  
Namibian Stock Exchange, The  
Managing Director of the Bank. Mr

Hans-Jtirgen Steuben was elected as the first chairman of the Stock Exchange.

Through these endeavours and many others. the Bank is a driving force in developing Namibia's economy through the promotion of new trade and investment Opportunities in the country on the one hand and the development of the country's infrastructure. facilitating new economic growth. On the other.

The Bank has set up an economic department which constantly monitors economic trends and events affecting the Namibian economy. Economic information is available on request. For further information contact:

The Head

Special Projects and Research  
Department

The Commercial Bank of Namibia  
PO Box 1  
Windhoek

Is the reason for our  
INTERNATIONAL  
internationally the fact that the  
BANKING Standard Bank is a dynamic and  
. vastly experienced bank? That our  
THE WORLD reputation is acknowledged by  
more than 2000 correspondent  
banks worldwide?

UNDER ONE FLAG. lsp  
sophisticated electronic  
communications systems that gives  
our customers a more efficient and  
accurate service whatever the  
complexities of the transaction?  
Or it is the fact that we offer  
the widest range of international  
banking products and services,  
backed up by the expertise of  
specialist international bankers  
who tailor our services to your  
unique requirements?

We believe it's all these.  
So that whatever your needs,  
our skills and initiative will  
contribute to your success in  
international business.

Consider the advantages of  
the Standard Bank. It could mean  
the world to you.

For Further Information  
contact our Treasury Depart-  
ment or write to:

PO Box 332 7, Mutual Platz  
Bur/dmg, Post Street Mall,  
Windhoek, Namibia.

Telex: 0908-3079.

Telephone:

Manager: (06/) 294-24/0

Dealers: (06/) 294-24// /8

Fax: (06/) 22-448/.

With us you can go so much further.

STANDARD BANK.

IN NAMIBIA

Mr Vir Mall, Managing Director

FAITH IN THE FUTURE

the Standard Bank of South

West Africa Ltd. first became intereste

ed in establishing branches in the

area in 1908, then known as South

West Africa (SWA), after the discov-

ery of diamonds at Luderitzbucht.

However, branches were not opened,

presumably because of the number of

German banks already in the territory.

During the First World War (1914 -

1918) the German troops of South

West Africa surrendered to Union of

South Africa. The Standard, convinced

that the volume of commercial busi-

ness between the Union and South

West Africa would increase, immedi-

ately applied for government permis-

sion to open branches in the conquered

territory.

On August 19 1915 the Standards

branch at Luderitzbucht was opened.

The following day, August 20 1915,

the Windhoek branch was opened, and

three days later, on August 23 1915,

the Swakopmund branch.

In December 1919 the bank opened

branches at Grootfontein, Okahandja

and Omaruru and an agency at

St. Jansberg.

The return to peace in 1919 introduced

a period of adjustment and speculation.

This was followed by unprecedented

depression. There was no demand for

diamonds, cattle or pastoral products.

On December 17 1920 South West

Africa was designated a Class C

mandate of the League of Nations and

investors were disinclined to invest in

the mandated territory.

Despite slow progress and the depres-

sion, the Bank continued to have faith

in the future of the territory and in

1920 opened offices at Kalkfeld, Outjo

and Tsumeb.

In 1930 the South West Africa Banks

Proclamation stipulated that local bank

notes had to be circulated. From

October 1930 each bank therefore

started printing a South West African

note issue - in 10/-, 5/- and 1/- denomi-

nations - which stayed in circulation

until the end of the 1950s.

After the Second World War (1939 -

1945) business activity in South West

Africa increased dramatically.

Diamond, base mineral and karakul

exports improved annually. The fishing

industry also developed.

During the 1960s and 1970s the

Standard extended its range of finan-

cial services. These included the estab-

lishment of Standard Merchant Bank,

the Bank's entry into the credit card

field through Diners Club of SA (Pty)

Ltd. and the take-over of the National

Industrial Credit Corporation

(Stannic). Products introduced includ-

ed a Mutual Fund scheme, the Plus-Plan savings scheme, factoring facilities, the Standards own credit card and Stannic's fleet management scheme. In expectation of the creation of a separate company, Stannic ceased its operations in South West Africa on March 21 1978. On the following day all Stannic assets and liabilities in the territory were transferred to The Standard Bank of South Africa (SBSA).

On May 24 1978 Standard Bank South West Africa Ltd. (STANSWA) was incorporated as a wholly-owned subsidiary company of Standard Bank Investment Corporation, with an authorised capital of R6 000 000. The company was registered as a commercial bank on June 6 1978. On July 31 1978 SBSA ceased operations in the territory and on August 1 STANSWA took over the assets and liabilities of SBSA in South West Africa.

STANSWA was the first commercial bank to be incorporated locally and closely identified with the development of the country. It provided a full range of banking services, a full insurance broking service through its association with Standard Bank Insurance Brokers (SWA) (Pty) Ltd. and, through SBSA Ltd. access to international banking facilities.

STANSWA, with its head office in Windhoek, had at the end of 1978 an extensive branch network, consisting of 20 branches. It introduced a participation mortgage bond scheme in 1979 and in 1982 took over the Windhoek branch of the French Bank of Southern Africa Ltd.

During 1986 - 1987 branch banking operations were converted to a system of stand-alone micro-computers. The new system increased efficiency and offered capacity for increased transaction volumes.

The Banks lending performance showed marked increases, augmented by the introduction of the AccessBond home loan package. Also popular were STANSWA's fleet management scheme, controlled by the finance branch, and the services of the trustee branch.

Towards the end of the 1980's further computerization strategies were planned to enhance customer services, and all branches are now mainframe linked.

Today Standard Bank Namibia is a learning bank in the Country. With over seventy-five years experience in Namibia, the Bank is well qualified to provide advice and assistance, and serves the broad spectrum of the community.

Today Standard Bank Namibia provides a fully comprehensive range of commercial banking, merchant banking



and financial services through a network of representative points throughout Namibia. This network is supported by specialist units and a computer network that makes provision for same day transfer of funds as well as the latest management information. The staff are trained locally to equip them with expertise necessary to cater for the demands of the local market.

The Banks Corporate Banking

Department employs skilled specialists who operate as a team with the prime objective of providing the highest possible personalised quality service to corporate customers. Accounts are allocated to Account Executives to ensure that service is maintained at the desired level. In addition the Account Executives are supported by specialists (covering, inter alia, project finance and electronic banking) so that the Bank is able to provide expert advice and arrange all forms of finance, as well as the most suitable mix of facilities to meet the customers particular needs. Its specialists are continually briefed on new banking services, rates, international developments and economic implications which may be of interest and value to our customers.

For further information:

The Managing Director

Standard Bank Namibia

PO Box 3327

Windhoek

Tel 294-2400

Fax 294-2409

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SE2 5 55 ESE

Mr DJ Ruxxz'l, Managmg Din'rnr  
INNOVATOR AND LEADER IN  
THE BUILDING SOCIETY TRADE  
p until 1979, various South  
l I African building societies - the  
United, Perm, Allied,  
Provincial, Saambou, Southern, Trident  
and Trust - all operated in Namibia  
independently. The SWA Building  
Society was founded in 1979 through  
the amalgamation of seven of these  
South African building societies as the  
first, fully-tledged Namibian building  
society. Swabou, as it soon became  
known, has been instrumental to the  
development of the country ever since.  
With a continuous positive outlook on  
the Namibian deposit taking market,  
Swabou has been justifiably optimistic  
about the growth of the Namibian  
housing industry.

More than any other private sector of  
Namibia, the financial industry, partic-  
ularly banks and building societies, has  
fared well during these current difficult  
times. Declining interest rate trends and  
the length of book have favoured mar-  
gins and from a profitability point of  
view our achievements have been most  
satisfactory.

With regard to the growth in lihousing  
stockll Swabou is pleased to see the  
proportion of loans made to build hous-  
es and residential flats grow beyond  
50% of total loans granted. Normally  
there is a fairly even split between such  
loans and loans against existing proper-  
ties. The greater proportion of building  
loans means job creation at a time  
when it is most critically needed in our  
economy. Overall the demand for housv  
ing finance remains firm although the  
position may change after the recent  
stringent budget announcements, par-  
ticularly those relating to perks tax.  
Mr P Brand.

Asxixram General Munugr'r

Mr AI Burnmun,  
Assismnl General Manager

Following certain concessions made by  
the Government of Namibia, Swabou  
has increased significantly its intake of  
tax-free shares. There were two factors  
encouraging the publicis recent invest-  
ments in this counter. A price war  
developed in the recent past between  
the two building societies in Namibia.  
pushing dividnd rates up to very  
attractive levels. Rates eventually  
reached their ceiling of 17% per  
annum. This fully tax-free advantage  
developed simultaneously with the  
holdings limit allowed to married cou-  
ples that was doubled to R200 000.  
Although rates have now dropped sig-  
nificantly, this counter remains highly  
competitive at an effective rate of almost  
21% per annum currently, when com-  
pared with other taxable investments.  
However, retail investments constitute  
but a small portion - no more than 20%

- of our total investment portfolio. The vast majority of our funding comes from corporate wholesale investors such as the municipalities and parastatals of Namibia. These funds are generally shorter term and more rate sensitive, making our asset liability management all that more critical. The same trend can be witnessed, however, in other parts of the world.

Towards the end of June 1992 Swabou launched its revolutionary Megalink Smart Card - a first for Namibia and the world. The Society was prompted to take this innovative step, utilizing new technology on a national scale, in order to stay competitive in the money payments industry, where legislation prevents any participation in credit cards and cheque accounts.

Introducing the Smart Card is a strategic counter to this. Our solution to the problem is providing a type of debit card, lielectronic pursell, convenience in a developing country with limited capacity for widespread and costly on-line, real-time networks.

In August 1991 Swabou decided to expand its insurance activities to include not only short term insurance, but also life assurance for its mortgage holders. This decision was made possible by the terms of our Act, which enabled Swabou to establish both short term and long term wholly owned insurance company subsidiaries. Until recently, restrictions existed in terms of the cover provided, in as much as it was confined to risks associated with

Mr RAVE F(mdw'. Mr'IL Lnuw.  
Senior Head Office Munrlgcr C 111'sz EAPUII/VF OMT'cr:  
Swubzm Insurance C mummy

and Lift Amtranre Company mortgage lending business. Swabou realised the potential of having its own insurance companies even though they might be restricted, and took advantage of the concession.

More significant, however, was the recently granted full extension of the above mentioned licences. Swabou can now provide the whole spectrum of short and long term insurance cover.

Our insurance associates include M.I.B. Reinsurance Brokers (Pty) Ltd. of South Africa, with Gerling Global Reinsurance Company of SA. Ltd., Hanover Reinsurance Company (Germany) and Munich Reinsurance Company of SA. Ltd. as reinsurers.

Administration of both companies will be cost effectively piggy-backed upon the building society business, making Swabou extremely price competitive. The products are then marketed to a large Client base through our existing outlet infrastructure.

The Society has developed sophisticated fourth generation building society and banking application software on a commercial basis. We have joined

forces with a South African building society as well as a technology supplier, UNIDATA. Swabou is confident that this most flexible, efficient and modern computer package will provide a universal, cost effective solution for financial institutions business needs, bringing considerable competitive opportunities with it. The package is entirely modular and will be marketed throughout Southern Africa and Africa by Swabou, and world-wide through UNISYS.

Another area of innovation has been the management take-over of our own pension fund and medical aid schemes. Swabou hopes to offer these services soon to other Namibians. who currently rely on South African expertise in this regard and who would rather have management of their funds performed by Namibians who are capable, more accessible and aware of local needs and opportunities.

For further information:

The Managing Director  
SWA Building Society  
PO Box 2150  
Windhoek  
Tel 22591 1  
Fax 221305

Mr LA Pntclr/cr. Mr RL RII/er.

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Get a winning plan for  
your finances. F rpm  
Sanlam in Namibla.

Willie Fouric Leon Basson  
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Henri Wolfaardt  
Mzmzluvr: M

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a 1061) 3-1133

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assurance needs.

Our mzungvuu-ut Imms can put you in much  
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Louis Strumpher

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YOUR LONG-TERM INSURER

r I the life assurance industry is a  
major player in the promotion  
of economic and social progress  
in Namibia.

By satisfying the financial security  
needs of the individual as well as  
groups of employees. capital is  
mobilised which can be invested in  
the major economic sectors of the  
country. such as industry, wholesaling  
and retailing. financial services, engi-  
neering. construction. transport. min-  
ing and property. These are the types  
of investmentst that stimulate eco-  
nomic growth and create job opportu-  
nities.

To advance and protect the interests  
of the life assurers and  
their policy-owners. a controlling  
body LAAN (Life Assurers.  
Association of Namibia) was estab-  
lished in 1991.

LAAN and the Namibia Insurance  
Brokers Association (NIBA). institut-  
ed to maintain a high level of compe-  
tence in life assurance marketing and  
the quality of service to the public.  
jointly control the industry.

The industry was instrumental in  
drafting the Assurance Act which was  
tabled in Parliament in May 1993.  
Apart from life and disability assur-  
ance and annuities. our industry otters  
a wide range of services:

- Insurance against medical expenses  
through medical schemes and  
health care policies:
- Pension and provident funds and  
group life assurance to the largest  
employers in the country, including  
government service, other govern-  
ment Instituti0ns and local authori-  
ties.
- Investments in unit trusts, giving  
the small investor entry to shares  
traded on the Johannesburg Stock  
Exchange.

However, the people of Namibia and  
the economy at large benefit in many  
more ways from the operations of life  
assurers:

0 Payments of cash benefits to indi-  
vidual policy-owners. members of  
pension and group schemes and/or  
their next of kin or other beneficia-  
ries.

' They employ a large number of  
people and create job opportunities  
through the investments they make  
in Namibia. The new office and  
shopping complexes erected in the  
country by the long temi insurance  
companieS are only one of the  
examples,

- Most of the money earned by  
people employed in the local life  
assurance industry is spent in  
Namibia and is thus kept in circula-  
tion locally.

- The industry pays millions of rands to the Namibian Government in t'dXCS.

- The more people provide for death, disability and old age themselves, the less the Government (i.e. indirectly all tax-payers) need to spend on social and welfare budgets.

- The pooling of policy-owners' money makes capital available for economic development and stability.

o The life assurance industry involves itself in its policy-owners' communities. for example in the area of education. health, welfare. sport and conservation.

Like elsewhere in the world, the industry is worried about the increasing incidence of Aids and its socio-economic impact. Life assurance companies assist in various ways to promote education - the best solution as yet - amongst the public.

The success of the life assurance industry and the economic future of Namibia are closely linked. and will bear fruit for generations to come. For further information:

The Marketing Manager

Sanlam

PO Box 317

Windhoek

Tel 221788

Fax 222900



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GIVE YOUR BUSINESS THE  
PROFESSIONAL EDGE WITH  
ADVANTAGE PROMOTIONS

Starting out in 1988. Advantage  
Promotions has been specialising  
in business promotions of almost  
any kind, and has established a firm  
hold on the Namibian business com-  
munity ever since.

Today Advantage Promotions boasts a  
competent and knowledgeable team,  
advising and executing any form of  
promotional business.

We specialise in:

- Publications;

Production and printing of corpo-  
rate clothing, gifts and sports  
wear:

Production of promotional promo-  
tional and advertising material;

Organising business and promo-  
tional functions and events.

When Namibia in  
1990. it was clear the country was in  
need of promoting business opportuni-  
ties to investors both locally and inter-  
nationally. In addition, the tourism  
industry, which is showing, a promis-  
ing growth potential, clearly needed  
additional marketing incentives.

Strategies were soon developed to  
meet these demanding requirements  
and in 1991 Advantage Promotions  
launched the first edition of the  
Namibia Trade Directory. The publi-  
cation received immediate acclaim and  
an enthusiastic response from both the  
business sector and the Namibian gov-  
ernment. The Directory is now an  
established Namibian business refer-  
ence guidebook.

To fulfil the requirements of the  
Namibian tourism industry Advantage  
Promotions launched a bi-monthly  
tourism news magazine, Travel News  
Namibia, in 1993. Travel News  
Namibia is aimed at promoting  
Namibian travel and holiday opportu-  
nities to international tourism  
trade.

A second tourism publication, aimed  
at potential tourists rather than the  
industry, is underway. The first edition  
is due for publication during the first  
quarter of 1994.

Advantage Promotions also concen-  
trates on another very visible need in  
the business community, namely:

Design, production and printing of  
unlimited range of corporate  
gift items, clothing and promotional  
wear.

(A wide variety of these items are on  
show at our offices in Windhoek.)

Our in-house design studio provides a  
specialised service, including logos,  
brochures, newsletters, pin badges,  
button badges etc. We also help to  
develop corporate images and our port-  
folio.

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needs.

For further information:

The Managing Director

Advantage Promotions

PO Box 21593

Windhoek

Tel 225665

Fax 220410

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MA Angela firm I). Bmm li Manager  
TOP-LEVEL SUPPORT WITH  
HNR COMPUTERS

HNR Computersi success, after only five years of operation in southern Africa, has centered around its strong customer focus. ttOur emphasis on top-level support is central to the company's long-term strategy." says managing director Rasheed Hargey.

HNR Computers was founded in 1987, and is a privately owned company with corporate headquarters in Cape Town and offices in Johannesburg, Durban. Windhoek and Harare.

In April 1989, WordPerfeet Corporation awarded HNR Computers the official distributorship for WordPerfect products in southern Africa. This was followed by agencies for Symantec in 1990 and Lotus and Aldus in 1991.

Although HNR Computers has undergone tremendous growth in its first five years. it is still expanding rapidly. It is now the official distributor for the following 14 software agencies: ACTL, Adobe, Aldus, Approach. Logitech, Lotus. Micrografx. Stac. Symantec and WordPerfect - and the sub distributor of: Bitstream. Pink. Wordstar and Stairway.

In addition, HNR Computers is able to source products not officially represented in southern Africa through the companyis Direct Imports from America (DIFA) division.

HNR Computers is ranked among the top computer software distributors in South Africa. according to the 'Most Admired Companyi survey conducted for information technology magazine ComputerWeek. by Markinor research group.

In November 1992. HNR Computers was listed third in the top ten most-admired infomiation-technology companies in the country. and was placed third in the Software category. and ninth in the category of lMost improved company for 1992f

The participating companies were judged on ability to deliver to specificat- ion. quality of sales approach. after-sales service. problem-solving ability. quality of management. corporate social responsibility. long-term reliability. innovation. value. and overall customer care.

uHNR Computers has developed a unique and innovative support programme for its customers which has projected the company into the forefront of the southern African computer industry." says Hargey. ttOur programme includes sound. up-to-date product knowledge. literature and technical expertise combined with competitive pricing and exceptional after-sales service and support."

According to Hargey, the success of the company can be attributed to its employ-

ees who strive for customer and team goals rather than individual advancement. Our employees are supportive of each other and offer each other backup all the way. This encourages responsible decision making. We have empowered most of the employees in the organisation to make decisions - and take responsibility for these decisions."

Angela French, branch manager at HNR Computers Namibia, adds "With any decision we have to make, we ask ourselves whether it will make the customers happier. Will they be happier for the experience of placing their business with us?"

HNR Computers believes that business has a major role to play in contributing towards social development in southern Africa. As a result, the company has made its resources, personnel, computer time and training facilities available to a host of community and student-based organisations. It also provides funding to the Social Advancement Information Technology Education Centre (SAITEC), an organisation geared specifically towards social upliftment in the information technology field.

With its large agency base, the company is a one-stop distributor for computer software dealers. "Whatever you do - for business or for entertainment - we have the software that meets your need," says French.

If your business involves dealing with people, you can spend more time with them, and less time with paperwork by taking advantage of Act! - the world's best-selling contact manager. Act! handles all the details involved with taking care of customers, co-workers and prospects.

With the Adobe range of products, users can indulge in movie-making, graph construction, graphic design, and picture, photographic and image manipulation.

When it comes to producing high quality, high-impact documents and presentations, the Aldus range of products offers the solution - from concept to reality, and every stage in between.

Approach, HNR's newest agency, offers the best selling Windows database. This product makes short work of the increasing complexity and volume of user information.

HNR Computers is also an authorised distributor for Logitech, which focuses on senseware products and other input devices - such as the mouse. A number of the company's products enable their users to replace the monotony of the written word with sound, and capture images in 256 shades of grey, or 16.8 million colours.

Lotus Corporation is not just the world's number one spreadsheet company. The Lotus range also offers word processing and graphics packages, and a wide vari-



ety of communications products.

The Micrografx products put desktop publishing facilities in reach of the business community. They enable users to forge ahead in business using professionally generated drawings. photographs. charts. slide shows. organisational charts and diagrams.

STACis products double users. disk capacity - on hard drives. floppy disks and other removable media.

WordPeifect offers a whole lot more than its word processing packages. The company has recently introduced WISE - the WordPerfeCt lnfonnation System Environments.

"HNR Computers' long-tenn goal is to remain at the forefront of software distriv bution and continue to provide quality products. support and sewices to all its customers." says Hargey. " But we will also meet our challenges - to improve customer service to higher levels. provide more suppoit. and add value to the products we distribute."

For further information:

The Branch Manager

HNR Computers

PO Box 9724

Windhoek

Tel 226292

Fax 228081

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General Data Systems (Pty) Ltd.  
started business in March 1991  
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GDS has unlimited computer resources of  
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GDS (Pty) Ltd. specialises and sup-  
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nals. modems. line drivers. cabling  
structures and software packages  
while various Novell and SCO  
Unix sites are being maintained.  
Member companies of the group  
include Q-Datu (Single biggest  
Software house in Southern Africa).  
Chinetics and Microscience (South  
African Airways and Air Namibia).  
HiPerformance Systems (Hewlett  
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Mr Paul Viviers. currently heads the  
company as Managing Director. with it  
Product Support Manager to assist

him. The Windhoek workshop is  
staffed by 11 Senior Technicians with  
three assistant technicians. Another  
Senior Technician handles the  
Swakopmund office. A number of

local experts are contracted for  
Networking, Computers,  
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For further information:

The Managing Director

General Data Systems

PO Box 274

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Tel 229775

Fax 222639

General data systems

Pmmoiional lllm:

Mwanhua Gm-  
Trac'k Suits

I, Anita Slaney, started 16 Agency in 1990 on a very small scale, selling promotional gifts, mainly to keep myself busy in the morning while my children were at school and to earn a little pocket money. Since then this business venture has turned into a full-time business.

16 Agency's range has enlarged from promotional gifts to all corporate needs for any business, club or organisation for example any advertising material, promotional clothing, as well as locally manufactured corporate wear and uniforms.

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Klein Windhoek

Promotions and Printing

TeI./Fax (061) 224358

Namibia

MENW (owl

Gills.

Corporate Wear

Because the printing on the promotional gifts had always been done in SA. and I had no control of how the printed items would arrive in Windhoek, I decided to learn more about the printing techniques.

A partner and myself then bought a pad printer during 1992. After putting a lot of hours into teaching ourselves how to use the machine and applications of the right inks for the particular substrates, we are now able to do almost all our printing locally!

If: A ency's mono is:

Persona Service at all times!



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C Centre (Pty) Ltd is the only  
authorised Apple Computer  
Europe B.V. distributor in  
Namibia. Since its inception emphasis  
has been placed on customer satisfac-  
tion through extensive after sales/tele-  
phone support. maintenance. training  
and software development.

Serving a broad market including indi-  
viduals, corporate institutions, govern-  
ment bodies, NGO's and educational  
institutions. the company has grown  
rapidly. We have increased our staff.  
technical expertise and ensured the  
availability of a wide range of Apple  
Macintosh products to our clients.  
after extensive research into various  
products. P.C. Centre has chosen to  
support as its flagship, the Apple  
Macintosh product range. As a com-  
plete one-box solution. the Apple  
Macintosh provides networking, easy  
to use Graphic User Interface, operat-  
ing system. high resolution graphics.  
built-in sound. mouse. SCSI port.  
inter-platform connectivity and  
expandability. The future of  
Macintosh and its operating is also  
ensured by the new IBM/Apple  
lowerPC and PowerOpen Alliance.

As an authorised service centre P C  
Centre provides global warranty for all  
Apple Macintosh products that are  
purchased from approved resellers  
throughout the world. We can boldly  
claim that our workshop averages a  
turn around time of less than 48 hours.  
The company is committed to devel-  
opment in education and works on the  
special pricing structure for teachers.  
students and institutions as directed by  
Apple Computer Inc. Working on this  
special pricing structure can provide at  
least twice to the community and educa-  
tion.

With the global trend towards  
increased availability of information in  
manageable formats. Information  
Technology has become a major factor  
in the development of any country.  
Namibia with its small population will  
become more dependent on this tech-  
nology. and is at present is the "most  
computerised" country in the region  
boasting high levels of computerisa-  
tion in almost all facets of trade and  
industry. Increased efficiency. produc-  
tivity and proficiency are key factors  
in providing competitive service. and  
therefore more emphasis is being  
placed on effective computerised solu-  
tions.

This is the Apple Macintosh  
Advantage.

Macintosh is substantially easier to  
set up than other personal computers  
- Macintosh computers come with  
the system software installed. so all  
you have to do is plug them in and  
turn them on. Many computers. on

the other hand. require you to initialise hard disks and install and configure complicated system software.

- But more than that. Macintosh is the only computer designed from the chips up with the user in mind. It's exceptionally easy to use. It lets you concentrate on getting your work done, instead of on figuring out how to get your computer to work. You'll see that from the minute you open the box.

Macintosh is a complete, integrated system.

- Macintosh hardware and software have been designed from the start to work together.

- Macintosh builds in capabilities you'd pay extra for on other platforms. Every Macintosh includes built-in networking capability, built-in sound and multimedia capability, and a built-in SCSI connector. And since these features come ready to go, you're also spared the expensive configuration and installation time required by other systems.

Macintosh offers you the largest library of graphics-based applications

- There are more than 5000 intuitive graphics-based programs that run on Macintosh, for virtually any task you have to do, from word processing to spreadsheets, statistical analysis to three-dimensional modeling, desktop publishing to database management.

Macintosh is easier to use than other personal computers

- Macintosh applications work in a single, consistent way. Once you've learned the basics of one program, you can apply that knowledge to thousands more.

- System 7 software provides an intuitive, graphics-based user interface.

- Because it's easier to use, people who use Macintosh get more things done, a fact supported by an independent study by Diagnostic Research, Inc.'

Macintosh makes it easier to enhance your system in the future

- Macintosh is designed to grow with you as your needs change. There are thousands of Apple and third-party products that add capabilities to your Macintosh.

Macintosh lets you connect easily to a wide variety of networks

- You can network Macintosh computers by simply plugging them together. Compare that with other personal computers that force you to deal with complicated networking cards and cabling.

- Macintosh lets you connect to a wider variety of network environ-

ments than other personal computers. You can easily integrate a Macintosh into networks of PCs, minicomputers, and mainframes. And Macintosh not only lets you easily access information stored on those systems, it also provides a consistent, easy-to-understand interface.

. Macintosh supports AppleTalk, DEC, IBM, OS/2, TCP/IP, and Novell networks.

- Most Macintosh models come standard with an Apple SuperDrive floppy disk drive, which lets you read from and write to MS-DOS, Windows 3.0/2.0, and ProDOS disks. Most important, Macintosh users are more satisfied

The superiority of Macintosh is not only proved by the long list of advantages it offers, it's also borne out by the millions of satisfied Macintosh customers. When Macintosh, MS-DOS, and Windows 3.0 users were surveyed by Diagnostic Research, Inc., Macintosh scored highest on overall satisfaction: Similarly, Apple was rated the number one personal computer company in customer satisfaction among business users by J.D. Power & Associates? Why are Macintosh users more satisfied? We think it's because the Macintosh works the way you do rather than forcing you to work the way computers do.

For further information:

PC Centre  
PO Box 21593  
Windhoek  
Tel 225665  
Fax 220410

Source: Macintosh or Windows 3.0? A study 17) Diagnostic Research, Inc. I WUI 1 2 Source: .1.1). Potter & Associates (Computer User Satisfaction Study) (1991;

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The Group Iukcs great pridc in the fact  
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Brand leaders in all fields and particu-  
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PROMOTING AND STIMULATING  
GROWTH IN NAMIBIA

THROUGH COMMUNICATIONS

Namibia, through its communications network provider, Telecom Namibia Ltd., is in the fortunate position to offer through its highly developed telecommunication network a variety of very reliable and stable services to its customers, tourists and investors.

Telecom Namibia maintains one of the best developed telecommunication infrastructures in Africa. Every fourth inhabitant out of a hundred is telephonically connected, placing Namibia four times higher in terms of telephone rentals than the average on the Africa Continent. Up until date approximately 60 000 telephone lines are connected to our network. 45 000 of which are automatic services while the rest are manually operated.

Up until 1 August 1992 the communications infrastructure and service was supplied and maintained by the Namibian Department of Posts and Telecommunications. This Department resorted under the Ministry of Works, Transport and Communications and was transformed into two separate and independent, but wholly Government owned companies, namely Namibia Post Ltd. and Telecom Namibia Ltd. Before the incorporation capital expenditure for communications projects in Namibia was limited due to central Government funding distributed across the board to all Ministries. Even revenue generated by the telecom services was ploughed back into Government's central revenue account. With the incorporation of Telecom Namibia all profits can now be reinvested in the form of capital intensive modernization and expansion projects. Before incorporation only R20 million was annually allocated for capital communications projects. As this by no means sufficed. this figure will be tripled during the 1993/1994 financial year starting on October 1. 1993.

Although the current demand for telephone services is higher than the supply, only a relatively small number of customers are waiting for telephone connections country wide. In the past a prospective customer had to wait anything between 2 weeks to 2 months for a new service. The long installation delays were mainly due to a shortage of cable pairs and limited exchange ports, a direct result of the shortage of funds for capital projects. By establishing a decentralised management structure, Telecom Namibia will soon be in a position to supply services within 14 days as the provision of extra funds and streamlining

Telecom Namibia's business policies go into effect.

The average growth for new telephone services over the past 12 years has been a steady 6% per annum. The total demand for telephone services is estimated to be 120 000 telephones within the next 5 years. As the demand for the average number of telephones to every 8/100 inhabitants is satisfied, it will be on par with South Africa at present. Effectively this will mean an average growth in new services of 10% per annum over the next 5 years.

Telephone usage is also high and averages at R230/line/month for automatic services.

Telecom Namibia at present maintains 23 automatic exchange areas, of which 7 are modern electronically controlled exchanges and 43 exchanges which are still manually operated. It is Telecom Namibia's aim to offer automatic services to 90% of its customers within the next 5 years. This will be achieved through an intensive, country wide automation project.

At the moment Namibia's transmission infrastructure consists mainly of the South - North analogue microwave system with open-wire carrier routes feeding of this backbone to the Eastern and Western parts of the country. The only digital transmission route is the newly installed optic-fibre cable between Oshakati and Tsumeb in the Northern region. Due to a higher provision of funds for capital projects, Telecom Namibia can now embark on modernising and digitalization of its transmission backbone infrastructure.

Apart from the telephone services offered, Telecom Namibia also offers the following telematics services to its customers: point-to-point datalinks (540 users). Telex (450 users) and an X25 packet switching service, called SWANET, being used by 110 customers.

Due to the analogue type transmission backbone the maximum operating speed of the datalines and the X25 services is 9600 bps. However, the financial sector and major industries in Namibia have a demand for 64 k bps to the Republic of South Africa, as most of their head offices and computing power are located here. Data and information processing is thus also executed here.

The X.25 service was introduced in 1988 as the only the other X.25 packet switching service to be offered in Africa, besides South Africa's SAPONET.

Namibia's only gateway for all its communication services to the rest of the world is currently routed via



South Africa. In an effort to decrease its dependence on South Africa a satellite-earth station and an International Telephone Exchange are planned, in order to provide Namibia with its own direct gateways to various other countries.

As most other communications operators in Africa. Telecom Namibia also experiences a severe shortage of Telecom Engineers. Technicians and Managers. Telecom Namibia will thus also place strong emphasis on investing in the technical, commercial and managerial training of its 1 600 employees.

Telecom Namibia is looking forward to meeting the challenge of providing an even better communications infrastructure and service to its customers in Namibia. with Namibians and for Namibians.

Thus Telecom Namibia, through its facilities and services. plays an important and vital role in the process of stimulating and promoting economic growth in Namibia.

For further information:

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Windhoek

Tel 201-2221

Fax 223323

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PEOPLE POWER -  
THE KEY TO SUCCESS

he success of Unidata as an  
I organisation is due to its on-  
going, unwavering commitment  
to understanding and fulfilling the  
needs of its customer base and  
employees.

Mike McEvoy, Unidatals Managing  
Director, says: "Everyone in the  
organisation pride themselves on  
being part of a well-structured and  
efficient organisation." Unidata is able  
to provide total information technolo-  
gy (IT) based solutions to the commer-  
cial sectors of the market, notably the  
financial, private and public sectors.  
ttWith profit margins being constantly  
eroded and economic pressure increas-  
ing on a day-to-day basis. people  
demand more from their information  
technology solution supplier than pure  
differentiation along product or brand  
lines. It is the companys follow-up  
commitment once it has supplied the  
product that makes it stand out in a  
crowd. And our commitment to clients  
is summed up in two words: Open  
One. The word Open has two distinct  
meanings, however," explains  
McEvoy.

ttFirstly, Unidata provides a total open  
systems solution to our customers,  
allowing freedom of choice and flexi-  
bility. Access to all the different hard-  
ware options we supply is therefore  
guaranteed.

tiSecondly, Unidata maintains an open  
and frank communications structure -  
both internally and externally.  
Frankness. a trademark of Unidata in  
our dealings with the market. assists  
us greatly in developing top-rate rela-  
tionships with our extensive customer  
base. This in turn solidifies the strong  
relationships we have built up with our  
staff.

"Unidata will always lead by example.  
The level of commitment we show to  
staff is indicative of the level of com-  
mitment they show our customers.

Due to the trust between management  
and staff and, hence, between staff and  
customer. we have been able to build  
up a reliable supply network. ensuring  
the best equipment available on the  
market." he says.

McEvoy believes a further strength of  
his organisation lies in its commitment  
to investing in human resources. Each  
individual in the organisation is given  
the opportunity to training and further-  
ing their career.

ttUnidata is the flagship of the Datakor  
stable. Our main contribution to the  
group are our people. They are the  
only sustainable element upon which  
the group can firmly build for the  
future.

"Information technology is speeding

into the future and progressive changes occur almost on daily basis. We owe it to our staff and customers to provide Unidata employees with the best possible training we can. Unidata is a learning-based organisation where each individual is encouraged to develop his or her technical and interpersonal skills.

"As a result the Unidata Corporate College was established to ensure that everyone in the organisation is on a continuous learning curve, moving towards self improvement. Unidata employees have been encouraged to be more productive and more contributing to their divisions and to Unidata as a whole. Simultaneously employees have been able to understand and interpret the needs of customers better.

Due to Unidata's on-going education policy, we are now in the position to design better solutions-oriented systems for customers rather than purely technology-driven applications.

We have developed a 'Listen and Learn' approach when dealing with people - both internally and externally. One can employ the best people, but unless they have the best environment in which to work, they will soon become second-best people.

"We have implemented a 'Walking the Talk' process of management. For us equal opportunities and expanding a person's talents are not merely empty slogans. There is more to increasing an employee's capabilities other than increasing the exposure to many disciplines - we actually practice them.

"The command-and-perform style of management is outdated at Unidata - we ask our employees to do things we would be prepared to do ourselves. Communication is paramount as we are working towards creating a cyclical form of management which will allow full realisation of employees' talents across the board.

"Unidata's management process is not a new one," says McEvoy. Our strategic planning model, developed over many years by Unidata founder Nic Frangos, looks at the long-term goals of the organisation, its medium-term needs and the short-term means of achieving those goals. Naturally this is a continuously changing process with the golden thread of the ultimate goal running through it. As a result, the decision has been taken to divide the company in separate lines of business (LOBs) - each of which will run as an individual profit centre.

"Each line of business scans its own environment - both internally and externally - and does a SWAT analysis to determine the best way to achieve its goal.

"As a golden rule and as a commitment to customers we will, however, never look for one-line solutions. Problems are complex in nature and solutions need to accept and reflect that complexity by being fully comprehensive.

tlUnidata undertakes a complete analyses of the problems, assesses the path to solving the problems and sets a process in motion which allows us to solve them speedily. Investing in the people we employ is only way to do that properly. Our motto is People Power - it's the key to our success." says McEvoy.

For further information:

The Manager

Unidata Customer Services

PO Box 9597

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The Managing Director

AM Graphics

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Windhoek

Tel 222046

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QUALITYCARE IN NAIMBIA

n 1 May 1990 MediCity

Windhoek opened its doors to the public of Namibia, followed closely by MediCity Otjiwarongo on 21 May 1990.

MediCity Windhoek is an architecturally-designed, modern structure, housing the first private hospital to serve the area.

The hospital offers the latest specialist facilities to all Namibians at medical aid tariffs. The hospital, situated in Heliodoor Street, Erosark, graces the city with its beautiful and refined appearance.

MediCity has 86 beds, including 16 maternity beds, 60 general beds and a 4 bedded intensive care unit. The latter has highly sophisticated equipment, including a haemodialysis machine. The 4 ultra-modern operating-theatres can handle all but specialised heart surgery.

The private Radiology practice located in the hospital, provides the most modern and high technology facilities available today.

Of great importance is the first computer Tomograph (CAT scanner) in Namibia. This provides Namibians for the first time with a local diagnostic facility, which was previously only possible in South Africa. Patients had to be transported to centres in South Africa at great cost and inconvenience. Laboratory facilities are also available on the premises, while four medical practitioners have consulting rooms in the building.

The hospital, fondly known as the llPink Palacell to the community, provides warm, personal care to every

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patient and visitor in a friendly atmosphere. Standards of care are exceptionally high, as the motto of the group is llQuality care - because we care".

MediCity Otjiwarongo is a small 20 bed hospital, providing general health care facilities to the northern region of Namibia. Both hospitals provide 24 hour emergency services, while Medical Rescue International is closely linked to the ICU in MediCity Windhoek.

The hospitals provide an excellent service to both the local and the international communities in Namibia.

For further information:

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MediCity

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Tel 222687

Fax 220027

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THE ACCOUNTANCY  
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All entrants to the public accountancy  
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regulating the profession and the  
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The Board functions in terms of the  
l Public Accountants and Auditorsl Act  
, (ACT 51 of 1951). Its members are  
appointed by the Minister of Finance  
from amongst the State Ministries and  
members of the accountancy profes-  
sion nominated by the Institute of  
Chartered Accountants of Namibia.  
The functions of the Board. amongst  
other, are -

- To arrange and/or provide the  
means and regulatory framework  
for the education and training of  
adequate numbers of competent and  
disciplined accountants and audi-  
tors, in accordance with the needs  
of Namibia;
  - To continually strive for the main-  
tenance and improvement of stan-  
dards of registered accountants and  
auditors, and the quality of their  
services;
  - To protect and support registered  
accountants and auditors who carry  
out their duties competently, in  
good faith and in compliance with  
the requirements of the Board.
- The need for an organised body of  
professional practitioners arises from  
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reported financial information. In  
order to satisfy these needs. the  
Institute follows as closely as possible  
the approach of the lntemational  
Accounting Standards Committee. It  
stands to reason that, to be useful.  
reported information must be relevant  
to the decision-making needs of the  
users. The Institute supports the view-  
point that the objective of financial  
statements is to provide information  
about the financial position, perfor-  
mance and changes in the financial  
position of an enterprise useful to a  
variety of users in making financial  
decisions.
- It can be said the Institute acts as  
guardian of reliable and meaningful  
financial reporting, enforcing due

compliance with financial reporting requirements and enhancing the quality of reported information. in order to eliminate the scope for misleading financial reporting. The accounting practice guidance of the Institute is intended to ensure sound and consistent accounting practices, compliance with fundamental accounting concepts and standards to ensure reliable reports.

The Institute strives after uniformity among its members and believes that in all employmentis where a particular skill is requisite when a practitioner offers his services. he is understood to be holding himself out to the public as possessing the degree of skill commonly possessed by all others in the same profession. Independence, integrity and professionalism are indispensable attributes safeguarded by both the Board and the Institute. The role of the Chartered accountant. especially in bringing about recognition and acceptability to the financial reporting ofenterprises in Namibia. is essential to the countrys economic well-being. The Institute therefore acts as a watchdog. ensuring that all investors in Namibia will be able to rely on compliance by local auditing practitioners with intemationally accepted auditing standards and accounting practice. This. in its turn. is making a significant contribution towards creating an attractive environment for investors and potential investors of Namibia.

For further information:

The President

Institute of Chartered Accountants of Namibia

PO Box 21459

Windhoek

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Dralurn Wuxwrlull. Pn'xulml  
PLAYING A DEVELOPMENTAL  
ROLE IN BUILDING THE  
NAMIBIAN SOCIETY

r I lthe architectural profession in Namibia is represented by the Namibia Institute of Architects (NIA), with 105 registered members. However only 65 are resident in Namibia. The statutory body which controls the registration of Architects and Quantity Surveyors in terms of an Act of Parliament, is the Namibia Council for Architects and Quantity Surveyors.

The profession of architecture has long been involved in the physical development of Namibia. More than 90% of architects are in private practice through approximately 30 architectural firms.

The majority of the projects are executed for the public sector, being Central Government, local governments and parastatal organisations. The projects mostly entail educational, health, housing and community facilities. Projects for the private sector mainly consist of commercial, industrial, residential and tourist facilities. The construction sector of the Namibian economy has traditionally experienced major fluctuations, linked mainly to the public sectors capital expenditure programmes.

During the transitional period following Namibians Independence, a general mood of hesitation in all sectors involved with capital investment, caused the profession to experience a considerable reduction in the number and size of projects. This situation began to change during 1991/92. when public sector agencies managed to commit the necessary funds. often in partnership with foreign funding organisations, to launch a number of new projects.

Fortunately, all the architectural firms in Namibia managed to remain intact during the slump, enabling the profession to adequately cope with the current increased workload. Depending on the nature and duration of the current upswing, the profession could find itself in need of architectural technicians at the lower and middle levels for certain periods. As in the past, this situation could be aggravated by the absence of a formal training facility in Namibia.

Although it is not foreseen that Namibia will justify a local School of Architecture at university level in the short to medium term, there is a serious need to establish a local training facility for technicians. The NIA has. for some time. been involved with efforts to establish training courses. and it is hoped that the Government is current tertiary education policy devel-

opments will soon allow the realisation of this objective.

Since Namibia's Independence, the NIA has gained international recognition through membership of the International Union of Architects (UIA), the Commonwealth Association of Architects (CAA) and the SADCC Union of Architects. This enables the profession to continually maintain practices and standards at internationally accepted levels, and to participate in professional developments at regional and international levels.

This recognition has also led to numerous applications for NIA membership from architects in other SADCC countries. While the local profession can greatly benefit from the involvement of members from outside Namibia, its membership policies respond to the need of maintaining acceptable standards, and supporting the development of a healthy professional body as a national resource. In this regard, the NIA is also committed to the objective of supporting young Namibians to qualify as architects. As a result of Namibia's underdeveloped state, the profession has always been involved with development projects in one way or another. A considerable resource of knowledge and experience regarding developmentally appropriate attitudes and practices, has been established in the process. In order to exploit this resource to its full potential, various research and development programmes will be required not only within the profession, but also in areas related to the profession of architecture itself.

The available expertise regarding building technology, materials technology and development, building regulations, practice codes, technical training throughout the construction industry and continued professional development (CPD), already constitutes a sound basis for the implementation of much needed development projects. However, all the above need to be expanded, focused on the Namibian context, and maintained.

The present endeavours of individual organisations in these fields, mostly inadequate because of limited resources, need to be co-ordinated and consolidated. This is particularly essential in the light of emerging regionalism affecting the economies of Southern African countries.

Although the NIA has initiated numerous efforts towards realising this goal, and although the necessary knowledge, experience and vision is available, the main stumbling block remains the lack of resources. All the organisations could potentially participate in these activities, but are operated by volun-

tary officials and are internally funded.  
The NIA will. therefore. continue to  
seek assistance and participation from  
external resources in realising this  
goal.

The profession of architecture in this  
country is optimistically regarding  
1993 as a year of increased involve-  
ment in both individual projects, as  
well as the developmental role of the  
profession itself in the building of the  
Namibian society.

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Quantity Surveyors

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Tel 31559, mornings only.

The President

Namibia Institute of Architects

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professional espertise from personnel  
specialising in this field.

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necessitating an expansion later into two companies. namely HH Schulz (Pty)Ltd. and Namibia Construction-(Pty)Ltd. Hence we can comply today with all the needs required by the construction industry in a fast developing country like Namibia. In this way we not only provide more job opportunities. but also ensure quality work, based on the solid foundation that is our tradition.

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Mr A mm 7 mm mob, (imw'ul Manager  
1 1 HELPING PEOPLE TO HOUSES

he Government of Namibia faces  
I an enormous challenge in meet-  
ing the housing needs of its  
1 growing population.

The total backlog of low income  
1 housing in urban areas is estimated to  
be 45 000. At an average annual  
urban growth rate of 6%. the backlog  
would double if no houses are built by  
the turn of the century.

Subsequently, the Government decid-  
ed, that meeting the housing needs of  
its people would be one of the four pri-  
ority areas for development. Precepts  
of the UN Global Strategy for Shelter  
to the year 2 000 were therefore adopt-  
ed, in an attempt to meet the demand  
for Cheap and affordable housing.

Despite the substantial shortage of  
housing Namibia has a good capacity  
to establish a self sustaining system for  
the nationwide provision of affordable  
housing. Its several financial institu-  
tions, commercial banks, municipali-  
ties as well as its parastatal, the  
1 National Housing Enterprise (NHE)  
1 and other private housing developers  
are all in a position to help alleviate  
i this shortage.

i The National Housing Policy, and late-  
ly the NHE Bill, are milestones in  
Namibia's movement towards devel-  
oping an enabling housing process.

The NHE Bill, passed in Parliament in  
April 1993, formalises NHE's account-  
ability to the Ministry of Local  
Government and Housing.

With the assistance of the UNDP and  
UNCHS, a National Housing strategy  
was established, translating policy to a  
programme of action.

The Build Together Programme. pro-  
viding small housing loans to low  
income groups, is part of the National  
Housing Programme. emphasising  
participatory development and a spirit  
of partnership.

One of the achievements of the  
Ministry of Local Government and  
Housing is its success in bringing  
organisational and structural Changes  
to its housing parastatal. the National  
Housing Enterprise. The changes have  
brought the parastatal in line with  
Government policy and increased its  
capacity to respond to the needs and  
aspirations of the people.

The Change of name from National  
Building and Investment Corporation  
of Namibia (NBIC) to National  
Housing Enterprise has not only  
brought about a revamped Board of  
Directors, but also enabled great suc-  
cesses in the adoption of a people cen-  
tered approach to the housing delivery  
process. In contrast its predecessor.  
the NBIC, serviced the market with a  
product oriented approach.

The challenge posed to the NHE is



Clear: strategic and operational objectives emphasise selling completed houses on the one hand, while the provision of technical and financial support for self-help housing schemes has to be guaranteed simultaneously. All along. loan repayment discipline will have to be maintained. however. as well.

To date. NHE has provided 100% mortgage finance for some 7 000 families in more than 15 urban centres in Namibia already, proving the parastatals ability in meeting that challenge.

In line with the housing policy. NHE strives to promote homeownership, which provides the security of tenure and a sense of belonging. The National Housing Policy supports homeownership in contrast with housing linked to employment.

Thus, in accordance with needs and affordability, the NHE places great emphasis on the involvement of the homeowner in the location. design and finish of his/her house.

However, spontaneous settlements are on the increase. especially in communal towns like Oshakati. Rundu and Katima Mulilo, but are becoming more evident in Windhoek as well.

The Government adopted an accommodating approach to squatters: It regards the phenomena as an opportunity to provide the homeless people access to affordable land.

The Ministry of Local Government and Housing formed specific task groups to address relocation of squatters from refuse dumps and riverbeds in Windhoek to Ombili. with external assistance offered by the French Government.

The NHEs large scale relocation of squatters from the Katutura Single Quarters to Okuryangava. was described as a great success. More than 900 families were resettled on individual plots. and houses will be developed through the NHEs self help housing scheme as well as conventional methods.

Furthermore. the NHE established 3 Steering Committee for Squatters to implement the provisions of its policy on squatters. The committee embodies a collaborative long term process for looking at homelessness as a single issue rather than a series of projects. Furthermore a Community Land Trust Steering Committee was established. working to assist communities to acquire a freehold on land through long term leases.

The Windhoek Low Income Housing Project. carried out under the auspices of NHE. is partly funded by the Kreditanstalt für Wiederaufbau (a German foreign aid bank for reconstruction and development). It is a

potentially replicable housing development plan. which could become a model for the NHEls self help projects.

The project aims at upgrading settlements, as well as constructing core houses for low income families in Windhoek.

Part of the funds will establish a Loan Guarantee Fund, minimising the risks for financial institutions to invest in housing projects for upper low income and middle income households.

The NHE is represented in Keetmanshoop and Tsumeb already. and aims to open offices in the newly proclaimed towns. where the housing need is acute.

The NHE hopes to extend it services in this way to as many people as possible throughout Namibia.

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Impccubly maintained and professionally driven vehicles combined with skillful and insightful munugcnwm. has rcwltcd in PP du ToiI 'IVrunsporl possessing lm exceptional safely record with ll reputation for prompt. rcliuhlc scrvicc.

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LINTAS:NAMIBIA 91/1476



TAKE OFF

Built on a reputation of dedication, expertise and professionalism, Gus Uys Flying School has grown to cater for the ever increasing demands of the aviation industry.  
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1- Fly the airline Of the wide open spaces.

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Mr Keith Pl'll ll, (it'm'ml Munugz'r  
TAKING YOU AROUND  
THE WORLD

Air Namibia - the national airline of Namibia - is run as a separate business division of TransNamib Limited. Due to the integration of Air Namibia into TransNamib Limited cost savings have been achieved, enabling the airline to compete effectively in the world market despite its modest size. Air Namibia operates scheduled domestic, regional and international passenger and freight services in, to and from Namibia.

The Air Namibia fleet consists of a leased Boeing 747 SP for its international flights, its own Boeing 737 and three Beechcraft B-1900 turbo-prop aircrafts for regional and domestic flights. All aircrafts are piloted by experienced professionals and serviced by highly skilled factory-trained engineers.

Regular scheduled domestic flights with the B-1900s provide connections to all major centres in the country, as well as to some less accessible destinations in Namibia.

The Beechcraft 1900 routes were expanded to include an overnight express cargo flight between Windhoek and Johannesburg on a daily basis, excluding weekends.

Air Namibia operates regular passenger and air-cargo flights on its regional services between Windhoek and the following centres in Southern Africa: Johannesburg. Cape Town. Harare. Lusaka. Luanda. Maun (Botswana) and Victoria Falls (Zimbabwe).

Since 25 April 1990, the airline has been operating a twice-weekly direct flight between Windhoek and Frankfurt. This is facilitated through a joint venture with the German airline, Lufthansa, using its Boeing 747 SP for the transcontinental journey. On 5 July 1992 the carrier introduced a weekly non-stop scheduled service between Windhoek and London (Heathrow). Convenient connections to and from Johannesburg and Cape Town are provided. In November 1992 the Wednesday and Thursday Air Namibia flights to and from Frankfurt were extended to London. By flying to these destinations the airline is able to promote the image of Namibia abroad and make more countries of the world accessible to Namibians.

In conjunction with the Namibian Ministry of Wildlife, Conservation and Tourism. Air Namibia operates offices in Johannesburg. Cape Town. Bad Homburg (Germany) and London. This joint strategy has succeeded in attracting more tourists to

Namibia over the past three years than in previous years.

The airline has created more than 300 new job opportunities since the country became independent and makes an annual contribution of US\$ 20 million to the country's balance of payment.

The sale of fuel and aircraft spares, routine aircraft maintenance at various locations, the provision of reservation services and passenger and cargo-handling services at airports, completing the range of activities, which justify Air Namibia's status as the country's national airline. At the two Windhoek airports (Eros and Windhoek International) the airline provides full ground handling services to both its own aircraft and those of foreign airlines.

For further information:

The Managing Director

TransNamib Limited

Private Bag 13204

Windhoek

Tel 298-1 1 1 1

Fax 227984

## THE JOINT VENTURE PARTNER

Lufthansa German Airlines recently introduced major changes to their Southern Africa network. Since October 1992, the airline operates 4 weekly flights out of Windhoek to Frankfurt together with their joint venture partner Air Namibia.

In addition, Lufthansa added two weekly Cape Town flights, which recently have been increased to three a week, and as of 11 November 1993, the airline will increase their weekly frequencies to Johannesburg from 6 to a daily flight. Overall capacity in the region is thus boosted by 30%.

Twice a week - on Wednesdays and Fridays - the route is operated by Lufthansa's flagship the Boeing B747-400. Three classes are available on board: The exclusive First Class which is found on the upper deck; the comfortable Business Class, where one seat per row was removed recently - adding more space for passenger comfort and the value-for-money Economy Class. In all classes at least one menu choice is offered and presently the airline's Boeing B747-400 is being equipped with in-seat video screens in the First and Business Class.

Passengers with special requirements for reasons of religion, health or fitness, have an extensive selection of Special Meals to Choose from.

Vegetarian and Kosher foods, as well as local meals and Asian cuisine are among the many options that can be ordered 24 hours in advance. Realising that children have their own preferences and own nutritional requirements, the airline carries special food and beverages for their young passengers.

Presently Lufthansa is also testing an onboard satellite telephone on one of their Boeing B747s which, if successful, could become a regular feature. Not only does the airline continue its efforts to enhance the in-flight service, but also continuously strives to add to its service on the ground. The Lufthansa Plus LlyDrive, tailor made for the Namibian traveler, offers car hire rates in Germany and Austria at highly competitive prices with unlimited mileage. The Lufthansa Plus Hansatours package offers the passenger flying one longhaul flight on Lufthansa special rates for hotels in major German cities.

A recently introduced service is Lufthansa's Rent-a-Phone facility. At the same time as booking a flight, a phone or fax can be ordered. 2-1 hours prior departure a personal telephone number is confirmed to the passenger enabling him to be contacted as soon as the portable telephone is collected

from the counters found at the Frankfurt. Munich. Hamburg and Dusseldorf airports.

An added benefit for the passenger flying frequently on Lufthansa. is the airlines popular "Miles & More" bonus programme. Passengers flying on Lufthansa. accrue the actual miles for every segment flown on the airline. The miles are doubled if flown in Business Class and tripled if flown in First Class Special bonus miles on promotional routes are credited over and above the already collected miles. The collected miles can then be traded in for a free flight. an upgrading into the next class. transfer them to a family member or transfer a free ticket to a friend on condition that the "Miles & More" member accompanies the friend on the journey. Adventure awards such as balloon trips or a weekend in EuroDisney can also be cashed in for collected miles.

In addition to flight miles. Lufthansa has signed agreements with various partners. This means miles are credited if the services of the partner are utilized in conjunction with a Lufthansa, Lufthansa Express or Lufthansa CityLine flights. These partners include Avis. the Penta Hotel Group, Marriott. Vista Hotels and Kempinski Hotels.

Lufthansa's hub. Frankfurt airport. situated in the heart of Europe. is not only known for its convenient 45 minute transfer times. but also for its facilities. Besides the traditional duty free shops. the City within a city boasts Cinemas. supermarkets. a Chapel. conference facilities. restaurants to suit all tastes and even an airport clinic. Namibians. having shopped in Germany. can also claim a refund for the 14% Value Added Tax at Frankfurt Airport.

From Frankfurt airport. Lufthansa flies to 182 destinations worldwide. Not only does the airline offer the most connections to former East-Europe. but it also flies to 16 destinations across the North Atlantic.

For further information:

The Manager

Lufthansa German Airlines

PO Box 3161

Windhoek

Tel 226662

Fax 227723

## NATIONAL CARRIER OF THE CIS

the world abroad, which kept wondering whether it was an airline as a commercial enterprise or a ministry of civil aviation as a state administrative body. controlling that field of the USSR economy. The answer could, of course, be found in Article 10 of the USSR Air Code which reads: Aeroflot is a Civil aviation organisation subordinate to the USSR Ministry of Civil Aviation. In the international air transport system, Aeroflot is represented as an integral independent airline (enterprise). having its own legal status.

In the past, Aeroflot was a mystery to Since the end of 1991 the USSR does not exist any longer as a State. having disintegrated into fifteen newly independent states. Twelve of them established the Commonwealth of Independent States (CIS).

In accordance with a decision taken by the CIS Council of Heads of Governments. all bilateral inter-governmental Air Transport agreements currently in force recognise Aeroflot as the only nominated national air carrier to those countries. In order to preserve the status of Aeroflot as the official air carrier. nominated in accordance with international agreements. the united enterprise. Production and Commercial Association (PCA) "Aeroflot - Russian International Airlines". has been set up. To the airlines of new Independent States will be granted the right to perform international flights provided they comply with international standards and have the required licenses.

The PCA performs about 90% of the total volume of Aeroflot's international operations. It has over 17 000 employees and a fleet of more than a hundred aircraft performing flights to 132 stations in more than 100 countries. The network of Aeroflot representations abroad is an important element of its structure. essential to the normal performance of its international activity. It is important to note. that half of Aeroflot's earnings in hard currency comes from abroad. At the end of 1992. Aeroflot had 156 representations in 93 countries. About 100 Aeroflot representations abroad enjoy the right for free sale of transportation services and the right of appointing sales agents in the country of residence. In 1992. Aeroflot offices abroad gained over 400 million US Dollars from the free sale of transportation services.

Despite our current difficulties of the transitional period. we are optimistic about our future and hope that under the new conditions the well-known airline Aeroflot will regain its well-deserved place in the world air transport industry. For further information:

The Manager

Aeroflot - Russian International Airlines

PO Box 6604

Windhoek

Tel 229266

Fax 220007

AEROFLOT

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RUSSIA

Every eighth air passenger world-wide enjoys  
the service of Aeroflot.

Our regular flights link Russia with 132 Cities  
in 102 countries in Europe. Asia. Africa and  
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Russian International Airlines

comfort in flight.

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AIR FRANCE: FIRST IN EUROPE

With 222 aircrafts flying to over 224 destinations all over the world. 34 of which are in Africa. Group Air France is ranked third worldwide and first in Europe when it comes to air transport groups and turnover .

Travel either for business or for leisure, but fly Air France and enjoy the facilities offered by our airline. The Roissy-Charles-de-Gaulle airport near Paris, is Air France's stable. It is considered one of the largest European hubs in air traffic, welcoming some 22 million passengers per year.

All Air France flights arrive at and depart from terminal CDG 2. offering connections to over 100 destinations in Europe within the hour. The check-in at your initial departure airport, the automatic luggage-sorting, the easy transfer possibility from one terminal to another (thanks to good signalization), will make your transit an enjoyable occasion.

Make use of our Frequent Plus Programme. the Euroflyer pass. and gain access to Air France Club 2000 and Service Plus. You will automatically be recognised as a VIP on our flights, and eligible to many priority treatment advantages on our airlines. These are only a few of the advantages offered by Air France.

Frequent Plus is a frequent flyer programme rewarding Air France passengers' loyalty by offering bonuses to frequent travelers. The programme is established on a system of points attributed to members every time they travel at full fare on Air France's international routes. Called Aero-points, the points are "transferred" as discount bonuses, like excess baggage exemption or class upgrading. Above all, free tickets on the whole Air France network can be awarded to members. Membership of Frequent Plus means accumulating points valid for 18 months and then exchanging them against free tickets or other bonuses.

Air France Euroflyer Pass enables you to fly through Europe for as little as US\$ 120 per coupon. using the services of Air France, Air Inter (French national domestic airlines), Sabena (Belgian airlines) and Ceskoslovenske Aerolinie (Czechoslovakian airlines). all associated to Air France. It is the most flexible way to see more of Europe's fascinating Cities. at your leisure.

Fly us, fly Air France!  
For further information:  
The General Manager  
Air France  
PO Box 20975  
Windhoek  
Tel 227688



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THE NATION'S CARRIER  
ransNamib Limited. the national  
I carrier of Namibia. is a holding  
corporation doing business in the  
areas of rail, road, air and marine trans-  
port via clearly defined operating divi-  
sions and subsidiaries. Although  
Trans-Namib is a unique. government-  
owned Corpora-tion. it does not enjoy  
a mono-poly in its business, nor is it  
the recipient of financial assistance from  
the State.

The Corporation is controlled by a  
Board of Directors appointed by the  
Government for a maximum term of  
three years. Management of the  
Corporation is entrusted to the  
Managing Director and managers at  
senior and middle management level.  
TransNamib Limited is structured  
around its various business activities,  
with a Head Office component respon-  
sible for corporate functions, while the  
different activities are managed as sep-  
arate business units with a separate  
budget. The accounting system is  
adapted accordingly.

The three major transport divisions of  
TransNamib Limited are TransNamib  
Rail. Air Namibia and TransNamib  
Carriers.

TransNamib Rail, a division of Trans-  
Namib Limited, represents the largest  
share of the Corporations operations.  
The rail network covers 2 382 kilome-  
tres. of which 613 comprise three  
branch lines to Gobabis, Outjo and  
Luderitz. Services are rendered from  
21 commercial stations. Repair and  
maintenance of rolling stock, track and  
structures are performed from within  
the division.

A full range of goods services is  
offered, including equipment suitable  
for a wide variety of bulk commodities.  
general cargo. refrigerated transport.  
tuelt livestock and a comprehensive  
container service. Tracking and moni-  
toring of consignments are done by  
TransNamib on a computerised basis  
and are included in customer service.  
Currently the locomotive fleet consists  
of 88 diesel-electric locomotives. while  
1 619 wagons and 209 passenger  
coaches are used daily.

The division's involvement in inter-  
modal cross border transport operae  
tlonsls increasing. especially in the  
export market through the Caprivi  
Corridor. The Rail Division undeitakes  
translocation to and from road vehicles  
at the railheads of Grootfontein and  
Tsumeb and provides necessary ware-  
housing. As a result. a complete trans-  
port chain for routing Central African  
exports and impons through Walvis  
Bay is created.

All towns connected to the rail system  
are served daily except for Luderitz  
and Outjo, which are served three

times per week. From Windhoek services are scheduled to provide an overnight service - trains generally leave in the evening and arrive at their destinations early the next morning. Although rail services are predominantly freight-oriented, passenger services are offered on all routes.

Namibia is connected to the South African rail system by means of four trains per day in both directions. The Rail Freight Department, within TransNamib Rail, is responsible for accepting and delivering all consignments offered for transport. All types and sizes of consignments are handled, from small parcels through larger items to 12 metre containers. by a staff complement of 450, working at 17 stations throughout Namibia.

The TransNamib Carriers business unit is a division of TransNamib Limited and is the largest road-transport operator in Namibia, providing commercial road transport services to mines, commerce, industry and the general public.

The commercial route network within Namibia covers 6 453 km of which 5 734 km are serviced by regular schedules providing transportation to all remote areas of Namibia.

The commercial fleet of TransNamib Carriers comprises 108 truck tractors, 17 lorries and 393 trailers.

TransNamib Limited registered two subsidiary companies. TransNamib Shipping (Pty) Ltd. and Namibia Shipping Lines (Pty) Ltd.. to expand our involvement in sea transport.

Namibia's two main ports are Walvis Bay and Luderitz. TransNamib Limited is the port authority for Luderitz and provides all required services. It is also responsible for lighthouses at six locations along the Namibian coastline.

Walvis Bay is well equipped to accommodate containerized, breakbulk and bulk commodities. Vessels of up to 25 000 tons deadweight can enter the port safely. SAECS Ro-ro service, operating between Europe and Southern Africa, calls on the port every fortnight. A weekly service between Durban, Cape Town and Walvis Bay is available for coastal traffic catering for both containerized and breakbulk cargo

The port of Luderitz is mainly involved in serving fishing vessels and coastal traffic.

TransNamib offers the following special services:

Customer Information Centre is a one-stop-service. TransNamib customers only need to place one call and trace their consignment to the vein stretch of line or road on which it is traveling.

Overnight Parcel Express (OPX) is

tailored for customers who are in the business of urgent deliveries and offers a door-to-door overnight service to all the main centres in Namibia.

TNX (Daily Express Freight) is TransNamib's guaranteed express-freight service between Namibia and the Pretoria-Witwatersrand-Vereeniging area in South Africa. The service is designed to satisfy the needs of companies and individuals requiring speedy transportation of urgent consignments to Namibia.

Air Namibia provides an overnight air-freight service between Eros Airport in Windhoek and Jan Smuts in Johannesburg.

TransNamib Travel is a complete one-stop holiday retail outlet and an agent for all IATA airlines.

TransNamib Tours arrange and market scheduled luxury coach tours in Namibia. First-class service is provided by well-trained guides in air-conditioned coaches or Microbuses.

For further information:

The Managing Director

TransNamib Limited

Private Bag 13204

Windhoek

Tel 298-1 1 1 1



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advantage can be as much as 20 days or more.

It is more reliable...

The fact that the entire service can be provided by two organisations operating under one roof, also adds better control and finally a safe and reliable service for clients. The almost zero claim record of Road Runners stands in stark contrast to food aid transport operations via East African harbours, where on average 20% is lost through pilferage.

Woker Freight Services -

It is more competitive...

The shorter transit time is far more cost-effective. Actual quotes also compare favourable with freight charges over other routes, even those via Durban.

The Trans-Caprivi Route has opened up a hitherto relatively unknown market. The present volume carried along this route could easily increase five-fold to 10 000 tons per month in each direction. Woker Freight Services and Road Runners, supported by a superb, Making Things Move

Woker Freight Services is a Group of Companies which through the years, have developed freighting to a fine art. WFS today is well equipped to move any type of cargo, by land, sea or air, to anywhere in the world.

The Group boasts an impressive freighting infrastructure and, based on the vast experience and expertise of its people, is able to provide fast, cost-effective services, no matter what the obstacles. Its professional services include imports, exports, shipping, stevedoring, long and short haul transport, chandling, warehousing and container parks, cold storage, airtreight, travel, truck hire and food distribution. In short, when it comes to freighting, WFS does it all. And when it comes to moving people, the Group offers a comprehensive, worldwide travel service as well!

WOKER FREIGHT SERVICES GROUP

Affiliated Companies

Woker Freight Senna: fwl Am

Walvis Bay 1 1 .

Nakall intern

Tel: (061) 21506

Fax: (061) 216526

Woker Travel Servi -

Walvis Bay

Tel: (0642) 3616/3546

Telex. 530075

Fax: (0642) 6791

Windhoek

Tel (061) 37946

Telex: 908-814

Fax: (061) 225932

Walvis Bay Stevedoring ( ' )

Walvis Bay

Tel: (0642) 4171

Telex: 530057

Teletex: 9-567500

Fax: (0642) 4217/2530

Walvis Bay Cold Storage (Pty) Ltd

Walvis Bay

Tel: (0642) 2293/5871

Telex: 530057

Fax: (0642) 5539  
Our head office  
in Walvis Bay.  
Tel' (0642) 5871 ,\_\_" L 2  
T919263 .057 , "nu,  
7 4&7500 ' oi  
Ti Four Wi ds  
0 Tel: (0 2 a  
brickmaking industries.  
world.  
demands in the market,  
Chandling international (Walvis Bay) (Pty) Ltd  
Walvis Bay

' sTel (0642) 4198/4581/5811  
Iex 530026

ax (0642) 2591  
h Anus (Pty) Ltd  
' Walvis Bay  
Tel' (0642) 4198/  
, . , Telex. 530026  
Fax. (0542) 2

Fax,  
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WalvisBl

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Telex,  
Fax (I .

WFS is also involved in the stonecrushing and  
With offices in Windhoek. Swakopmund,  
Luderitz, Tsumeb, Grootfontein and Walvis Bay  
the Group employs some 531 people. To ensure  
its presence on both ends of the transport chain,  
it has exclusive franchised agents throughout the  
local infrastructure as well as Walvis  
Bay harbour - ranked the eleventh  
most efficient harbour in the world -  
have the required international exper-  
tise and know-how to unlock the sub-  
continent on Namibia's threshold.

For further information:

The Managing Director  
Woker Freight Services

PO Box 4

Walvis Bay 9190

Tel (0642) 5871, Fax (0642) 4217

(MT?

WOKER WEIGHT SERVICES

Due to its substantial resources, the Group is  
physically capable of handling even the largest  
or most urgent consignment and provide  
alternative routes in the event of a breakdown in  
supply lines. By maintaining a presence at both  
ends of the transport chain, WFS is in a position  
to exercise stringent control over all of its  
freighting activities. Constant innovation enables  
fast, efficient response to new or changing

GKS 6102

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SOUTH AFRICAN AIRWAYS

LINDSAY SMIYHERSVFCB 7412

Mr IL Ludik, Manager

#### THE AFRICAN GIANT

In the interest of its clients, employees and shareholders, South African Airways (SAA), the official airline of the Republic of South Africa, provides a competitive and quality air transport service within South Africa and world-wide.

The airline has developed into the biggest commercial airline operating on the African continent and currently rates amongst the world's 50 largest airlines.

#### SAA'S FLEET

The airline boasts a fleet of 45 aircraft, comprising of three Boeing 747-400 (one on order), two Boeing 747-300, six Boeing 747-200, five Boeing 747SP, eight Airbus A300, six Airbus A320 (one more on order), thirteen Boeing 737-200, one Junkers JU-52 (for promotional and charter purposes) and one Harvard aircraft (for air shows). This considerable fleet, by any airline standards, is continuously maintained and serviced according to regulations befitting a trans-continental carrier.

#### ROUTE NETWORK

SAA operates approximately 670 domestic flights to 9 destinations, 66 regional flights to 11 destinations within Africa and the Indian Ocean islands, and 95 international flights to 23 destinations worldwide. Apart from the current destinations, SAA has also formed commercial agreements with other international airlines, to offer direct access through its extensive reservations system to even more destinations around the globe.

#### ON-BOARD SERVICE

On SAA's international routes, three different classes of travel are offered. Blue Diamond First Class caters for the luxurious needs of the First Class passenger, while Gold Class offers an extremely comfortable and convenient service for the businessman. Silver Class is suited to the family or leisure traveler, and offers various discounted fares for affordable, yet comfortable, international travel. The airline prides itself on the high standard of its cuisine, and has one of the most extensive wine lists available on board.

#### CARGO SERVICE

SAA operates a fast and efficient cargo service to all the destinations served on its domestic, regional and international routes. As new regional and international markets open up to South Africa, and as trade grows and opportunities increase, air freight will become increasingly important to SAA. Domestically, SAA carries about 85% of all commercial air cargo. The acquisition, during September 1992, of four Russian-manufactured Antonov 32 and four Ilyushin 76 cargo aircraft, has considerably strengthened SAA's hand in as

far as the conveyance of cargo is concerned. The aircrafts are designed specifically for operation in remote areas of hot climate and capable of landing on unprepared field strips. This makes them ideal carriers for Africa's far flung rural areas.

#### TECHNICAL SERVICES

Due to South Africa's geographical positioning, SAA was compelled to develop its own skills and facilities to the extent of being completely self-sufficient today. Not only is the airline capable of carrying out approximately 98% of its own maintenance, but also provides maintenance and expertise to many other airlines. Furthermore the airline boasts the latest technological innovation, regarding simulators, and is considered one of the leaders in the field of testing and installing advanced new systems.

#### SOCIAL RESPONSIBILITY

As a major corporation in the country, South African Airways is acutely aware of the social responsibilities to the community it serves. And it is here that the airline is proud of its achievements: One of the costliest was the establishment of an engine run-up bay at Jan Smuts Airport, to deflect engine noise skywards during testing, so as not to disturb residents in nearby suburbs like Kempton Park.

During April 1990, the airline established the South African Wildlife Heritage Trust, marking its entry into the field of environmental protection and nature conservation.

The airline is also involved through the four Performing Arts Councils of South Africa in a nation-wide sponsorship of the performing arts, with a special interest in opera.

Finally, the airline is also actively involved through organised fund-raising events in the national multi-cultural WE CARE charity programme. In order to build bridges at grass root level the WE CARE organisation was established primarily to forge and develop closer bonds between South Africa's various cultural groups, particularly among less fortunate children.

#### ACHIEVEMENTS

The airline can be justifiably proud of the long record of achievements it has set up since its inception on 1 February 1934. Possibly the most significant, in terms of overall service standards, was the reader poll of London-based Executive Travel Magazine, which voted SAA, for the fifth consecutive year, as the Best Airline to Africa? The magazine's readers are primarily business travelers, and factors they take into consideration when voting for their favourite airlines are: efficient cabin and ground personnel; in-flight food and wines; in-flight entertain-

ment; airport lounges; the overall cabin and service standard of Business and First Class, and convenience of schedules. Considering that more than 70 airlines service Africa and over 40 airlines fly to South Africa, then this award is no mean feat.

#### NEW ROUTES

SAA's world continues to grow as many new and exciting destinations are added to its already burgeoning network on an almost monthly basis.

Since 1 June 1992, Bangkok, Singapore, Munich, Miami and Lamaca have been added, with other destinations in the offing.

For further information:

The Marketing Manager

South African Airways

PO Box 902

Windhoek

Tel 37670

Fax 35200



r I lthe Government of the Republic of Namibia has reduced the corporate tax rate to 38 percent and will endeavour to reduce the tax rate further over time, depending on budgetary constraints.

The Government has also:

(a) reduced non-resident shareholders' tax to 10 percent;

(b) reduced personal tax rates, the maximum marginal rate now being 38 percent;

(c) provided tax exemption on dividends accruing to companies and dividends paid to residential shareholders of companies;

(d) allowed plant, machinery and equipment to be fully written off over a period of three years;

(e) guaranteed that infrastructure may be written off 20 percent in the first year and the balance at 4 percent per year for 20 years; and

(f) amended the Sales Tax Act to provide for the tax-free importation or acquisition of manufacturing machinery and equipment.

To make manufacturing more competitive in Namibia a further package of incentives applicable to both existing and new manufacturing enterprises, is provided:

#### A. TAXATION INCENTIVES

##### 1. Tax abatement

The Government has allowed a 50 percent tax abatement on the taxable income derived from manufacturing enterprises for a period of five years, to be phased out on a straight line basis over a subsequent period of 10 years.

This abatement is applicable to all operations approved as manufacturers and registered as such with the Ministry of Trade and Industry.

##### 2. Establishment of relocation package ( New investments only)

Where companies wish to establish a new manufacturing venture in Namibia, or relocate an existing operation to Namibia, a special package may be negotiated through the Ministry of Trade and Industry, which shall make appropriate recommendations to the Ministry of Finance. The Minister of Finance is empowered to grant, in consultation with the minister of any line ministry, special conditions to deserving manufacturing enterprises on:

- the rate of tax payable, and
- the terms under which such rate would apply.

To be considered for an establishment or relocation package, a full feasibility study should be presented showing that:

- existing industry will not be unfairly disadvantaged. and .
- the enterprise will contribute positively to Namibia's long term economic growth.

The conditions (as negotiated) will be

published in the Government Gazette as soon as approved by the Minister of Finance.

### 3. Special building allowance

Special write-off provisions for buildings erected by manufacturing enterprises for manufacturing purposes only, will be at the rate of 20 percent over the first year and 8 percent per year of the balance over 10 years.

4. Tax incentives for export promotion  
The following expenditure, which is already fully allowable as a deduction for tax purposes, will be allowed as an additional deduction from income according to the percentages prescribed in (i) to (iii) below.

- (a) research on the marketing of goods in a foreign country;
- (b) advertising and soliciting orders in a foreign country, including attendance of approved foreign trade exhibitions and outward trade missions;
- (c) provision of samples or technical information to prospective customers in a foreign country;
- (d) bringing prospective buyers from a foreign country to Namibia;
- (e) preparation or submission of tenders or quotations in respect of goods to be exported to a foreign country;
- (f) expenditure to finalise contractual agreements.

The additional deduction in respect of the above expenses would be as follows:

- (i) 25 percent if the current export turnover exceeds the basic export turnover by 10 percent or less;
- (ii) 50 percent if the current export turnover exceeds the basic export turnover by more than 10, but less than 25 percent; and
- (iii) 75 percent if the current export turnover exceeds the basic export turnover by 25 percent or more.

Incentives for Export Promotion will only be granted on approval of the programme, stating details of the envisaged export promotion venture and the expected resultant exports.

Basic export turnover is defined as the average export turnover of the preceding three years confirmed by an audit certificate.

### 5. Additional deductions of training costs and production wages

An additional deduction of 25 percent will be allowed for registered manufacturing enterprises in respect of training costs and production wages.

#### 5.1 Production Wages:

As an encouragement to manufacturing enterprises to utilise more labour intensive processes, an additional deduction from income of 25 percent will be allowed in respect of production wages directly applied in the manufacturing process. This means that if an enter-

prise has an approved remuneration package of R100 000, R125 000 would be allowed as a deduction from income.

#### 5.2 Training Expenses:

The Government believes that efficiency in the manufacturing sector can be increased dramatically by professional training of technical personnel.

An additional deduction of 25 percent from income will be allowed on approved technical training expenses.

The content, duration and costs of training programmes and a list of candidates shall be forwarded to the Ministry of Trade and Industry for approval before commencement of training.

#### B. NON-TAXATION INCENTIVES

##### 1. Concessional loans for establishment, expansion or diversification

Concessional loans will be available from the Namibian Development Corporation, on terms to be decided by the Board of Directors and in agreement with the Ministry of Trade and Industry in terms of the Industrial Development Policy, for:

- the establishment, expansion or diversification phases of manufacturing enterprises, including seed capital for small-scale enterprises;
- working capital for manufacturing purposes; and
- assistance with feasibility studies on request from the private sector.

## 2. Cash grants/loans for exporters

To further assist exporters in securing new markets. 100 percent concessional loans may be granted by the NDC to fund marketing efforts as detailed in Section A4. On submission of full documentation, a maximum of 50 percent of real costs would be translated into fully taxable cash grants, and the balance of the loan would be repaid.

## 3. Industrial studies

Studies undertaken by the Government, whether on own initiative or as requested by private sector, may be purchased at 50 percent of the real cost by companies that wish to develop investment opportunities. Executive summaries would be made available for perusal. Requests by private sector for commissioning of such studies would only be considered where full project proposals and pre-feasibility studies are submitted. Exclusive rights could be negotiated. NDC loans would be considered for the purchase of studies.

## C. REGISTRATION AND IMPLEMENTATION

All manufacturing concerns claiming incentives must first register with the Ministry of Trade and Industry, and, in respect of Taxation Incentives, must also register with the Ministry of Finance.

The Permanent Secretary of Finance is empowered to prescribe accounting procedures and regulations for manufacturing enterprises qualifying for Taxation Incentives. To promote control and prevent the misuse of Taxation Incentives, enterprises qualifying for such incentives will not be relieved of the duty to submit fully substantiated annual tax returns.

The Special Incentives for Manufacturing Enterprises are effective from the following dates:

Individuals - the Financial Year commencing 1 March 1993

Companies - the Financial Year commencing 1 January 1993

For further information:

The Investment Centre

Ministry of Trade and Industry

Private Bag 13340

Windhoek

Tel 229933

Fax 220278

NAMIBIALS BRAND NAME

LEADER IN

CLEANING MATERIALS

lletl ('hemieuls Munultteturers  
(Pty) Ltd. was established 15  
years ago with the aim of producing cleaning chemicals for  
Namibia's industry. Over time, demand rose to such an extent  
that the company diversified into retail and wholesale markets.  
In a country as vast as ours, where  
commodities have to be transported  
over long distances, we provide  
the perfect, all-convenient packaging  
solution.

We design, manufacture and print corrugated  
containers for the packaging,

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FAX (0642) 4192

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CORRUGATED FIBREBOARD

CONTAINERS

WALVIS BAY

A DIVISION OF K OHLEH PACKAGING LIMITED

INCORPORATED IN NAMIBIA

Today we not only service these private  
sector markets in Namibia, but the  
Government and export markets as well.  
Allied Chemicals is proud of being the  
leader in the field of cleaning materials.  
We provide products to schools, hospitals,  
hotels, and other institutions. Furthermore  
we also assist in training personnel for the  
proper application of our products and the  
keeping of records. As for the retail and  
export markets, our products are well  
accepted under brand names in all major  
supermarkets and smaller retail outlets -  
not only in Namibia, but also in  
neighbouring countries.

Transportation and storage of a variety  
of products. As either a primary or secondary  
packaging medium, corrugated  
containers are utilized in almost every  
sector of the economy, especially in the  
industrial and agricultural markets.

Numerous products are transported  
safely with corrugated packaging,  
including fruit and vegetables, beverages,  
detergents, shoes, clothing, spare  
parts, meat and explosives.

The containers are produced from

ALLIED CHEMICALS

As our range also includes applicators,  
we keep stocks of brooms, brushes,  
toilet paper, paper towels and other  
items needed in the field of cleaning at  
our depots.

Allied Chemicals aims to provide the  
best possible service to major, as well  
as smaller clients at all times - the key  
to our success.

For further information:

The Marketing Manager

Allied Chemicals Manufacturers

PO Box 22366

Windhoek

Tel 61447

Fax 63286

South African made Kraft paper. By using die-cut and high quality printing machinery the corrugated container can be made into an infinite variety of containers to best suit the customer's packaging needs.

For further information:

The Managing Director

Kohler Corrugated

PO Box 399

Walvis Bay 9190

Tel 0642 - 3121

Fax 0642 - 4192

MANUFACTURERS (PTY) LTD.

WINDHOEK Ka e roa' Street P O Box 22366 Telephone 061761441 Fax 06163286

SWAKOPMUND Ste "g 8"99' 3 D O Box 1:55 Telephone 364'74034 Fax 06231228

Supply and manufacture

of household and

industrial chemicals

0 Suppliers of cleaning

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0 Cater for bulk buyers as well

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0 We create chemicals to individual

specifications and requirements

0 With over 15 years of business

experience you would expect

only the best

FOR FURTHER INFORMATION CONTACT OUR SALES DEPARTMENT

ewis Stipp ploughed all his hard-  
I earned retirement savings into  
Shade Centre, assembling  
LouverDrape Vertical Blinds in  
Namibia. Faith in the future, hard  
work and sound business principles  
paid off, as Stippls home industry,  
grew into the number one supplier of  
Vertical Blinds in Namibia.  
Assembling more than 2 000 blinds  
per annum, Shade Centre retails their  
products throughout the country via a  
network of appointed agents.  
Shade Centre now also supply  
Channel Mouldings and co-ordinated  
Pellets to hide unsightly Head Rails.  
Repairs and alterations are done local-  
ly and measurements, quotes and  
installations are done at no extra  
charge. All other types of blinds and  
shademaking are also sold through its  
Windhoek showroom. Shade Centre  
will manufacture Pleated Blinds short-  
ly. Shade Centre is currently investi-  
gating the export market after being  
approached by interested parties from  
Zambia, Zimbabwe, Nigeria and  
Angola.

For further information:

The Manager  
Shade Centre  
PO Box 20670  
Windhoek  
Tel 227377  
Fax 224807

Namibia Beverages is proud to  
have achieved its goals relating  
to Affirmative Action,  
Manpower Development and Corpo-  
rate Social Responsibility (C.S.R.).  
Namibia Beverages was the first com-  
pany in Namibia to formally present  
an Affirmative Action Strategy to  
senior Government representatives in  
December 1992. The strategy aimed  
at achieving depth and continuity of  
management by the integration of  
Affirmative Action candidates into  
senior and middle management.  
To develop our manpower resources,  
training modules are designed in such  
a fashion that they can cascade  
through the Company.

Do we really require corporate social  
responsibility?, is a question often  
crossing the minds of the business fra-  
ternity. We at Namibia Beverages  
believe many more people are required  
to participate in more constructive  
C.S.R. During this transition period  
we need to empower communities and  
C.S.R. programmes play a large part  
in ensuring that these communities  
become both progressive and indepen-  
PARTNERS IN

EDUCATION

Why should NAMIBIA BEVERAGES be involved in a major  
campaign of co-operative involvement with schools?  
Because a well equipped school provides t  
in which mature and balanced adults develop...because  
our children deserve the best in facilitie

equipment, tuck shops and stationery...because policies of conservation and recycling make sense on up by practical support...

because with the right incentives, there's nothing we can't achieve, together.

For further details of the PARTNERS IN EDUCATION please phone NAMIBIA BEVERAGES (061) 61386 / 215505  
dent of charity, and thus self-sufficient  
- the greatest gift of all.

The best line of defence for any company is to have such high consumer perception that people regard everything else as second best. Coca-Cola has a large investment to protect in Namibia and it is our pleasure to extend it in these meaningful ways.

For further information:

The Group General Manager  
Namibia Beverages

PO Box 1435

Windhoek

Tel 61386

Fax 216570

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Sole Manufacturing

Agents in Namibia

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LouverDrape

The only Vertical Blind with:

- . Stainless steel spacer links - Not plastic
- . Equal Spacing of Slots - No ugly Overlops
- o Eosylock Swivel Brackets for easy Removal when required.
- . Channel Moulding to hide Unsighily Top Rails
- . Opiional Contdinoied Pelmetts or Mock Curtain Rods & Rings
- o Available in 127 mm, 90 mm and 63 mm widths
- . We Measure and install of no extra charge.

Factory and Showroom OT:

5 Planck Sit, Southern Industrial Area

Tel: 227377, Fox: 224807, Windhoek, Namibia 0 Prop Lewis Stipp.



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Xy NutnFood . . . . .

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OUR ROOTS ARE IN NAMIBIA

COMMERCIAL INVESTMENT CORPORATION (PTY) LTD WHERE SERVICE COUNTS 1

Founded in Windhoek in 1946, C.I.C. has through All this has been achieved through constant

its eleven subsidiaries grown into a formidable striving for excellence, furtherance of work ethic,

force in the Namibian economy. sound staff relationships, involvement by and

sharing with our people, and a policy of complete

Through our varied operations we are in the honesty. In helping to build a better and happier

forefront of grocery agency distribution, pharma- Namibia we do not yet claim to be the best.

ceuticals and manufacturing, and have plans in

train to become even more deeply entrenched. BUT CHALLENGE YOU TO FIND ANY BETTER!

HEAD OFFICE:

128 Republic Road, PO Box 98, Windhoek 9000. Tel. (061) 35101. Telefax (061) 34489.

Mr F unio Smlh. (lhmrnun  
CONSUMER GOODS  
DISTRIBUTION

he population of Namibia is small by world standards. Millions of Rand and Dollars are nonetheless spent each day on essential consumer goods. Whether the locals are eating or cleaning, using products for personal hygiene, tending their gardens, fending off pesty insects - whatever they are doing - asleep or awake, they are using or are in contact with any number of consumer goods?

In the furthest outposts of Namibia, day-to-day essentials are readily available. Where does it all come from. and how does it end up within easy access of the Consumer? A disproportionate share originates from factories outside our Borders and is then distributed through Namibian agents!

Middlemen or critical link in the chain?

One obviously cannot generalise. but Factory Agents invariably do not "ladd on", but simply comply with the dictates and price or promotional policies of their Principals ie. the factories which they are fortunate to represent. Agents earn a commission or distribution discount - in lieu of the savings on costs which the factories themselves would have had to expend in fulfilling the activities of warehousing. sales, delivery. accounting and merchandising (i.e. the total process which starts after the product is manufactured, up to making the goods available on supermarket shelves!)

By simultaneously performing this function for a whole number of factories, Agents can effect huge savings through economies of scale.

Agents. each with their own specific and limited product ranges, most often only direct their efforts towards the larger supermarkets and wholesalers. The latter completes the distribution chain, as the smaller store and corner cafe find them a convenient one-stop supplier where a wide variety of goods can be easily accessed.

The next natural step for factory agents is to move into select manufacturing, creating further essential local job opportunities and broadening the tax base. Already possessing the necessary infrastructure of warehousing. sales forces, distribution and accounting. it is relatively easy and so much more economical for the agent to slot in his own manufactured products.

It is not surprising that agents in Namibia already directly and indirectly employ more than 3 000 people. In varying degrees these agents are all profit centres that generate taxation for the State and, in years to come. will further broaden their own manufactur-

ing base.

Agents in Namibia also represent the ideal stepping-stone for factories inside and outside our borders to penetrate the West African markets now busy opening up.

Why reinvent the wheel? Instead, rather team up with a local agent as your distributor or manufacturing partner!

For further information:

The Chairman

Commercial Investment Corporation

PO Box 98

Windhoek

Tel 35101

Fax 34489

Out of Mobil, comes Engen. Africa's  
new energy giant.

ENGEN

With us you are Number One

As the leading integrated energy company, Engen is determined to grow its commitment to the com-

munity and the environment. For we believe that, the bigger you grow, the greater your responsibility. In

the light of this belief, Engen supports many educational, environmental and sporting programmes.

While all our manufacturing processes and products are governed by closely-monitored environmental

standards. All of which helps improve the quality of life for all the people of Africa.

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Mr WaIdi Von Lieres, Managing Director  
AFRICATS NEWEST  
ENERGY GIANT:

#### MOBIL CHANGES TO ENGEN

On April 15 1992 Namibians  
woke up to the new energy  
giant in their midst - Engen.

However, this dynamic new company  
is not unfamiliar to them, as Engen is  
being born out of Mobil.

Over the past 69 years, the people of  
Namibia have come to know and  
respect Mobil as a brand name.  
The country's association with Mobil  
harks back to the turn of the century  
when Mobil was known as Vacuum  
Oils. Its Gargoyle oil products fea-  
tured at the first agricultural show in  
Windhoek in 1909.

In 1924 the Vacuum Oil Company  
established a base in Walvis Bay,  
which was then only a small fisher-  
men's settlement with houses built of  
timber and erected on poles to avoid  
the high tides that regularly flooded  
the village.

In March 1926 the company built its  
first warehouse at Walvis Bay at the  
grand cost of f3 333.0. Four years  
later, a brick warehouse was erected at  
Liideritz at a cost of f3 983.0.

These modest warehouses were the  
first of an increasing number and vari-  
ety of buildings to be erected by the  
company as the years rolled by and the  
company expanded.

The company acquired its first motor  
car, a HP38, 4-cylinder Hupmobile,  
costing a mere 6475, in 1925 for its  
Branch Manager. In 1929 the first 3-  
ton GMC truck was acquired at a  
grand cost of 6721. What a difference  
in comparison to the prices of motor  
cars today!

After World War II, the company  
made vast progress. The Walvis Bay  
depot was extended and staff houses  
were built; in Windhoek a joint depot  
was erected and airport operations  
commenced at Eros Airport and  
Keetmanshoop Airport, and in 1962 at  
the then JG Strijdom Airport, now  
Windhoek International Airport, just  
outside the city.

In 1961 the Vacuum Oil Company  
changed its name to Mobil Oil  
Southern Africa (Pty) Ltd. In 1976 a  
separate company, Mobil Oil South  
West Africa, was formed.

Mobil entrenched itself firmly in  
Namibia with distribution depots situ-  
ated at all strategic centres and Mobil  
oils and fuels being available in all  
towns on main routes as well as in the  
smaller country towns. Today, Engen  
also supplies specialised fuels and  
lubricants to the mining and fishing  
industries.

As from 15 April 1993, Mobil's eight  
distribution depots and 53 service sta-  
tions changed, one by one, to Engen.

The changeover to Engen was put in motion when the Mobil Corporation overseas decided to disinvest from Southern Africa in the late 1980s. An independent finance house, Gencor, saw this as a unique opportunity to enter the energy industry and bought the assets of Mobil Southern Africa from the overseas Mobil Corporation.

As Africa's newest energy giant, Engen enjoys several advantages. Its new motivation has attracted investment capital for major development and expansion projects, which have resulted in new products and sophisticated new technology being introduced as well as the development of a strong export business.

With the completion of phase one of a multi-million Rand upgrade programme of the Engen refinery, Engen technology will eventually help lead Africa into a new age of fuels and lubricants.

With the change of name has also come a whole new image. For a start, the company looks different. Although Mobil's colours of red, blue and white are being retained, they are being used in an exciting, fresh way that reflects Engen's dynamic new image.

Customers will also notice the new energy on service station forecourts - one which speaks of a shared enthusiasm and a renewed warmth.

Like Mobil, Engen is dedicated to putting time, money, people and effort into helping improve the community and the environment by supporting many educational, sporting and environmental programmes.

It is also equally committed to giving its customers the best service and products possible.

Although Engen may be a new company with a new vision, its values are still the familiar ones Namibians came to trust and love at Mobil.

Therefore, customers can be assured that, when it comes to customer care and satisfaction, Engen will not only maintain the Number One service Mobil made famous, but take it even further thereby giving Namibians quality products and service, the most up-to-date technology, and a warm smile.

For further information:

The Managing Director  
Engen Namibia (Pty) Ltd.

PO Box 201

Windhoek

Tel 33041

Fax 227955

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TOTAL NAMIBIA

Mr Horst Graef, Managing Director

BELIEVING IN A BRIGHT

FUTURE FOR NAMIBIA

decades of pro-active service, TOTAL Namibia has already rendered major contributions to the development and well-being of the people and the country of Namibia.

In its more than two and a half As a member of the international TOTAL Group, with its headquarters in Paris, France, TOTAL Namibia has the support and backing of a major international oil company standing on the forefront of the latest developments with regards to all aspects of petroleum products, petro-chemicals, mining, paints and resins.

In spite of being regarded a so-called late-entry in the Namibian petroleum market, the company has shown its ability not only to meet the challenges of a young and growing nation, but also to supply petroleum products suitable to the needs of the socio-economic conditions in Namibia.

The company serves the entire community. With a growing and very successful service station network, it is well-represented in Namibia. TOTAL maintains a very active involvement in the commercial, industrial and agricultural markets and with its range of products, including specialised applications, it is able to answer just about every need in these market sectors. It is, however, not only on the business front that TOTAL Namibia plays a major role in promoting a quality life for the people of the country, but in a variety of other areas too.

In nature and environmental conservation it has close links with a number of conservation authorities and is a corporate member of the Namibia Nature Foundation. Some of the projects the company has been involved in, and in some cases is still supporting, include the Lion/Jumboan project, the Cheetah Preservation Trust, the conservation of vultures in the Waterberg as well as a number of others.

TOTAL Namibia is also well-known for its involvement in the promotion of motor sport and has been the sponsor of the International TOTAL Tara Rally for the past 23 years. In fact we have been instrumental in making the rally a fully fledged leg of the African championship. Furthermore, TOTAL Namibia has extensively helped with the development of the Tony Rust Raceway outside the Namibian capital.

A major achievement for the company was its involvement in the 1992 TOTAL Paris Le Cap Rally, where it was responsible for the logistical support of the competitors and officials involved in the event.



TOTAL Namibia aspires to more than being merely a business organisation. It is a corporate citizen of Namibia, discharging its responsibilities as such in a considerate manner for all the country's inhabitants.

TOTAL Namibia has a proud history in the development of the Namibia and its management believes in a bright future for the country and its people.

For further information:

The Managing Director

Total Namibia

PO Box 5099

Windhoek

Tel 37650

Fax 32308

A HIGHLY PRODUCTIVE TEAM

since Namibia's Independence in 1990. Caltex Oil Namibia (Pty) Ltd. has demonstrated its confidence in the future of the local economy by embracing various capital investment programmes in addition to its already substantial asset base. Our confidence is based on our experience as an integral part of the Southern African economy for the past 80 years. As a subsidiary of Caltex Petroleum Corporation, a joint venture between the USA giants Chevron and Texaco, we can provide our customers continuous access to the highest quality fuels and lubricants, backed by services of international standards and the latest in petroleum technology. In Namibia, Caltex enjoys customer satisfaction from their Windhoek Head office, while geographically dispersed field sales representatives ensure that customer needs are identified on the spot. Product supply to even the remotest regions of the country is achieved through an extensive distribution network of bulk fuel storage tanks and packaged product warehouses.

Caltex operates with a wide customer base, holding strong positions in all major industries such as fishing, mining, transport, agriculture and government services.

Deeply rooted in the Namibian economy, the company's staff complement encompasses virtually all Namibian citizens - a highly productive team operating in the spirit of Caltex's well-promoted corporate values: Quality, Teamwork, Human Dignity, Achievement and Innovation. Caltex sincerely believes that it must act as a responsible corporate citizen in every community it serves. The company operates to the highest legal, ethical, safety and environmental standards.

Caltex provides generous financial support to various Namibian organisations through its Corporate Social Investment Programme. The most prominently promoted areas are welfare, education and sport.

For further information:

The Marketing Director  
Caltex Oil Namibia (Pty) Ltd.  
PO Box 3308  
Windhoek  
Tel 227340  
Fax 34564

Mr AM Behnsen, Managing Director  
A TRUELY NAMIBIAN COMPANY  
etje & Ziegler Ltd. was estab-  
lished by Herman Metje and  
Heinrich Ziegler at Liideritz  
in 1906. In 1938 Metje & Ziegler  
became a Propn'etary Limited compa-  
ny and in 1948 was listed on the  
Johannesburg Stock Exchange.

The Group comprises numerous sub-  
sidiaries and divisions operating  
throughout Namibia in Windhoek,  
Tsumeb, Otjiwarongo, Swakopmund,  
Walvis Bay, Keetmanshoop, Luderitz  
and through an associate company in  
Gobabis.

Through this extensive branch net-  
work the Hardware and Building  
Materials Division distributes a wide  
range of products, including timber,  
iron and steel, building materials,  
machine tools, hardware and paints.  
Electrical goods, household and luxu-  
ry goods, sports equipment and cloth-  
ing are offered at the Windhoek CBD  
outlets of the Retail Division.

M 4- Z Motors holds the franchises of  
Mercedes Benz cars and trucks as well  
as Honda passenger cars. In addition,  
workshop facilities are provided at the  
Windhoek, Tsumeb, Otjiwarongo,  
Swakopmund, Walvis Bay and  
Liideritz branches. The Farm and  
Industrial department of M 4' Z Motors  
carries a comprehensive range of  
farming, mining, industrial and electri-  
cal equipment.

Autohaus Windhoek is the leading  
franchise holder of the Volkswagen  
and Audi range of passenger cars and  
commercial vehicles in Namibia.

The Property division manages the  
Groups substantial property portfolio,  
of which the Metje Behnsen Building  
in Independence Avenue, Windhoek,  
is the Groups property flagship, with  
a valuation in excess of R28 million. It  
comprises shops, offices and a parking  
garage with the Groups Head Office  
situated on the 8th floor.

Since Metje & Ziegler is a truly  
Namibian company and part of the  
country's history since 1906, it recent-  
ly obtained a listing on the newly  
established Namibian Stock Exchange.

For further information:

The Managing Director

Metje & Ziegler

PO Box 239

Windhoek

Tel 227417

Fax 222859

wYour Guarantee for Quality

W Hnnnumnea

Bllllllllllli mmemnls

and Service.

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M-1-Z MOTORS

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DIVISIONS OF METJE & ZIFGLER LTD.

Autohaus Windhoek

' THE M-I-Z GROUP

HEAD OFFICE: PO BOX 239. WINDHOEK

TELEPHONE (061) 227417, FAX (061) 222859

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EXPORT

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221967, tax 0631732267 or  
VtSIt us on the comer of Joules  
and Parsons Streets,  
Southern Industrtat  
Area, Wmdhoek,  
Namibia

Mr Harold Pupkewilz. CliiefEXct'ulive OMCC'I'  
UNRIVALED MARKET  
PENETRATION AND  
CUSTOMER SATISFACTION

he Pupkewitz Group is a diversi-  
l fied Namibian owned and man-  
aged group of companies estab-  
lished in 1925 and successfully grow-  
ing through its ongoing policy of iden-  
tifying and fulfilling market opportu-  
nities. In its various markets the Group  
invariably represents leading intema-  
tional and local brand names and is  
constantly analysing both market  
requirements and new product ranges.  
As a consequence our standards of  
customer satisfaction and market pen-  
etration remain unrivaled.

BUILDING AND ENGINEERING  
SUPPLIES

We are the leading suppliers to build-  
ing and civil engineering contractors,  
allied trades, mines, secondary indus-  
tries and the public sector, carrying a  
full range of local and imported lines  
and builders equipment. Our special-  
ist roof truss design and manufactur-  
ing facility further serves the industry  
with the latest overseas technology.

With Branches across the country  
(Windhoek, Walvis Bay,  
Swakopmund, Grootfontein,  
Otjiwarongo and Keetmanshoop) we  
are ideally placed to service the whole  
of Namibia and to take advantage of  
developing regional export opportuni-  
ties.

The majority of our Branches have  
associated DIY retail outlets serving  
the house owner and hobbyist, thereby  
ensuring that our full range of goods  
and services is widely available to the  
public.

MOTOR TRADE

Windhoek Toyota, ideally situated in  
Windhoekis Independence Avenue, is  
the largest motor dealership in  
Namibia. It stocks and supplies the  
full range of Toyota passenger and  
light commercial vehicles, backed by a  
comprehensive parts stockholding and  
modem service facility, including a 24  
hour emergency breakdown service.

Automark guaranteed used vehicles is  
also located at the Independence  
Avenue premises, supplying late  
model, low mileage Toyota and other  
makes.

With bank facilities on the premises,  
buying either a new or used vehicle is  
made easy.

Windhoek Toyota Truck Division is  
located in Van der Bijl Street, in the  
heart of the Northern Industrial Area  
of Windhoek. Hino and Toyota trucks  
are marketed throughout Namibia,  
with a large parts department supply-  
ing ADE parts as well. A 24 hour  
emergency breakdown service is in  
operation for all makes of trucks.

CONSUMER GOODS

Wholesale Appliances is a factory distributor and importer of major and minor household appliances, aircoolers, bicycles, lawnmowers and furniture. It offers countrywide coverage of all major outlets through a dedicated sales force. A modern showroom and after-sales parts and service facility in Windhoek are supplemented by a countrywide network of service agents giving full backing to manufacturers warranties.

General Wholesalers specialises in domestic hardware, catering equipment, softs and fancy goods. Sales to both public and private sectors are handled by tender or direct representation to all major centres by our sales representatives and through the Windhoek showroom.

Pupkewitz Furnishers in Windhoek Independence Avenue retails furniture, appliances and audio-visual equipment.

MPS Aranos is a general dealer serving the farmers, and local community needs there.

Animal Products, based in Windhoek, has countrywide representation buying SWAKARA (Persian lamb) pelts, wool, hides and skins for sale to local and overseas markets.

#### PROPERTIES

The Group has a portfolio of commercial and industrial properties in Windhoek and other centres. These are let to both Group subsidiaries and on the open market.

The Pupkewitz Group welcomes all enquiries with relation to the Namibian market.

For further information:

The Group Managing Director

The Pupkewitz Group of Companies

PO Box 140

Windhoek

Tel 221970

Fax 226444

technology distributors pty. ltd.  
24 MERENSKY STREET  
PO. BOX 5805  
WINDHOEK 9000  
NAMIBIA  
TELEPHONE: (061) 22-4387  
exclusive  
distributors of  
OCITIZEN  
Nikon  
H OLYMPUS  
JVC  
)1MW/x1 NW



KEEPING NAMIBIA ABREAST  
WITH THE BEST IN WORLD  
TECHNOLOGY

Technology Distributors maintain  
their rightful place in the  
Namibian private sector through  
being the national agents for the fol-  
lowing internationally well-known  
products:

Olympus....

is the worlds leader in compact pho-  
tography. This highly sophisticated  
product, ranging from point-and-shoot  
to the most electronically advanced  
cameras, is suitable for both the ama-  
teur as well as the serious photograph-  
er.

Nikon...

leading the world-market in profes-  
sional camera equipment.

Over 75% Of the worlds professionals  
have Chosen Nikon 35mm systems due  
to its versatile design, leading tech-  
nology and constant compatibility  
with older lenses. The Nikon E-series  
lenses are critically acclaimed by-  
products for generations of improved  
and innovative camera equipment. The  
Nikon single lens reflex camera is  
designed for the serious amateur, pro-  
fessional photographer or photo-jour-  
nalists. Nikon optics are world  
renowned in their binocular range. For  
1993 Nikon released a full range of  
amateur compact cameras.

Polaroid...

makes it possible in a flash. The world  
inventor and leader of instant photog-  
raphy, has since diversified into pro-  
fessional applications for security ser-  
vices, x-ray photography and other  
industrial products.

TDK...

keeps it on record for ever. TDK's  
complete audio and video cassette line,  
for the ultimate in quality reproduc-  
tion, has earned it a worldwide reputa-  
tion as a brand leader in magnetic tape.

Aiwa..

simply the best in for playback.  
Aiwa's comprehensive range of audio  
products covers all segments of the  
reproduction audio market namely,  
headphone stereo, portable, CD play-  
ers, hi-fi systems and car stereos.  
Aiwa has only recently become a full  
visual company with the timely intro-  
duction of VHS video recorders and  
television sets.

Citizen...

is always on time. The worlds largest  
watch and clock manufacturers pro-  
duce approximately 175 million items  
from their extensive product range per  
year, including their most basic but  
favorite digital application as well as  
the most sophisticated sports collec-  
tion - Promaster.

JVC...

keeps you up to date. JVC (Japanese  
Victor Company) originally invented

the VHS system, which quite simply stands for lvideo home systemC Since the invention of the video recorder, 500 000 000 VHS video recorders have been sold worldwide. Although Frank & Hirsch first began distributing JVC products throughout Southern Africa in July 1984, Technology Distributors are responsible for constantly keeping abreast with the latest technological advance-

NAMGOL

CONNECTING

NAMIBIA AND ANGOLA

TRADING

TRANSLATION

PUBLIC

RELATIONS

J IIIAMTBIA A

Phone (061) 228555 . Fax (061) 221781

F 0 Box 50290

ments in order to maintain the Namibian market.

Using the same technology. JVC have developed and marketed a range of video camera recorders and now boast a range of 1 1 cameras from less than 750 grams to the full size super VHS verslon.

However, JVC is probably best known for its small but potent range of home and car hi-fi equipment where high standards of precision engineering are employed in the development of audio excellence.

For further information:

The Manager

Technology Distributors

PO Box 5805

Windhoek

Tel 224387

Fax 36329

ND ANGOTATET \_

WINDHOEK

Phone (0671) 21253 - Fax (0671) 21242

P O Box 986

TSUMEB

R P ANGOLA: Correspondent

Phone & Fax 21787

LUBANGO

NAMGOL

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SELECTED FRESH AND

PROCESSED MEAT

DELICATESSEN FROM

NAMIBIA

Ruhr St - Northern Industrial Area - PO. Box 428 - Windhoek -

Namibia - Tel: (061) 61211 . Fax: (061) 216561

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PO. Box 30596

43 Lazarett Street

Windhoek Namibia

are also available through our Factory

Shop - a much sought after oullcl by

Ihc general public.

('omc uml Visil us whenever you are in

Ihc country , it is well worth your time.

For further information:

1111: Managing Director

Ilnrllicl('ontincmul Meat Products

PO Box 428

Windhoek

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phone from you.

For furl her information:

The Managing Director  
Foomcur  
P1) Box 30596  
Windhoek  
Tel 225445  
Fax 226267  
FOOTWEAR  
Tel (061) 225445  
Fax (061) 226267

M 1' Frunx lmlrmxn

## A HOME-GROWN SUCCESS STORY

he trials and tribulations of Frans Aupa Indongo, the man behind the biggest, local wholesale network in the North of Namibia, can be described little short of miraculous and reads like a gripping novel. But as with all business ventures, the basic ingredients are hard work and initiative - two characteristics Frans Aupa Indongo was blessed with at birth and has since utilized to their full capacity to build up an emporium challenged only by a few.

Born in the tiny northern village of Ongwediva, in the heart of Owambo, Frans Indongo only went to school for three years. Sharing the same fate as many of his contemporaries - early t40is - little Frans was taken out of school by his father to tend to the cattle.

After moving to the coast in his late teens, he took up employment as a contract labourer at the Walvis Bay Municipality in 1956. He worked for the city council of Namibia's most important fisheries harbour until he gained employment with the then Ovenstone Fish factory in 1958. Being a hard working man, Frans Indongo managed to save some of his meager earnings and soon purchased a sewing machine. He started fashioning garments with his little second hand, manual Singer and retailed them to fellow workers and neighbours. This his first business venture was crowned with such success, that Mr. Indongo resigned from the Fish factory in 1961 and concentrated all his energies on his sewing abilities, while selling basic commodities like sugar and coffee on the side as well.

After selling his only business vehicle. a trusty but rusty old bicycle. towards the end of the year, Mr. Indongo erected his first business building, a thatched hut, at Okatana in Owambo.

In 1965 he rented a building from the then BBK in Oshakati, and focused his entrepreneurial skills on the general wholesale market. From then on Frans Aupa Indongo's business instinct went from strength to strength.

In 1968 he erected his first corrugated iron hut on the self-same site in Oshakati where his Continental

Wholesalers is situated today. To date Frans Indongo's Continental Wholesalers investments constitute three branches in Oshakati, including a supermarket, general wholesalers and bottle stores. His bakery in Oshakati not only supplies his own shops, but delivers oven-fresh bread to all other outlets in the nearby country-side as well. Similar bakeries and supply networks, controlled by Mr. Indongo's Continental Wholesalers, can also be

found in Ombalantu, Eenhana and Oshikango.

Furthermore Mr. Indongo maintains a hotel with the same name in Oshakati, as well as being the owner of the Atlantic Hotel in Walvis Bay. The Atlantic Hotel complex in the fisheries harbour includes a supermarket, a movie theater and a service station.

However, Mr. Indongo's business interests are represented in neighbouring Angola as well, where he owns a wholesaler and supermarket in Ongiva, sixty kilometres North of the Namibian border.

Mr. Indongo's investments in fisheries, the fastest growing industry of the Namibian economy. over the past few years are proof of where his heart truly lies - at home. He is a 55% shareholder of Cato Fisheries and serves as Chairman to the board of directors. During 1991 he purchased a fishing vessel with on-board processing facilities for R8,5 million from Spain. A second fishing vessel was acquired recently and will call at Walvis Bay harbour any day now.

Furthermore, he is a 15% share holder in Mukorob Fishing Corporation and serves as Director and Chairman to the Eros Fishing Company.

His interests in the financial institutions of the country have grown in recent years and he serves today as Director to Standard Bank Namibia, is share holder of Bank Windhoek, as well as being director of Zebra Tours and Holdings.

Real estate has always been Mr. Indongo's strong point and he owns an office complex in the CBD of the Namibian capital, which he acquired for R4 million. He sublets the offices of the building to several companies and organisations.

Continental Wholesalers employs a total staff complement of 496, consisting of all the diverse cultural groups in Namibia. The total turn-over of Mr. Indongo's businesses is little short of R3 million, and his general taxes run up a bill of R498 500 at the Namibian Receiver of Revenue. \_

According to Frans Aupa Indongo's vision, Namibia holds great potential for the progressive businessman, who is prepared to make use of all the possibilities available in a free-market economy. Take it from someone who should know - it is for the benefit of the country's economy.

For more information:  
The Managing Director  
Continental Wholesalers  
PO Box 6  
Oshakati  
Tel (06751) 20257  
Fax (06751) 21233

- Creativity - Dedication - Experience - Excellence . Qualified Personnel . Results -  
DRUCKEREI  
AJ PRINTING HOUSE  
DRUKKERY

Mr Nit" Kruger. Manager  
75 YEARS OF PRINTING  
EXPERIENCE

Democratic Media Holdings  
D(Pty) Ltd. was formed in  
March 1992 after the  
Republikein Group of Companies  
underwent a general rationalising  
process.

The holding company, Democratic  
Media Holdings (Pty) Ltd. has four  
subsidiary companies namely John  
Meinert (Pty) Ltd., Die Republikein  
(Pty) Ltd., Deutscher Verlag (Pty) Ltd.  
and Namibia Publications (Pty) Ltd.  
John Meinert (Pty) Ltd. is responsible  
for the company's printing works and  
has a proud history of 75 years in the  
printing industry in Namibia. The  
printing house was established in  
1917 after the Windhoek Druckerei  
(Ltd.) was sold to Mr John Meinert.  
Over the last few years John Meinert  
printing house has undergone turbu-  
lent times, however, and was taken  
over by Die Republikein (Pty) Ltd.,  
an established printing house in its  
own right, in 1992. The merger  
between these two biggest printing  
shops in Namibia has opened up new  
worlds of opportunities.

Although John Meinert (Pty) Ltd. is  
known for quality printing and com-  
petitive prices, some restraints exist.  
As the needs of the printing market in  
Namibia have changed dramatically  
and are still changing, so has the tech-  
nology. Modestly put, the printing  
industry in Namibia is in the midst of  
a revolution. With technology chang-  
ing so rapidly today, the Namibian  
market struggles to keep abreast. Our  
printers, however, satisfy the whole  
range of customer's needs in Namibia:  
Those who still use ordinary stationary  
with carbon paper, as well as medium  
and bigger size companies with com-  
puter systems, while the Government  
and advertising agencies, who use the  
latest in DTP-technology, all get top-  
quality service.

To satisfy everybody, outdated equip-  
ment is kept going, while the Industry  
keeps pace with the most advanced  
technology. This would not be prob-  
lematic were it not for the small mar-  
ket in Namibia. Economically it does  
not make sense to keep a whole range  
of outdated equipment going only to  
satisfy the needs of the small entrepre-  
neur in Namibia. On the other hand,  
investing millions in state of the an  
equipment, only to serve the smaller  
upper end of the market, is currently  
not a risk worth taking.

The printing industry in Namibia is  
competitive on pricing, quality and  
service. The industry has never asked  
the Government for any protective  
measures. However, it is high time the  
printing and publishing industry is



thoroughly investigated, specifically the printing of Namibian school books.

Since Die Republikein (Pty) Ltd. was founded in November 1977 it has become the biggest newspaper in the country. It is also the only Afrikaans daily in Namibia.

Deutscher Verlag (Pty) Ltd. publishes the only German daily in Namibia - the Allgemeine Zeitung, which is also the oldest newspaper in the country. Namibia Publications (Pty) Ltd. publishes the only Sunday paper in Namibia - Tempo. It is a trilingual paper and is the merger of the Times of Namibia, Sondag-Republikein and Namibia Nachrichten.

Democratic Media Holdings (Pty) Ltd. is not only concerned with the printing industry in Namibia, but contributes generous amounts of money in the form of sponsorships towards educational projects, sports organisations, social and other projects.

One of the biggest projects of Democratic Media Holdings (Pty) Ltd. is the annual Miss Namibia Beauty Pageant. This project started in 1980 under the auspices of Die Republikein (Pty) Ltd. after the group realised it could be instrumental in the opening of doors for Namibia through such an event. Although Namibia was not a member of the international community in 1980 the opportunity was seized with enthusiasm, when the organisers of the Miss Universe Pageant asked Die Republikein (Pty) Ltd. to enter a Miss Namibia in their competition. Other organisations were immediately approached to co-produce the beauty pageant, but nobody was willing to accept the financial burden. Reaching potential sponsors was the next step. This was very successful. Continued efforts were made, though, to obtain co-producers for the pageant since then, but bore little success. Since its inception in 1980, Die Republikein (Pty) Ltd. and later Democratic Media Holdings (Pty) Ltd. have spent more than a million Rand on the Miss Namibia Pageant.

The Miss Namibia competition allows Namibians most beautiful girls to participate in the worlds most prestigious beauty pageants - Miss World and Miss Universe. The year 1992 saw glory come Namibians way when Michelle McLean of Namibia was Chosen as Miss Universe for 1992.

For further information:

The Manager

Democratic Media Holdings

PO Box 3436

Windhoek

Tel 225411

Fax 35674

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## THE MAGIC THAT

Photolithography, an integral part of advertising, is something most of us take for granted. A glossy, colourful advertisement in a magazine; a complicated graphic design in a newspaper, brochure or pamphlet; a photograph of something familiar that has been transformed into something unusual. But wait a minute. How do they do it? How is it possible for what begins as an idea to become a printed reality? The whole process revolves around the magic that is photolithography, or 'repro' as it is more commonly known.

Simply put, photolithography is the science (the art?) of preparing 'art work' - a design, maybe photographs, the words - for printing. It is the Vital, and often creative, link between the idea and the printed reality. A sophisticated and highly skillful process, first-class repro - upon which first-class printing depends - involves state-of-the-art technology and highly trained and skilled personnel.

Leading this specialised field in this country is Hirt & Carter Namibia, a fully Namibian company. Headed up by joint Managing Directors Tom Breckwoldt and Peter Calegari - with over 44 years experience in Europe and Africa between them - Hirt & Carter Namibia traditionally produce work of the highest quality. As Tom Breckwoldt says, "Repro is not just about expensive high-technology machines and skill. After many years of experience, one gets a 'feel' for how a job should be executed. Not only to the highest standard, but also as cost-effectively as possible. Every job is different, and must be approached in a specific way. In addition to this, experience gives one a stronger grasp of the creative aspect of the process; it is by no means unusual for the client or advertising agency to respond to suggestions made by the repro house."

Asked to explain the repro process in as simple terms as possible, Peter Calegari said, "Let's assume that the advertising agency provides us with photographic colour transparencies, copy (the story), and the required design or lay-out - usually on a computer disk.

A colour separation process will be used on the transparencies to separate the various colours of the image.

### IS REPRO

Normally this is into the four 'process' colours, Cyan, Magenta, Yellow, and Black. This gives us four separate colour films. The words will be type-set into the shape, form and style required by the design. These elements are then combined onto four films from which we make what we call a 'colour proof, an accurate representation of what the final product will look like. This is then shown to the client for approval, as any mistakes can then be rectified before the costly business of printing is undertaken."

"This of course is a highly simplified example, because as Tom has said, each job is infinitely variable. With the technology at Hirt & Carter's disposal we can do virtually anything to enhance visual impact. With a combi-scan for instance, we can add or subtract images, change shapes, alter colours, tints and hues. No blemish escapes our attention! "

"The Hirt & Carter story does not stop with repro, however," continues Tom. "We have access to a Desktop Publishing Bureau Service; a computer graphics department for presentation slides and overheads; a photographic laboratory service for professional prints and slides, and a photo library comprising over 5000 slides of Namibia in 35mm and 6 by 6 formats."

There you have it. A brief overview of the magic of repro and what is available from the leading repro house in Namibia.

So the next time you open up your copy of 'Cosmopolitan', 'The Namibian' or holiday guide, spare some thought to the skill and technology that has made it all possible.

ALWAYS IN THE PICTURE

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Mr Paul van Sr'hr1/kwyk, Managing Direaor  
video production company. Since  
its founding in 1987, INTV grew  
rapidly, providing a wide range of ser-  
vices to corporate, government and  
non-govemmental institutions. Since  
1990 we embarked on a strategy to  
expand our services and soon  
branched out to other countries on the  
continent. Today INTV also has  
offices in Johannesburg, South Africa,  
and representatives in Angola, Zambia  
and Botswana .

INTV is Namibials leading film and  
Annually INTV produces an average  
of 5 000 final broadcast minutes of  
television programming for broadcast-  
ing networks in Southern Africa.

During 1992 an additional 300 broad-  
cast minutes of programming was pro-  
duced for international distribution.  
Apart from producing our own films  
and television programmes INTV also  
offers a wide range of services to fel-  
low producers.

These may include some or all of the  
following: supply of crews and equip-  
ment, post production facilities, assis-  
tance with location hunting and pro-  
duction support services.

Furthermore INTV has been involved  
with various co-produetions and joint  
ventures with international producers  
and television networks and we are  
always willing to consider joint ven-  
tures.

The equipment and facilities available  
includes BetaCam SP camera kits, 16  
mm film camera kits, off line and on line  
editing suites, and sound and television  
studios. INTV uses state of the art equip-  
ment and is fortunate to be served by  
some of the best and most talented direc-  
tors, editors, technicians, scriptwn'ters  
and graphic artists in the industry.  
INTV takes pride in the standard and  
high quality of its productions, some-  
thing for which we have received  
recognition not only by our satisfied  
clients but also from television net-  
works and other institutions. The fol-  
lowing nominations and awards were  
received:

1990 - Nominated for the coveted  
Golden Quill award in Europe.

1991 9 Received a special award in the  
Prix de Berlin at the 25th ITB in  
Berlin, for a tourist promotional  
programme.

1992 - Nominated for an Artes award  
in South Africa in the category llBest  
Magazine Programme?

1993 - Nominated again for an Artes  
award in the category 0Best Editing?

At INTV we are proud of the names  
we are fortunate to count among our  
clients. Some of the more well known  
are the following: Air Namibia,  
Annique Beauty Products, Atlantic  
Canned Fish, Anglo American  
Corporation, Bayer, British Air,

Central Bank of Namibia, Coca Cola,  
Colgate, Commtal, Consortium  
Fisheries, Creative Workshop, De  
Beers, Etosha i, First National  
Development Corporation, Gencor,  
German Government, Government of  
Thailand (Tourism Ministry),  
Government of Japan (Tourism  
Ministry), Impala Platinum,  
Johannesburg Stock Exchange, JCI,  
Lintas, Mainliner, Medunsa, Mokuti  
Lodge, Mount Etjo Safari Lodge,  
Mount Etjo Hunting Safaris, Ministry  
of Wildlife Conservation and Tourism,  
Namib Building Society, Postal  
Service (SA), Sanlam Insurance,  
Schweppes, Sappi, Swakopmund City  
Council, Swawek, TransNamib  
Limited, Technikon RSA, UNESCO.  
UNICEF, University of Namibia,  
Welwitschia Insurance, Zambezi  
Lodge, Zambezi Queen.

INTV has extensive experience in  
dealing with the following genres:  
Documentaries: Political, economi-  
cal, social, cultural, conservation and  
medical;  
Drama: Youth and studio drama;  
Corporate: Promotional, products,  
training, presentations;  
Educational: Science, mining, con-  
servation, health, the Handicapped, lit-  
eracy, mathls, religion and fundraising;  
Entertainment: Youth magazine and  
variety programmes, general interest  
and investigative journalism;  
Television commercials: Fast mov-  
ing consumer goods, financial, road  
and rail transport, airlines, soft drinks,  
automotive, pharmaceutical, skin care;  
Traveling: National tourism, safarils,  
hunting safaris, cruises, game lodges  
and hotels, air travel.

For further information:  
The Managing Director  
INTV  
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Fax 220410

Whatever your product. whatever Image you want to project in Namibia we are people who see & hear. The NBC IS the only electronic media in Namibia broadcasting the latest news. music and views. local and international programming to the entire country If your Client's product is sold in Namibia, advertise it on the NBC.  
NAMIBIAN BROADCASTING CORPORATION



NAMIBIAN  
BROADCASTING  
CORPORATION

Mr Nahum Gorelick, Director-General  
GETTING ON WITH THE FUTURE

total anathema to the hallowed world of public broadcasting. But today Namibia's national broadcaster, the Namibian Broadcasting Corporation (NBC), is taking an entrepreneurial approach to its profession.

In the past the concept of profit was a taboo. The NBC had no choice: a journey into the world of costings, cash flow, profit centres and business plans is the result of hard lessons learned in economics. Besides, the Government of Namibia was no longer prepared to pour funds into what used to be the bottomless pit of state broadcasting. The NBC therefore needed to make more of its own money, if it was to improve its product and provide a better service to customers, viewers and listeners throughout the country.

The NBC is taking the lead with this approach not only in Africa, but throughout the developing world. The demise of one-party dictatorships has led to the democratisation of the airwaves in many countries. And with governments relinquishing direct control of their countries, radio and television stations, much of the funding for these former state propaganda machines is now being diverted into new priorities. In Namibia, the reduction of state subsidy for the NBC has been rapid. At national Independence in 1990, an independent board was appointed to run the affairs of the NBC. In the same year, the Government's annual grant to the NBC dropped from R375 million to R34,7 million for 1993/4.

In December 1992, NBC management was informed about a further cut of 20 percent in its subsidy for the following year, leaving the Corporation three months to avert a R9 million shortfall. The 1993/4 subsidy would hardly cover staff salaries, let alone produce and purchase programmes. The first step was thus to further streamline the workforce. Although the NBC had already shed some 100 jobs since Independence through natural processes, the bureaucratic, top-heavy structure inherited from its predecessor, the South West African Broadcasting Corporation (SWABC), still required trimming. In February 1993 the Corporation therefore reduced its full-time staff complement by a further 120 posts, to a leaner and more efficient 515 people. Next in line was the introduction of the concept of costing throughout the Corporation. All managers are now trained in the art of financial management, and each section has drawn up business plans to project budgetary spending.

Strategic departments have been identified and money-making projects planned, with the emphasis on boosting both advertising revenue and income from the sale of home-produced programmes.

Before the NBC's financial revolution, very little cost accounting had been executed, with the result that no one was aware of the Corporation's day-to-day expenses. Producers simply made programmes, and it was up to managers to try and balance the books at the end of the year.

Now producers are managers of their own budgets. Each programme is accounted for down to the last photocopy, and sponsorships is sought wherever possible. As a result, the relationship between the NBC and private sector is more symbiotic, as the two rely on each other heavily.

Although the NBC is functioning as a business, the Corporation also has legal obligations as Namibia's public broadcaster: It is to educate, inform as well as entertain the nation. With this in mind, the NBC is expanding its transmitter network, aiming to improve radio coverage, as well as bringing live television transmission to the entire population. Television broadcasts went live in Oshakati and Ondangwa at the end of 1992, and the service is due to be extended to Rundu and Katima Mulilo by the end of 1993. Meanwhile, the European Community (EC) is funding expansion to the nationwide transmission network, with the target date set for 1996.

In the not-to-distant future, the NBC, in cooperation with the Ministry of Education and Culture, will provide rural as well as urban communities with televised educational classes on everything from maths to agriculture, as well as up-to-date TV news bulletins.

The EC's representative in Namibia, Louis Moreno, described the transmitter project as an exercise in nation building.

"Democracy can only survive if a nation is well informed," he said.

Furthermore, the expansion of Namibia's television network will run concurrently with improvements in the already extensive radio coverage of the NBC, reaching an unrivalled 95 percent of the population.

The NBC's radio services are to be decentralised, bringing them closer to the communities they serve, making them thus more accountable to their listeners. Radio will also make use of the extended transmitter network, reaching still further into the far-flung corners of this vast country.

All these changes, combined with the on-going training and up-grading of NBC personnel, involve a certain amount of unavoidable upheaval, inevitably leading to speculations in respect of the Namibian media. Yet in spite of

it, the NBC's product has undoubtedly continued to improve.

South African shott-wave radio buff, Humphrey Tyler, was certainly impressed when he tuned into NBC radio recently: "Anybody who thought Namibia was just a funny place next door with lots of sand and some German sausages should take more time to eavesdrop on the Namibian Broadcasting Corporation." Tyler wrote in his column for the Johannesburg Weekly Mail.

"Today, the NBC is a lively broadcaster reflecting a fair range of alternative options," Tyler continued, praising the Corporation's willingness to voice opinions from all sides of the political spectrum and its impartial handling of news items.

The NBC could teach the South African Broadcasting Corporation and South Africans on the whole a thing or two, Tyler added. "The NBC also provides an illuminating view of African affairs. It noted the elections in Lesotho...but there was perhaps a somewhat smug sense of déjà vu. Namibia has been through that sort of crisis already. It can get on with the future. Its revolution is over."

The same applies for the National Broadcaster of the country, the NBC.

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FOCUS ON THE FUTURE

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NEW DAWN VIDEO  
ALTERNATIVE MEANS OF  
COMMUNICATION FOR A  
DEVELOPING COUNTRY

Namibia is a country of many  
landscapes - a melting pot of  
age-old cultures and the latest  
technology. By using video to raise  
the level of awareness, New Dawn  
hopes to create a new media that can  
be utilized by the Government, NGOs  
and other bodies as well as commer-  
cial organisations to inform, educate  
and entertain the people of Namibia.  
New Dawn Video has recognised the  
role of communication as a very pow-  
erful tool, that can be employed to  
bring about meaningful change in an  
hitherto under-privileged society. New  
Dawn's videos are part of their effort  
to contribute meaningfully to the  
process of development through enter-  
tainment, highlighting problems as  
well as solutions and results of every-  
day people's initiative.

To achieve this New Dawn has been  
developing videos about Namibians  
for Namibians. But the efforts to com-  
municate with all Namibians would be  
in vain if the actors of the productions  
would not get a chance to view these  
videos. New Dawn has been actively  
involved in the development of alter-  
native means of communication. This  
has resulted in using video vans to  
reach some of the even remotest  
places in Namibia, covering up to  
3 500 km per trip.

The video vans carry a mixed bag of  
videos to show the rural population  
along the dusty route. The pro-  
grammes range from cultural videos to  
public information about health, farm-  
ing or marketing; current affairs both  
regionally and locally; national news  
with events, speeches and disasters as  
well as feature films and local round-  
ups, filmed by the crew on low cost  
video tape while on location.

This pilot programme has been enthu-  
siastically received by the people and  
research is well under way to iron out  
the remaining problems.

The diversity of Namibia's rich cultur-  
al heritage and apparently contradicto-  
ry life-styles offers local and foreign  
producers a wide choice of locations  
within one country. Expensive travel-  
ing costs for location hunting is thus  
kept to a minimum. Between the  
Namibian Broadcasting Corporation  
and the five major production houses  
in Namibia there is a high level of  
technical skill, quality equipment and  
facilities that are available for video  
and film producers.

New Dawn Video is a well known  
video production company established  
in Windhoek in 1989. New Dawn has  
the most up to date video equipment in  
Namibia. Their Betacam SP equip-

ment has been used to produce many broadcast quality programmes for both local and international audiences. Other equipment available from New Dawn includes high and low band U-matic and VHS, allowing the producer to select equipment best suited to the programme, the needs and the budget. Past productions from New Dawn include a presentation for the Donors Conference held in New York in June 1990, many productions on child welfare for UNICEF, to videos for the Land Reform Conference in Namibia. New Dawn has also produced eight other programmes for their own use, some of which have been shown on satellite television in Europe and the Namibian Broadcasting Corporation. The staff of New Dawn include highly experienced technicians with a combined experience of over 25 years in the broadcast industry. They can guide any production through from initial ideas to scripting and on to shooting and editing. They are fully capable of producing television programmes, television and radio commercials, company promotions as well as training and education programmes for companies, trade unions, schools and colleges. New Dawn is well-equipped, three machine Betacam edit suite allows for very sophisticated editing. The edit suite has an associated studio for amongst others recording interviews, narration, graphics and special effects. Furthermore, New Dawn is the only business in Namibia hiring out Betacam gear. New Dawn video also operates a resource centre of equipment and programmes for screening at official and business meetings. Their catalogue includes programmes from Namibia and Southern African, development issues and others. New Dawn Video's philosophy has always been to do our best, be the best, and continue to search for new ways of communication for a brighter future for all Namibians. For further information:  
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l T - A L  
NON#GOVERNMENTAL  
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AND AID AGENCIES  
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CENTRE (AKCC)  
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SOCIAL WORK SERVICES  
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Director: MJ Churchouse  
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Executive Director: E Ndopu  
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Director: H Bleks  
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Permanent Secretary: H Uanivi

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General Manager: K Wolff  
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AND NATURE CONSERVATION  
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Radio tel (0642) 3581, Radio no 2547,  
Fax' (061) 34512  
Director Conservation: G Owen-  
Smith  
Director Community Development:  
M J acobsohn  
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FOUNDATION  
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2 'ADVERTISING AND NEWS MEDIA- :  
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ABACUS  
Publisher: The Educational  
Publications Trust of Namibia.  
Educational supplement. English, free,  
weekly. Editor: Heidi von Egidy. PO.  
Box 22791, Windhoek. Tel. 35596/  
35707, Fax 36467. Printers: John  
Meinen Printing House.  
Circulation: 43 000.

ACTION  
Publisher: Media for Christ.  
Afrikaans/ English. bi-monthly, reli-  
gious newspaper. Editor: Bennie  
Mosterd. PO. Box 20500. Windhoek.  
Tel. 62957, Fax 216375.  
Circulation: 8 000.

AGRI FORUM  
Publisher: Namibian Agricultural  
Union. Afrikaans/English, monthly.  
agricultural magazine. Editor: Pedro  
Steenkamp. Private Bag 13255.  
Windhoek. Tel. 37838, Fax 220193.  
Printers: Capital Press.  
Circulation: 5 500.

AKASIA  
Publisher: Akasia Printers. Afrikaans.  
weekly. PO. Box 4065. Rehoboth.  
Tel. 06271-3039. Printers: Akasiu  
Printers. Circulation: 1 200.

ALLGEMEINE ZEITUNG  
Publisher: Deutscher Verlag (Pty) Ltd.  
German, daily, Mon - Fri. Editor:  
Hans Fedderson. PO. Box 2127,  
Windhoek. Tel. 230-331, Fax 220225.  
Printers: John Meinert Printing House.

Circulation: 6 000.

ALOE

Publisher: The Municipality 013  
Windhoek. English, monthly, newsletter,  
Windhoek residents. Editor: Nelius Kruger.  
PO. Box 59. Windhoek. Tel. 391-2911,  
Fax 391-2006. Circulation: 35 000.

BRICKS

Publisher: Editorial collective.  
Afrikaans/English, monthly. non-profit  
community paper. Editor: O Angula. PO. Box  
20642. Windhoek. Tel. 62726/62872.  
Printers: John Meinerl Printing House.  
Circulation: 2 000.

DIE REPUBLIKEIN

Publisher: Democratic Media Holdings.  
Afrikaans, daily, Mon - Fri. Editor: Chris  
Jacobie. PO. Box 3436. Windhoek. Tel. 230-331,  
Fax 223721. Printers: John Meinen Printing  
House. Circulation: 14 000.

FLAMINGO

Publisher: TA Publications. English. monthly,  
Air Namibia in-Highl magazine. Editor: Heidi  
Hull. PO. Box 98034, Sloane Park 2152, South  
Africa. Tel. 011-463-3350, Fax 011-463-3091.

MONITOR

Publisher: Suidwes-Drukkery Bpk. Afrikaans/  
English, monthly. news magazine. Editor: JWF  
Pretorius. PO. Box 2196, Windhoek. Tel. 34141,  
Fax 229242. Printers: John Meinert Printing  
House. Circulation: 2 900.

NAMIBIA BRIEF

Publisher: Namibia Foundation.  
English. quarterly. Namibia news  
magazine. Editor: Cathy Blzm.  
P.O. Box 2123. Windhoek.  
Tel, 37250. Fax 37251.  
Circulation: 7 500.

NAMIBIAN BROADCASTING CORPORATION

Controller: News (radio and television):  
Viluru Kuvuri. P.O. Box 321.  
Windhoek. Tel. 21581. Fax 217029.

NAMIBIA ECONOMIST

Publisher: Wort Schmid. English.  
11cc. monthly. business listings.  
Editor: Damn Steinmann.  
P.O. Box 49. Windhoek. Tel. 221925.  
Fax 220615. Printers: John Mcincrie  
Printing House. (Circulation: 7 000.)

NAMIBIA ECIMENHAI NEWS

Publisher: (Council of Churches in  
Namibia) (English). monthly.  
newsletters 0131hc (TN). Editor: Tobias  
Mhuko. P.O. Box 41. Windhoek.  
Tel. 217621. 1:11.1(62786).

Printers: (TN).

Numibizil' 611iciul news agency.  
Editor: Mocks Shivulc.  
P.O. Box 61354. Windhoek.  
Tel. 221711. Fax 221713/221714.

NAMIBIA TIMES

Afrikaans/English. bi-weekly.  
Tues/Fri. P.O. Box 706. Walvis Bay.  
Tel. 0642-5854.  
Fax 0642-4813.  
Printers: Numib Times.  
Circulation: 4000.

NEW ERA

Publisher: Mr. Zack Kuzapuu.  
(Chairman: Board of Directors).  
English. weekly. newspaper. Editor:  
Rajah Munzlmzwa. Private Bag 13364.  
Windhoek. Tel. 34924.  
Fax 35419.  
Printers: John Mcincrie Printing House.  
Circulation: 14 000.

SPERRGEBIET GAZETTE

Publisher: (3DM Public Relations  
Department). English/Oshiwambo.  
weekly. newsletters 101'()runjcmund  
community. Editor: Vivienne Hunxon.  
P.O. Box 35. (runimmd).  
Tel. 06332-2470.  
Fax 06332-2230.  
Printers: (1)M Printing Works.  
(Circulation: 2 400.)

(T)TIKOTO JOURNAL

Publisher: Tsumch Corporation Ltd.  
(1)1. English. monthly. newspaper  
11n"1'sumcb community. Editor: Jim  
Kuslic. P.O. Box 40. Tsumch.  
Tel. 0671-21 1 15/20994.  
Fax 0671-21710.  
Printers: John Mcincrie Printing House.  
Circulation: 2 700.

ROSSING NEWS

Publisher: Riissing Uranium Ltd.  
Afrikaans/English. weekly. newsletter  
for Riissing community.  
Editor: Maggi Barnard.  
Private Bag 5005. Swakopmund.

Tcl. (1641-5991 1 1.  
1311x11641-592301 .  
Printers: R(issing Uranium le.  
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P.). Box 40092. Windhoek.  
'1'cl. 230618/230757.  
( 'ircululinn: 1000.

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Publixhcr: Namibia Publications (Pty)  
Ltd. English/At'rikuzms/Ucrman. wcck-  
ly. Sunday. Editor: Gurril Cloctc.  
P.). Box 1794. Windhoek.  
Tel. 225822. Fax 223110.  
Printers: John Mcincrl Printing House.  
Circulation: 11 000.

#### THE NAMIBIAN

Publisher: The Free Press 01' Namibia  
(Ply) Ltd.

Afrikaans/English/Oshiwumho. daily.  
Mon - Fri. Editor: Gwen Lister.  
P.). Box 20783. Windhoek.  
Tel. 36970. Fax 33980.  
Printers: John Mcincrt Printing House.  
Circulation: 14 000 - 16 000.

#### THE WINDHOEK ADVERTISER

Publisher: The Windhoek Adveniser  
(Pty) Ltd. English. daily and weekly.  
Mon to Thurs. Sat. Editor: Hannes  
Smith. PO. Box 2255. Windhoek.  
Tel. 221737. Fax 226098.  
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Circulation: 3 500 (Mon-Thurs).  
10 000(5le ).

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ASSOCIATIONS (FENATA)

PO. Box 3900. Windhoek.  
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PO. Box 5289. Windhoek.  
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HOTEL ASSOCIATION OF NAMIBIA  
PO. Box 2862, Windhoek  
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INSTITUTE OF ESTATE AGENTS  
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INSURANCE ASSOCIATION  
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P.O. Box 417, Windhoek.  
Tel. 229207,  
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JEWELERS ASSOCIATION  
OF NAMIBIA (JASSONA)  
PO. Box 946, Windhoek.  
Tel. 36100,  
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LIFE ASSURERS ASSOCIATION OF  
NAMIBIA (LAAN)  
PO. Box 637, Windhoek  
Tel. 33018,  
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MASTER BUILDERS AND ALLIED  
TRADES ASSOCIATION  
PO. Box 1479, Windhoek.  
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Fax 224534.

MOTOR INDUSTRIES FEDERATION  
OF NAMIBIA  
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Tel. 38280,  
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NAMIBIA ESTATE AGENTS BOARD  
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NAMIBIA INFORMATION  
TECHNOLOGY ASSOCIATION (NITA)  
PO. Box 24280, Windhoek.  
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NAMIBIA ROAD CARRIERS  
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PO. Box 5673, Windhoek.  
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NAMIBIAN CHAMBER OF PRINTING  
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NAMIBIAN INTERNATIONAL  
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PROJECT MANAGEMENT INSTITUTE  
PO. Box 9659, Windhoek.  
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accredited to the Republic of Namibia.

AFGHANISTAN

Embassy of the Republic of  
Afghanistan (Non-resident)  
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Daneshjo  
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ALGERIA

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Republic of Algeria  
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ANGOLA

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Ribeiro  
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AUSTRALIA

High Commission of Australia  
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High Commissioner: Mr. John Duncan  
Thwaites  
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AUSTRIA

Embassy of the Republic of Austria v'c  
(Non-resident)  
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t(Note: Consular Representatives)

BELGIUM

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(Non-resident)  
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t(Note: Consular Representatives)

BOTSWANA

High Commission of the Republic of  
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BRAZIL

Embassy of the Federative Republic of  
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CHINA

Embassy of the Peoples Republic of  
China  
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PO. Box 22777, Windhoek.  
Tel. 222089, Fax 225544,  
Telex 675 WK.

CONGO

Embassy of the Peoples Republic of  
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CUBA

Embassy of the the Republic of Cuba  
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Amlmssudm': Mr, M.11. Elsudr  
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Amhussudm': Mrs. Kirsli Lintnncn  
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154 Independence Avenue.  
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'1'cl.221355.Fux 221349,  
Telex 671 WK.

FRANCE

French Embassy  
Amlmxsudur: Mr, Alain Dementhon  
I (Eocthc Street. Windhuek Central.  
1).(). Box 20484, Windhoek.  
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'1'clcx 715 WK.

GERMANY

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GHANA

High Commission of the Republic of  
Ghana  
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HINGARY

Embassy of the Republic ()11lungury4'  
(Non-Rcsident)  
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'71 Note: Consular Representatives)

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KENYA  
High Commission of the Republic of  
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KOREA (NORTH)  
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MALAWI

High Commission of the Republic of  
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MALAYSIA

High Commission of Malaysia (Non-  
resident)  
High Commissioner: Mr. Ghazzali  
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Private Bag 13220, Windhoek.  
Tel. 229082,  
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THE NETHERLANDS

Royal Netherlands Embassy:k  
(Non-resident)  
Ambassador: Mr. J . Leefmans  
47 Enterprise Road. Highlands,  
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PO. Box HG 601, Highlands  
Harare, Zimbabwe.  
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5(Note: Consular Representatives)

NEW ZEALAND

High Commission of New Zealand  
(Non-resident)  
High Commissioner: Mr. Douglas  
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NIGERIA

High Commission of the Federal  
Republic of Nigeria  
High Commissioner: Mr. Edward A.  
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PO. Box 23547, Windhoek.  
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NORWAY

Royal Norwegian Embassy  
Ambassador: Mr. Olav Myklebust  
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PAKISTAN

High Commission of the Islamic  
Republic of Pakistan  
High Commissioner: Vacant  
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Klein Windhoek.  
PO. Box 9123, Windhoek.  
Tel. 221463/220388.  
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PALESTINE

Embassy of the State of Palestine  
Ambassador: Mr. Hussam El-Madi  
5 Sanderburg Road, Luxury Hill.  
PO. Box 24823, Windhoek.  
Tel. 227002/32652,  
Fax 221624.

PORTUGAL

Embassy of Portugal  
Charge d1 Affaires: Mr. Antonio FM.  
de Faria e Maya  
28 Garten Street, Windhoek Central.  
PO. Box 443, Windhoek.  
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ROMANIA

Embassy of Romania  
Ambassador: Mr. P'etre Vlasceanu  
3 Hamerkop Street, Hochland Park.  
PO. Box 6827, Windhoek.  
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Telex 435 ROMAN WK.

RUSSIAN FEDERATION

Embassy of the Russian Federation  
Ambassador: Mr. Andrei Y. Umov  
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RWANDA

Embassy of the Republic of Rwanda  
(Non-resident)  
Ambassador: Mr. Thomas Munyaneza  
PO. Box 2918, Dar ES Salaam,  
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Tel. (0925551) 30119/30120.  
Fax (0925551) 201 15.

SPAIN

Embassy of the Kingdom of Spain  
Ambassador: Mr. Carlos Sainchez de  
Boado  
58 Bismarck Street, Windhoek West.  
PO. Box 21811, Windhoek.  
Tel. 223066,

Fax 223046.

Telex 672 ESNAM WK.

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Embassy of the Republic of Sudan

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Embassy of Sweden

Ambassador: Mr. Sten Rylander

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Telex 463 WK.

SWITZERLAND

Embassy of Switzerland P': (Nonresident)

Ambassador: Mr Peter Hollenweger

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Tel. (092634) 703997.

Telex 24669 AMSWIS ZW.

3(Notes: Consular Representatives)

TANZANIA

High Commission of the United  
Republic of Tanzania (Non-resident)

High Commissioner: Mr. Elly

Elikunda Elineema Mtango

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TUNISIA

Embassy of the Republic of Tunisia  
(Non-resident)

Charge d3 Affaires ad interim:

Mr. Mohamed Fadhel Ayari

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PO. BOX 4308, Harare, Zimbabwe.

Tel (092634) 791570/791555,

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UGANDA

High Commission Of the Republic of  
Uganda (Non-resident)

High Commissioner: Mr. Valerian

Karakuza Baguma

PO. Box 33557. Lusaka, Zambia.

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UNITED KINGDOM OF GREAT BRITAIN  
AND NORTHERN IRELAND

British High Commission

High Commissioner:

Mr. Henry G. Hogger

116 Robert Mugabe Avenue,

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PO. Box 22202, Windhoek.

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UNITED STATES OF AMERICA

Embassy of the United States  
of America

Ambassador: Mr. Marshal F. McCallie  
14 Lossen Street. Ausspannplatz.  
P/Bag 12029, Windhoek.

Tel. 221601.

Fax 229792.

VENEZUELA

Embassy of Venezuela

Charge d' Affaires: Mr. Alberto

Vulero

3rd Floor. Southern Life Tower.

Post Street Mall.

Tel. 227905/227907.

Fax 227804.

Telex 862 VENEM WK.

VIETNAM

Embassy of the Socialist Republic Of  
Vietnam (Non-resident)

Ambassador: Mr. Donn Tran Canh

Luanda. Angola.

Tel. (092442) 323388/9.

ZAIRE

Embassy of the Republic of Zaire

(Non-resident)

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24 Van Praagh Avenue. Milton Park.

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ZAMBIA

High Commission of the Republic of

Zambia

High Commissioner: Dr. Caroline

Kuunda

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Windhoek Central.

PO. Box 2282, Windhoek.

Tel 37610.

Fax 228162.

Telex 485 WK.

ZIMBABWE

High Commission of the Republic of

Zimbabwe

High Commissioner: Mr. Albzm Tzlku

Kenengoni Dete

Corner Independence Avenue and

Grimm Street, Windhoek Central.

PO. Box 23056. Windhoek.

Tel. 228134/227738/227204.

Fax 226859.

Telex 886 WK.

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REPRESENTATIVES IN NAMIBIA  
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(SOUTH AFRICA)

Office of the African National  
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AUSTRIA

Consulate of the Republic of Austria  
Honorary Consul: Mr. Fritz  
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BELGIUM

Consulate of Belgium  
Honorary Consul: Mr. Walter  
Hailwux  
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HUNGARY

Consulate of the Republic of Hungary  
Honorary Consul: Mr. Joseph Mayer  
5 Denis Shepard Street, Olympia.  
PO. Box 586, Windhoek.  
Tel. 37728/51548,  
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THE NETHERLANDS

Consulate of The Netherlands  
Honorary Consul: Mr. Philip Keitch  
Riddle  
4th Floor, SWACO House,  
1 19 Independence Avenue.  
PO. Box 110, Windhoek.  
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REPUBLIC OF SOUTH AFRICA

Office of the South African  
Representative  
Representative: Mr. J.S. Aldrich  
RSA House, Corner Jun Jonker and  
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SWITZERLAND

Consulate-General of Switzerland  
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2nd Floor, Southern Life Tower.  
Post Street Mall.  
PO. Box 22287, Windhoek.  
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INTERNATIONAL  
ORGANISATIONS

EAST AND SOUTHERN AFRICA  
MANAGEMENT INSTITUTE (ESAMI)  
Officer-in-Charge: Mr. M. Mutemwa  
22 Curt von Francois Street,

Windhoek Central.  
PO. Box 1836, Windhoek.  
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Telex 817 WK.

FOOD AND AGRICULTURAL  
ORGANISATION OF THE UNITED  
NATIONS (FAO)

Representative: Dr. Omar Salah  
Ahmed

2nd Floor, Sanlam Centre, 154  
Independence Avenue.

PO. Box 24185, Windhoek.  
Tel. 229220/224094, Fax 225726,  
Telex 703 WK.

INTERNATIONAL COMMITTEE OF  
THE RED CROSS (ICRC)  
(Non-resident)

Head of Regional Delegation: Mr.  
Henry Fournier

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PO. Box 3970, Harare, Zimbabwe.

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UNITED NATIONS CHILDREN'S  
FUND (UNICEF)

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1st Floor, Sanlam Centre,  
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PO. Box 1706, Windhoek.

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PROGRAMME (UNDP)

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UNITED NATIONS EDUCATIONAL  
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(WHO)

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NAMIBIAN TRADE

REPRESENTATIVES AND

DIPLOMATIC MISSIONS ABROAD

ANGOLA

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Ambassador: Mr. John Ya Otto

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BELGIL'M

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Ambassador: Mr. Shapua Kaukungua

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65 Avenue Louise, 1050.  
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CUBA

Embassy of the Republic of Namibia  
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ETHIOPIA

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FRANCE

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224/226, rue de Faubourg,  
Saint Antoine, Paris, France.  
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Fax (0949-228) 359-051.

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High Commission of the Republic of  
Namibia to Lagos  
High Commissioner: Mr. Ndeutapo  
Amagulu  
PMB 800015, Victoria Island, Lagos,  
Nigeria.  
Tel (092341) 619-323,  
Fax (092341) 619-323,  
Telex 50905-22650 EKOHTL.

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Embassy of the Republic of Namibia  
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PO Box 29806, Sunnyside 0132,  
Pretoria, South Africa.  
Tel. (012) 342-3520,  
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Tel. (09468) 612-7788,  
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The Namibian High Commission to  
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High Commissioner: Mr. Veiccoh  
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Tel. (092601) 252-250,  
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PROTEK ELECTRONICS Manufacturing of electronic equipment. PO. Box 9437. Tel. 217815, Fax 217817. Contact: .l. Steenkamp.

RGE TECHNOLOGIES Electronic devices. PO. Box 6384, Windhoek. Managing Director: A.E. Strydom.

SWACHROME Hardchrome and engineering repairs, hydraulic cylinder repairs and manufacturing, welding and crankshaft grinding. PO. Box 21221, Windhoek. Tel. 61327, Fax 215477. Contact: N. Pretorius.

SWAKOP ELECTRICAL PO. Box 822, Swakopmund. Tel. 0641-61207, Fax 0641-61302.

WINDHOEK KALTE TECHNIK (PTY) LTD.

Refrigeration engineering contractors. PO. Box 2155, Windhoek. Tel. 38856, Fax 35383. Director: A. Eglinger.

FINANCIAL SERVICES

ALLIANZ INSURANCE LTD. Short term insurance. PO. Box 3244, Windhoek. Tel. 36484, Fax 31070. Managing Director: T.A. Fischer. Manager: S.G. Vosloo.

BANK WINDHOEK Bankers. PO. Box 15, Windhoek. Tel. 31850, Fax 227926. Managing Director: M. D. de Lange.

BANK OF NAMIBIA PO. Box 2882, Windhoek. Tel. 226401, Fax 229874. Acting Governor: Erik L. Karlsson.

CLEARING BANKERS ASSOCIATION PO. Box 31067, Windhoek. Tel. 31850, Fax 223188. President: Mr. D. de Lange.

COMMERCIAL BANK OF NAMIBIA LTD.

Commercial and general banking, asset finance, foreign exchange dealer. P.O. Box 1, Windhoek. Tel. 303911 1, Fax 224417. Managing Director: Mr. Hans-

Jiirgen Steuber.

FIRST NATIONAL BANK Banking and financial services. PO. Box 195, Windhoek. Tel. 229610, Fax 226676. Contact: Steve Coetzee.

GEORGE HUYSAMER AND PARTNERS

INCORPORATED Investment services, stock market, portfolio management, money market, capital market, corporate services. P.O. Box 196, Windhoek. Tel. 37478/37477, Fax 227321.

HINA J.A. MU ASHEKELE Industrial

research/analysis, business development, marketing, business promotion, product development, project planning, construction management, industry expert. PO. Box 22087, Windhoek. Tel. 228809. Fax 228009.

THE INSURANCE ASSOCIATION OF NAMIBIA

PO. Box 417, Windhoek. Tel. 229207/8. Secretary: Mr. Harro K. Borchardt.

KELLER & NEUHAUS TRUST COMPANY

(PTY) Estate planning and insurance. PO. Box 156, Windhoek. Tel. 226081.

LUMLEY NAMIBIA (PTY) LTD. Shun term insur-

ance and life insurance brokers, investments, pensions, medical aid/hospitalization plans. PO. Box 1011.

Windhoek. Tel. 224471, Fax 34802. Managing

Director: Mr. G.G. Berens. Contact: Mr. J . Hecht.

NAMIB BUILDING SOCIETY Building society.

PO. Box 23072, Windhoek. Tel. 229761, Fax 229761.

NAMIBIAN BANKING CORPORATION LTD.

Financial institution, investments, financing, home loans, wills and estates, instalment sales. PO. Box 370, Windhoek. Tel. 225946, Fax 223741. Managing

Director: RP. Niehaus. Contact: Mr. DJ. Spangenberg.

NAMIBIAN DEVELOPMENT CORPORATION

Development Corporation. Private Bag 13252,

Windhoek. Tel. 306-911, Fax 33943. Managing

Director: Mr. T. Botes. General Manager: Mr. D. van Dyk.

NATIONAL HOUSING ENTERPRISE Housing

development and finance parastatal catering for virtually all income categories. Specialists in the creation of housing opportunities for disadvantaged households.

PO. Box 20192, Windhoek. Tel. 37224, Fax 222301.

Chief Executive Officer: Mr. Axaro Tsowaseb.

OHLTHAVER & LIST TRUST COMPANY Trust

company and financial holding. PO. Box 16,

Windhoek. Tel. 35111, Fax 34021. Contact: G. Lynch.

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OLD MUTUAL Insurance brokers. PO. Box 165.  
Windhoek. Tel. 36620. Fax 38902. Manager: W.P.  
Break.

SANLAM NAMIBIA Life assurance. PO. Box 317.  
Windhoek. Tel. 221788. Fax 2229(X).(1cncral  
Manager: Mr. W. Fouric.

SANTAM INSURANCE COMPANY (P'I'Y) LTD.  
Short lcrm insurance. PO. Box 204. Windhoek.

SONNEX INVESTMENTS (PTY) LTD. Holding  
company oflhc Sonncx Group . P.(.) . Box 215.  
Windhoek. Tel. 62161. Fax 631 12. Managing Director:  
Mr. B.P. Diamond.

STANDARD BANK NAMIBIA LTD. Provides com-  
prehensivc commercial. general. inlcmultiunal and mcr-  
chanl banking l'ncilixics. P.O. Box 3327. Windhoek.  
Tel. 294-91 I 1. Fax 294-2369. Managing Director: Mr.  
V.B. M011.

SWABOU Swabuu dcvclopmcni. insurance. building  
socicly. life assurance brokers and shon lcrm insurance  
hrokcrs. P.(.) . Box 79. Windhoek. Tel. 22591 1. Fax  
224189. Managing Director: DJ. Russell.

WINDHOEKINSURANCEBR()KERS(PTY1  
Insurance broking. P.(.) . Box 283. Windhoek. Tel.  
37106. Fax 35389. Dirccclor: J.W. Sluinmn.

#### FISHERIES

ATLANTIC CANNED FISH SALES Manufacturing  
of canned Fish. 05h meal and fish nil. PO, Box 40098.  
Windhoek. Tel. 225790. Fax 222318. Contact: P. De  
Villicrs.

CADILUFISHIN(G(PTY)LT1). PO. Box 1734.  
Walvis Bay. Tel. (0642) 3567. Fax (0642) 6440.  
Manager: Mr. M.(3.J. Dc Castro.

CALTEX ()11. NAMIBIA (PTY1LTI). Petroleum  
wholesale. PO Box 3308. Windhoek. Tel. 237340.  
Fax 34564. Markciling Director: Mr. P.A. Ic Roux.

CONSORTIUM FISHERIES PO. Box 751. Walvis  
Bay. T01. (0642) 5821. Fax (0642) 4095. Manager:  
Mr. W. Dep6ne.

FOOTWEAR Wholesale and retail for fashion and  
industrial shoes. Upmarkel leather handbags.  
Protective clothing for mining and Fishing industry  
PO. Box 30596. Windhoek. Tel. 225445. Fax 226267.  
Director: Mr. W. Bijhm.

KUISEB FISH PRODUCTS Fishing and fish pro-  
cessing. PO. Box 26. Walvis Bay. Tel. (1642-2251. Fax  
0642-4690. Manager: Mr. G. Coetzee.

MUKOROB FISHING CO. Suppliers of pilchards.  
canned Esh. fish 011 and fish meal. PO. Box 653.  
Windhoek. Tel. 221862. Fax 229980. Chairman: Mr.  
Aaron Mushimba.

NAMIBIAN DEVELOPMENT CORPORATION  
Development Corporation. Private Bag 13252.  
Windhoek. Tel. 306-911. Fax 33943. Managing  
Director: Mr. T. Boles. General Manager: Mr. D. van  
Dyk.

NAMIBIAN FISHING INDUSTRIES PO. Box  
2419. Windhoek. Tel. 228391. Fax 34907. Managing  
Director: Mr. W.E.W. Guhring.

NAMIBIAN SEA PRODUCTS LTD. PO. Box  
2419. Windhoek. Tel. 228391. Fax 34907. Managing  
Director: Mr. W.E.W. Guhring.

NAMTRAC Distributors ()1 Caterpillar canhmoving  
equipment. marine engines and electric sets - Hyslcr  
forklifts. P.O. Box 216. Windhoek. T01. 32026. Fax  
223416. General Manager: Mr. H.C. Margull.

NORTHERN FISHING INDUSTRIES (PTY) LTD.  
PO. Box 19.Walvis Bay. Tel. (0642) 5324. Fax (0642)  
5472. General Manager: Mr. K. Sucklcy.

PESCANOVA FISHING INDUSTRIES ()F  
NAMIBIA Fishing. Fish processing and distribution.  
PO. Box 601. Ludcrlz. Tel. 06331-2891. Fax 06331-

2854. Directors: Mr. A.T0rdc5111a.s. Mr. M.M. Fernandez.

SEAFI.()WER LOBSTER CORPORATION LTD.  
PO. Box 15. Ludcritz. T61. (06331) 2031. Fax (06331) 2414. Managing Director: Mr. P.A. Schwicgcr.  
SKELETON COAST TRAWLING Fishing and trawling. PO. Box 3876. Windhoek.

TAURUS CHEMICALS NAMIBIA (PTY) LTD.  
Seaweed algar products. PO. Box 257. Liiderilz. Tel, 06331-2674. Fax 06331-2549. Directors: K. Bcckcr.1. Emi. K. Luul'cr. Manager: K. Laufer.

UNITED FISHING ENTERPRISES (PTY) LTD  
PO. Box 63. Walvis Bay. Tel. (0642) 2376. Fax (0642) 5273. Managing Director: Mr. W.C. Pronk.  
TUNACOR LTD. Fishing industry. PO. Box 70. Walvis Ba .Tcl. 0642) 3. 51. Fax (0642) 6523. Manager: r. M. .J.de Castro.

UNITED FISHING ENTERPRISE P.(). Box 63. Walvis Ba .Tel. (0642) 2376. Fax (0642) 5273. Manugingl)irecmr: Mr. W.C. Pronk.

#### MANUFACTURING

ADRIAN JEWELLERS Manuf'uclurigflgljcwllcrs. cngruvcrs. PO. Box 1772. Windhoek. c . 225501. Fax 35955. ()wner: Marlene Adrian.

AFRICAN CONTROLLINE Munufuchqrcrs ofcalcr- in v and hulchr .xu lies. ac aging (pat In .srap- P11; and lzlbc1ing)1):1)s wcllwas markclln .P.& Box )0 . Windhoek. Tel. 62921. Fax 622. . Contact: M. Lolh or H. Rics vnn Bergen.

#### AFRICAN GEMSTONE EXCHANGE

Manufacturin jewellers. PO. Box 40160. Windhoek. Tel. 227735. 321x 227703. Managers: M. Prclorius. M. Thygscn.

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Industrial and h0usch0ld Clcanin ' materials. sham 003 and toiletries. P.(). an 22366. indhoek.Tel. 6 447. Fax 63286. Directors: Mr. H. Mcngers and Mr. H, Bcrgcndahl.

AMEC HOLDINGS (PTYK LTD. Air-Condilioning ventilation and inslullalinn. ).(). Box 22141. Windhoek. T01. 35080. . Fax 221966. Director: R. Horbcn.

ATLANTIC CANNED FISH SALES Manufacturing 01' canned 05h, fish meal and Fish oil. PO. Box 40098. yindhock. Tel. 225790. Fax 222318. Contact: P. De illicrs.

ATLAS COPCO NAMIBIA (PTY) LTD. Comgany air anincrm and mining etauigmcm. PO. Box . 59. Wind uck. Tc . 61396. Fax 6 5 8. Mana lng Director: Mr. P.L. Edmunds. Contact: Mrs. R. van er Wcslhuizcn.

BECKER H. & COMPANY (PTY) LTD.  
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\$PTY) LTD. Manufacturers' representative and manu- aclun'n . PO. Box 98. Windhoek. Tel. 35101. Fax 34489. hairman: Fania Smith.

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ELSO Manufacturer of soap roducts. PO. Box 1931 Windhoek. Tel. 64271. Fax 3-493. Director: 1.

Helfrich (owner).  
NAMIBIAN DEVELOPMENT CORPORATION  
(NDC) Development Corporation. Private Bag 13252.  
Windhoek. Tel. 306911. Fax 33943. Manager: Mr. T. Boles. General Manager: r. D. van y .

GEBIET SHOE FACTORY Manufacturing: leather  
Products. PO. Box 3031. Rehoboth. Tel. 06-71-20.32.  
Fax 06271-3052. Director: Miss A. Beukes. Manager:  
Mr. U.C. Beukes.

GENERAL DATA SYSTEMS (PTY)LTD. Sales.  
software supply and technical back-up equipment.  
equipment. clworking. modems and printers. .0.  
Box 274. Windhoek. Tel. 229775. Fax 22639.  
Managing Director: Mr. P.J. Viviers.

GROTE Furniture manufacturers. PO. Box 10245.  
Windhoek. Tel. 212640. Fax 31739. Contact: KJ.  
Petersen.

HANSA BRAUEREI LTD. PO. Box 11.  
Swakopmund. Tel. 0641-5021. Fax 0641-2328.

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Meat processors, P.(.). Box 428. Windhoek. Tel. 61211.  
Fax 2 6561. Managing Director: U. Eins.

HATZ. LEO HOLDINGS Building. manufacturers.  
contractors. P.(.). Box 1851. Windhoek. Tel. 61264.  
Fax 215008. Directors: B. Zietsman. H. Hall. H. Hall.  
M. J. Muir. (1 P. van der Merwe.

HENNING CRUSHER (PTY) LTD. Manufacturing.  
transport of crushed stone and bricks. PO. Box 184.  
Tsumeb. Tel. 0671-2856. Fax 0671-2856. Director:  
L. S. Henning.

H.H. PROMOTERS Manufacturing and distributors.  
P.(.). Box 1227. Windhoek. Tel. 217466. Fax 35342.

HUBER R PELZHAUS Fur gunnicks and handbags.  
PO. Box 2538. Windhoek. Tel. 227849. Director: R.  
Huber.

IETZ NIETZ Fashion design studio. PO. Box 21593.  
Windhoek. Tel. 36588. Fax 220410. Director: Rielh  
van Schalkwyk.

INVESTMENT HOLDINGS NAMIBIA (PTY)  
LTD. Manufacturing. trading. exports of uniforms.  
material. liquor. soft drinks. salt. bicycles. live osm'ch-  
es, osm'ch products and game. PO. Box 23001.  
Windhoek. Tel. 62155, Fax 63509. Directors: Mr.  
Danie Strauss. Mr. A.I. Dassu. Contact: Mrs. Can'na  
Vermeulen.

JUMBO CHARCOAL PO. Box 24204. Windhoek.  
Tel. 222236. Fax 225276. General Manager: Mr. J.G.  
Venter.

KOHLER CORRUGATED Manufacturers of corru-  
gated fibreboard containers. PO. Box 399. Walvis  
Bay. Tel. 0642-3121. Fax 06424192. Managing  
Director: Mr. G. Krause.

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and clothing. PO. Box 11013. Windhoek. Tel. 224358.  
Fax 224358. Director: Ms. Anita Slaney.

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PO. Box 283. Luderitz. Tel. 06331-2272. Fax 06331-  
2813. Director: J.F. Cilliers.

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(MEATCO NAMIBIA) Abbaloir. meat processing.  
PO. Box 3881. Windhoek. Tel. 216810/217774. Fax  
217045. Managing Director: Mr. J. Smit. Contact: Ms.  
D. Heller.

W. MEYER JEWELLERS Manufacturing jewellers.  
PO. Box 832. Windhoek. Tel. 36100. Fax 35955.  
Owner: Peter Adrian.

MKU ENTERPRISES (PTY) LTD. Furniture facto-  
ry. PO. Box 198. Windhoek. Tel. 37544. Fax 228084.  
Directors: H.D. Lehnerdt. H.D.W. Lehnerdt. J. Kessler.  
NR. Lehnerdt, Manager: H.D.W. Lehnerdt.

NAKARA Manufacturing of Swakara. leather garments. ostrich products. tanning of game skins. leather and Swakara skins. PO. Box 20098. Windhoek. Tel. 215003. Fax 215531. Directors: K. Davidow. W, Angeloch. .1. Brunner.

NAMIB MILLS (PTY) LTD. Maize and Hour milling company. PO. Box 20276. Windhoek. Tel. 62931. Fax 62678. Managing Director: P.B. van Schalkwyk. Contact: T. Marais

NAMIBIA BEVERAGES Production and distribution of soft drinks. Joint Venture with Paradise Beverages (Namibia) (Pty) Ltd. & NDC. PO. Box 1435. Windhoek. Tel. 61386. Fax 216570. Contact: Mr. CM, Wessels.

NAMIBIA BREWERIES LTD. Brewing beer. manufacturing and export of soft drinks. PO. Box 206. Windhoek. Tel. 62915. Fax 63327. Contact: B. Masche.

NAMIBIA PLASTIC CONVERTERS Manufacture of pipe and fitting systems. range of sewer. drainage. soil and waste fittings. PO. Box 134. Okahandja. T61. 06221-2171. Fax 06221-3166. Contact: W. De Villiers.

NAMIBIA UNIFORMS PO. Box 23001. Windhoek. Tel. 62155. Fax 63509.

NAMIBIAN ENGINEERING CORPORATION

Fabrication and erection of steel panel structures of various kinds. roofing and cladding. structural and mechanical steelworks and mining plant. PO. Box 5052. Windhoek. Tel. 36720. Fax 32890. Telex 908-707 Windhoek.

NUTRIFOOD (PTY) LTD. PO. Box 408. Okahandja. Tel. 06221-2276. Fax 06221-2278.

OSHIKO Woodmaker (factory). PO. Box 416. Oshakuli. Tel. 06752-1502. Contact: David Haufiku.

PERALIN (PTY) LTD. Paints. insulation material and Ierazzo. PO. Box 2535. Windhoek.

PG GLASS Glass merchants: glazing. minors. auto glass. PO. Box 5016. Windhoek. Tel. 38200. Fax 34962. Manager: B. Win.

PLASTIC PACKAGING (PTY) LTD. Plastic blow moulding and extrusion. PO. Box 98. Windhoek. Tel. 35101. Fax 228984.

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PROTEK ELECTRONICS Manufacturing of electronic equipment. PO. Box 9437. Windhoek. Tel. 217815. Fax 217817. Contact: J. Steenkamp.

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REHOBOTH TANNERY PO. Box 3915, Rehoboth.  
Tel. 06271-2322.

R G E TECHNOLOGIES Electronic devices. PO.  
Box 6384, Windhoek. Director: A.E. Strydom.  
ROCLA (PTY) LTD. Concrete pipe manufactureres.  
PO. Box 266, Windhoek. Tel. 63128, Fax 215149.  
Manager: L.D. Pieters.

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wholesaling of venical blinds. Retailing of blinds and  
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Tel. 227377, Fax 224807. Contact: Mr. Lewis Stipp.

SIEMENS NAMIBIA LTD. Electrical engineering  
and manufacturers. PO. Box 23125, Windhoek. Tel.  
61358, Fax 61377. Directors: T. Tjingaete, G.G. Link,  
Dr. Moller. Manager: G.G. Link.

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Parthenon and Crown domestic and industrial surface  
coatings. PO. Box 3540. Windhoek. Tel. 63156, Fax  
63161. Manager: A. Vally.

SPRENGEL BRICKS (PTY) LTD. Brick manufac-  
turers, PO. Box 5830, Windhoek.

SPRINGER SCHOKOLADENFABRIK Chocolate  
Factory. P.O. Box 5651, Windhoek.

STAR BRITE (PTY) LTD. Household detergents  
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Rehoboth. Tel. 06271-3065/2260, Fax 06271-3052.  
Director: E.L. Sakoor.

SWACHROME Hardchrome and engineering repairs,  
hydraulic cylinder repairs & manufacture, welding &  
crankshaft grinding. P.O. Box 21221, Windhoek. Tel.  
61327, Fax 215477.

SWAKOP RIVER ANGORAS Spinning and knitting  
of Angora wool to order. P.O. Box 276, Swakopmund.  
T61. 0641-5442, Fax 0641-4826. Owner: G. Tirronen.

SWAKOPMUND TANNERY (PTY) LTD. Tanning  
of skins, manufacturing of Kudu leather shoes and  
other goods made from Kudu leather. PO. Box 92,  
Swakopmund. Tel. 0641-2633, Fax 0641-4205.  
Directors: Mr. H.A. Schier, Mrs. H.G. Schier. Contact:  
Mr. H.A. Schier.

TRAILERS AND ALLIED EQUIPMENT Trailer.  
vehicle body manufacturing. PO. Box 6490,  
Windhoek. Tel. 63066, Fax 62649. Owner: Mr. O.H.  
Frowerk.

WINDHOEKER MASCHINENFABRIK (PTY)  
LTD. Fuel / storage tanks and trailer manufacturers.  
PO. Box 5013, Windhoek.

WISPECO NAMIBIA (PTY) LTD. Steel windows  
and door frame manufacturing. PO. Box 2131,  
Windhoek. Tel. 61217. Fax 61839. Directors: W.G.  
Hcltasch, I. Wood, D. Whitson, I.I. Taljaard. Manager:  
W.G. Hettasch.

MANUFACTURING  
REPRESENTATIVES

COMMERCIAL INVESTMENT CORPORATION  
(PTY) LTD. Manufacturers' representative and manu-  
facturing. PO. Box 98, Windhoek. Tel. 35101, Fax  
34489. Chairman: Fanie Smith.

B. GRUNDLEGER (PTY) LTD. Manufacturers' rep-  
resentatives. P.O. Box 177, Windhoek. Tel. 219680,  
Fax 219650.

INDO ATLANTIC (PTY) LTD. Factory agents and  
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219656.

PAN AFRICAN SALES (PTY) LTD. P.O. Box 98,  
Windhoek. Tel. 35101, Fax 34489.

PHARMACARE (PTY) LTD. Agents and distribu-



tors of pharmaceutical products. PO. Box 98,  
Windhoek. Tel. 229751, Fax 34489.  
SUPRA SALES (PTY) LTD. Factory agents and dis-  
tributors. PO. Box 98, Windhoek. Tel. 219685, Fax  
219650.  
TRADE PROMOTERS (PTY) LTD. Factory agems  
and disln'butors. PO. Box 21250, Windhoek. Tel.  
35101, Fax 220377.

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AM GRAPHICS (PTY)LTD. Dealer in office equip-  
ment. Sole distributor for AM International and the  
popular Konica range. Printing and offset equipment.  
PO. Box 3246, Windhoek. Tel. 230621, Fax 230622.  
Sales Manager: Mr. Mark Barnard.  
COLLECTIVE RESOURCES An independent  
research, information, publishing, resource and devel-  
opmem service organization specializing in economic  
surveys and consultancies. PO. Box 861, Windhoek.  
Tel. 222899, Fax 37175. Director: Mr. D. Peters.  
DEMOCRATIC MEDIA HOLDINGS Printing and  
publishing. PO. Box 3436. Windhoek. Tel. 225411,  
Fax 35674. Manager: Nic Kruger.  
HIRT & CARTER NAMIBIA (PTY) LTD.  
Photolithographers, Iypesetters, D.T.P. P.O. Box  
40181. Windhoek. Tel. 231190, Fax 33837. Directors:  
Tom Breckwoldt, Peter Calegari.  
INTV PRODUCTIONS Production. distribution and  
suppon of film, video and television programmes.  
Hire and supply of lllm and television equipment, PO.  
Box 21593, Windhoek. Tel. 225665, Fax 220410.  
Directors: P.W. van Schalkwyk, D. Ferreira. Manager:  
P.W. van Schalkwyk.  
JOHN MEINERT PRINTING HOUSE. Printers and  
publishers. PO. Box 3436, Windhoek. Tel. 225411,  
Fax 35674. Manager: Mr. Nic Kruger.  
MEDIACO (PTY) LTD. Book dealers, library suppli-  
ers and publishers1 representatives. P.O. Box 11246,  
Windhoek. Tel. 226499, Fax 229248. Director: Bill  
Hulme.  
NEW DAWN VIDEO (PTY)LTD Video production,  
equipment hire facilities. PO. Box 1071, Windhoek.  
Tel. 221431, Fax 223386. Director: Vicky Richter.  
NAMIBIAN BROADCASTING CORPORATION  
PO. Box 321, Windhoek. Tel. 215811, Fax 217760.  
Director-General: Mr. Nahum Gorelick.  
XEROGRAPHICS INFO-SYSTEMS (PTY) LTD.  
Dealer in office equipment, computers, computer hard-  
ware and software. PO. Box 22623, Windhoek. Tel.  
226254, Fax 225375. Managing Director: Mr. John T.  
Moolman.  
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of equipment for mining, tunneling, exploration  
drilling, walerwell drilling, compressor repairs, con-  
struction and general industry. P.O. Box 559,  
Windhoek. Tel. 61396, Fax 62508. Managing Director:  
Mr. P.L. Edmunds. Contact: Mrs. R. van der  
Westhuizen.  
CDM (PTY) LTD. Diamond mining. PO. Box 1906,  
Windhoek. Tel. 35061, Fax 226017. Contact: Mr. SJ.  
Carr.  
CHAMBER OF MINES OF NAMIBIA PO. Box  
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DE BEERS SERVICES (PTY) LTD. Prospecting and  
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Protective clothing for mining and fishing indusuy  
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Director: Mr. W. Bbhm.

GOLD FIELDS NAMIBIA LTD. Mining and exploration. PO. Box 3718, Windhoek. Tel. 35252. Fax 34604. Contact: Mr. M. Churchouse.

KARIBIB MINING AND CONSTRUCTION COMPANY (NAMIBIA) LTD. Mining, civil and building construction. PO. Box 986, Windhoek. Tel. 63101, Fax 63278. General Manager: Mr. N.W. Thompson.

MARMORWERKE PO. Box 20, Karibib. T61. 062252-2, Fax 062252-108.

MINDECO. Construction and mining machinery. Private Bag 12018, Windhoek. Tel. 226021, Fax 35782. Director: GJ. Rugheimer.

NAMIBIA WEST COAST DIAMONDS (PTY) LTD. PO. Box 456, Liideritz. Tel. 06331-2293, Fax 06331-2355.

NAMIBIAN DEVELOPMENT CORPORATION Development Corporation. Private Bag 13252, Windhoek. Tel. 306-911, Fax 33943. Managing Director: Mr. T. Boles. General Manager: Mr. D. van Dyk.

NAMTRAC Distributors of Caterpillar earthmoving equipment, marine engines and electric sets - Hysler forklifts. PO. Box 216, Windhoek. Tel. 32026, Fax 223416. General Manager: Mr. H.C. Margull.

PREMIER EQUIPMENT NAMIBIA (PTY) LTD. Material handling and earthmoving equipment. P.O. Box 342, Windhoek. Tel. 226311, Fax 228722. Manager: A.J. Kuhn.

ROSSING URANIUM LTD. Mining and exploration company. PO. Box 22391, Windhoek. Tel. 36760. Fax 33637. Contact: Chief Liaison Officer.

SEPP THALMAIER Rubber repair materials for mining and tyre repair materials. P.O. Box 5808, Windhoek. Tel. 225808, Fax 35810. Managing Director: S. Thalmaier.

SIEMENS NAMIBIA LTD. Electrical engineering and manufacturers. PO. Box 23125, Windhoek. Tel. 61358, Fax 61377. Directors: T. Tjingaele, G.G. Link, Dr. Moller. Manager: O.O. Link.

SONNEX-DULUX PAINTS (PTY) LTD. Manufacturers of Plascon, Dulux, Fergusson, Parthenon and Crown domestic and industrial surface coatings. PO. Box 3540, Windhoek. Tel. 63156, Fax 63161. General Manager: Mr. A. Vally.

TCL Mining and exploration company. PO. Box 40, Tsumeb. Tel. 0671-3115, Fax 0671-3710.

#### PROFESSIONAL SERVICES

AGRIVET Veterinary consultants. PO. Box 178, Windhoek. Tel. 228909, Fax 228909. Director: Dr. H. Schneider. Manager: Mrs. I. Schneider.

AM GRAPHICS (PTY)LTD. Dealer in office equipment. Sole distributor for AM International and the popular Konica range. Printing and offset equipment. PO. Box 3246, Windhoek. Tel. 230621, Fax 230622. Sales Manager: Mr. Mark Bamaxd.

ASAB DATA Computer systems development consultants. PO. Box 9980, Windhoek. Tel. 229211, Fax 35697. Directors: Jan Smiz, George Lumley. Manager: Jan Smil.

ASSOCIATION OF CONSULTING ENGINEERS OF NAMIBIA. PO. Box 23027. Windhoek. Tel. 227674.

BURMEISTER VAN NIEKERK & PARTNERS Consulting engineers. P.O. Box 1496, Windhoek. Tel. 37193, Fax 34628. Partners: G.D. Burmeister, W.H. van Zijl, F. Krenz, A.G. du Toit. Manager: G.D. Buxmeisler.

COMPION AVIATION NAMIBIA (COMAV) Qualified, professional pilot hire for business, tourist and transport flights. PO. Box 80300. Windhoek. Tel.

227512, Fax 227512. Contact: Manin Compion.  
COOPERS & LYBRAND NAMIBIA Chartered  
Accountants. PO. Box 21310, Windhoek. Tel. 34197.  
Fax 36127. Partners: E. Knowwds, H.H. Mueseler, DJ.  
Fourie.

DELOITTE PIM GOLDBY Public accountants and  
auditors. PO. Box 47, Windhoek. Tel. 33108, Fax  
33117.

ENGINEERING COUNCIL OF NAMIBIA PO.  
Box 1996, Windhoek. Tel. 33264, Fax 32478.  
President: Mr. K. Lund.

ENGLING STRITTER & PARTNERS Attorneys.  
PO. Box 43, Windhoek. Tel. 35031, Fax 33672.  
ERNST & YOUNG Chartered accountants. PO. Box  
1875. Windhoek. Tel. 38260, Fax 34991. Partners: H.  
Robinson, G. Fourie. M. Stievenan.

ESSENTIALLY AFRICA Interior design of residen-  
tial, corporate and public spaces. PO. Box 21593,  
Windhoek. Tel. 220181, Fax 220410. Manager:  
Chrisna Greeff.

FISHER, QUARMBY & PFEIFFER Attorneys. PO.  
Box 37, Windhoek. Tel. 33171.

GENERAL DATA SYSTEMS (PTY)LTD. Sales,  
software support and technical back-up on computer  
equipment. Networking, modems and printers. PO.  
Box 274. Windhoek. Tel. 229775, Fax 222639.  
Managing Director: Mr. P.J. Viviers.

GUS UYS FLYING SCHOOL Flying training, air-  
craft hire, pilot hire. PO. Box 3111 Windhoek. Tel.  
35662, Fax 221093. Managing Director: Mr. Leon  
Carstens.

H.H. SCHULZ (CIVIL ENGINEERING CON-  
TRACTORS) Building and civil engineering contrac-  
tors and plant hire. PO. Box 5092, Windhoek. Tel.  
37187, Fax 33784. Contact: Mr. K.H. Schulz.

INFOSCIENCE (PTY) LTD. Scientific  
computing/data processing. PO. Box 30324,  
Windhoek. Tel. 226519, Fax 226412. Managing  
Director: W.H. Kotze.

INSTITUTE OF CHARTERED ACCOUNTANTS  
OF NAMIBIA PO. Box 21459, Windhoek.Tel.  
220218. Fax 230014. President: Mr. CJ. Botha.

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INSTITUTE OF NAMIBIAN QUANTITY SUR-  
VEYORS. THE PO. Box 1950. Windhoek. Tel.  
228970. Fax 32969. President: Mr. W. Jacobs.

JEWELLERS ASSOCIATION OF NAMIBIA  
(JASSONA) Independent organization of Namibian  
jewellery manufacturers. PO. Box 946. Windhoek.  
Tel. 36100. Fax 35955. Chairperson: Pclcr Adrian.

KPMG PEAT MARWICK NAMIBIA Auditing,  
accounting, taxation and management consulting. PO.  
Box 30. Windhoek. Tel. 22651 1. Fax 32309. Partners:  
CJ. Bolha. D.A. v/d Merwc. W.H. Boshoff. AJ.  
Bmson. W.P.V. Onslhuizcn. G. Swan & W.S.van  
Wijk. Managing Partner: CJ. Bolha.

KUNENE CONSULTANT 8; MARKETING LTD.  
Business development. economic (industrial) analysis.  
industrial research. marketing/business promotion.  
product development. project planning/analysis. PO.  
Box 22087. Windhoek. Tel. 228809. Fax 228009.  
Managing Director: Hina 1A. Mu Ashckclc

LAW SOCIETY OF NAMIBIA PO. Box 937.  
Windhoek. Tel. 33171. Fax 228286.

I.LNTAS: NAMIBIA Advertising and marketing.  
PO. Box 11651. Windhoek. Tel. 222480. Fax 223647.  
Managing Director: Ms. Joan Guriras.

LUND CONSULTING ENGINEERS Consulting  
engineers. P.O. Box 3106. Windhoek. Tel. 34081. Fax  
32478.

MEDICAL ASSOCIATION OF NAMIBIA PO.  
Box 3369. Windhoek. Tel. 228503. Fax 224455.

MEDICITY WINDHOEK Private hospital. PO. Box  
9819. Windhoek. Tel. 222687. Fax 220027.

NAMIBIA DENTAL ASSOCIATION PO. Box  
1674. Windhoek. Tel. 228512.

NAMIBIA INSTITUTE OF ARCHITECTS PO.  
Box 1478. Windhoek. Tel. 31559. Fax 31559. Director:  
Mrs. C. Greeff.

NAMIBIAN DEVELOPMENT CORPORATION  
Development Corporation. Ptivale Bag 13252.  
Windhoek. Tel. 306-911. Fax 33943. Managing  
Director: Mr. T. Boles. General Manager: Mr. D. van  
Dyk.

NEUHAUS, A. 8: COMPANY Chartered accoun-  
tants. PO. Box 2558. Windhoek. Tel. 37640. Director:  
Darwin A. Bclete.

NURSING ASSOCIATION PO. Box 21792.  
Windhoek. Tel. 226706.

PHARMACEUTICAL SOCIETY OF NAMIBIA  
PO. Box 22669. Windhoek. Tel. 37120. Fax 31701.

TELECOM NAMIBIA Telecommunications  
provider. PO. Box 297, Windhoek. Tel. 201-2474. Fax  
223323. Contact: Mr. Jochcm Tram.

THE PR CONSULTANCY Accredited public rela-  
tions consultancy. PO. Box 6315. Windhoek. Tel.  
52398. Fax 52398. Director: E. Smit.

UNIDATA CUSTOMER SERVICES Information  
technology. PO. Box 9597. Windhoek. Tel. 35187.  
Fax 35186. Manager: Mr. Heine Dixon.

VWL NAMIBIA (PTY) LTD Consuhing engineers.  
PO. Box 22600. Windhoek. Tel. 37704. Fax 33595.  
Director: Cleaver Ernest Mukuka. Manager: CE.  
Mukuka.

WEYLANDT'S WAREHOUSE Fumilure retailing.  
conuact fumishers, decorating services. PO. Box  
3698. Windhoek. Tel. 221967. Fax 32267. Contact:  
Mr. Thomas Weylandt.

WINDHOEK CONSULTING ENGINEERS  
Consulting engineers. PO. Box 2484. Windhoek. Tel.  
37728. Fax 38880.

XEROGRAPHICSINF()-SYSTEMS(P'1'Y) LTD.  
Dealer in ( )fflcc equipment. computers. computer hard-  
ware and software. PO. Box 22623. Windhoek. Tel.

226254. Fax 225375. Managing Director: Mr. John T. Moolman.

REAL ESTATE

AURA (CO-OP) LTD. Co-operative agriculture-oriented business. Private Bag 12011. Windhoek. Tel. 31931. Fax 31930. Manager: C.P. Wolhuter.

HAZEL FOR HOUSES Estate Agent. PO. Box 30782. Windhoek. Tel. 230514. Fax 222469. Contact: Hazel Ruch.

METJE & ZIEGLER LTD. Selling of building materials, gifts, sponware, household goods, electrical appliances, hardware and renting of properties. PO. Box 239. Windhoek. Tel. 227417. Fax 222859.

Managing Director: Mr. AM. Behnsen.

MPV PROPERTIES Real estate. PO. Box 3561.

Rehoboth. Tel. 06271-3219. Fax 06271-3219. Director: V.C. Steenkamp.

NATIONAL HOUSING ENTERPRISE Housing

development and finance parzwlalal catering for various income categories. Specialises in the creation of housing opportunities for disadvantaged households.

PO. Box 20192. Windhoek. Tel. 37224. Fax 222301.

Chief Executive Officer: Mr. Axaro Tsowaseb.

( ) HLTHAVER & LIST TRUST COMPANY LTD.

Trust company, financial holding, agriculture, development and real estate projects. PO. Box 16. Windhoek.

Tel. 35111. Fax 34021. Contact: G. Lynch.

PRESTIGE PROPERTIES Property developers. PO.

Box 10245. Windhoek. Tel. 212640. Fax 31739.

Directors: H. Schmidt. A. Dowic. K. Perschdt.

PUPKEWITZ H() 1. DINGS (PTY) LTD. Building

and engineering supplies; motor trade (Toyota, Hino);

consumer goods - wholesale and retail; animal by-

products (Swakara, hides, skins, wool etc); property

management and development. PO. Box 140.

Windhoek. Tel. 221970 Fax 226444. Group Managing

Director: Mr. Harold Pupkwilz.

SOUTHERN ESTATES (PTY) LTD. Estate agents.

PO. Box 333. Windhoek.

SWATRUST (PTY) LTD. Insurance, investments.

tax, accountants, trustees, real estate. PO. Box 1748.

Windhoek. Tel. 225722. Fax 225830. Director: Mr.

Horsthemke.

RETAIL

ABC TRADING CENTER Garage, spares, restaurant, dry-cleaners and bottle store. PO. Box 78.

Ondangwa. Tel. 06726-1 19/18. Contact: Gerhardt

Kamonde.

ADRIAN JEWELLERS Manufacturing jewellers.

engravers. PO. Box 1772. Windhoek. Tel. 225501.

Fax 35955. Owner: Marlene Adrian.

AFRICAN GEMSTONE EXCHANGE High quality

gems and diamonds at factory prices. PO. Box 40160.

Windhoek. Tel. 227735. Fax 227703. Managers: M.

Prelorius. M. Thygesen.

AFROX (PTY) LTD. Industrial, mechanical and

domestic gasses. PO. Box 261. Windhoek. Tel.

225681. Fax 38877.

AGRA (CO-OP) LTD. Trade and agriculture. Private

Bag 12011. Windhoek. Tel. 31931. Fax 31930.

Manager: CR Wolhuter.

AM GRAPHICS (PTY) LTD. Dealer in office equip-

ment. Sole distributor for AM International and the

popular Konica range. Priming and offset equipment.

PO. Box 3246. Windhoek. Tel. 230621. Fax 230622.

Sales Manager: Mr. Mark Barnard.

ARK TRADING (PTY) LTD Building industries.

hardware and sanitary suppliers. PO. Box 163.

Windhoek. Tel. 225421. Fax 225421. Directors: AR.

Preuss. E. Pmuss. Manager: A. Preuss.

BEHRENS O. & COMPANY Sanitary ware and

plumbers. PO. Box 5042. Windhoek. Tel. 38300. Fax 39740.

BUKALO CO-OPERATION STORE General dealer. PO. Box 708. Katima Mulilo. Tel. 067352-188. Contact: B. Ntesa.

CALLESEN (PTY) LTD. Stationers. books and gifts. PO. Box 222. Windhoek. Tel. 224441.

CENTRAL NEWS AGENCY Stationers. books and gifts. PO. Box 2104. Windhoek. Tel. 225625.

CHANDLING INTERNATIONAL Ship supplies. Frown foods & Dairy products. Liquor outlet and Duty free shop. PO. Box 198, Walvis Bay. Tel. (0642) 4198. Fax (0642) 2591. Contact: Mr. S. Hentze.

CHELSEA FASHIONS Textiles. PO. Box 21424. Windhoek. Tel. 31154. Fax 35317. Contact: N. Morar.

CHIMUKA GENERAL DEALER General dealer. PO. Box 436. Katima Mulilo. Contact: C. Kasungo.

CHRISTO LANDSBERG PHOTOGRAPHY Photography. PO. Box 500. Windhoek. Tel. 32922/32947. Fax 36121. Director: C. Landsberg.

CONTINENTAL WHOLESALE TRADING Hotel. hardware. furniture. market. garages. PO. Box 6. Oshakati. Tel. 06752-157. Fax 06752-1033. Contact: Frans Aupa Indongo.

CYMOT (PTY) LTD. Cycles. auto spares and tools. PO. Box 726. Windhoek. Tel. 34131. Fax 34921. Director: Claus Theissen.

DER BUCHERKELLER (PTY) LTD. Bookshop. PO. Box 1074. Windhoek. Tel. 31615.

DIE BLUMENECKE Flowershop. PO. Box 380. Windhoek. Tel. 37234. Fax 224219.

ELAGO GROUP General dealer. PO. Box 7290. Windhoek. Tel. 62348. Contact: S. Elago.

ENGEN NAMIBIA (PTY) LTD. Selling of petroleum products. PO. Box 201. Windhoek. Tel. 33041. Fax 227955. Managing Director: Mr. W. von Liercs.

ENIAS SUPER MARKET Petrol depot. bottle store and market. PO. Box 169. Ondangwa. Tel. 06762-38. Contact: Israel Jona.

ENKE H.H. General office machines. PO. Box 299. Windhoek. Tel. 37420. Fax 37420.

FOOD TRADING (PTY) LTD. Food trading. PO. Box 886. Okahandja. Tel. 06221-3129. Fax 06221-2927. Director: Mr. Ehrlich.

FURNITURE HYPER Furniture. Private Bag 1002. Rehoboth. Tel. 06271-3065. Fax 06271-3052. Directors: EL. Sakoor. A.H. Carew.

GERHARD BOTHA PHOTOGRAPHY Photographers. photographic wholesalers and retailers. PO. Box 21907. Windhoek. Tel. 35551. Fax 32350. Director: G. Botha. Manager: V. Botha.

GIFT SHOPPING CENTRE General dealer and retail. PO. Box 169. Ondangwa. Tel. 06762-38. Contact: Usko Nghaamwa.

HARTLIEF CONTINENTAL MEAT PRODUCTS Selected fresh and processed meat factory. also selling directly to the public. PO. Box 428. Windhoek. Tel. 61211. Fax 216561. Managing Director: Uii Eins.

HATFINGH DJ & COMPANY Paints. electrical appliances and building supplies. PO. Box 2194. Windhoek. Tel. 224627. Fax 224629.

HOLTZ E (PTY) LTD. Drapers. ladies and gents outfitters. PO. Box 421. Windhoek. Tel. 35941.

HUBER R PELZHAUS Fur garments and handbags. PO. Box 2538. Windhoek. Tel. 227849. Director: R. Huber.

IETZ NIETZ Fashion design studio. PO. Box 21593, Windhoek. Tel. 36588. Fax 220410. Director: Rjerh van Schalkwyk. Manager: Ilse de Kok.

INTERMEAT NAMIBIA (P'I'Y) LTD. Meal trading. PO. Box 21310. Oljiwarongo. Tel. 0651-2779. Fax

0651-3406. Director: MI. Lubowski.  
KLOCKNER MOELLER Electrical switchgear. PO.  
Box 5076. Windhoek. Tel. 38347. Fax 34595. Director:  
A. Frech. Manager. M. 801113.  
KNOCK OUT BAZAARS Retail trade. PO. Box  
3498. Rehoboth. Tel. 06271-3071/2. Fax 06271-3073.  
Directors: Martin Dendinger. Willie Genze, John  
McNab. Manager: Martin DenLlinger.  
KOCK & SCHMIDT (PTY) LTD. Drapers and  
ladies outfitters. PO. Box 5070. Windhoek. Tel.  
33131. Fax 35281. Director: Claus Kock.  
LEDER CHIC Quality leather goods. PO. Box  
23012. Windhoek. Tel. 34422.  
MEAT CORPORATION OF NAMIBIA LTD.  
(MEATCO NAMIBIA) Abbaloir. meat processing.  
PO. Box 3881. Windhoek. Tel. 216810/217774, Fax  
217045. Managing Director: Mr. J. Smit. Contact: Ms.  
D. Heller.  
MEDIACO (PTY) LTD. Booksellers and library sup-  
pliers. PO. Box 1 1246. Windhoek. Tel. 33772. Fax  
229248. Director: W.W. (Bill) Hulme.  
METJE & ZIEGLER LTD. General merchants. hard-  
ware and building materials. PO. Box 239. Windhoek.  
Tel. 227417. Fax 222859. Managing Director: A.M.  
Behnsen.  
W. MEYER JEWELLERS Manufacturing jewellers.  
engravers. agents for Rolex. Omega. Seiko. Tissol.  
PO. Box 832. Windhoek. Tel. 36100. Fax 35955.  
Owner: Peter Adrian.  
MIDMACOR (WY) LTD. Industrial sales. PO. Box  
1556. Windhoek. Tel. 34025. Fax 37100. Directors: R.  
Adcock..1. Smith. Manager: B. Els.  
MONTAPEX DISTRIBUTORS (PTY) LTD.  
Wholesale and retail paint business. PO. Box 3712.  
Windhoek.  
NAMIBIA BEVERAGES Production and distribution  
of soft drinks. Joint Venture with Paradise Beverages  
(Namibia) (Pty) Ltd. & NDC. PO. Box 1435.  
Windhoek. Tel. 61386. Fax 216570. Contact: Mr.  
C.M. Wessels.  
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NAMIBIA BREWERIES LTD. Brewers, bottlers and exporters of beer, manufacturing and export of soft drinks. PO. Box 206, Windhoek. Tel. 62915, Fax 63327. Contact: B. Masche.

NAMIBIAN DEVELOPMENT CORPORATION

Development Corporation. Private Bag 13252, Windhoek. Tel. 306-911, Fax 33943. Managing Director: Mr. T. Boles. General Manager: Mr. D. van Dyk.

NAMTRAC Distributors of Campillar earthmoving equipment, marine engines and electric sets - Hyster forklifts. PO. Box 216, Windhoek. Tel. 32026, Fax 223416. General Manager: Mr. H.C. Margull.

NASHUA NAMIBIA Office equipment: copiers, faxes, personal computers. PO. Box 22185, Windhoek. Tel. 219662, Fax 218424. General Manager: Mr. J. Roux.

NEWVELD VENTURES PO. Box 24204, Windhoek. Tel. 222236, Fax 225276. General Manager: Mr. J. Venter.

OK BAZAARS LTD. General merchants. PO. Box 362, Windhoek. Tel. 37410.

OTTO MUHR & COMPANY Gents outfitters and retailer. P.O. Box 561, Windhoek. Tel. 37308. Director: E.O. Miihr.

PFAFF HAUS Sewing, ironing, and knitting machines. PO. Box 1686, Windhoek. Tel. 35564, Fax 35564. Director: L.G.E. Salomon.

PG GLASS Glass merchants: glazing, mirrors, auto glass. PO. Box 5016, Windhoek. Tel. 38200, Fax 349621 Manager: B. Win.

PHOENIX MOTORS (PTY) LTD. Motor vehicles and spare parts. PO. Box 31, Windhoek. Tel. 37330, Fax 228007.

POLY TFE NAMIBIA (PTY) LTD. High-tech solid film lubricant suspended in petroleum based lubricating oil for use in engines, gearboxes, compressors and hydraulics. PO. Box 11935, Windhoek. Tel. 33715, Fax 33715.

PRECAST CONCRETE INDUSTRIES Ready-mixed concrete, mortar and plaster, concrete bricks, interlocking pavers, Terraforce limels, sand and crushed stone and other concrete products. PO. Box 584, Windhoek. Tel. 61295, Fax 62483. General Manager: Mr. H. Valkhoff.

PUNYU WHOLESALE Hardware, market, garage, hotel and cafe. PO. Box 247, Ondangwa. Tel. 06762-58, Fax 06762-58. Contact: Jadus Shikale.

PUPKEWITZ HOLDINGS (PTY) LTD. Building and engineering supplies; motor trade (Toyota, Hino); consumer goods - wholesale and retail: animal by-products (Swakara, hides, skins, wool etc); property management and development. PO. Box 140, Windhoek. Tel. 221970 Fax 226444. Group Managing Director: Mr. Harold Pupkewitz.

REHOBOTH MIDAS Vehicle spares. PO. Box 3205, Rehoboth. Tel. 06271-2035. Fax 06271-2035. Director: 3.1. Wohler.

ROGL KARAKUL EXPORT Karakul hides and souvenirs. PO. Box 1303, Windhoek.

RUACANA WHOLESALE Market, bottlestore, hardware and restaurant. PO. Box 367, Oshakati. Tel. 06752-177. Contact: Mdlakia Lukas.

SASKIA Retail dress shop. PO. Box 446, Windhoek. Tel. 31745. Directors: C.H. Badenhorst, Mrs. A. Stenger. Manager: Mrs. A. Stenger.

SCHOEMANS OFFICE SYSTEMS Office systems, sales and service. PO. Box 2600, Windhoek. Tel. 38320, Fax 32201. Directors: Mrs. J.C. Schoeman, H.P. Schoeman (sr), H.P. Schoeman (jr), T. Schoeman. Managing Director: Mrs. J.C. Schoeman.



SEELENBINDER PELSPARADISE Manufacturer and retailer of furs. PO. Box 570, Windhoek.

SEPP THALMAIER (TIP TOP) Suppliers of tyre repair materials. P.O. Box 5808, Windhoek. Tel. 225808, Fax 35810. Director: S. Thalmaier.

SENTRA NAMIBIA Retail trade. PO. Box 11307, Windhoek. Tel. 223008, Fax 228220.

SHADE CENTRE Manufacturing, retailing and wholesaling of vertical blinds. Retailing of blinds and awnings of all description. PO. Box 20670, Windhoek. Tel. 227377, Fax 224807. Contact: Mr. Lewis Stipp.

SHALI GARAGE Garage. PO. Box 6, Oshakati. Tel. 06752-430. Contact: Johannes Shali.

SHANGADI STORE Market and bottle store. P.O. Box 169, Ondangwa. Tel. 06762-194. Contact: Ileni Shangadi.

SHEYA STORE CASH AND CARRY Hardware, petrol depot and bottle store. PO. Box 175, Ondangwa. Tel. 06762-85, Fax 06762-85. Contact: Salomon Sheya.

SHILONGO TAILORING ONDJIVA SHOP Tailor. PO. Box 102, Ondangwa. Tel. 06762-251. Contact: Phillip Shilongo.

SONNEX-DULUX PAINTS (PTY) LTD. Manufacturers of Plascon, Dulux, Fergusson, Parthenon and Crown domestic and industrial surface coatings. PO. Box 3540, Windhoek. Tel. 63156, Fax 63161. General Manager: Mr. A. Vally.

SONNEX-DUNLOP Distributors of Dunlop Tyres, Dunlop and Slazenger Sports, Dunlop Industrial products, Dunlopillo. PO. Box 22948, Windhoek. Tel. 62181, Fax 62284. General Manager: Mr. M. Taylor.

STAR BAKERY Bakery and market. PO. Box 102, Ondangwa. Tel, 06762-68, Fax 06762-68. Contact: Johannes Mwashindange.

STAR BRITE (PTY) LTD. Household detergents (e.g. soap powder, dishwashing liquid, softener), paint (PVA) and industrial detergents. Private Bag 1002, Rehoboth. Tel. 06271-3065/2260, Fax 06271-3052. Director: E.L. Sakoor.

SWARITE (PTY) LTD. Copier supply and maintenance. PO. Box 21342, Windhoek.

SWAVET (PTY) LTD. Veterinary instruments and medicines. PO. Box 1758, Windhoek. Tel. 37356, Fax 226058. Director: F. Rexrodt. Manager: Mr. Schumann.

TELTRON NAMIBIA (PTY) LTD. Suppliers of sound and cross writing equipment. PO. Box 9106, Windhoek. Tel. 37095, Fax 36457. Directors: FJ. Fricke, C. Niehaus, B.G. Hitchcock. Manager: FJ. Fricke.

TOTAL (NAMIBIA) (PTY) LTD. Distribution of petroleum products. PO. Box 5099, Windhoek. Tel. 37650, Fax 32308. Managing Director: Mr. Horst Graef.

UUKUMWE HOTEL Restaurant and hotel. PO. Box 102, Ondangwa. Tel. 06762-194. Contact: Moongo Fillemon.

VOLKSWINKEL SPAR Retail trade. PO. Box 3091, Rehoboth. Tel. 06271-2055/6, Fax 06271-2055. Director: J .N . Benad6. Manager: C.M. Benad6.

WECKE & VOIGTS (PTY) LTD. Department store and wholesalers. PO. Box 62, Windhoek. Tel. 34061, Fax 224982. Managing Director: Mr. H.D. Voigts.

WELKOM BUTCHERY Meat processing and butchery. P.O. Box 3324, Rehoboth. Tel. 06271-2940, Fax 06271-3052. Director: S. Bocendorfer.

WEYLANDTS WAREHOUSE Furniture retailing, contract fumishers. decorating services. PO. Box 3698, Windhoek. Tel. 221967, Fax 32267. Contact: Mr. Thomas Weylandt.

WINDHOEKER BUCHHANDLUNG Stationers,  
bookshop and hobby requirements. PO. Box 1327,  
Windhoek. Tel. 33479, Fax 225011. Director: Mr.  
Bertermann. Manager: Mr. Moegenburg.

WINDHOEK TOOL CENTRE Tools, hardware,  
wholesale and retail. PO. Box 9081, Windhoek. Tel.  
63251.

WOERMANN BROCKI & COMPANY Hardware.  
textiles and groceries. PO. Box 86, Windhoek. Tel.  
226232, Fax 228328. Director: K. Woemlann.

XEROGRAPHICS INFO-SYSTEMS (PTY) LTD.  
Dealer in office equipment, computers, computer hard-  
ware and software. PO. Box 22623, Windhoek. Tel.  
226254, Fax 225375. Managing Director: Mr. John T.  
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