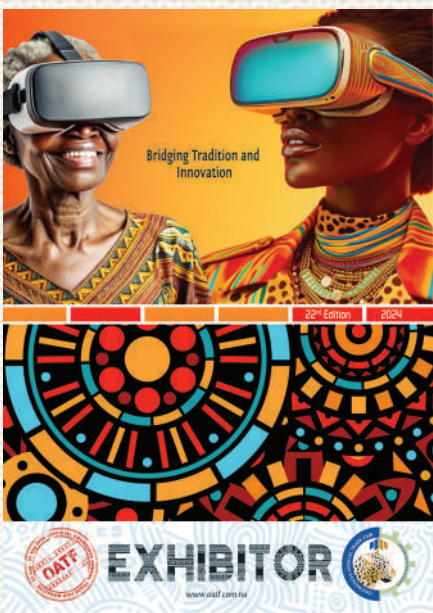
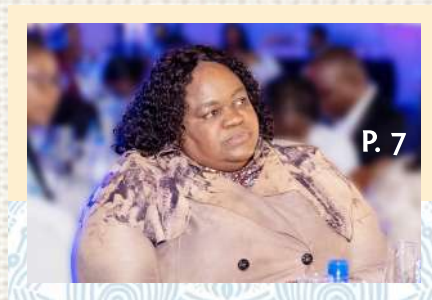




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## Ongwediva Annual Trade Fair is a celebration of the entrepreneurial spirit



His Worship Cllr Taarah Shalyefu  
MAYOR OF ONGWEDIVA

Ongwediva Annual Trade Fair is a unique platform created by Ongwediva Town Council to offer the public an Opportunity that people won't get via any other marketing method. It gives people a chance not only to connect with their audience but to show their brands and connect with the rest of the world. This trade fair is rich in history and tradition with this year marking the 23rd edition. It is a living reflection of life and time around it rooted in exhibiting products and talents.

A big thank you to Ongwediva Trade Fair Society the Organizing Committee and all the volunteers for their tireless efforts in making the fair a big success for the past years and that of this year 2024. This event brings people together to trade and showcase their products.

I encourage all people, local and international, to consider joining this important platform created with good intention to assist our people to trade amongst themselves and exhibit their products, skills and talents. I look forward to see you all at this year's Ongwediva Annual Trade Fair from 23rd-31st August 2024.

His Worship Cllr Taarah Shalyefu  
Mayor of Ongwediva Town



# Welcome to Ongwediva, a town rich in culture and heritage yet embracing new initiatives



Evat Kandongo Deputy Chairperson  
Ongwediva Annual Trade Fair  
Preparatory Committee

**A**s we stand on the brink of yet another exciting Ongwediva Annual Trade Fair, it gives me great pleasure to welcome you to this year’s event under the theme “Bridging Tradition and Innovation.” This theme resonates deeply with the essence of our community—one that is rich in culture and heritage, yet unafraid to embrace the new and the innovative.

The Ongwediva Annual Trade Fair has always been more than just an exhibition; it is a celebration of the entrepreneurial spirit, a platform for exchanging ideas, and a bridge between our time-honoured traditions and the cutting-edge advancements shaping our future. As we gather here, we honour the wisdom passed down through generations, while simultaneously embracing the innovations that propel us forward.

This year, we are particularly excited to showcase a wide array of exhibitors who exemplify this balance between the old and the new. From local artisans who preserve our cultural legacy through their crafts, to tech start-ups introducing ground-breaking solutions, the Trade Fair is a testament to our community’s ability to thrive in a rapidly changing world.

The ongoing evolution of this event is a reflection of our collective journey—a journey where tradition informs innovation, and innovation revitalizes tradition. It is a reminder that progress does not mean leaving the past behind, but rather, building upon it to create a brighter, more sustainable future.

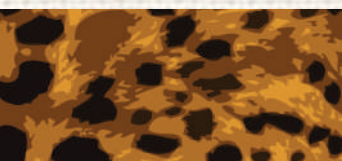
I invite you all to fully engage with the diverse offerings of this year’s Fair, to discover new opportunities, and to celebrate the unique blend of heritage and innovation that defines Ongwediva. Let us continue to work together to bridge the past and the future, ensuring that our community remains a beacon of growth, resilience, and creativity.

We thank you for your continuous support over the years.

Welcome to the 2024 Ongwediva Annual Trade Fair!

Sincerely yours,

Evat Kandongo  
Deputy Chairperson:  
Ongwediva Annual Trade Fair preparatory committee



## Tips and best practices: How to Integrate Tradition and Innovation in your business by Dalicia Olivier

In the dynamic world of business, the challenge of blending tradition with innovation has never been more relevant. For Namibian business owners, especially those participating in events like the Ongwediva Trade Fair, finding a balance between the rich heritage of our past and the cutting-edge advancements of today can be the key to sustainable success. Here are some tips and best practices to help you navigate this journey.

### 1. Embrace your heritage as a unique selling point

Namibia is a land rich in culture and tradition. Leveraging this heritage can set your business apart from the competition. Whether incorporating traditional Namibian designs into your branding, using local materials, or highlighting traditional methods in your production process, your cultural

heritage can become a powerful marketing tool. Customers, both local and international, appreciate authenticity, and showcasing your roots can create a strong emotional connection with your audience.

### 2. Stay open to new technologies

While tradition is essential, innovation is what propels a business forward. Adopting new technologies can streamline operations, improve efficiency, and open new markets. Consider how digital tools can enhance your business processes through social media for marketing, implementing e-commerce platforms to reach a broader audience, or adopting new production techniques that improve product quality while maintaining traditional methods. The key is to find the right balance where technology enhances, rather than replaces, the traditional elements of your business.

### 3. Involve the community

One of the most effective ways to integrate tradition with innovation is by involving your community. Community engagement not only fosters goodwill but also ensures that your innovations are culturally sensitive and relevant. For example, you could collaborate with local artisans to incorporate traditional crafts into your products or host workshops where community members can contribute ideas for new products or services. This approach not only preserves traditional skills but also ensures that your innovations are grounded in the local culture.

### 4. Educate and train your team

To successfully blend tradition with innovation, it's important to have your team's buy-in. Invest in training programmes that educate your employees about the importance of



Staff members at Ministry of Environment, Forestry and Tourism Namibia proudly embracing their cultural heritage pose for a picture outside their office



cultural heritage while also equipping them with the skills needed to embrace new technologies. This dual focus ensures that your team is not only respectful of tradition but also capable of driving innovation within your business.

### 5. Start small and scale gradually

Integrating tradition with innovation doesn't have to be an all-or-nothing approach. Start by introducing small changes and gradually scale up as you find what works best for your business. For example, you could start with a few innovative products or services that complement your traditional offerings, then expand based on customer feedback and market demand. This cautious approach allows you to test the waters and adjust your strategy as needed, minimizing risk while maximizing potential rewards.

### 6. Continuously monitor and adapt

The constantly evolving business landscape requires continuous monitoring of traditional practices and emerging trends. Stay informed about the latest developments in your industry, and be willing to adapt your approach as necessary. Whether adjusting your product line to meet changing customer preferences or adopting new technologies to improve efficiency, being flexible and responsive is key to successfully integrating tradition with innovation.

### 7. Preserve what works, innovate where necessary

Not all traditions need to be changed. Some traditional practices have stood the test of time for good reason. Identify what aspects of your business are working well and should be

preserved, and focus your innovation efforts on areas where there's room for improvement. This selective approach ensures that you retain the strengths of your traditional practices while embracing new growth opportunities.

### Conclusion

Integrating tradition with innovation is not just a trend; it's a necessary strategy for modern business success. By leveraging your heritage, staying open to new technologies, involving the community, and being adaptable, you can create a business honouring the past while looking toward the future. As you participate in the Ongwediva Trade Fair, remember that the most successful business finds the perfect balance between where we've been and where we're going. **E**

*Dalicia Olivier is a freelance editor and project manager available at [dalicia.olivier@gmail.com](mailto:dalicia.olivier@gmail.com)*



# A Manufacturing Basket that Overflows with Opportunities...



Namibia is endowed with rich natural resources and offers lucrative investment opportunities across a broad spectrum of economic sectors such as Agriculture, Energy, Infrastructure, Manufacturing, Mining, Services and Tourism.

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**Republic of Namibia**

## Foreword - Hon Minister of Industrialisation and Trade



The year 2024 marks the 22nd edition of the Ongwediva Annual Trade Fair (OATF), which is hosted under the theme “Bridging Tradition and Innovation”.

This theme comes at an opportune time - at the dawn of the Africa Continental Free Trade Area (AfCFTA) business forum, when the entire continent is preparing to meet in Kigali (Rwanda) in October 2024.

The key objective of the AfCFTA is to boost intra-African trade, designed to achieve a single continental market;

with zero or lower trade tariffs; simplified rules of origin and customs procedures; harmonized regulations for trade in services; and trade remedies made available to economic players.

Namibia is ready to tap into a single market of about 1.3 billion people, while growing at home and industrializing local economy to produce goods and services with which to trade.

Secondly, OATF 2024 theme is befitting the time - as we are all aware, Namibia is participating at the upcoming - 44th Ordinary SADC Summit of Heads of State and Government which was held on 17 August 2024 in Harare, Zimbabwe under the theme: “Promoting Innovation to unlock opportunities for sustained economic growth and development towards an Industrialised SADC to steer pivotal matters on industrialisation to enable trade and commerce for the landlocked neighbours within the region.

In view of the above, the Ministry of Industrialisation and Trade (MIT) has a clear mandate to spearhead two very important sectors (namely – industrialisation and trade), which are not only wide in scope but also very critical for the realization of the national socio-economic development goals of our country. We at MIT value and believe

that MSMEs development is the catalyst for the development of the industrialisation base of any nation. It is in this connection that we recognize the critical role of Micro, Small and Medium – sized Enterprises in the socio-economic development and economic diversification of the country. MIT, through the “Growth at Home” initiative, is committed to support industrial, trade, investment and business activities in the country.

Among many reasons to celebrate this event, is the platform created for MSMEs to exhibit products and services. Enabling organized companies operating in various industries to display their latest products and services as well as learning the activities of others’ businesses, examine market trends and identify business opportunities.

Conclusively, it is worth noting that, exhibitions are very important events that bring producers and suppliers of goods and services as well as potential customers together to provide the necessary exposure and opportunities for sales and business linkages. I wish you all success in achieving the objectives of this fair as we industrialise our domestic economy.

**“Thank you once again for honoring our invitation to be part of a large crowd of witnesses to this very important event”,**



## Bridging Tradition and Innovation: A path to sustainable growth! Keynote Address by Alisa Amupolo at the Ongwediva Annual Trade Fair Fundraising Gala Dinner, June 29, 2024



Alisa Amupolo  
Chief Executive Officer  
NAMDIA

On a significant evening at the Ongwediva Annual Trade Fair Fundraising Gala Dinner, Alisa Amupolo delivered a heartfelt keynote address that resonated deeply with the audience. Here, we capture the essence of her speech and her visionary insights on the theme of “Bridging Tradition and Innovation for a Sustainable Economy.” Various Dignataries who graced us with their presence include Hon. Lucia lipumbu, Minister of Industrialisation, Trade and SME Development, Hon. Elia K. Irimari, Governor of Oshana Region, His Worship the Mayor Rev. Taarah Shalyefu, Mr. Damian Egumbo, Deputy Chairperson of Ongwediva Trade Fair Society, Business community, Entrepreneurs, Distinguished invited

guests, Media and all stakeholders

### Honoring the Legacy of Ongwediva Trade Fair Society

Amupolo began by expressing her gratitude for being the guest speaker at an event that evoked fond memories of her early professional life, dating back to 2005. She extended her heartfelt congratulations to the Ongwediva Trade Fair Society leadership for their commendable efforts in maintaining a vital platform for businesses and entrepreneurs over the years. She highlighted how the trade fair has evolved into a strategic asset, hosting not only trade events but also graduations and other significant ceremonies, thereby contributing to various pillars of the economy.

### A Personal Wakeup Call

Recounting a personal experience, Amupolo shared a story of hosting an international friend and her son, who were enthralled by the Namibian way of life. They were struck by the wide-open spaces, traditional foods, and the genuine sense of community and family spirit. This experience was a revelation for Amupolo, underscoring the untapped potential of Namibia’s rich heritage. She emphasized that these aspects, often taken for granted, are treasured by outsiders and present a unique opportunity for economic growth.

### The Intersection of Tradition and Innovation

Amupolo delved into the intricate relationship between tradition and innovation, emphasizing that these seemingly opposing forces can create powerful synergies. She described tradition as the bedrock of society, providing a sense of belonging and

grounding in rich cultural heritage. Innovation, on the other hand, drives progress, challenging the status quo and addressing contemporary issues. When harmonized, tradition and innovation can pave the way for sustainable growth and development.

### Opportunities for New Industries

Amupolo outlined several sectors where the blend of tradition and innovation can create new industries and economic opportunities:

- 1. Heritage Industry:** Cultural heritage tourism is a significant part of the global economy, with a growing interest in unique and educational travel experiences. This sector generates substantial revenue, supports local economies, and creates jobs. Amupolo suggested leveraging models like Airbnb for village experiences, cultural festivals, and tours of historical sites.



His Worship Taarah Shalyefu and  
Mr. Damian Egumbo CEO of OTC





**2. Construction Industry:** Integrating cutting-edge technologies with traditional methods can ensure seamless project execution and scalability. For instance, adopting new supply chain management technologies while mentoring the next generation of professionals fosters innovation and addresses labor shortages.

**3. Handcraft Crafts:** Traditional arts and crafts can be revitalized through innovative techniques and contemporary interpretations. Platforms like e-commerce and social media can provide global markets for artisans, preserving cultural practices while creating economic opportunities.

**4. Cultural Innovation:** Infusing traditional elements into fashion, art, and cuisine can create a blend that resonates with both the old and the new. This approach can inspire innovative expressions that capture the essence of cultural heritage.

**5. Educational Value:** Integrating modern teaching methods and technologies with traditional values and knowledge can foster a generation that respects tradition. Programs that blend indigenous knowledge with modern science offer holistic education and create opportunities for teaching traditional dances, weaving, and craft making.

**6. Healthcare:** Traditional medicine has laid the foundation for many modern medical advancements. Integrating practices like Ayurveda with modern healthcare offers holistic treatment options that combine the best of both worlds.

**7. Eco-Tourism:** Promoting sustainable tourism practices that minimize environmental impact can capitalize on Namibia's unique wildlife and natural beauty, attracting visitors seeking authentic experiences.

**8. Virtual Reality:** Digitizing oral histories and traditional knowledge can make them accessible to future generations. Virtual reality can offer immersive experiences of cultural heritage sites and homesteads.

**9. Local Ecosystem and Supply Chain Optimization:** Circular economy models, like the Eudafano Women's Cooperative producing Marula oil, demonstrate how local versions can be leveraged for economic empowerment and sustainability.

### Case Studies of Success

Amupolo cited several case studies illustrating the successful blend of tradition and innovation in Africa, such as the Moringa Initiative in West and Southern Africa, solar-powered irrigation systems in East Africa, and Safaricom's M-Pesa in Kenya. These examples demonstrate how modern solutions can enhance traditional practices and drive economic growth.

### A Vision for the Future

In conclusion, Amupolo emphasized that bridging innovation and tradition is about honoring the past while embracing the future. It involves finding ways to innovate that are deeply rooted in cultural heritage, creating a synergy that drives sustainable development. By leveraging heritage and embracing modern advancements without compromising values, Namibia can chart a course for a prosperous future.

Amupolo's address was a call to action, urging all stakeholders to embrace the journey of harmonizing tradition and innovation. It is in this balance, she affirmed, that lasting success and wealth creation, sustainable for generations, can be found.



Standard Bank Namibia team presenting their pledge at the OATF Gala Dinner



## Medical Expertise

Ongwediva Medipark is staffed with highly qualified medical professionals, including specialists, general practitioners, nurses, and allied health workers.



## About us



### VISION

To maintain a financially stable and sustainable business that delivers quality healthcare and establish a centre of excellence in healthcare contributing towards the realization of Vision 2023.



### MISSION

Delivering quality specialized patient care.



### VALUES

- Confidentiality
- Accountability
- Respect
- Honesty
- Fairness
- Integrity



## Specialties

- Speech Therapy and Audiology
- Adult & Paediatric Cardiology
- Dermatology
- Dental Services
- Dietetics
- General Medical Services
- General Surgery
- Internal Medicine
- Laboratory
- Neonatology & Paediatrician
- Neurosurgery
- Obstetrics & Gynaecology
- Occupational Therapy
- Orthopaedic Services
- Ophthalmology
- Otorhinolaryngology
- Physiotherapy
- Plastic Surgery
- Radiology Services
- Renal Dialysis & Kidney Transplant
- Urology
- Vascular Surgery



## Facilities and Services

150-bed capacity hospital with modern, well-equipped inpatient wards  
Specialized departments including internal medicine, surgery, paediatrics, obstetrics and gynaecology, ophthalmology, and orthopaedics  
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On-site pharmacy, laboratory • Accidents & Emergency • Intensive Care Unit (ICU) and High Care Unit • Maternity ward and neonatal intensive care unit (NICU) • Outpatient clinic for consultations and minor procedures

## FUNDING AND SUPPORT FOR INNOVATIVE PROJECTS IN NAMIBIA – Dalicia Olivier

### 1. National Arts Council of Namibia (NACN)

The NACN provides grants and funding to support cultural and artistic initiatives that bridge tradition and innovation. This includes projects in music, dance, visual arts, and more. They focus on preserving Namibian heritage while encouraging creative expressions that resonate with modern audiences.

Website: <https://artscouncilnam.org/>

### 2. Namibia Business Innovation Institute (NBII)

The NBII offers support to innovators and entrepreneurs who develop projects that integrate traditional knowledge with modern technology. They provide grants, mentorship, and networking opportunities to help bring innovative ideas to market.

Website: <http://nbii.nust.na/>

### 3. Ministry of Industrialisation and Trade (MIT)

MIT has several funding schemes aimed at promoting small and medium-sized enterprises (SMEs) that incorporate traditional practices into their business models. Their support includes financial assistance, capacity building, and

market access facilitation.

Website: <https://mit.gov.na/>

### 4. German agency for International Cooperation (GIZ)

Through partnerships like the “Promotion of Business Advisory and Economic Transformation Services” (ProBATS) programme, GIZ offers funding and technical assistance for projects that blend traditional knowledge with innovative approaches, particularly in agriculture, rural, sustainable and economic development, employment, governance and democracy as well as environment and climate change.

Website: <https://www.giz.de/en/worldwide/323.html>

### 5. European Union

A significant amount of EU funding to Namibia is provided through general budget support. However, a large number of projects are still being implemented across a wide-range of sectors throughout the country in the form of grants and other contracts. Projects include Covid-19, EDF11 and Agriculture / Livestock - Euro Livestock Support Programme in the Northern Communal Areas of Namibia.

Website: [https://www.eas.europa.eu/namibia/eu-projects-namibia\\_en?s=112#4081](https://www.eas.europa.eu/namibia/eu-projects-namibia_en?s=112#4081)

### 5. The United Nations Development Programme (UNDP)

UNDP Namibia provides grants and technical support for projects that contribute to sustainable development goals (SDGs). This includes initiatives that respect and integrate traditional practices while fostering innovation, especially in rural and communal areas.

Website: <https://www.undp.org/namibia>

### 6. Private Sector Partnerships

Several corporate entities in Namibia, such as Namdeb and Old Mutual, offer funding and support through Corporate Social Responsibility (CSR) programmes. These initiatives often prioritize projects that preserve cultural heritage while introducing innovative solutions for community development. These funding and support avenues provide the necessary resources to foster innovative projects that respect and incorporate Namibia’s rich traditions.

*For the latest opportunities, visit their websites, social media handles or contact them directly.*



Community garden initiative funded by GIZ Farming for Resilience (F4R)



H.E. Ana Beatriz Martins, the Ambassador of the European Union (EU) to Namibia visited the Ohangwena Livestock Marketing Cooperative's Bush to Feed project in Okongo.



## MTC AIDING ICT ACCESSIBILITY FOR AN INCLUSIVE DIGITAL ECONOMY



Erasmus Nekundi  
Corporate Communications  
Practitioner MTC

Namibia still has a fraction of the population whose full participation in the economy is restricted due to the digital divide. This exclusion continues to be a critical hinderance to equal access to information and ultimately to the developmental agenda and prosperity of many developing countries. While we constantly keep on adapting and leveraging the new technological infrastructure, a meaningful impact is due when we make information and communication technology accessible to all citizens, hence the country's incessant effort in investing in broadband technology that will

give remote areas quality internet connectivity.

MTC – while driving an inclusive digital economy, has a principal and standing commitment to bridge the digital divide and bring about equal internet access for the upliftment of the socio-economic welfare of the people. Thus, in its progression to complement the government efforts, the company continues to invest in network infrastructure, extending its footprint to the most periphery areas with a resolve to achieve 100% population network coverage.

Over the past five years, MTC has invested over N\$1 billion in the expansion of its national footprint in rural and urban communities across Namibia's 14 regions, achieving a significant milestone of 98% population coverage. This has arguably unlocked the participation of many rural communities into the mainstream economy. Furthermore, through the flagship network expansion project (the 081Every1 project), 300 sites were added/upgraded, and 70% of the sites were migrated from 3G to 4G, with the majority in rural areas. This is to ensure that rural population benefits from the same experience of mobile broadband as their urban counterparts. Additionally, the telco continues to migrate customers to 3G and 4G by offering affordable smart phones – encouraging a transition from feature phones to smart devices.

In this competitive era, it is a no brainer that the adaptation and convergence of ICT unlocks business (micro and macro) efficiency in the delivery of services

and products. The correlation between access to ICT and economic growth is a crucial factor that no country or business can overlook. It can never be overstated that ICT is indispensable. It is the enabler of innovation. It boosts socio-economic growth through the creation of much needed products, services and the creation of quality smart jobs.

Recently, MTC conducted Namibia's official and first ever 5G trial. This symbolizes Namibia's stride and commitment to shielding Namibia's digital future - putting technology as a propellant of the national smart economy and developmental agenda. The opportunities that come with 5G are vast for us (especially big Enterprises) to leverage and meet global ICT standards that are feasible for e-governance, e-commerce, e-health, e-education and everything "e." With quality broadband internet access for all, the sophistication of service delivery and ultimate citizen economic participation becomes seamlessly inclusive in advancing economic growth.

The shared vision of providing a relevant and inclusive technological ecosystem must be underpinned with the latest engines of technology upon which the backbone of the Namibian digital economy is or must be formed. As a country, our digital drive to facilitate innovation and digitalisation must be anchored on smart cooperation(s), for it is through such that the net for inclusivity is extended further to capture the participation of the previously excluded members of the society in the mainstream economy.



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*MTC*

# OATF Tech HUB CONFERENCE

28 August 2024

Ongwediva Trade Fair // o9Hoo

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Facebook Page & YouTube Channel



## OUR ESTEEMED SPEAKERS

- **Hon. Emma Theofelus**  
*(Minister of Information and Communication Technology)*
- **Michael Yang** *(Managing Director, Huawei Namibia)*
- **Dr. Licky Erastus** *(Managing Director, MTC Namibia)*
- **Dr. Monica Nehemia** *(Chief Technical Officer, MTC)*
- **Dr. Esperance Luvindao** *(Medical Doctor and Health Advocate)*
- **Medmillian Handura**  
*(Head of Digital Solutions and Group Business Development, Schoemans)*
- **Nawa Likando**  
*(Head of Digital Transformation and Innovation, MTC Namibia)*

#MTCTechHub



# City of Windhoek

Vision: To be a Sustainable and Caring City by 2027



## ONGWEDIVA ANNUAL TRADE FAIR

# 2024

The City of Windhoek is excited to participate in the 2024 Ongwediva Annual Trade Fair. We invite you to visit our stand and explore a range of our services, including the newly launched City of Windhoek Mobile App, learn about our circular economy incubator Start-Ups initiatives, our innovative and employment creation waste buy back center.

Get a sneak peek into the highly anticipated 2024 Windhoek Jazz Festival and learn more about our cashless system for municipal buses amongst other services.

Join us to discover our commitments to improving the quality of life for all our residents.

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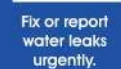


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Fix or report water leaks urgently.



Take short, stop-start showers.



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OUR VALUES



TEAMWORK



CUSTOMER FOCUS



COMMUNICATION



FAIRNESS AND EQUITY



INTEGRITY



www.cityofwindhoek.com

# CITY OF WINDHOEK

## Council 2024

### VISION

To be a Sustainable and Caring City by 2027

### MISSION

To Enhance the quality of life for all our people by rendering efficient and effective municipal services.



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Deputy Mayor  
NUDO



Cllr GO Kamati  
Mayor  
SWAPO



Cllr B Araeb  
Chairperson of the  
(MC) IPC



Alderwoman  
Cllr FN Kahungu  
(MC) SWAPO



Cllr A Kwenani  
(MC) SWAPO



Cllr M Lombardt  
(MC) SWAPO



Cllr SS Nujoma  
(MC) SWAPO



Cllr I Skrywer  
LPM



Cllr SS Gawanas  
LPM



Cllr I Keister  
AR



Cllr Dr. J Amupanda  
AR



Cllr CC Hanases  
PDM



Cllr N Larananja  
IPC



Cllr J Hecht  
IPC



Cllr Dr. OS Uukule  
IPC

### MANAGEMENT



CEO  
M Malyayi

### STRUCTURE



SE: Urban and  
Transport Planning  
P van Rensburg



SE: Electricity  
OA Hekandjo



SE: Housing, Property  
Management and  
Human Settlements  
F Moanda



SE: Finance and  
Customer Services  
J Cornalle



SE: Economic Development  
and Community Services  
Z Steenkamp



SE: Information  
and Communication  
Technology  
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HEAD: City Police  
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Acting SE: Infrastructure,  
Water and Technical  
Services  
R Adams



## STADIO NAMIBIA: PIONEERING EXCELLENCE IN DISTANCE EDUCATION.

**A**s a proud member of Stadio Holdings, Stadio Higher Education Namibia takes the lead in offering high-quality, flexible education solutions tailored to the needs of modern students in Namibia.

At Stadio Higher Education Namibia, we specialise in delivering distance learning courses that enable students to pursue their educational goals while balancing their life commitments. We offer programmes across specialised fields such as Administration and Management, Arts and Humanities, Commerce, Education, Law, and Policing and Law Enforcement, ranging from Higher Certificates (NQF Level 5) to Doctorates (NQF Level 10). Our programmes are designed to equip students with the skills and knowledge required to excel in today's competitive job market. All our qualifications are accredited

by the South African Qualifications Authority (SAQA) and recognised by the Namibian Qualifications Authority (NQA), providing our graduates with internationally respected credentials.

We understand the importance of accessibility in education, which is why we offer two intakes per year, allowing students to begin their studies at a time that suits them best. Our commitment to providing industry-aligned education ensures that our graduates are not only academically prepared but also equipped with practical skills that employers value.

One of Stadio's core values is to broaden access to higher education. By offering flexible learning options and a wide range of programmes, the institution not only promotes the educational experience but also opens doors for students from diverse backgrounds and lifestyles to pursue

their academic aspirations. Emphasising flexibility, Stadio supports students across various locations, with campuses in South Africa providing opportunities for contact learning as well.

As part of the broader Stadio Holdings family, Stadio Higher Education Namibia benefits from a wealth of resources, expertise, and a shared vision of expanding access to education across Southern Africa. We remain dedicated to our mission of widening access to education and supporting our students in achieving their academic and professional aspirations.

Stadio invites prospective students to explore the opportunities available and join an academic community dedicated to educational excellence and innovation. For more information on programmes, admissions, and how to become part of the Stadio community, visit [www.stadio.ac.za](http://www.stadio.ac.za)



Stadio Higher Education Namibia group photo of proud members and graduates





# GUIDING PRINCIPLES THAT DEFINE US

## VALUES

Our values are core to who we are and are underpinned by the behavioural standards to which we are in the process of agreeing. Service Quality Integrity People Focus

## VISION

To be the preferred higher education provider, offering qualifications aligned with the needs of societies, students, and the world of work

## COMMITMENT (WWS)

**Widen access** for qualifying learners to higher education;  
**World-of-work** – promote workplace relevance in all our qualifications and ensure our graduates are ready for the world-of-work; and  
**Student-centredness.**

## PURPOSE

To empower the nation by widening access to higher education



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hellonam@stadio.ac.za  
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24 Wagner Street, Windhoek West

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Contact Information :



## A BIG “THANK YOU” TO OUR SPONSORS

The Ongwediva Trade Fair Society, Management and Preparatory Committee, would like to extend our heartfelt appreciation and profound gratitude for your continuous support and contributions both financially, materially and in kind, since the Birth of Ongwediva Trade Fair initiative; 23 years ago. This year, 2024, signifies yet another milestone through which the Ongwediva Town Council has done it again! Thanks to all of you! Your unwavering commitment to march kilometers and kilometers, shoulder -to -shoulder with us, is a symbol of ALL -WEATHER Union.

Our tree of friendship and partnership did not grow by chance. It has become an everlasting tree of life because of YOU our esteemed sponsors and partners. You dedicated your support throughout the years till today; not for fame but simply because You believed and continue to believe in us, our vision and mission binds us in the dream of growing together for the benefit of our people and our country.

We all know how Covid-19 had caused devastating economic havoc across the globe. Many of you might still be suffering from the aftermath of that pandemic and continuously struggling to bounce back 100%. on your feet and yet; you did not hesitate to share with us the little you had, motivated by the dream of growing and achieving together for the benefit of our people and our country. Once again thank you very much for your immeasurable generosity.

Your commitment to the Ongwediva Annual Trade Fair Gala Dinner 2024 not only helped make this event a resounding success but also showcased your dedication to the growth, development, and cultural enrichment of our communities.

This year’s theme, “Bridging Tradition and Innovation,” reflects our collective mission to integrate modern advancements with our rich cultural heritage, creating a platform for sustainable economic growth and unity. Your invaluable contributions through pledges and sponsorships, have played a crucial role in realizing this vision, making this Gala Dinner a truly memorable and impactful occasion.

We are inspired by your belief in our vision and your continuous efforts to promote local businesses, stimulate trade, and celebrate our cultural diversity. The funds you pledged will directly support various initiatives and programmes aimed at empowering our local entrepreneurs, fostering innovation, and strengthening the cultural fabric of our regions

Thank you once again for your continued support.

Ongwediva Trade Fair Society



In partnership with



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At the RFA, we thank you, the road user, for your valued contribution to the country's road network. The funds you pay through Road User Charges have a direct link to the safe and efficient road network you drive on. These charges add value to the growth of Namibia's economy by ensuring sustainable and equitable funding of road maintenance and infrastructure development.

 **Cross-Border Charges** payable at Namibian border posts by all foreign registered vehicles

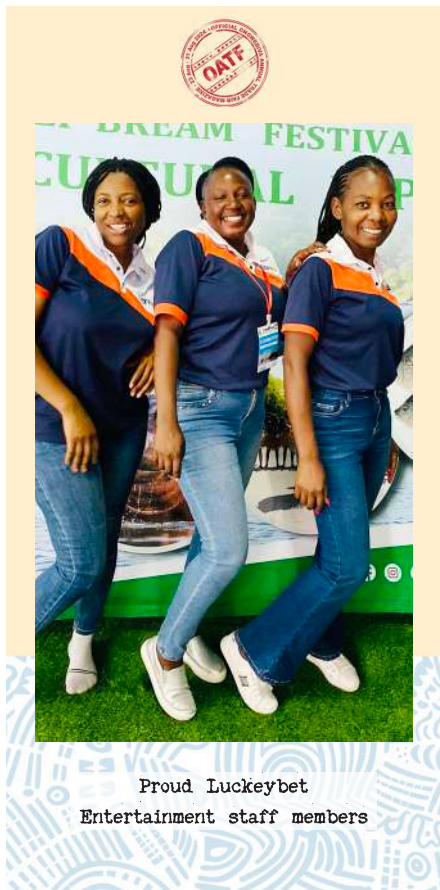
 **Mass Distance Charges** payable at all RFA Offices by heavy vehicles weighing in excess of 3,500kg

 **Annual Registration and Licence Fees** payable at NaTIS offices and due within 21 days from the date of licence expiry

 **Fuel Levies** collected on behalf of the RFA by fuel wholesalers

 **Abnormal Load Fees** payable at NaTIS offices

## LUCKYBET: BRIDGING TRADITION AND INNOVATION IN NAMIBIA'S BETTING INDUSTRY



Proud Luckybet Entertainment staff members

In line with this year's Ongwediva Trade Fair theme, Bridging Tradition and Innovation, Namibia's sports betting industry is undergoing rapid transformation. Luckybet, established in 2019 as Betting and Entertainment Cooperation, epitomizes this balance by combining the timeless thrill of sports betting with advanced technology and forward-thinking business strategies. With both local and foreign shareholders, Luckybet has quickly risen to become a prominent player in the betting sector, operating retail betting stores nationwide alongside a sophisticated online platform. They also provide turnkey solutions for business partners, making them a key innovator in the industry.

"We are proud to be the fastest-growing betting entity in Namibia and a sponsor of the Ongwediva Annual Trade Fair," said Michael Graf, co-owner of Luckybet. "The trade fair's theme perfectly aligns with

our philosophy of blending tradition with modern innovation to stay at the forefront of this dynamic industry."

Namibia's betting industry has traditionally been tied to informal practices, but the introduction of new technologies has triggered significant changes. Many companies that failed to adapt have closed their doors, leaving dissatisfied customers due to unpaid winnings. Luckybet, however, represents a new era defined by reliability, innovation, and a strong commitment to customer service.

Graf emphasized the importance of balancing the old with the new: "To succeed in this industry, you must bridge tradition with innovation. That's why we fully support the Namibian Gambling Board's regulatory initiatives under the Ministry of Environment, Forestry, and Tourism (MEFT). These regulations create a secure environment that honours the industry's roots while encouraging innovation and attracting investment."

Luckybet's use of state-of-the-art cloud-based software exemplifies this commitment to innovation. Their technology ensures the efficient and secure management of betting outlets, benefiting both shop owners and customers. The company also provides modern, high-quality hardware—both new and refurbished—allowing for smooth operations across its outlets.

Despite its focus on technological advancement, Luckybet remains deeply rooted in traditional values. Customer trust

and fast, secure payouts are at the core of its operations. "We prioritize swift and reliable payouts because we understand the importance of customers receiving their winnings quickly," Graf said. Luckybet even offers a surety package to cover large payouts, ensuring the confidence of both customers and partners.

Luckybet's innovative business solutions extend beyond technology, with the company working closely with local business owners to develop customized packages that consider regional market factors, budgets, and specific needs. This approach has cemented Luckybet's reputation as a trusted partner for new and established businesses alike.

However, Graf acknowledges that people are still the most important asset in the betting industry. "In any business, but especially in betting, employees are key," he said. "Friendly service, responsiveness to customer needs, and adaptability are just as critical as cutting-edge technology."

Luckybet's ability to bridge tradition with innovation has positioned it as a leader in Namibia's evolving betting landscape. As the sports betting market in Namibia continues to grow, Luckybet remains committed to preserving the heritage of the industry while embracing the innovations that will shape its future.

This year, at the Ongwediva Trade Fair, Luckybet stands as a prime example of how businesses can honour tradition while leading the way forward with innovation.



Inside Luckybet shop



# LUCKYBET

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- + Bingo
- + Aviator
- + Casino
- + Jackpot
- + More Entertainment



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Contact us on 0817273025

## Visit Nedbank Namibia's Suite and Experience the Future of Banking

We are excited to invite you to the Nedbank Namibia suite at the Ongwediva Annual Trade Fair, where we will showcase our great vehicle finance deals, latest digital banking platforms and innovative beyond banking solutions.

Find us in the Queen's Hall (stall 134 & 135) where our dedicated staff will be ready to assist you with your bank related queries.

Discover Our Digital Banking Platforms at Nedbank Namibia, we are committed to making banking easier, more secure, and more convenient for you. Our digital banking suite offers a range of services

designed to meet your financial needs anytime, anywhere.

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Exclusive Offers and Giveaways Don't miss out on exclusive offers and exciting giveaways available only at our suite during the trade fair. Whether you're a current customer or new to Nedbank

Namibia, there's something for everyone.

This year, we will also host the final of the 10th edition of the Nedbank Kapana Cook-Off competition at the Ongwediva Trade Fair. Join us on Saturday, 24 August to witness one of our finalists from across Namibia grill it out to take home the grand prize of a fully furnished mobile food truck valued at N\$130 000, and a cash prize of N\$10 000.

For this and so much more, join us at the Ongwediva Annual Trade Fair and take the first step towards a more convenient banking experience. We look forward to seeing you there!

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**DESTINIES**  
Biomass Energy & Farming

## WHAT IS BIOGAS ?

Biogas is a combustible gas which is produced through micro bacterial digestion of variety organic materials from animal, agricultural, industrial and domestic wastes, which take place in absence of oxygen inside the anaerobic digester.

## WHY CHOOSE BIOGAS ?

Biogas production is an important tool against climate change as it mitigates the emission of greenhouse gases by capturing methane emitted from traditional organic waste management.

Biogas is environmentally friendly and a renewable energy source which can be used for cooking, heating, lighting and powering engines for machineries.

Biogas can also be upgraded to Bio NG and Bio CNG which can be used as vehicle fuel and fuel cells

The byproduct of Biogas production is **DIGESTATE**, which is used as fertilizer, pesticides and/or insecticides.

## WHAT IS DIGESTATE ?

Digestate is the odorless decomposed substrate, resulted from the production of Biogas.

## WHY DIGESTATE USEFUL?

It is a high valuable soil fertilizer, rich in Nitrogen, Phosphorus, Potassium and Micronutrients. Compared to raw animal manure, digestate has improved fertilizer efficiency due to high homogeneity and nutrient availability, better C/N ratio and significantly reduced odors.



### OUR VISION

To maximize national energy efficiency, mitigating maximum possible pollution and improve economic growth by advancing Green Energy and agricultural production activities

### OUR MISSION

To help people having energy for domestic, agricultural, commercial and industrial use and to produce surplus food for consumption and income generation.

### OUR PRODUCTS



Construction, Supplying & installation of Biogas Digesters

Supplying of Bio CNG for domestic & commercial use



Construction of Biogas Power station for electrical generation



Organic Waste Removal

### OUR WORK



Contact us today to schedule a consultation

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+264 81 871 7771

## Programme of Events - Ongwediva Annual Trade Fair (OATF) 2024

### Tuesday 13 - 20 August 2024

08H00 – 20H00 Preparation of Stands: Exhibitors only

### Monday - Thursday 19 - 22 August 2024

08H00 – 20H00 Exhibitors registration to the biometric access control (Gates open: Exhibitors only)

### Thursday 22 August 2024

09H00 – 13H00 Final round of Exhibitors registration and collection of vehicle passes and info packs

09H00 Gates open: Exhibitors only

### Friday Friday, 23 August 2024

07H00 Gates open: Exhibitors only

09H00 Judging of exhibition stands commence

10H00 Gates open: Public

10H30 – 12H30 **NTA E-Learning:** TVET Stakeholder Engagement & Outreach 🍀

13H00 – 15H00 **NTA Worldskills:** TVET Stakeholder Engagement- Changing TVET landscape through the power of skills 🍀

16H00 – 17H00 **Medipark:** Medical imaging and careers in medical imaging 🍀

19H00 Exhibitors Welcoming Ceremony 🍀

19H30 Music Show 🍀

21H00 Closure of halls

22H00 Closure of gates

23H30 End of day programme



### Saturday 24 August 2024

07H00 Gates open: Exhibitors only

07H30 Gates open: Public

09H00 Official Opening

13H00 – 16H00 **Nedbank:** KapanaCook-Off 🍀

19H30 Music Show 🍀

21H00 Closure of the halls

22H00 Closure of gates

23H30 End of day programme

### Sunday 25 August 2024

09H00 Gates open: Exhibitors only

10H00 Gates open: Public

10H00 – 12H00 **BIPA:** Beneficial ownership presentation with business community 🍀

13H00 – 21H00 **Business Symposium:** Bridging the Gap between Tradition and Innovation to Foster Thriving Businesses in Namibia 🍀

19H30 Movie night 🍀

21H00 Closure of the halls

22H00 Closure of the halls

23H30 End of day programme

### Monday 26 August 2024

09H00 Gates open: Exhibitors only

10H00 Gates open: Public

10H00 – 12H00 **NTA E-Learning:** TVET stakeholder engagement & outreach 🍀

13H00 – 15H00 **Pres Les:** Product Showcase 🍀

16H00 – 18H00 **NTA WIL:** TVET Stakeholder Engagement on Work Integrated Learning Regulation (Apprenticeship and Mandatory Industrial Attachment) 🍀

19H00 – 21H00 **Mobipay:** Product Showcase 🍀

19H30 Oxungi night 🍀

21H00 Closure of halls

22H00 Closure of gates

23H30 End of day programme





## Programme of Events - Ongwediva Annual Trade Fair (OATF) 2024

### Tuesday, 27 August 2024

09H00	Gates open: Exhibitors only
10H00	Gates open: Public
10H00 – 12H00	<b>NTA WIL:</b> TVET Stakeholder engagement on Work Integrated Learning Regulation (Apprenticeship and Mandatory Industrial Attachment) 🍀
13H00 – 15H00	<b>NTA Worldskills:</b> TVET Stakeholder Engagement-Changing TVET landscape through the power of skills 🍀
16H00 – 18H00	<b>Ministry of Mines &amp; Energy:</b> Operations and services/benefits for citizens 🍀
19H00 – 20H00	<b>Medipark:</b> Medical imaging and careers in medical imaging 🍀
19H30	Free Style Rap Battles 🍀
22H00	Closure of halls
23H30	End of day programme

### Wednesday 28 August 2024

09H00	Gates open: Exhibitors only
10H00	Gates open: Public
10H00 – 21H00	<b>MTC:</b> OATF Tech Hub and Connectivity Conference 🍀
16H00	<b>NBC :</b> Whatagwan 🍀
17H00	Farmers engagement session 🍀
19H30	Dance competition 🍀
21H00	Closure of halls
22H00	Closure of gates
23H30	End of day programme



### Thursday 29 August 2024

09H00	Gates open: Exhibitors only
10H00	Gates open: Public
18H00 – 21H00	Exhibitors' Award Ceremony 🍀
18H00 – 21H00	EXHIBITORS AWARDS CEREMONY 🍀
19H00	Comedy and Poetry Night 🍀
21H00	Closure of halls
22H00	Closure of gates
23H30	End of day programme

### Friday 30 August 2024

09H00	Gates open: Exhibitors only
10H00	Gates open: Public
10H00 – 12H00	<b>Ministry of Mines &amp; Energy:</b> Operations and services/benefits for citizens
10H30	Livestock auction 🍀
13H00 – 15H00	<b>Ministry of Urban and Rural Development:</b> Land and Housing Development in Namibia 🍀
16H00 – 18H00	<b>DBN</b>
17H00 – 18H00	<b>NBC:</b> Whatagwan 🍀
19H00 – 21H00	<b>NUST:</b> Alumni Sundowner
19H30	Miss OATF 2024 🍀
21H00	Closure of halls
22H00	Closure of gates
23H30	End of day programme

### Saturday 31 August 2024

09H00	Gates open: Exhibitors only
10H00	Gates open: Public
19H30	Music show 🍀
21H00	Closure of halls
22H00	Closure of gates
23H30	End of day programme

In partnership with



### Sunday 01 September 2024

#### NO PUBLIC ALLOWED

08H00	Gates open: Exhibitors Only: dismantling of stands
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#### LEGEND

- 🍀 Live Shows at the Entertainment Tent
- 🍀 Functions and Activities in the Conference Hall
- 🍀 Entertainment kiosk
- 🍀 Animal Exhibition
- 🍀 Activities at the Restaurant
- 🍀 Activities/Functions at the Parking





# ONGWEDIVA ANNUAL TRADE FAIR

2024

23 August - 31 August



# WIN A Bonsmara Bull

VALID 29 JUNE 2024 - 28 AUGUST 2024

Bridging Tradition & Innovation

Get your  
**TICKETS | N\$ 20**

- ✓ Ongwediva Trade Fair centre,
- ✓ Selected Shell Service Station Nationwide
- ✓ During any OATF 2024 Promotion Activations

## Terms and Conditions:

1. Open to everyone, except OATF Committee Members and their immediate families. Immediate family includes spouse, child, and/or stepchild.
2. Entrants under 21 must have a parent or legal guardian sign a declaration accepting responsibility after the winner is announced.
3. Winners must provide proof of identity and contact details.
4. Starts 29 June 2024, ends 28 August 2024. Final draw on 31 August 2024 at 14:00.
5. Purchase tickets for N\$20.00 from designated locations or the activation team. Keep the ticket as proof of payment and entry.
6. Entrants must ensure accuracy and legibility of information on their tickets. Lost or misdirected tickets are not the Promoter's responsibility.
7. Multiple entries allowed by purchasing additional tickets.
8. Draw and Notification\*\*: All tickets entered into a sealed raffle box. Five potential winners will be selected randomly. The first person to answer a phone call and correctly answer a question about OATF wins.
9. Winner must collect the prize within 7 working days or forfeit it. OATF does not cover accommodation, transport, or related expenses.
10. A 2.5-year-old Bonsmara bull. Prizes cannot be transferred, exchanged, or redeemed for cash.
11. Winner may need to sign a Delivery Note. For minors, a parent or guardian must sign on their behalf.
12. Winner may be requested for photographic and media interviews.
13. The bull will be displayed for marketing purposes before the draw.
14. New owner is responsible for immediate registration and transfer of the bull.
15. All proceedings under credible auditor supervision.
16. DATFPC bears no responsibility after handing over the bull.
17. Winner must comply with Namibian veterinary laws and regulations, including the Animal Health Act, 2011, for livestock transport.

**NB: Increase your chances by purchasing multiple tickets. The Draw will take place on the 31 August 2024 at 14h00. TERMS AND CONDITIONS APPLY.**

**ENQUIRIES** visit our website or contact us at +264 65 230191

[www.oatf.com.na](http://www.oatf.com.na)



## INFUSING TRADITION, INNOVATION, AND COMPLIANCE IN MEATCO NCA ABATTOIR OPERATIONS



necessity of modernizing our processes to meet the demands of today's global market.

This fusion of tradition and innovation is evident in every aspect of our operations. From our approach to cattle handling, which respects the well-being of the animals and the natural environment, to our advanced abattoir facilities where state-of-the-art technology ensures precision and efficiency, we are constantly striving to enhance the quality of our products; through dedicated staff members.



**A**s Namibia's livestock industry evolves, Meatco Northern Communal Areas (NCA) stands at the forefront, blending time-honoured practices with cutting-edge innovation to maintain the highest standards of quality and safety. Our commitment to excellence is not just a reflection of our deep-rooted respect for tradition, but also our forward-looking vision that embraces innovation and rigorous compliance.

### Tradition meets innovation

At Meatco NCA, we understand that the heart of our operations lies in the strong connection between our farmers and the land. Our practices honour the traditional knowledge and methods that have sustained communal farming for generations. However, we also recognize the

### Commitment to Compliance: Achieving NSI HACCP Certification

Compliance is a cornerstone of our operations at Meatco NCA. We are proud to announce that Katima Mulilo abattoir has recently received the Namibia Standards Institute (NSI) HACCP (Hazard Analysis Critical Control Point) certification. This certification is a testament to our unwavering dedication to maintaining the highest standards of food safety and quality.

Achieving NSI HACCP certification involves rigorous assessment and continuous monitoring to ensure that our processes are not only compliant with local regulations but also meet international standards. This milestone reflects our commitment delivering safe, high-quality meat products that our customers can trust.

### Ongwediva Trade Fair Farmer's Evening - Engage with us!

Join us for a Farmers' Engagement session on the 28th August 2024 at 17:00 in celebrating the rich tradition of Namibian farming, infused with the innovation that drives us forward. This networking and educational opportunity will offer valuable insights for local farmers and underscore Meatco NCA's impact on the local livestock industry. This is also the perfect opportunity to sample our finest products, the best that Meatco NCA has to offer!

### Visit Meatma now at AMTA Fresh Produce Hub Ongwediva

Visit the Meatma shop at AMTA Fresh Produce Hub Ongwediva, where you can experience the perfect blend of tradition, innovation, and uncompromising quality.

At our shop, you'll find a wide range of Meatma products, including export-quality meat that meets the highest standards of excellence. Whether you're looking for premium cuts for a special occasion or everyday essentials for your family, Meatma offers a taste of quality that you won't find anywhere else.

Make a turn at our shop today to choose your "Plate of plenty"!

Namibian Federation of the Visually Impaired advert is Sponsored by Regime Communications available at regime@iway.na





# Police Community Partnership

In as much as the Namibian Police Force are trained and equipped to deal with all aspects of law enforcement, their success rate in apprehending offenders will always be higher where there is police-community partnership in the fight against crime, and as such criminal activities in communities that cooperate with the police would drastically be minimised.

As we are nearing Ongwediva Trade Fair, a lot of people from different parts of our country as well as neighbouring countries will be congregating in the town of Ongwediva to showcase their wares and businesses. It is during such events that criminals also flock to such events to seize the opportunity, in such as large gatherings to snatch, purses, cell phone, break in cars, high jacking minor children, trafficking in person and the list would be endless.

As a point of concentration from the above mentioned, trafficking in person has become a global phenomenon. Many countries are affected by this criminal activity and Namibia is no exception. Men, women and children are being bought and trafficked from one area and sold in different locations, as commodities, and exploited for a range of purposes. There are different types of human trafficking, such as; Child trafficking, Labour trafficking, domestic trafficking, and commercial sexual exploitation of children, to mention a few.

Traffickers use different forms for recruitment of victims; the one of the common strategies, they occupy **public spaces** looking for opportunities to interact with vulnerable women and children and also men are no exception.

It is against this background that the Namibian Police Force, request the public to be vigilant and cautious around their surroundings and avoid strangers at all times. The public is encouraged to report any suspicious activities to the nearest police station.

During such public gatherings as trade fairs we must keep a watchful eye, particularly on our children as well as our belongings. Let's be vigilant at all times, avoid creating criminal opportunities and cooperate with the police.

**Message from the Namibian Police Force: Public Relations Division**