

## Media Advisory

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### **Namibia announced as runner-up in the World Trade Promotion Organization (WTPO) Awards 2024**

The results are in! The International Trade Centre (ITC) has announced that the Namibia Investment Promotion and Development Board (NIPDB) has been selected as the Runner up of the WTPO Awards 2024 under the category “Best Initiative to Ensure that Trade is Inclusive and Sustainable”.

The WTPO Awards, which celebrate innovation and leadership in trade promotion, recognize Trade Promotion Organizations (TPOs) that excel in providing effective support to Micro, Small, and Medium Enterprises (MSMEs) as they enter and compete in international markets. Namibia was shortlisted in the aforementioned category alongside ApexBrazil who emerged as the winner. This year’s awards focused on initiatives that ensure trade is inclusive and sustainable, addressing global development challenges and promoting economic growth that benefits all sectors of society.

This global recognition highlights Namibia’s efforts in supporting the growth and development of MSMEs, specifically through the NIPDB’s Know2Grow High Potential Pool Programme.

The Know2Grow High Potential Pool Programme is an initiative designed to empower export-ready MSMEs by providing them with essential tools, resources, and market access platforms. The programme aims to provide MSMEs with training and mentorship to enhance their ability to compete internationally and offer opportunities for businesses to participate in global trade fairs, expos and other market access initiatives.

“Trade and investment promotion organisations are key to growing economies in a sustainable way – including by supporting small businesses to export – and today we’re recognizing the best among them, worldwide,” said ITC Executive Director Pamela Coke-Hamilton. “Congratulations to the three winners, and to all the finalists, for equipping small businesses to actively participate in trade.”

“We pledge our commitment to continue working with our MSMEs in Namibia to ensure that trade is inclusive, sustainable and that we will grow in accessing global markets,” says Julia Muetudhana, the NIPDB’s acting Executive Director of MSME Development, Innovation and Acceleration.

The global competition has taken place every two years since 2004. It is judged by a jury composed of previous winners and chaired by the ITC Executive Director.

The NIPDB is proud to receive this recognition on behalf of Namibia. We extend our heartfelt gratitude to all our stakeholders, partners, and the Namibian MSME community who have

been part of this journey with us. Without their support, collaboration and trust, this recognition would not have been possible.

Should you have any questions, please do not hesitate to contact us.

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