

Media Release

NIPDB takes MSME information sessions to northern regions

Tuesday, 10 May 2022: Windhoek

Adequately capacitated MSMEs can be at the forefront of driving the country's economy.

The NIPDB is mandated, among other things, to build institutional mechanisms and to serve as the primary coordinator across all MSME development levers on a national level. In this role, the NIPDB facilitates collaboration between the various stakeholders to ensure the effective implementation of programmes that will create an enabling ecosystem for MSMEs & Startups.

One such programme is the Know2Grow campaign that the Board officially launched in February 2022. The Know2Grow campaign is the NIPDB's MSME-focused anchor campaign and is aimed at empowering MSMEs with vital knowledge and information that enable them to scale by gaining access to markets to sell their products or secure funding for business expansion.

Know2Grow is conducted as formal information sessions facilitated by the NIPDB in collaboration with key partners including commercial banks and government agencies that share relevant information pertaining to starting and operating a MSME business in Namibia. Key topics to be covered include opportunities related to market access and access to funding which are vital for MSME success and scaling.

Since its launch in February 2022, the campaign has been rolled out in the Hardap and //Kharas regions, engaging with over 1,000 MSME owners so far. The NIPDB has set itself an ambitious target of empowering at least 3,000 MSMEs countrywide by the end of the year.

Following the success of the first phase of the campaign, the NIPDB is taking Know2Grow to the northern region, kicking off in Tsumeb in the Oshikoto region on 10 May 2022, and culminating in Katima Mulilo on 20 May 2022. In addition to the experts representing various Business Support Organisations, the NIPDB has enlisted prominent entrepreneurs as speakers to share their entrepreneurship experience and motivate the participants. These include Nico Kaiyamo, an entrepreneur based in Tsumeb, Beata Shitemba, founder of Nels Babies and Kiddies, Keri Kosozi, founder of Usuta Couture and Prisca Mayombelo, Founding Director of PM Transport and Road Safety Consulting.

All sessions are free and open to MSMEs currently operating in or those who aspire to start businesses in the following sectors: Textile and Manufacturing; Agriculture, Horticulture and Food Processing; Electronics and Information, Communication & Technology; Pharmaceuticals, Renewable Energy and Green Hydrogen.

The sessions will take place as follows:

| Date | Town | Venue |
|------------------------|---------------|--|
| Tuesday, 10 May 2022 | Tsumeb | Makalani Hotel |
| Wednesday, 11 May 2022 | Omuthiya | Ministry of Youth, National Service, Sport and Culture |
| Monday, 16 May 2022 | Ondangwa | Ondangwa Town Lodge |
| Tuesday, 17 May 2022 | Eenhana | Monte Carlo Hotel |
| Wednesday, 18 May 2022 | Rundu | Rundu Trade Fair Centre |
| Friday, 20 May 2022 | Katima Mulilo | Protea Hotel Zambezi |

With the campaign, the NIPDB aims to stimulate a dynamic MSME ecosystem characterised by thriving, sustainable businesses that are capable of accessing international markets and positively contributing to the country's economic development. The NIPDB is confident that initiatives such as Know2Grow will help to unlock and promote youth entrepreneurship in the country which can potentially catalyse economic growth through skills development and create much needed employment opportunities. The Board therefore calls on more private and public entities to come on board as strategic partners and in so doing contribute towards supporting a larger number of MSMEs.

Interested parties may contact the NIPDB via email at K2G@nipdb.com or call 0811 226029.

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