



# TNewsletter

P O Box 31363, Windhoek, Tel: +264 61 299 5290, Fax: +264 61 299 5290, info@teamnamibia.com, www.teamnamibia.com

## ***Introduction***

This newsletter covers Team Namibia's activities since its inception in March 2004. Team Namibia is a job creation initiative where companies, government ministries and individuals agreed to a "Buy Namibian" campaign under the "Naturally Namibian" brand.

## ***Mandate***

Team Namibia's mandate is to promote the quality and competitiveness of local producers and service providers and as mentioned stimulate job creation by encouraging Namibians to buy locally produced goods and using local service providers.

## ***The Team Namibia Structure***

Since its establishment, Team Namibia's daily activities have been in the competent hands of the campaign's board of directors, chaired by the Namibia Chamber of Commerce and Industry's (NCCI) CEO, Mr. Tarah Shaanika. Margareth Gustavo was appointed in December 2004, as Team Namibia's Sales and Marketing Co-Ordinator to increase the membership base, develop and manage the Team Namibia (NN) and Naturally Namibian (NN) brands and spearhead the communication campaign. As the only staff member, Margareth also focuses on many additional activities to keep the office operational and the overall campaign running.

The board still provides much needed guidance and support to the office until more staff members are appointed to run with the campaign in all earnest.

## ***Membership Subscription***

Team Namibia currently boasts 67 members representing different sectors of the Namibian economy. Take up on the Team Namibia initiative is rapidly gaining momentum.





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Namibia Breweries was the first Team Namibia member to renew its membership fees at the end of May. All the Founder Sponsors, Bank Windhoek, First National Bank, Namdeb, MTC, Telecom Namibia and the Ohlthaver and List group of companies followed suit in the very next month during a media conference held at Thuringer Hof Hotel in Windhoek.

MTC's Christian Faure captured the founder sponsors' sentiments by saying: "The Founder Sponsors are re-affirming their commitment to the Team Namibia initiative. They do not need to since they are exempt from the first annual contribution owing to their Founding Sponsor status. Yet they choose to do so because they want to build capacity".



Amusha consultancy, the first organisation to sign up to Team Namibia at the launch last year, has renewed its membership, thereby setting a precedent, with the likes of Fire Lily Tours Namibia and Pricewaterhouse Coopers also paying up their subscriptions for the year. Team Namibia is extremely excited and applauds all Founder Sponsors and members for their contributions and ongoing commitment to the initiative.

Another highlight at the media conference was when Namzinc requested an invoice in order to renew its membership - clearly inspired by founder sponsors dedication!



## ***The 'Naturally Namibian' - Buy Namibian Campaign***

With the campaign now raring to go, the team is confident that many more companies will now join the ever-growing ranks. Present members are urged to speak to companies they know of. "You joined for a reason, sell that reason to them!". On a more serious note, at the Annual General Meeting to be held early in the month of August, the chairman of the board, Mr. Tarah Shaanika, will shed light on the challenges we have faced and present a way forward strategy.

## ***Publicity***

Team Namibia has certainly made the daily newspapers and enjoyed increasingly positive publicity. Team Namibia has also had articles in local magazines such as Insight, The Big Issue Namibia, Space Magazine, Travel News Namibia, Flamingo amongst many other publications. This publicity focused mostly on highlighting the launch of Naturally Namibian branded fresh produce at Fruit and Veg City, and the fashion Industry exhibition.

The total publicity Team Namibia received is valued at close to two hundred thousand Namibian dollars if not more - our message has reached over one million people in Namibia.





## **NATURALLY NAMIBIAN FRUIT AND VEG CITY LAUNCH**

To enable Namibians to buy Namibian products, these products must be readily available in all retail outlets in the country. Team Namibia, the Namibia Agronomic Board and Fruit and Veg City did just that with a trailblazing launch in March this year. Fruit and Veg City Namibia became the first retailer to allow the branding of quality Namibian fresh produce in its stores. Now Namibians can visit the store and easily spot the Namibian products as they enter, which facilitates their buying.



On behalf of Team Namibia's Patron, former President of the Republic of Namibia, Dr Sam Nujoma, (then) Prime Minister, the Right Honourable Theo-Ben Gurirab, launched the concept. According to him, the President had expressed his pleasure regarding the initiative saying, "This initiative deserves to be applauded as it gives local producers a unique opportunity to market their products and increase the demand for local produce by the domestic market. This is also an opportunity to show the consumers of the Naturally Namibian branded products on display at Fruit and Veg today that Namibia can and does produce high quality fruits and vegetables, which can compete with similar products from anywhere else in the world. For a long time, some Namibian consumers have regarded Namibian products as of low quality in comparison to imported products."



Fruit and Veg City's Managing Director, Mr Louis Peens, noted that Fruit & Veg City has been trading in Namibian grown fruit & vegetables since its first store opened in Namibia in June 2001. He added that customers have not always known that certain fruit & vegetables sold in Namibian outlets are grown on home soil. He undertook to change this by promising to ensure that the "Naturally Namibian" logo is displayed in all Fruit & Veg City Stores in Namibia. He ended this pledge with the urging of all Namibians to "Buy Namibian" first.

After the important address, the management of Fruit and Veg City and the Mistress of Ceremonies, Mrs. Hilda Basson- Namundjebo invited the Prime Minister to 'shop 'till he drops'. Of course there was a 'catch' he could only shop for Naturally Namibian fresh produce!



To this day Fruit and Veg has kept its promise: all Naturally Namibian fresh produce is branded as such and all newspaper advertisements are accompanied by the Naturally Namibian logo. They have really added to brand visibility and in developing the brand.

We are sincerely grateful to Fruit and Veg City for running ahead of the pack and showing commitment to further the interests of the country. In this way Fruit & Veg City is assisting Team Namibia in the achievement of our goals. This is just one milestone achieved; we still need to get other member products 'front' space in all retail outlets.



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## **18 May 2005 - Team Namibia Strategic Planning session**

After such a long time, a clearer direction for Team Namibia was needed. Some members were calling and inquiring about Team Namibia's slow pace. This is understandable and thus the board decided to adjust the strategic direction to make room for a better and more vibrant course of action, which is needed to meet the goals that were set out. Team Namibia recruited the ex-Marketing Manager of the Proudly South African Campaign, Mrs. Dawn Currie, who not only did a good job at filtering through the challenges Team Namibia is facing but assisted the board in mapping a clear direction for the way forward.



### **Strategic Planning Results**

The results of the strategic planning session are: A Consumer marketing Strategy, member retention Strategy, Sales Strategy and a strategy on how to deal with the harder issues surrounding the Team Namibia campaign. Team Namibia realises that the above strategies must be implemented as a matter of urgency. The Plan is to prioritise the shorter term strategies, accompanied by close monitoring of progress. Once these are in place, it will be more viable to work on the longer-term strategies.



The board offers heartfelt thanks to all participating members and strategic partners for taking time off from their hectic schedules to assist in planning the way forward; it shows their levels of commitment to the initiative and what more can be said other than another big THANK YOU!

A Big THANK YOU to Namibia Breweries Limited who contributed not only at the planning session, but in addition they provided the venue, food and drinks as well as a contribution to the facilitator's fees.



## **7 June 2005 - The Namibian Fashion Industry takes a LEAP!**

Team Namibia is optimistic that the fashion industry in Namibia will soon pick up, and Namibians will soon also have the benefit of high quality Namibian-made clothing at affordable prices. Four Team Namibia members Pamibili Association (Melanie Hartevelde-Becker), Inspiration Jewellers, Graceland Creations and Ibenstein Weavers joined hands to put together a superb exhibition of Namibian garments and accessories.

The event was honoured by the presence of the First Lady of the Republic of Namibia, Madam Penehupifo Pohamba who highlighted that the Team Namibia initiative came at an appropriate time, which will have significant bearing on the performance of the Namibian economy and the marketing of local products to the international markets. She was encouraged to learn that Namibian industries including the fashion industry has heeded Team Namibia's call and has started to increase local production of quality goods to raise the levels of output and to consolidate their overall regional and global competitiveness.





Team Namibia is ecstatic about the developments taking place in the fashion industry. The exhibition was hosted by the Omba Gallery from 8 - 28 June and Team Namibia learnt that the exhibitors sold some merchandise. With the increase in sales, high demands, they might have to meet in the near future they will need additional qualified staff. Such positive feedback encourages our belief that we can actually meet our objective of creating jobs through increased local production.

Team Namibia extends a big THANK YOU to Founder Sponsor MTC for its substantial contribution to making this event a success.

## ***Membership Fees***

At present members are carrying the torch. Team Namibia only survives through membership fees. All members are reminded that the membership fees are up for renewal. Be part of building the Namibian capacity, be part of the Team and support local - Because "Local is lekker" and we believe in our country's potential.

Be Namibian, Buy Namibian!

## ***The media contributions***

Major media sponsors have come on board and are contributing to airtime, their TV channels, radio stations, print space, and through various media channels. Once the next phase of the campaign starts, Team Namibia will be able to communicate with all the people of Namibia.

Those organisations that have made a contribution to Team Namibia include:

- Radio Energy
- Space Magazine
- NBC
- New Era Publications, and
- Interact Advertising

Team Namibia has, in total, received in-kind contributions valued at close to five hundred thousand for free airtime and other expertise, which will definitely assist in the communication with all stakeholders in Namibia. Team Namibia urges other media practitioners to join the initiative and collectively contribute to the consumer communication campaign.



## **Members**

Of the 67 members, 20% are manufacturers, 12% in Agriculture, 9% professional services, 8% are telecommunications and representative organisations such as NCCI and NTB.

Twenty per cent and more (notwithstanding all the farmers listed with the Agronomic Board who are branded) member products have been approved to use the Naturally Namibian logo on their products.

### **Whose products are branded?**

The following company's have one or more branded product/s:

- Big Issue Namibia (Magazine branded Team Namibia)
- Etale Fishing
- Farmers Meat Market
- Global Polymer Industries
- Graceland Creations
- Ibenstein Weavers
- Inspiration Jewelers
- Kwico Namibia
- Namibia Agronomic Board (All communal and commercial Farmers registered with them)
- Namibia Paper Converters
- Namzinc
- Natural Namibia Mineral Water
- Neo Paints
- New Era (newspaper branded Team Namibia)
- Omalaeti Productions
- Pambili Associations (Melanie Harteveld-Becker)
- Plastic Packaging
- Peralin Paints (Logo part of their packaging)
- Pewa Hair and Skin Care Manufacturers - They are also the youngest brand users!\*
- Space Magazine (Magazine branded Team Namibia - find it in stores)
- TLP Investments T/A Fabupharm - Otjiwarongo
- Windhoek Schlachtereij
- Wispeco Namibia



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## ***Finances***

Team Namibia aims to become a self funding organisation. However, until the campaign is able to finance itself through membership fees, the contribution of the six Founder Sponsors has been vital to the initial phases of operations.

Team Namibia is still going strong because of its members and it cannot be overly emphasized that additional income is required to make a success of this campaign. Members have been very supportive and have ploughed resources into many activities.

Team Namibia also thanks MTC (Fashion exhibition), Namibia Breweries (Strategic Planning Session), Plastic Packaging (Office Space and IT Application) and those not mentioned in this newsletter - be assured any oversights are completely unintentional. Team Namibia thanks all for your support and continuous commitment to the campaign.

## ***Advertising***

As a means to grow the membership base, Team Namibia placed advertisements in all the print, audio and visual media available in Namibia from July to December 2004. The aims of these campaigns were to inform and educate consumers and stakeholders about Team Namibia's aims and objectives in an attempt to raise awareness. We needed to get the buy-in from the general public for Naturally Namibian products and services. The private sector needs to take ownership of the concept to increase membership and participation.





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## **LOBBYING**

Team Namibia is meeting with numerous important stakeholders, such as Government Ministers to not only brief them on the initiative but lobby for support whether it is financial or in kind or for possible change in government policy that can add value to Team Namibia's members. The chairman will provide more information regarding this at the upcoming AGM in July.

Team Namibia is currently negotiating with retailers to provide additional and / or strategic shelf spacing for Naturally Namibian products. Talks with members of parliament and the Ministry of Trade and Industry are underway to facilitate this process. It is hoped that members can eventually reap the benefits of being part of the TEAM.

### ***An important notice to all members:***

Team Namibia needs to start the "Be Namibian Buy Namibian" campaign as soon as there are enough branded products in store for consumers to purchase. We want to build on a brand that encapsulates everything Namibia wants to be - in short, a prosperous country. Members are therefore kindly requested to use the Naturally Namibian logo as soon as the Team Namibia committee has approved their product application.

We are sure that you are now asking yourself - how can you help, and can you help - indeed you can: it is easy just talk to your supplier or customer who has not joined the team yet and refer them to Margareth at the Team Namibia offices on 299 5290 or email her at [info@teamnamibia.com](mailto:info@teamnamibia.com).

Remember to renew your membership with Team Namibia, contact the Team Namibia office and find out what month your membership is due.

It is a Matter of Pride!



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## Founder Sponsors

