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## **TEAM NAMIBIA (TN)**

Minutes of the Annual General Meeting (AGM)

*Tuesday, 17 June 2014*

*Windhoek Country Club Resort & Casino*

*07h30 – 13h00*

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### **PRESENT:**

A total of 67 delegates were present, representing 57 Team Namibia member organisations.

### **WELCOMING REMARKS:**

The proceedings commenced at 07h55 with the National and African Union Anthems.

Team Namibia Vice Chairperson, Mr. Dixon Norval (DN) welcomed delegates to the AGM and thanked Team Namibia members for their resilience, support and demonstrated commitment to the Team, over the passed 10 years. DN shared that financial contributions were made by Team Namibia partners and these cumulative funds enabled the implementation of a pilot phase, for the new strategy of gaining a sustainable competitive advantage for Namibian products and services.

DN informed the meeting that TN launched its new logo and brand identity, applied stringent new membership criteria to endorse members as truly Namibian businesses that are fit for purpose and drew up watertight implementation plans of action for the next two years. He enthused that this is only the beginning, as the new brand's visibility now needs to filter through to every aspect of Namibian life. He emphasised the need to educate consumers on the ability they have to change Namibia one single purchase at a time, by buying Namibian.

DN introduced the theme for the AGM: 'Creating Market Access for Namibian Products and Services' and introduced the panellists as follows:

Suzanne Ackerman-Berman (SAB) from the Pick n Pay Foundation;

Michael Iyambo (MI) from the Namibia Agronomic Board;

Monica Kalondo (MK) from Point Break and

Jaco Venter (JV) from the Team Namibia Board, Namibian Manufacturers Association and Plastic Packaging.

The panel was moderated by Margareth Gustavo (MG).

The question at hand is, what role can Team Namibia play to be a successful matchmaker to increase the consumption of local products and services among Government, businesses and consumers?

The Meeting's Agenda looked at the following:

1. Milestones achieved in the last year;
2. Finances;

3. Award the members who have passed the new membership criteria;
4. Learn how increased market access could become a reality for Namibian products and services;
5. Sneak peek into our planned advertising campaign;
6. Introduce the new Team Namibia CEO
7. Amend the TN Constitution.

The Vice-Chairman recognised the presence of delegate officials representing the Ministry of Trade and Industry and Ministry of Information and Communication Technology who he acknowledged represent a very important stakeholder to Team Namibia, the Government (GRN).

The Vice-Chairman reminded the Meeting of our “Team Code”:

Our vision - to make Namibian products and services part of everyday life.

Our mission - to facilitate the increased consumption of Namibian products locally and abroad by inspiring competitive standards; stimulating consumer confidence and impacting economic sustainability.

As a membership organisation, our success lies in what we achieve together. Hence our core value - UUKUMWE – which means collaboration.

DN announced the following practicalities:

- The Board of Directors wish to retain all existing board members for this year, with the view to conduct elections for new board members at the AGM in 2015.
- No objections to this proposal were received from the membership to re-elect Mr. Tim Ekandjo to the Board of Directors, therefore he is now officially being re-appointed.
- Furthermore, according to our Constitution, the Board has the power to co-opt two additional members if it is deemed necessary. With this in mind, the board deemed it suitable to co-opt Lizette Foot to the Board of Directors in her future capacity.
- We did not receive any comments from members on the AGM Minutes from 2013 circulated on 21 August 2013; therefore these minutes are now adopted and approved as a true reflection of the discussions held in the meeting.

The Vice-Chairman then handed over to panel Moderator MG to lead the discussion.

MG introduced and welcomed SA to deliver her presentation.

SAB’s presentation focused on “Transformational Leadership – Retail with a purpose” and she delivered six (6) Case Studies reports on successful Enterprise Development interventions spearheaded by PnP South Africa, as part of the Group’s Corporate Social Responsibility (CSR).

\*\*\*[CLICK HERE](#) to view copy of the presentation\*\*\*

MG introduced the next speaker MI to deliver his address. MI presented the NAB's Market Share Promotion strategy which has the main objective of substituting imports of horticultural commodities that can be produced locally.

\*\*\*[CLICK HERE](#) to view copy of the presentation\*\*\*

MG reiterated a salient point from MI's presentation, that production of local fresh produce has increased from 5% to 39% in the country, with a growth potential of 60%. MG continued by highlighting the role of service industry as an enabler for local market access. According to the NAMBIC survey the following factors were highlighted to be the most challenging to business requirements, requiring the most urgent reforms to enable healthy business growth: access to finance, competition demands, skills, access to land.

MK reviewed the potential which services behold in transforming Namibia's economy and looked closely at relationship between services, labour and capital. MK also challenged the lack of innovation in the Namibian service sector and made relevant recommendations to counter.

MG introduced JV to deliver his presentation on the Namibian Manufacturing sector. MG highlighted that manufacturing contributed about 14.4% to Namibia's GDP in 2010, representing 11.7 billion in 2010 prices.

\*\*\*[CLICK HERE](#) to view copy of the presentation\*\*\*

JV started his address by referring to Article 98 of the Namibian constitution, which strives for "economic growth, prosperity and the life of human dignity for all Namibians". He highlighted the following challenges facing small Namibian manufacturing: comparison with South African product prices; using South African standards as the norm, South African retailer groups establish infrastructure/stores in areas previously dominated by local entrepreneurs. The way it is structured it makes it incredibly difficult for Namibians to get Namibian products onto the shelves. JV also highlighted some of the Government incentives currently in place for Namibian manufacturers.

Vision 2030 means in 16 years from now, we want to be in a position where the manufacturing services sector contributes or constitutes 80% of the country's GDP. We want to be a net exporter, training if you have manufacturing status.

Question from Benita Herma, jewellery manufacturer: The Company Herrla and Herma Jewellers has to rely on raw products to produce jewellery. Over the last 20 years, I have noticed it is increasingly difficult to buy raw materials, gem stones in Namibia or cut ones. In the end as a manufacturing jeweller I have to try and buy a coloured gem stone which is freely available in Namibia, but exported as raw materials, that we now buy back at international trade fairs, at inflated prices or try and buy similar gem stones from Mozambique or Tanzania or Zimbabwe. I'm not talking about diamonds which are much more regulated in Namibia. There is a loop hole, I believe it is not a matter that you have taken to the Ministry of Trade and I believe, it is within this ministry where an export permit is granted.

Contribution by Ueritjiua Kauaria, NSI: I want to make a general comment on what JV said on the different products imported into Namibia and why we are still doing it. I think one of the things you need to know is that there is an animal called WTO Agreement. Namibia as a signatory is obliged to observe National trade rules and it is for the private sector to state that this is the import that we want because it is very difficult for GRN to do that. GRN is obliged to trade fairly unless something poses as a threat to the health, safety of other human beings or animals and the land.

Contribution by Ndiitah Nghipondoka-Robiati (NNR): Team Namibia's AGM theme is very critical to NTF as we are working on a Retail Charter for the whole retail industry. One of the goals is to increase market access for Namibian products. What we are trying to do is increase local shelving for Namibian products. For example I think Rooibos is a Namibian product but this does not help our manufacturing. Because there aren't Namibian manufactures there. Increase awareness about Namibia products are, add value to the economy. For every dollar that you spent you add N\$2.30 to the Namibian economy.

Question from Jan Conradie, Agricon Mushrooms: Question for SAB. In regards to us being the only mushroom farm currently in Namibia, I am sure you are aware of the South African Mushroom Association and what they are doing there. I also wanted to do the same but SAMA is telling me that it's a strictly PnP initiative. Therefore I can't really get access to it. With regard to that, PnP is such a small sector of my market that it won't be very beneficial to the Cancer Association of Namibia. Maybe JV from Plastic packaging can shed some light on that. I've spoken to bandanas producers in South Africa and they have a limit of 600 thousand bandanas that I need to purchase before they can print a certain colour.

Question from Mike Lucas, Positive Solutions:

JV that lobbying group or was it just a suggestion? It would be nice to lobby for smaller companies and cut the South African companies that don't want to buy anything in Namibia.

Question from Bjorn Wiedow, Fablab Namibia: Talking from SME point of view of getting their products on the shelves. Is it a possibility for suppliers and manufactures to create websites and put your product on there? It is so impossible for a normal SME to just find out what is in Namibia. For development we need to know what goes on in this country, so that we can use the services in this country.

Response from SAB to the mushrooms: I don't have the answer immediately, but I will gladly take your email address and find out the answer for you. I think, we need to do anything we can for cancer awareness, anywhere around the world and look at the legalities of that. May I just have an opportunity to make a comment-we fully support local, that's what we all about. Wherever we go in the world, if we can and will try and procure 75% of local produce however, I must caution for a regulatory environment. We need to defend and protect consumers and it is all about price at the end of the day. And that the role retailers will play in society. I don't want to start a battle with manufacturers. But as MK was saying, we need to enhance our efficiencies and reduce the production cost, manufacturing cost and bring a better, cheaper product to the shelves to the Namibian consumers. That's why we need to have competition in market. To encourage Namibians to do things more efficiently, to cut the cost and to give a better price to the consumer. We would love to have 40% of Namibian products on our shelves, 70%,100% so lets work together and make efficiencies.

Response from JV on the lobbying group: Something that we should say today, that the NSI needs our support from all the manufacturing entities present. We want them to get accredited by the international standards organisation, we will get there but there is still quite some way. On the packaging, what we've been trying to do with the NAB, we try to supply a generic pack to everyone. On the lobby group, it's a generic new idea and I think it is something that needs to go into Team Namibia's table. To lobby on behalf of our members to get access, or more shelf space.

Response by LF: Now that we have the TN logo all our members should identify their product through the TN product logo. On our database we will now have a complete SKU listing of all the TN products. So that even the media can go in there and see what the different companies manufacture. The full listing will be there aswell as the images.

Contribution by Rehabeam Amadhila, Namcol: I concur with what MK was saying in terms of looking at labour and cost. I just had visitors and one question that which was posed: We produce our education material from South Africa? And I have to concur, it is because of cost. One of the South African companies offered us for example, 60% discount on producing our education materials. They cover the logistics and the insurance. Yet when you go to a local person to produce these education materials the price is twice as high. They are not willing to negotiate. At the end the consumer will be paying higher. So when it comes to being Namibian and trying to support Namibians, we have to look at cost, labour and what can we do. There are also standards to consider. From a personal point of view I will not just procure something just because it's Namibian. If it is not up to standard. We do want to be as much Namibian as we can.

MG requests panellists to make closing remarks.

SAB: Don't feel anybody can take development on their own. I feel it needs to be like a tripod agreement between communities, government and the private sector and be willing to drive this country forward.

MI: There are good opportunities in the country, we will just have to pull together, we will make it.

MK: When I was listening to what Venta Herrle was saying about the inability to procure gem stones locally and you listen to what we talk about value addition, that is exactly the law of unintended consequences. We need to start talking about these unintended consequences, for infant industry protection. There are a lot of Government policies where there are unintended consequences. So I think at times, let us not worry about policies and regulations, let us look at the unintended consequences on both sides.

JV: I'm just going to call it Namibian-nation, let us do what is best for Namibia.

LF thanks the panellists and awards them with a winter hamper made up of TN member products.

Contents include:

- Dorgeloh Chocolates
- Closwa Biltong
- Postcards from the late Paul Van Schalkwyk
- New bestseller from Wordweaver and
- Slowtown Coffee.

Vice Chairman announces break and closed session AGM after the break.

AGM resumes. DN asks AGM to adopt the Minutes of 2013 AGM. Minutes are adopted. Invites LF to continue with proceedings. LF invites Leon van Rooyen (LvR) and Nicky Schermer (NS) from Weathermen & Co to present the National Consumer Advertising campaign.

**\*\*\*LvR presents creative concept for campaign\*\*\***

AGM moves into membership certificate handover:

Gideon Shilongo (GS): This is a momentous occasion for Namibian products and services. Today we formally recognise Namibian companies that are truly committed to adding economic value back into the country. It's a fact that we live in an era of globalisation. Therefore, increased competitiveness for Namibian products and services is absolutely essential to create markets for local consumer goods and services to provide stimulus to industrial investment and economic growth. Two years ago, we asked Namibian consumers about their perception of Namibian products and services in a national survey. When considering negative comments made about Namibian products and services, the majority of people said that "Namibian products are of poor quality". So Team Namibia took on the challenge to address this through our membership criteria in order to provide emotional and rational benefits to consumers of local goods and services. The Team Namibia endorsement therefore acts as a filter to help consumers identify: Products and services fit for purpose through relevant conformity assessments.

NNR: When you see this logo, you'll know that it represents a product that's been made locally or a service offered by locals. By doing so, you're helping to promote local businesses that in turn will contribute to keep the Namibian economy healthy and strong. Exactly the kind of future environment we all want for our children. Implementing change is not always easy, but if it needs to be done for the benefit of the bigger picture, it's so worth it. As a membership organisation we have agreed to take this new route. We asked all our members to re-apply under the new criteria, which involve application forms, scorecard assessments; supporting documents, quality assurance certificates etc.

Companies that were awarded Team Namibia membership certificates include:

- African Kirikara Art & Craft
- Agricon Mushrooms
- Air Namibia
- Bonsmara Cattle Breeders' Association
- Capricorn Asset Management
- Chris Liebenberg Investments CC t/a Positive Solutions
- Consulting Services Africa
- Corporate Logistics
- Dani's Organic Products
- DF Advertising Solutions
- Etosha Fishing Corporation
- FABLAB Namibia
- FNB Namibia Holdings
- Galaxi Productions CC
- Hospitality Association Namibia
- Ibenstein Weavers
- IJG Securities
- JJDS Engineering CC
- Magnet Bureau De Change (Pty) Ltd
- Matrix 1-2-1 Commodity Marketing (Pty) Ltd

- Meikes Guesthouse
- Mobile Telecommunications (MTC)
- Model Pick 'n Pay
- MVA Fund of Namibia
- Namib Mills Investments (Namibia) (Pty) Ltd
- Namib Wood
- Namibia Chamber of Commerce and Industry
- Namdeb Diamond Corporate (Pty) Ltd
- Namibia Drilling Contractors Association
- Namibia Fish Consumption Promotion Trust
- Namibia Media Monitoring (NaMedia) Pty Ltd
- Namibia Polymer Recyclers
- Namibia Tourism Board
- Namibia Trade Directory
- Namibia Trade Forum
- Namibian Standards Institution
- National Union of Namibian Workers
- New Era Publication Corporation
- New Media Consult
- Ohlthaver & List Group of Companies
- Plastic Packaging (Pty) Ltd
- Polyoak Packaging (Namibia) Pty LTD
- Rennies Travel Namibia (Pty) Ltd
- SABMiller Namibia (Pty) Ltd
- Slowtown Coffee Roasters
- SMEs Competitiveness Consultancy
- Standard Bank Namibia
- United Fishing Enterprises
- Weathermen & Co
- White Feather Creations and Deco CC
- Windhoek Country Club

LF introduces Intouch to present the website launch and the member directory.

MZ introduces the new CEO - Daisry Mathias

LF resumed and notified the Meeting that the Annual Financial Statements (AFS) and budget were meant to be presented by Ms Mouton, but unfortunately she fell ill. LF then presented the draft statement of comprehensive income. LF indicated good news regarding the finances, stating that TN income has increased when you look at the figures compared in 2013 versus 2012 and that TN has managed to clean out all the bad debts. She went on to inform the Meeting that TN has a system created for the members- which allows members to automatically renew every year. LF informed the Meeting on what the new membership criteria states regarding cancelling membership. LF stated that there are still debts outstanding from 2010, 2011 and 2012. But through this opportunity of drafting the comprehensive income for this year's statement, TN managed to clear a lot of debt. Through TN's membership criteria, it now has a system where it automatically asks all our members to reapply. TN also got to collect some of the bad debt through this procedure. When members are cancelling under the new criteria, members are asked to

finish paying up their debt. LF added that the revenue has increased for 2013 and that it is a favourable position for TN. We should have shown a much better profit, because members have become better at paying membership fees.

LF apologized for not presenting the completed AFS, as auditors are still finalizing the document and due to the fact that some documents got lost. For the sake of continuity of the meeting, it was agreed to go ahead with the AGM. LF apologized to the members that this is only a draft, advising that the final AFS will be handed to the board and circulated to all the members. LF also informed the Meeting that the bulk of the income came from sponsorship from GIZ and some of our founder members and other members for specified activities. LF went through the operating expenses by line item, stating that the operating expenses. She also informed the Meeting that TN spent a lot on marketing last year, which is TN's core function. Owing to sponsorships received, TN was able to do more advertising. Another area LF highlighted was the accounting fees. The fees indicated for 2013 are the reflections of the closing of bad debt for 2013 to enable TN to start afresh in 2014. So it is money that will be spent this year but was back dated to 2013. Members may be glad about reduced spending on travel and accommodation which is less.

LF moved onto the 2014 budget. All predicted revenue exceeds 2 million. LF confirms she can confidently invoice over 2 million this year and that is almost a conservative estimate. TN's ultimate goal is to retain existing members. After this TN wants to launch the advertising campaign, so that the benefit of Team Namibia can be seen publicly and after that TN should be confident to implement a new robust advertising strategy. We also have Terms and Conditions that prevent members from not paying. They state that a member has a 3 month notice period should they want to cancel and that they must pay for the time the previous period of membership. The new criteria allows membership fees to be spread out throughout the year. LF expressed that market spend has been increased because TN should be spending more, atleast N\$20,000 to N\$30,000 to maintain the marketing campaign. LF also mentioned that she is pleased that marketing cost exceeds all other costs, including employee and operational costs. She also highlighted the bad debts of N\$200,000, putting out a challenge to members for that amount to be translated back to marketing budget and implement the campaign. LF concluded by encouraging members to pay membership fees in order to optimise the benefits for all the members.

\*\*\*[CLICK HERE](#) to view copy of Constitution\*\*\*

#### **VOTE OF THANKS:**

- Lizette Foot, outgoing Team Namibia CEO
- Daisry Dumeni, incoming Team Namibia CEO
- Jacqueline Angula, Team Namibia Office Manager
- Sinoby Garoes, Team Namibia Assistant
- Guest speakers / Panellists
- Board members
- Nicky Shermer, MD, Weatherman & Co
- DB Audio for audiovisual
- Air Namibia for SA flights
- Windhoek Country Club

#### **CLOSURE**

Meeting adjourned at 13h15.

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**Signed: Chairman**

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**Date:**