

BoN NEWS

# 2016 ANNUAL SYMPOSIUM FEEDBACK SEMINAR

Stakeholders from key ministries and organisations who directly or indirectly affect tourism activities in Namibia gathered recently to discuss policy issues and recommendations emanating from the 17th Bank of Namibia Annual Symposium held in 2016 under the theme: Reducing unemployment in Namibia – Creating more jobs in the manufacturing and tourism sectors.

Welcoming the guests, Iipumbu Shiimi, Governor of the Bank of Namibia said there is a need for stakeholders in the tourism sector to coordinate their efforts better and work in unison for the wellbeing of the sector. He said the sector is on a mission to increase the number of tourists coming to Namibia from the 1.47 million recorded in 2016 to 1.8 million in 2020. These tourists not only earn the country foreign exchange but also provide much needed jobs as it is estimated that for every tourist coming to Namibia 13 jobs are created.

The sector has been prioritised in National Development Plans as well as the high-impact Harambee Prosperity Plan, as a viable sector that can spur economic growth and thereby create meaningful employment to Namibians. However, the sector is held back by structural, operational and regulatory constraints that



*Seated with Governor, Iipumbu Shiimi (right to left) Maureen Posthuma, Head of Global Marketing - Namibia Tourism Board; Seima Christoph-Shidute, Deputy Permanent Secretary - Ministry of Environment and Tourism and Gabriel Sinimbo, Permanent Secretary - Ministry of Industrialisation, Trade and SME development along with Bank of Namibia staff and other tourism sectoral players.*

continue to plague the third largest contributor to Namibia's GDP.

In this regard, in a presentation delivered at the seminar, Florette Nakusera, Director of Research at the Bank of Namibia identified the lack of product development, infrastructure and skills, limited incentives for investment and the persistent underfunding of marketing and promotion of Brand Namibia as key issues that need to be dealt with by the sector. The stakeholders engaged in dialogue with the aim of

providing answers to some of these challenges, indicating a need to collaborate and create strategic linkages with the different role players.

The discussion held is seen as the first of many collaborative efforts among the sectoral players. A booklet of the 2016 Annual Symposium containing the papers presented by the speakers, as well as a summary of the key policy issues and recommendations on the way forward is available at [www.bon.com.na](http://www.bon.com.na).