



Bank of Namibia

ANNUAL
SYMPOSIUM 2025

UNLEASHING
THE POWER OF THE
Creative
INDUSTRIES



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Overview of Namibian Creative Industries



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Deputy Governor

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2025**

Introduction

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1. Introduction



The creative industries in Namibia hold incredible potential to contribute to economic growth and employment.



The industries hold the potential to foster youth entrepreneurship



They offer a distinct and dynamic alternative to traditional career paths

A close-up photograph of a person wearing an orange shirt, focused on working on a pottery wheel. The person's face is partially visible in the upper left, showing concentration. In the foreground, a pottery wheel is spinning a piece of clay that has been painted with horizontal stripes of teal and light beige. To the right, a small, light blue ceramic container is visible. The background is slightly blurred, emphasizing the craft.

**Landscape of
Namibia's cultural
and creative
industries**

02

2. The human-centric features

Feature	Creative Industries	Traditional Industries
Primary Input	Creativity, skill, talent, and intellectual property.	Material resources, labor, and established production processes.
Value Creation	Value is derived from intangible assets (ideas, culture, brand identity) and innovation.	Value is primarily based on the functional or use value of material products
Production Model	Often relies on flexible, project-based work, digital technologies, and collaboration across sectors.	Characterized by vertical integration and standardized production processes.
Market Reach	Digital platforms enable global reach and direct consumer engagement, often with lower overhead costs.	Market reach is often constrained by physical distribution channels and geographical proximity.
Economic Impact	Significant multiplier effect; for every \$1 spent, \$2.5 of wealth is created in the wider economy.	Traditional economic models focus on scarcity and predictable production cycles.
Societal Role	Fosters social inclusion, cultural diversity, and human development, contributing to a community's sense of identity.	Primarily focused on material production and traditional economic output measures

2. Landscape of Namibia's cultural and creative industries



The Namibian creative industries encompass a wide range of other artistic forms such as:

Fashion and graphic design, sports, film production, photography, and architectural activities, among others.

The widely popular sectors are music and performing arts as well as craft.

**Economic
contribution**

03



3. Global Contribution of the Creative Economy



3.1%

of the global
gross domestic
product (GDP)



Annual Revenue

US\$2.3 Trillion

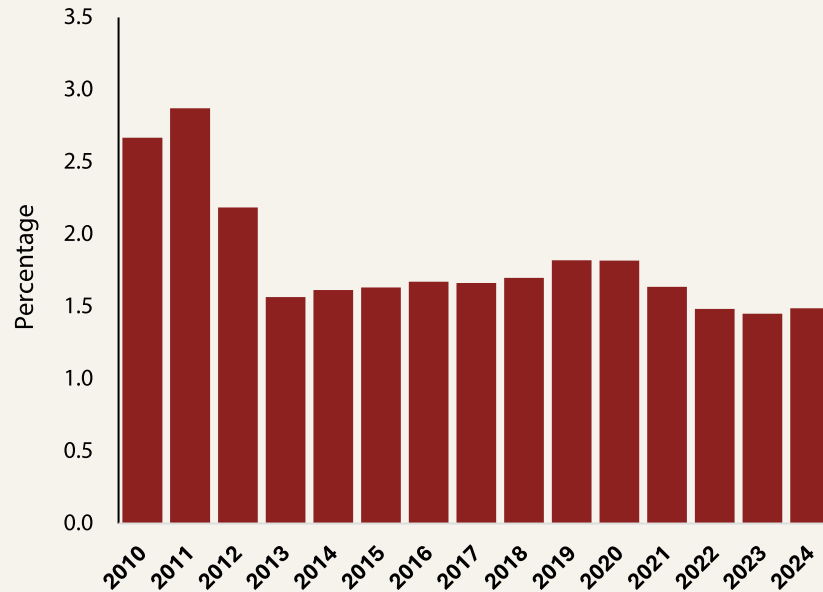


Over **30** Million
Jobs

3. Economic contribution of cultural and creative industries in Namibia



Figure 1: Arts, entertainment and recreation sectors' contribution to GDP



Source: NSA National Accounts

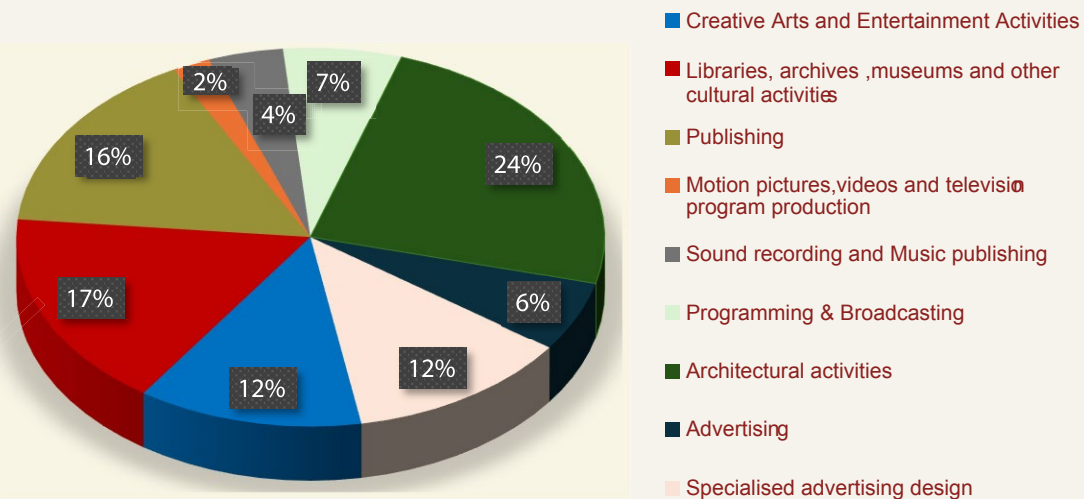
Captured under the *arts, entertainment and recreation* sector in the National Accounts .

Over the past decade, the contribution of the creative industries to growth has been volatile.

On average, contribution amounted to 1.5 percent to nominal GDP in recent period.

3. Economic contribution of cultural and creative industries in Namibia

Figure 2: Jobs in the Creative industries

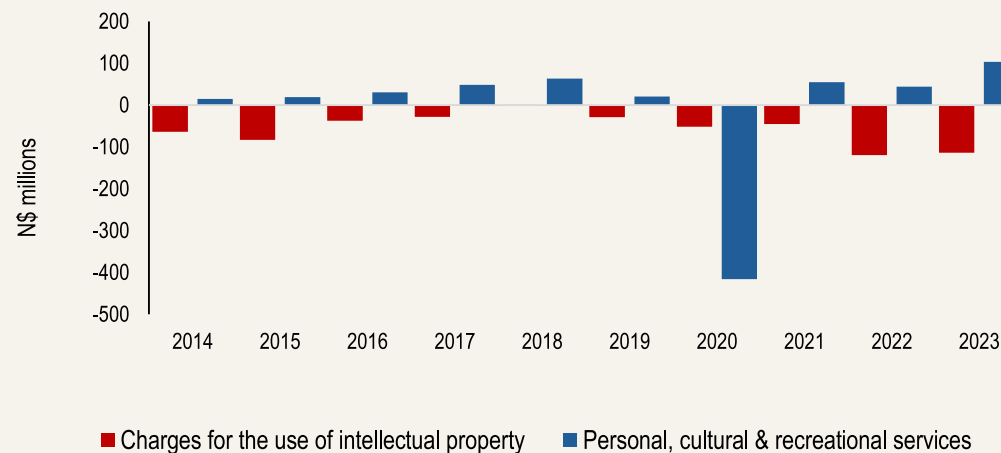


Creative industry jobs are spread across many sectors of the economy.

Data shows that a higher percentage of workers in creative jobs were employed in architectural activities.

3. Economic contribution of cultural and creative industries in Namibia

Figure 3: Net trade in cultural and creatives services 2015-2023



Sources: Bank of Namibia (BoP)

On a net basis; Namibia imports cultural and creative services from abroad

Net trade in personal, cultural and recreational services averaged N\$1.7 billion in outflows between 2014 and 2023.

3. Economic contribution of cultural and creative industries in Namibia

The Namibia Creative industries: a micro-overview

Year	Royalties (N\$)	Local artists	International artists
2019	1,079,391	62%	38%
2020	1,071,673	51%	49%
2021	987,473	54%	46%
2022	1,623,705	54%	46%
2023	1,891,575	47%	53%
Average	1, 330,763	53%	47%

Source: NASCAM



NASCAM royalties’
distribution average
over the past 5 years,

53:47

local vs
international
artists.

3. Economic contribution of cultural and creative industries in Namibia

The Namibia Creative industries : a micro-overview

Year	Film production	Expenditure (N\$)	Employment
2022	110	29,819,394	890
2023	112	55,697,818	777
2024	105	37,046,070	745
Total	327	122,563,281	2,412

Source: Namibia Film Commission

Out of the 327 movies produced in Namibia between 2022 and 2024, (244 local and 83 international).

A total of 2 412 jobs were created over the same period.

A background image showing a pair of hands playing Jenga. The hands are carefully placing a wooden block onto a tall, slightly wobbly stack of other wooden blocks. Several blocks are scattered on the light-colored surface in the foreground. The overall scene is brightly lit, with a warm, soft glow.

**Main challenges
facing Namibia's
creative and
cultural industries**

04

4. Main challenges facing Namibia's creative and cultural industries

Lack of funding opportunities

Insufficient and stringent funding opportunities, given that Intellectual assets are not recognised as acceptable collateral in the credit market.



Data unavailability

Lack of data hindering the formulation of appropriate interventions and policies



Limited Intellectual Property Rights protection

Intellectual Property Rights confronted by the ease of reproduction and distribution of copyrightable work due to technological advancements



Payment challenges

Restrictions on monetising digital products and regulatory barriers preventing creatives from building stable earnings.



**Lessons
from other
countries**

05

5. Lessons from other countries



South Africa

Sports management, infrastructure development and film production incentives



Nigeria

Intellectual Property protection, import restrictions



Kenya

Financial infrastructure and data management



Ghana

Use of Intellectual Property as collateral in the credit market.



**Immense
Room for
Growth in
Sports**

06

6. Immense Room for Growth in Sports

Characterized by a strong potential for economic growth and international recognition



Football: Remains popular and is seen as a tool for youth empowerment and national unity, although the local league currently faces challenges.



Rugby: A popular sport, with strong community support and a history of international success.



Cricket: Has gained international prominence, with the country set to co-host the ICC Cricket World Cup in 2027.



Cycling: The Nedbank Desert Dash is an internationally recognized event that attracts global cyclists and promotes sports tourism.



Hockey: Has seen significant success due to long-term sponsorship from Bank Windhoek, which has helped develop the sport from the grassroots to the international level.



A background image showing two hands holding yellow puzzle pieces against a bright, out-of-focus light source. The hands are positioned on the left and right sides of the frame, with the puzzle pieces being brought together. The overall tone is warm and creative.

Opportunities for the Namibian Creative Industries

07

7. Opportunities for the Namibian Creative Industries

Creative Tourism - leveraging Namibia's cultural richness and natural landscapes to develop immersive creative tourism stands out as a comparative advantage, as opportunity for the country to diversify the economy.



Human capital – with the Youth being the largest segment of the population and major players in the creative industries, if sufficiently supported, they can elevate the growth of the industry.



Technology - Digitalisation of services (and AI) present opportunity for wider market access for creatives to reach broader audiences and monetize their services.



Global opportunities - Leveraging on opportunities provided by Global Funders and building stronger partnerships across SADC and Africa to open markets, create skills-sharing platforms, and foster joint ventures.



A person wearing a dark suit jacket and a blue and white checkered tie is writing on a white document with a black pen. The document is resting on a blue surface. A large, semi-transparent red banner with a yellow circle is overlaid on the left side of the image.

**Key policy
recommendations**

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8. Key policy recommendations

Funding

Develop tailored financial products and additional funding schemes that address the needs of the creative industries.

Consider expenditure rebates to attract foreign direct investments in key sectors such as Film production

Intellectual Property protection and Market access

Strengthen Legal Frameworks that protect creatives' Intellectual property rights.

Expand access to regional and international markets through special efforts and trade agreements.

Data availability and classification

The need to improve data coverage and classification. Adopt appropriate frameworks applicable to the creative industries e.g Satellite Accounts to help quantify the industries' contribution to economic growth.

Capacity building and mentorships

Incorporate sports especially the best performing sport codes will help identify and nurture talent and enhance the performance of the sports industry.

Empower passionate creative entrepreneurs including those in rural areas to be able to grow their business.



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THANK YOU