



GROWING THE CONTRIBUTION OF THE CREATIVE SECTOR TO NAMIBIA'S GDP AND JOB CREATION

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NANGULA NELULU UAANDJA
CEO: NIPDB



NIPDB

Namibia Investment Promotion
& Development Board



INDUSTRY OVERVIEW

NATURE OF CCI IN NAMIBIA



As defined by Namibia's Arts, Culture and Heritage Policy, creative industries include activities "originating in individual creativity, skill and talent with potential for wealth and job creation through intellectual property rights."

The sector spans arts, entertainment, crafts, film, music, gaming, fashion, architecture, design, advertising, content creation and heritage institutions such as museums and theatres, among others.

As of 2023, arts, entertainment and recreation contributed about 1.5% (N\$3.65 billion) to GDP and 0.7% (3,828) to employment, with NDP6 targeting 3% GDP and 2% employment contribution by 2030.

Key national institutions supporting this industry include the Ministry of Education, Innovation, Youth, Sports, Arts and Culture, the Ministry of Information and Communication Technology, National Arts Council, the Namibia Film Commission, National Art Gallery, National Theatre, College of the Arts, and regional arts centres like COSDEF Arts and Crafts Centre.



WHY CCI MATTERS?

STATUS OF GLOBAL CULTURE AND CREATIVE INDUSTRIES



Global: The CCI generates US\$ 2.3 trillion per annum, contributing 3.1% to global GDP and employing 30 million people (6.2% of workforce).



Africa: In 2023, the continent accounted for 1.5% of the global creative economy and 2.9% of global creative exports (UNDP 2023), while generating 5% of the global cultural and creative jobs (2 million) as of 2022.



Namibia: CCI Contributed 1.5% to GDP in 2024 and employs 0.7% of workforce.

By 2030, Africa is projected to produce up to 10% of global exports of creative goods, valued at around US\$200 billion (or 4% of Africa's GDP), and could create more than 20 million work opportunities.

PRIORITY SECTORS FOR ECONOMIC DIVERSIFICATION



Energy (Renewable, GH2, O&G etc.)



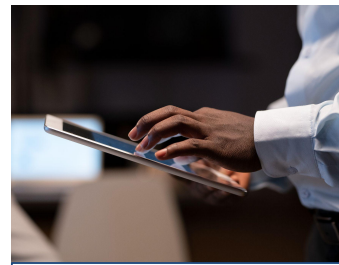
Food Industry



Chemicals & Basic Materials



Transport and Logistics



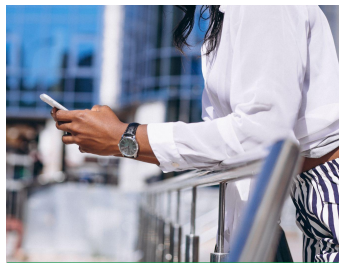
Services (Digital and Global Business)



Metals, Mining & Adjacent Industries



Machinery & Electronics



Communication & Technology



Tourism and Sport



Culture and Creative Industry

WHY CCI MATTERS TO NAMIBIA



Contributes to the economy



Enables a income-generating career

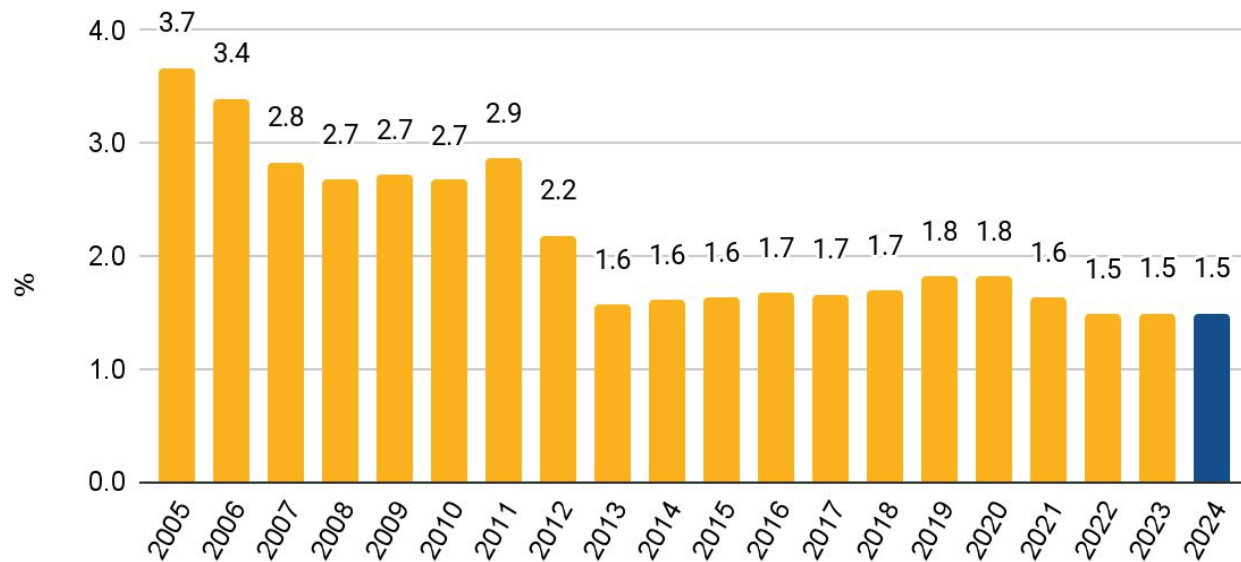


Helps promote and market Brand Namibia



Allows one to live their God-given purpose

Arts, Entertainment and Recreation Contribution to Nominal GDP

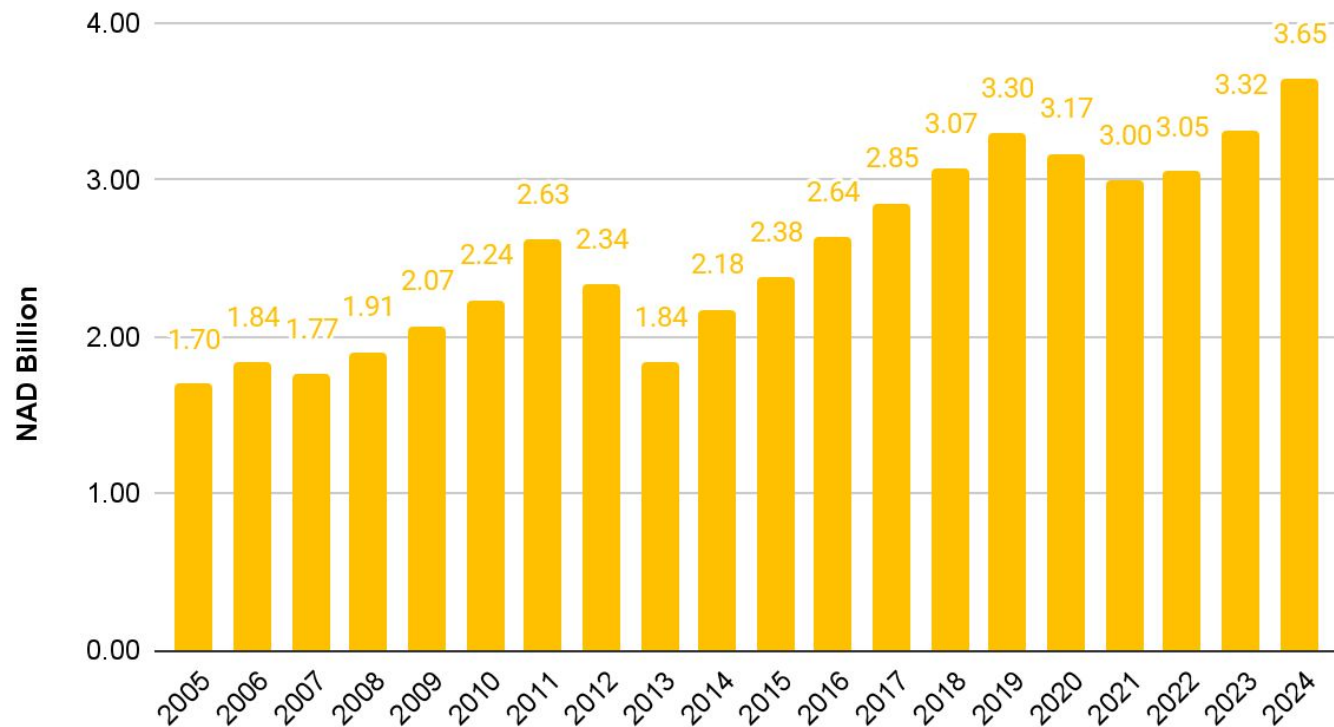


Source: NSA

The arts, culture, and entertainment sectors have played a notable role in Namibia's economy from 2005 to 2023, contributing to employment, tourism, and national identity. Contributed N\$3.65 billion to GDP in 2024.

2005 was high due to National Arts Funds act however this has been reducing thereafter.

NOMINAL GDP TRENDS IN ARTS, ENTERTAINMENT AND RECREATION



Source: Namibia Statistics Agency



CHALLENGES

CHALLENGES

1

Limited Market Access: Namibian creative products (music, film) receive low airtime on TV and radio, despite local content quotas being in place that require media platforms to do so. Small local market and the lack of a vibrant and visible Namibia Brand, creatives face barriers to international market access.

2

Lack of Incentives and high maintenance costs: There are no dedicated fiscal incentives, such as tax rebates for film production or import duty exemptions for creative equipment. Furthermore, the costs of formalising a business and protecting one's IP is high and unaffordable to upcoming artists.

3

Funding Gap: There is limited funding and investment, where many creative projects rely on small grants or personal resources. Government support is limited and access to international co-production funds is scarce. There is a lack of financial products tailored for CCI entrepreneurs who wish to scale and create employment opportunities.

4

Limited Career Opportunities: Many creatives work informally or freelance, thus have limited prospects for formalizing a business and creating jobs. Huge supply of raw talent that is underexploited, thus leaving low productivity and missed opportunities.

5

Inability to monetise earnings: International Payment Gateways have not prioritised Namibia as a Region. Therefore creatives need to open bank accounts in South Africa and travel to encash their earnings as they are unable to encash to do so locally.



NIPDB INTERVENTIONS

CHALLENGE : MONETIZING NAMIBIAN CREATIVE WORK GLOBALLY

Challenges:

Limited access to global platforms: YouTube, Spotify, Etsy, freelance markets etc.

Dependence on intermediaries: Neighbouring countries, i.e SA

Market exclusion: Namibians unable to fully export digital content or services.

Our efforts to date, in collaboration with MICT and BoN

- Efforts to engage major global payment gateway were embarked upon in July 2024 and the status is as follows:
- **Apple Inc.** – Discussions ongoing; Promising progress.
- **Google Wallet** – Consultations held; Google recommended exploring PAPSS (Pan-African Payment and Settlement System) as an interim regional solution, and possible future gateway to Google.
- **PayPal** – Continued engagement; limited traction.

Next Step:

Engage global content and creative products platforms i.e YouTube, Spotify, Etsy, etc.

TECHNOVATION SOCIAL



TechNovation Social is an initiatives that scouts and supports talented and scalable MSMEs in the CCI. MSMEs are **capacitated in business agility, brand awareness and export readiness** in preparation for participation in market access and export promotion platforms locally and internationally. In 2024, the initiative focused on the following CCI subsectors:

Fashion & Textile Design



Technology, Software and Game Development



Music and Performing Art



Visual Art



Filmmaking



TECHNOVATION SOCIAL



Picture

Then Vice President, Her. Excellency Dr. Netumbo Nandi-Ndaitwah delivering official remarks at TechNovation Social 2024.

2021:

TechNovation Social was established in 2021 with the objective of boosting market access and export promotion for Namibian CCI entrepreneurs.

2022:

12 Creatives participated in the Creative Africa Nexus (CANEX) at the Intra-African Trade Fair in Egypt.

2024:

3 creatives participated in the CANEX WKND in Algeria. A number of players in the Film industry joined NIPDB delegation to Los Angeles

2025:

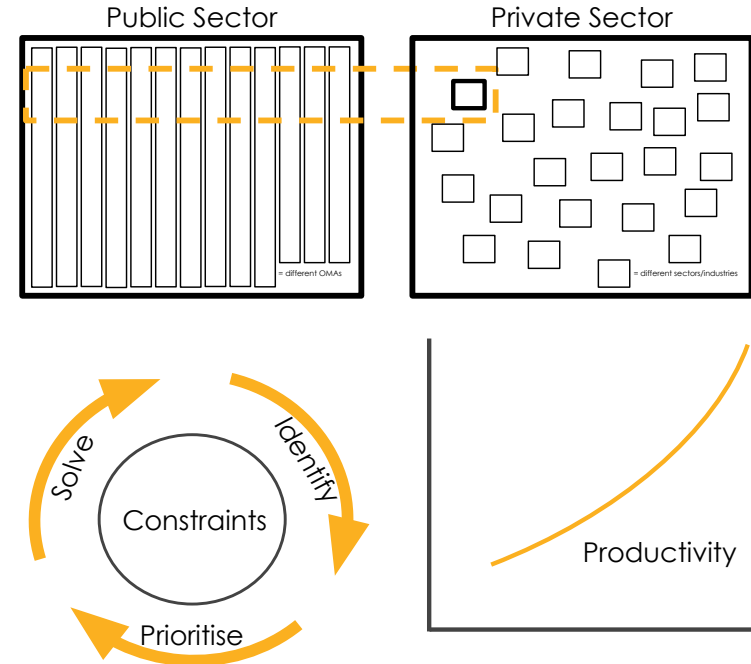
7 creatives participated in the CANEX in Algeria, funded by the National Arts Council of Namibia. A number of creatives joined the President's delegation to USA (margins of UNGA)



CCI PRODUCTIVITY TASKFORCE

A Productivity Task Force is a:

- sector specific,
- public-private,
- temporary working group
- that identifies,
- prioritises, and
- solves key constraints
- to improve sector productivity.



The CCI PTF was established to address bottlenecks that constrain the sector through public-private dialogue. It consists of 4 subcommittees with specific objectives, namely:



Film and Creative City

Develop a city where creatives collaborate to ensure its functionality and sustainability.



Cultural and Creative Industry Development

Establish a funding framework for the industry.



Organization, Policy and Governance

Strengthen governance structures, policy recommendations, and incentives.



Skills Development

Identify and develop necessary skills for Namibia's creative sector.



THE FILM AND CREATIVE CITY CONCEPT

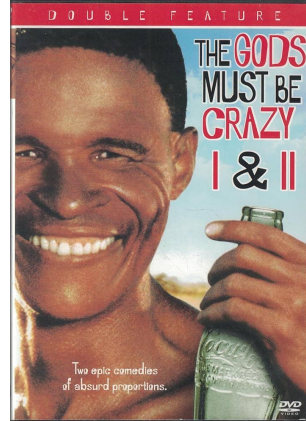
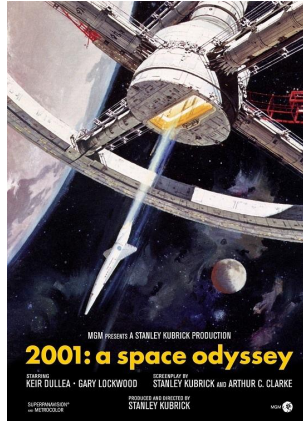
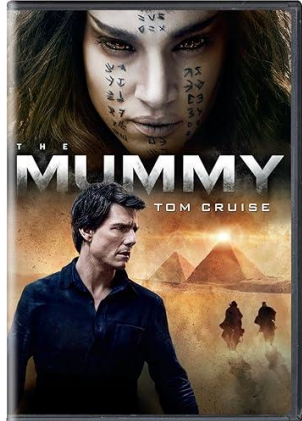
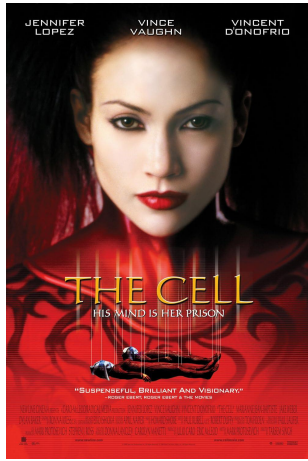
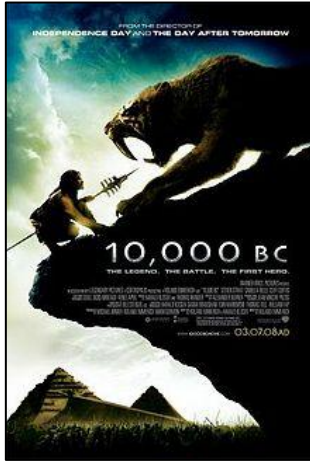


The Namibia Film and Creative City is a strategic national project aimed to unlock the economic potential of Namibia's creative sector.

The project aims to establish a structured and investment ready ecosystem for film and creative industries, supporting economic diversification, attracting investment and creating jobs for Namibians.

Focus on film production was identified as key because it supports and enables the development of all the other sub-activities in this sector.

MAJOR FILMS SHOT IN NAMIBIA



INSIGHTS: NAMIBIA'S FILM PRODUCTION INDUSTRY



60 locally-funded films produced
in Namibia



Generated 3,000+ jobs for local
talent



Combined value exceeds
8.4 million USD



Creative industry contributes
approximately 3% of global GDP

FEATURES AND ECONOMIC ACTIVITIES OF THE FILM AND CREATIVE CITY



Film & Television Production Infrastructure

- ❑ State-of-the-art studios
- ❑ Rehearsal rooms
- ❑ Outdoor sets and themes
- ❑ Post-production facilities
- ❑ Warehouses



Training Institutions

- ❑ Film School and Creative Academy
- ❑ Incubation Hub
- ❑ Research and Development
- ❑ Hospitality Association



Creative & Cultural Spaces

- ❑ Theaters and screening halls
- ❑ Music and recording studios
- ❑ Design and fashion hubs
- ❑ Art galleries and exhibition spaces
- ❑ Tech Hubs
- ❑ Cultural Heritage Villages



Tourism & Entertainment

- ❑ Theme parks and attractions
- ❑ Cultural Centres
- ❑ Guided Tours
- ❑ Cinema
- ❑ Accommodation (hotels, B&B)
- ❑ Restaurants
- ❑ Amphitheatre (concerts and festivals)
- ❑ Retail and Merchandise



STARRY SKIES (!KARAS REGION)



NamPPF: CCI, SPORT & TOURISM WORKING GROUP

CCI, SPORT & TOURISM WORKING GROUP



Established to articulate private sector perspectives and propose actionable recommendations that support the implementation of the Sixth National Development Plan (NDP6)

Gather practical insights and evidence on constraints and opportunities to guide government decisions and enhance public-private collaboration toward achieving NDP6 goals.

The Working Group on CCI, Sport and Tourism has been proposed as a subcommittee under the Economic Recovery Taskforce whose establishment was announced by H.E Dr. Netumbo Nandi-Ndaitwah at NamPPF in October 2025.



SUCCESS STORIES

JACKY POP (FILMMAKING)



Jacky Pop (TechNovation 2024 Winner) from Films Icon participated in the Film Industry Roadshow in Washington DC and Los Angeles, USA from 30 September to 2 October 2024. During the roadshow, Films Icon visited Paramount Studios, Netflix, Disney Studios and University of Southern California (USC), amongst others. Actively working on leads to collaborate with stakeholders met in the US.

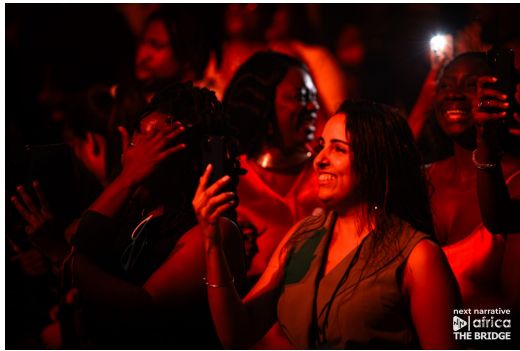
In June 2025, NIPDB funded Jacky Pop to attend CAETE where he met Richard Zhou - a renowned Chinese producer. Mr Zhou, along with Namibia Film Commission funded the filming of season 3 of 'Onumahambo Wange' (a highly acclaimed web series) in China in October/November 2025. The Chinese Embassy in Namibia provided financial support for subsistence and accommodation for 1 month in China during filming.



MS. GIDEON (MUSIC AND PERFORMING ART)



The NIPDB supported Next Narratives Africa with facilitating the selection process and participation of a Namibian musician (Ms. Gideon) at "The Bridge: Next Narrative Africa" event which took place at the Apollo Theatre in New York, United States of America (USA) on 26th September 2024. Ms. Gideon was selected for her artistic talent and promoted Namibian music on an international platform. Consequently, got an opportunity record in South Africa and a lead to penetrate the UK market.





Thank You



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