

# Namibia Trade Directory

## PROMOTING NAMIBIA FOR 20 YEARS

The Namibia Trade Directory has been published annually for the past 20 years. This highly successful publication became a reality as a result of assistance received from the Namibian Government and the support of our valued clients. Namibia Trade Directory was initiated after Namibia's independence in 1990 when the Ministries of Trade & Industry, Foreign Affairs, and Information & Broadcasting were seeking a tool to promote our country. This is when Mr Paul van Schalkwyk came forward to start the publication.

Today the Directory is still at the forefront of the Namibian Government's information campaign to market Namibia and its products to potential investors. It has become a valuable tool for the dissemination of information to private sector players locally, regionally and internationally.

**A message from the Hon Dr Hage Geingob, Minister of Trade & Industry, reads as follows:** Knowledge, information and technology form the basis on which effective policies are formulated and sound business decisions are made. In this respect, the effective dissemination of information on Government policies and business activities and opportunities plays an important role in the promotion, facilitation and achievement of national economic growth, wealth creation and prosperity. To this end, Namibia Trade Directory is an important medium through which the supportive role of the Government and its agencies, and the wide range of opportunities available in Namibia, are presented to existing and potential investors and trading partners. The Ministry of Trade & Industry endorses the 2010 edition of Namibia Trade Directory. We have no doubt that discerning investors will find it a useful reference tool.

The Namibia Trade Directory is a prestigious annual glossy magazine containing extensive profiles on the most important role players operating in the different sectors of Namibia's economy. It further contains important information regarding several government ministries, private and public service institutions, business and professional organisations, chambers of commerce, diplomatic lists, parastatal bodies and local authorities. The current annual print run amounts to 10,000 hard copies, while CDs are produced by the Ministry of Trade & Industry, and our website can be accessed at [www.namibiadirectory.com](http://www.namibiadirectory.com)

The Namibia Trade Directory has proved to be effective because it has a specified and dedicated distribution network, focussing on people who are serious about their businesses and who are equally eager to gather information about others, either to improve their own businesses or to form smart partnerships.

Airports Company; per mailing list to chairmen, CEOs, financial directors, marketing and sales executives of Namibia's top private and public sector companies; delegates at relevant local conventions, exhibitions and summits; per mailing list to key trade institutions in the SADC region (South Africa, Angola, Botswana, Lesotho, Malawi, Mauritius, Mozambique, Seychelles, Swaziland, Tanzania, Zambia, Zimbabwe).

We, at Namibia Trade Directory, intend to persevere in our goal to serve our clients and our country in the process of disseminating valuable and current information about the key players in a variety of Namibia's economic sectors to local, regional and international business partners, as we have done for the past 20 years.



### The Directory contains contact details and information on:

- The Ministries of Trade & Industry, Foreign Affairs and Information & Broadcasting
- Visiting trade delegations and inquiring investors
- All ministers, deputy ministers and permanent secretaries
- Foreign diplomatic missions in Namibia
- Namibian diplomatic missions abroad
- Regional and international trade fairs
- Namibian chambers of commerce and industry

### The Namibia Trade Directory is distributed through:

The Namibia Trade Directory's office; prominent government organisations and state-owned enterprises; at the first point of entry into Namibia through the Namibia

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