

TELLING YOUR STORY: THE JOURNEY OF NamRA

Sam SHIVUTE COMMISSIONER 18 July 2025



OVERVIEW



- Who we are and why we were created
 - Vision, Mission and Values
 - Telling our Story The NamRA Way
 - Overcoming Challenges, staying the course
 - Our Expectations

WHO WE ARE AND WHY WE WERE CREATED



The Namibia Revenue Agency (NamRA) is the nation's tax collecting authority, established in terms of the Namibia Revenue Agency Act, 2017 (Act No. 12 of 2017) to administer the Namibian Tax and Customs and Excise laws. Mandated to administer and enforce key revenue laws:



CUSTOMS AND EXCISE ACT (1998)



INCOME TAX ACT 1981



EXPORT LEVY ACT (2016)



PETROLEUM TAXACTION ACT (1991)



STAMP DUTIES AND TRANSFER DUTIES ACTS (1993)



VALUE ADDED TAX (2000)

Namra Vision, Mission and Values





TELLING OUR STORY – THE NamRA WAY

We tell our story through:



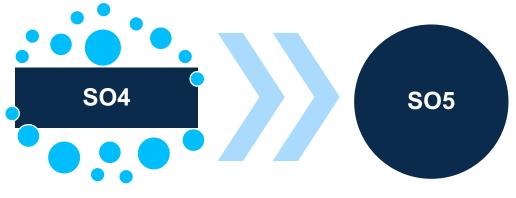


SO3

CORPORATE BRANDING



STRATEGIC COMMUNICATION



STAKEHOLDER ENGAGEMENTS SOCIAL MEDIA PRESENCE

• NEWSLETTER





OVERCOMING CHALLENGES, STAYING THE COURSE



Not Every Story is Easy – But We Keep Telling It

Early Resistance from individuals and business communities

May 2022

Destruction of counterfeit goods,

Drew significant public criticism

2023

Small Business Operators "Order with me"

Protested delays in clearance

Our Approach

Transparency, Stakeholder Engagements, Explained our mandates and processes



OUR EXPECTATIONS



Be our Active Ambassad ors

Share Accurate Information e Inter-Agency Communi cation Continue
to tell your
story, if
you don't
someone
else will
and not
always
correct















Thank You

For more information
NamRA website: www.namra.org.na

