



Namport as a Critical Economic Enabler - Driving Namibia's Growth and Regional Integration

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17 July 2025

Presentation Outline

1. Namport's Mandate and Operations Overview
2. Our Contribution to socio-economic development
3. Our Communication Approach
4. Our proposed collaboration with GRN Communications Practitioners

NAMPORT HAS A DUAL MANDATE

Public Service Delivery Objectives

- Develop, manage and operate all Namibian ports
- Provide port facilities and services at the least possible cost
- Manage lighthouses and other navigational aids in Namibia's territorial waters

Commercial Objectives

- Conduct business in accordance with sound and generally accepted business principles
- Ensure port facilities and services are operated in such a manner to obtain maximum usage of such facilities
- Provide services at competitive prices which will yield a fair and reasonable profit for investment into facilities and sustainability

Port optimization as opposed to profit maximization

OUR STRATEGIC INTENT (2021-2026)

Our Vision

To be the best performing seaports in Africa.

Our Mission

To provide excellent port services to all seaborne trade, creating sustainable value for all our stakeholders.

Our Values

Committed, Connected, Caring, Collaborative and Creative

Our Strategic Aspirations

- National Gateway Port for trade and commerce
- SADC's Energy and Industrial Hub
- West Africa's Transshipment Hub
- Western seaboard Ship Repair Hub

Our Strategic Pillars

- **Build** Institutional Capacity
- **Drive** Operational Efficiencies
- **Enhance** Customer and Stakeholder Value
- **Optimize** Sustainable Growth

OUR PORTS



Port of Walvis Bay

- Located on the Southwest Coast of Africa
- Provides an easier and much faster transit route to regional and global economic hubs

Port of Lüderitz:

- Located on the Southern Coast of Namibia caters for Southern Namibia
- Provides access to markets for mines in the Northern Cape of South Africa.

PORT OF WALVIS BAY

Main Export Commodities

- Bulk Salt
- Copper Cathode, Blisters & Concentrate
- Charcoal
- Bagged Salt
- Fish & Fish Products
- Lithium

Main Import Commodities

- Petroleum
- Copper Concentrate
- Vehicles
- Fish & Fish Products
- Wheat
- Sulphur

PORT OF LÜDERITZ

Main Export Commodities

- Manganese Ore
- Zinc / Zinc Concentrate / Ore
- Ice

Main Import Commodities

- Petroleum
- Ship Spares
- Wet Fish

OUR PORTS CAPACITY - PORT OF WALVIS BAY

NORTH PORT

FISHING HARBOUR

SOUTH PORT

- **Land**
 - ❖ 1500 ha, sufficient to cater for demand over next 50 years
 - ❖ Longer term (>50 years) land reclamation projects planned for both the South and North Ports
- **13 Commercial Berths**
 - ❖ 1-8: Dry Bulk, Break Bulk and RoRo Terminal (10mtpa)
 - ❖ 9: Passenger Terminal
 - ❖ 10-11: New Container Terminal (750k TEU pa)
 - ❖ 12-13: Fuel / Liquid Bulk Terminal (90k DWT x2)
- **Value-Add Facilities**
 - ❖ Ship Repair Facility (up to 15kt)
 - ❖ Cold Storage Facility
 - ❖ Dry Port Facilities (Zambia, Zimbabwe, Botswana and DRC)
 - ❖ Marine Tourism (Waterfront & Marina)
- **Future Berths / Terminals**
 - ❖ Green Hydrogen
 - ❖ Offshore Oil and Gas Supply Base
 - ❖ LPG/LNG
 - ❖ Ship Repair (Graving Dock)

OUR PORTS CAPACITY - PORT OF LUDERITZ



- **Land**

- ❖ 25 ha, completely leased out
- ❖ Short-term, land reclamation planned to extend current quaywall
- ❖ Long-term (>5 years), new port planned at Angra Point with 886 hectares of additional land

- **Berths**

- ❖ 500m concrete quay
- ❖ Berths are all overutilized
- ❖ Capacity 3 mtpa
- ❖ Current throughput 1.1 mtpa
- ❖ Depth alongside 8.75m

OUR WATERSIDE CONNECTIVITY



Port of Walvis Bay is directly linked to global economic hubs:

- Far East
- Europe
- South America
- North America

Top 5 global shipping lines are all calling the Port of Walvis Bay

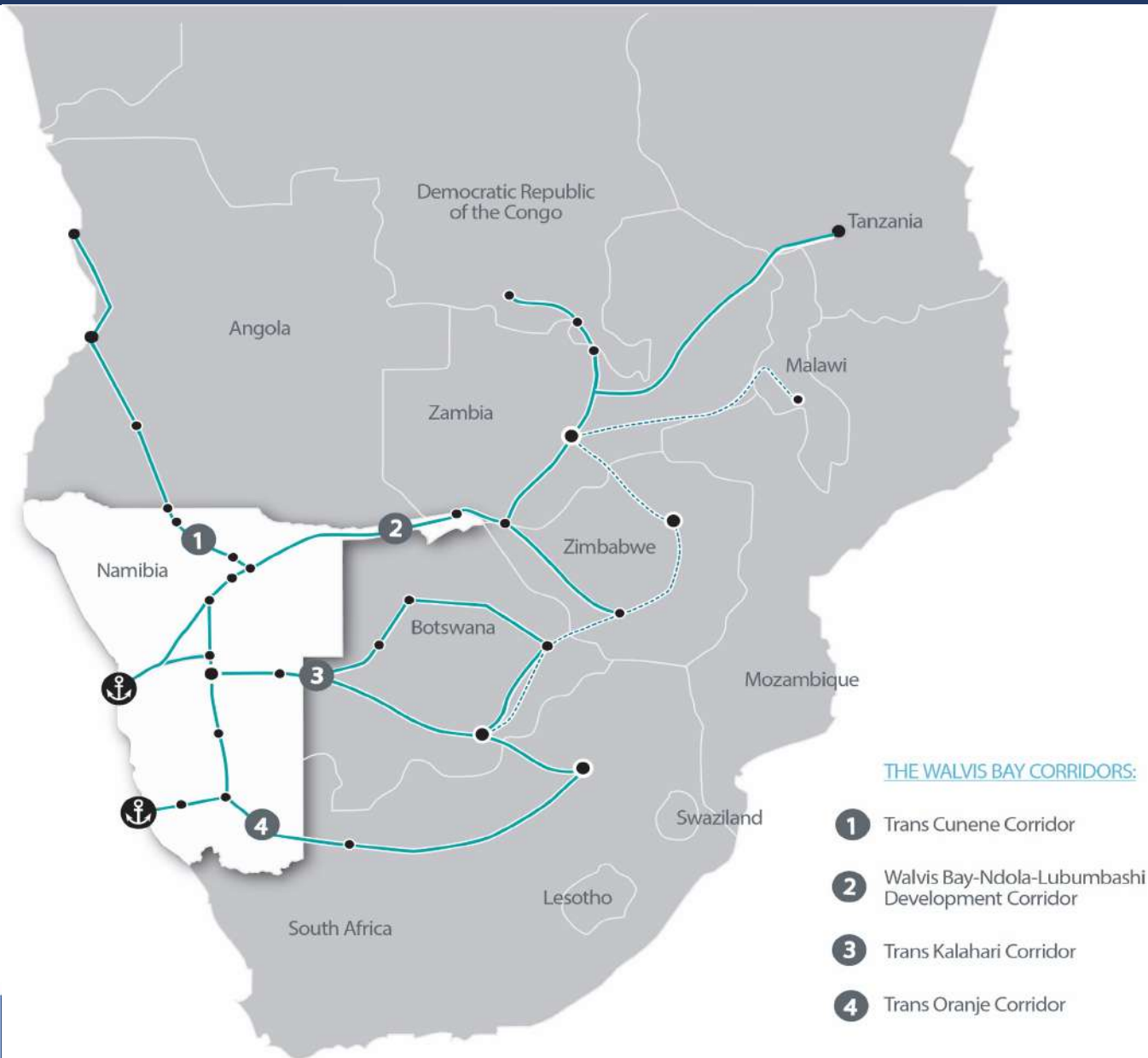
- MSC
- Maersk
- CMA CGM
- COSCO
- MACS
- Hapag-Lloyd

Walvis Bay has been established as the transshipment hub for MSC

Recent dredging now allows Port of Walvis Bay to handle 23000 TEU vessels (from 9000 TEU)

Coastal service available to regional markets

OUR LANDSIDE CONNECTIVITY



Namibia's road network critical to the country's vision of becoming a regional logistics hub

- 95% of local cargo on road
- 5% of local cargo on rail
- 100% cross-border cargo on roads

Current mix unsustainable and poses increasing risk on our roads.

Lack of rail connection for the TransKalahari and Walvis bay Ndola Lubumbashi corridors has a significant impact on the competitiveness of Namibian ports.

Our corridors remain generally efficient with limited times to market

- Angola: 3-5 days
- Botswana: 2 days
- DRC: 5-6 days
- Malawi: 5-6 days
- South Africa: 2 days
- Zambia: 3-4 days

OUR CROSS-BORDER BUSINESS

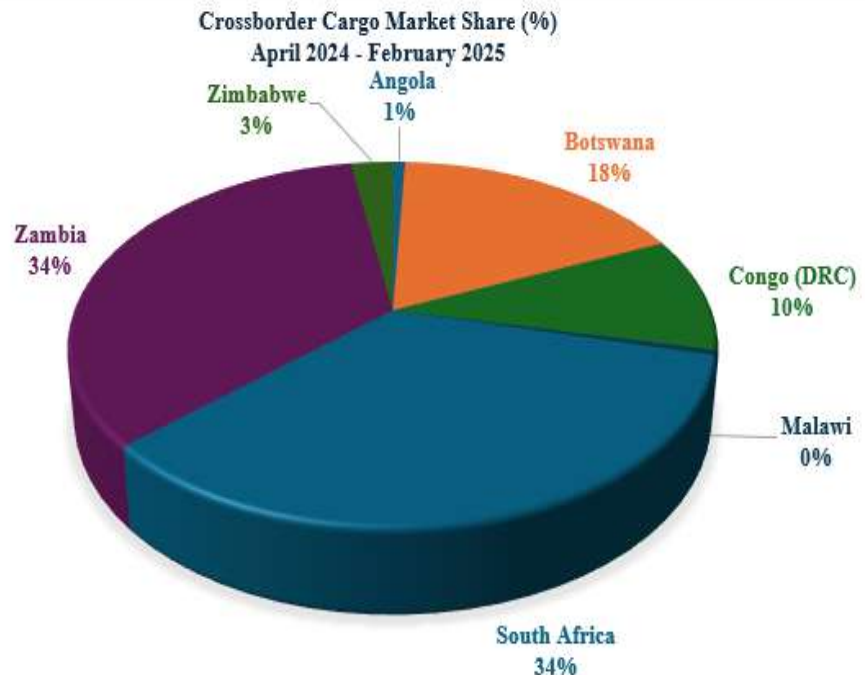
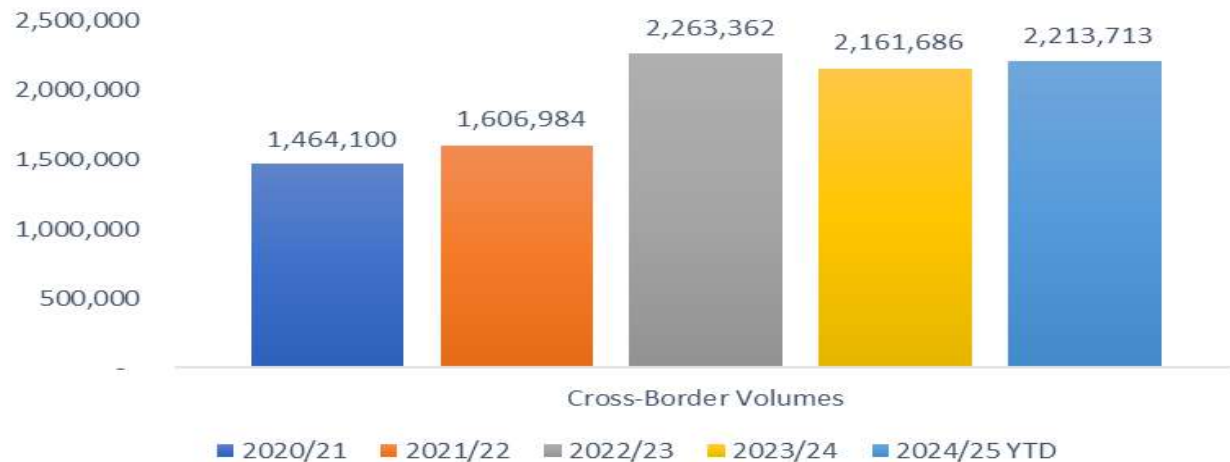
Main markets are in:

- South Africa – 34%
- Zambia – 34%
- Botswana – 18%
- DRC – 10%

Growth underlines Namibia's contribution to regional integration and great potential.

Maintaining our focus on realizing the logistics hub concept is key to sustain this growth.

Cross-Border Volumes



MAINTAINING REGIONAL CONFIDENCE REQUIRE US TO BE GOOD AT OUR GAME GIVEN THE COMPETITION FROM THE REGION



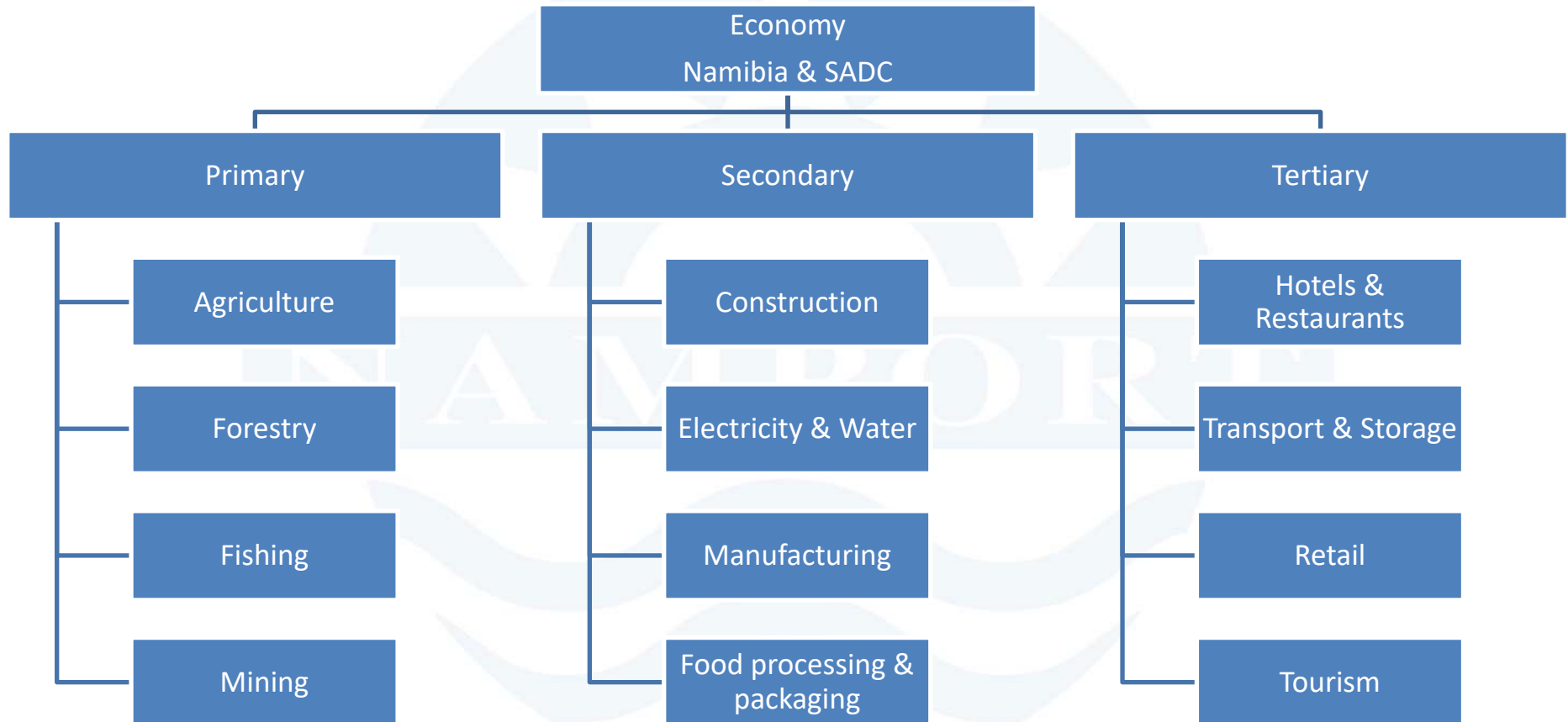


NAMPORT

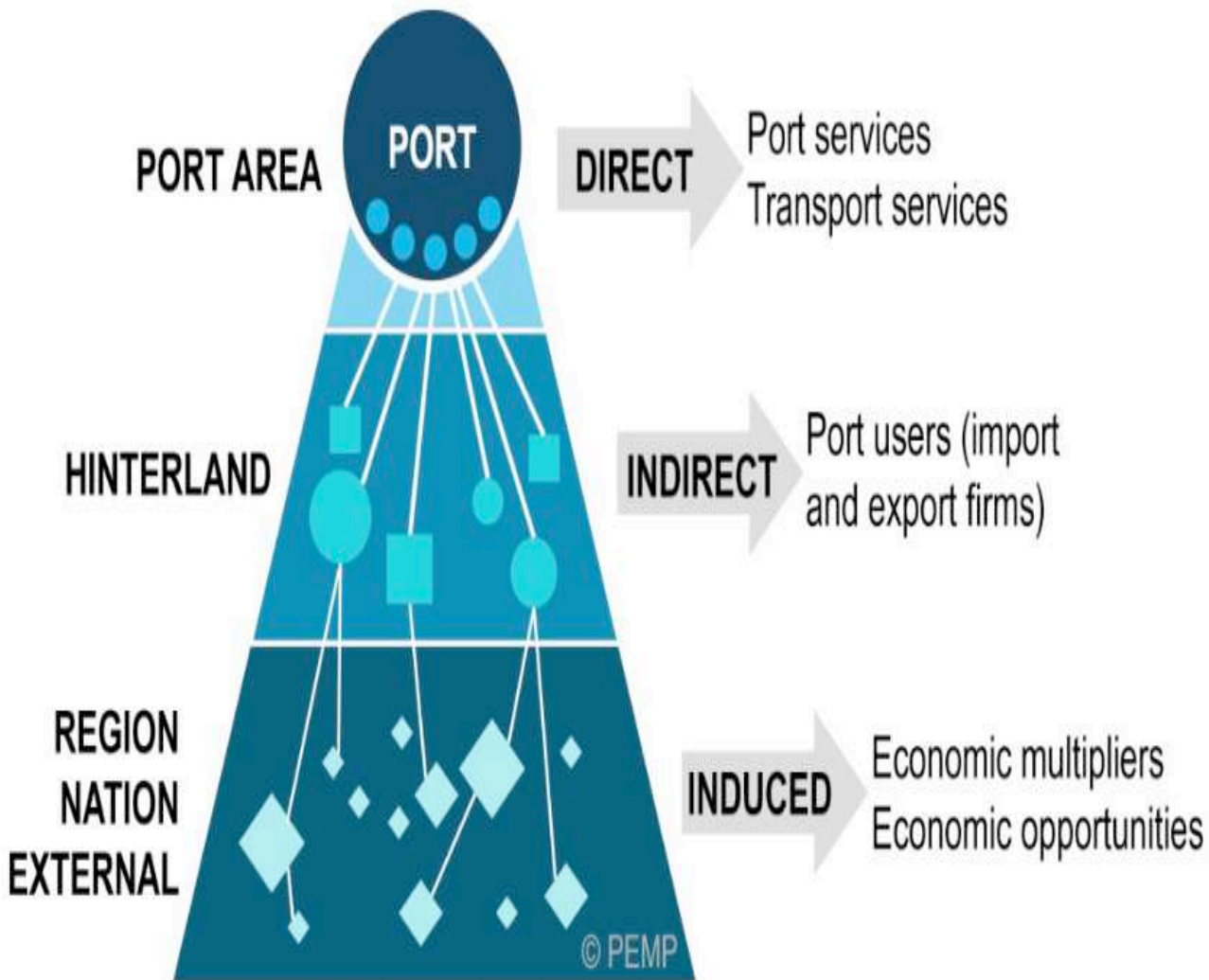
A CRITICAL ECONOMIC ENABLER

NAMIBIAN **PORTS AUTHORITY**

NAMPORT DRIVES ECONOMIC ACTIVITIES ACROSS VARIOUS SECTORS.....



.....IMPACTING SOCIO-ECONOMIC DEVELOPMENT DIRECTLY AND INDIRECTLY



Direct Impact (Namport)

- Job Creation
- Taxes (PAYE, Corporate Tax, VAT, Withholding Tax)
- Port Services
- Infrastructure Development
- Corporate Social Investments

Indirect Impact

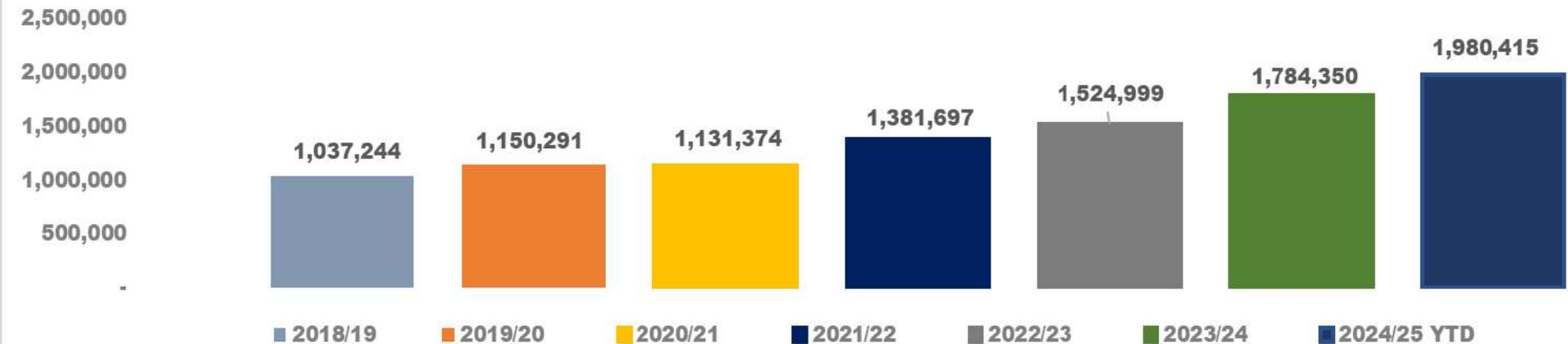
- Port Users

Induced Impact

- Non-port users whose services are utilized by port users (the multiplier effect on the economy)

NAMPORT'S DIRECT CONTRIBUTION...INCOME

REVENUE (N\$ '000)



Operating Profit (N\$' 000)

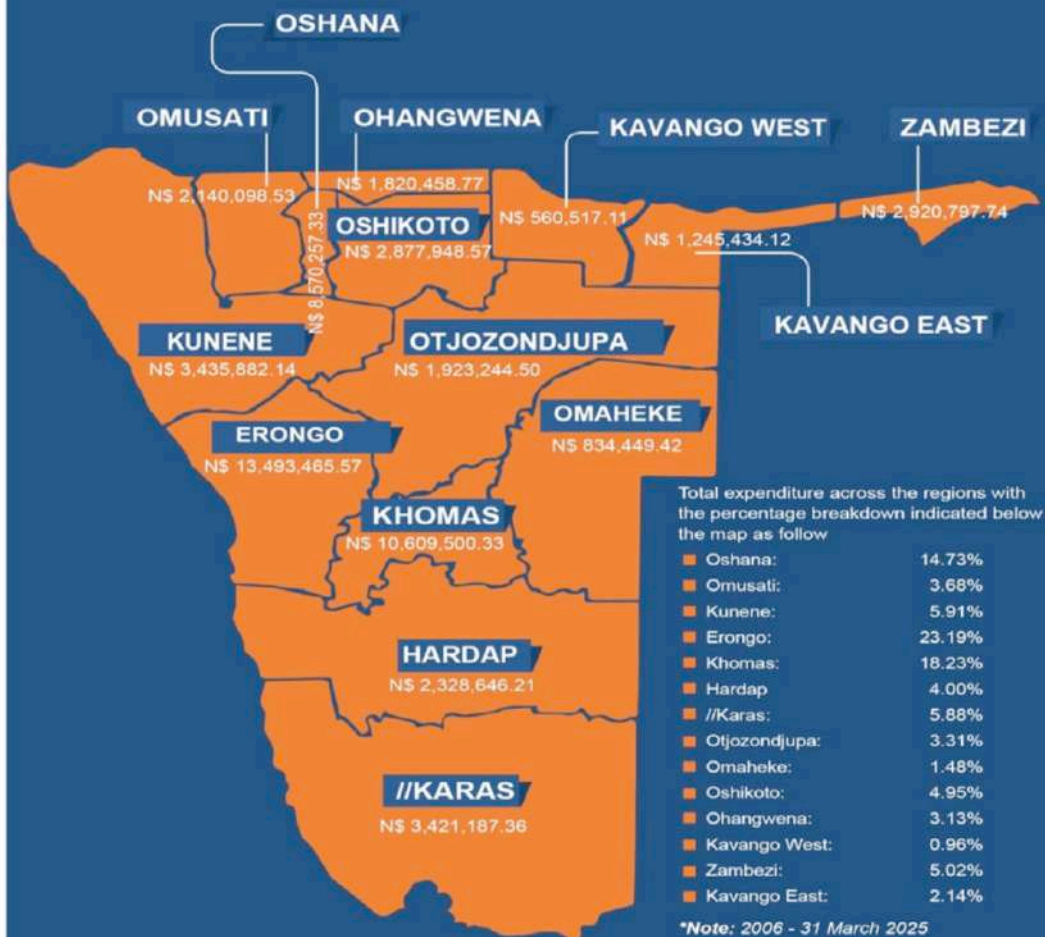


Revenue Growth vs. Local and Regional Growth



NAMPORT'S DIRECT CONTRIBUTION ... OTHERS

Total Namport Representation Since Inception 2006 - March 2025



Total amount spent as at 31 March 2025: **N\$ 56,181,887.70**
NFA: **N\$ 2,000,000.00**
N\$ 58,181,887.70

Funding Programmes

- Interest Free Study Loans
- External Bursaries
- Internal Bursaries

Priority Talent Pipeline Pools

- Leadership Pool
- Graduate Development Programme

Work Integrated Learning (WIL)

- Job Attachment
- Apprenticeship
- Internship
- Commercial Advancement Training Scheme (CATS)

- **Clients:** N\$800m Capex, 69% spent locally
- **Employees:** 570 employees @ N\$500m
- **Shareholder:**
 - N\$100m dividend 2023/2024
 - Over N\$ 300m paid annually in taxes
- **Community:** 1% of revenue allocated to CSI

INDIRECT CONTRIBUTION THROUGH OUR ECOSYSTEM

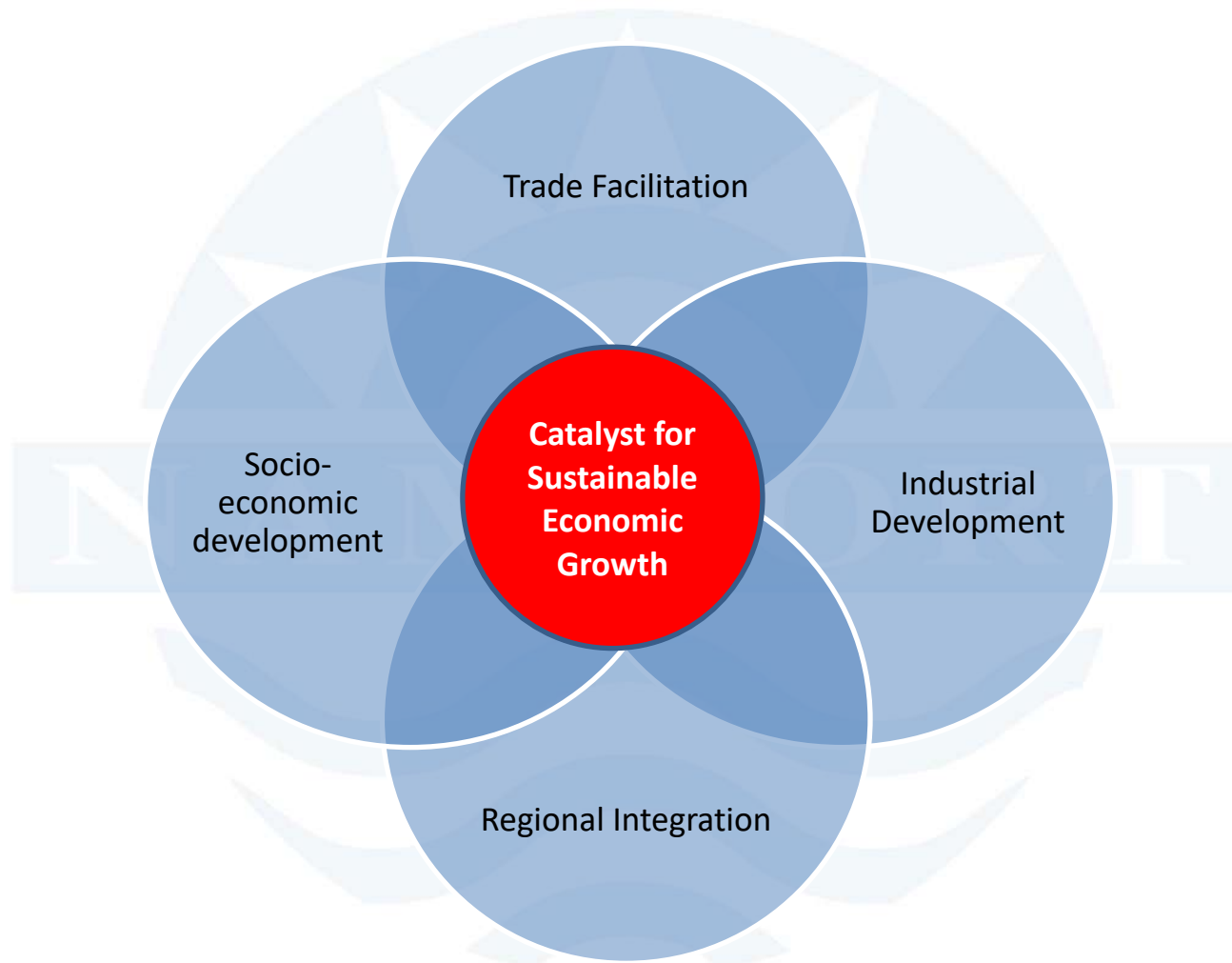
PORT USERS (INDIRECT)

- Export & Import Merchants
- Freight Forwarders
- Customs Clearing Agencies
- Shipping Companies (Carriers)
- Shipping Agencies
- Ship Chandlers
- Logistics Service Providers (Warehousing and Cargo handling)
- Haulers
- Ship Repairs
- Revenue & Other Regulatory Authorities
- Cruise tourism
 - Dedicated berth for cruise liners
 - Waterfront and marina area for recreational and tourism sector

NON-PORT USERS (INDUCED)

- Transporters (Road, Rail & Aviation)
- Repair & Maintenance (Trucks, Equipment)
- Housing & Accommodation
- Fuel
- Retail
- SMEs (including Kapana vendors)
- Financial and Insurance Services
- Infrastructure Development –
Municipalities, Road Authority, Transnamib,

NAMPORT'S BROAD VALUE ADD CAN THUS BE SUMMARISED AS.....



Namport's contribution to Namibia's GDP over the last 30 years is about 0.76% of total GDP or N\$20.9 billion

NAMPORT MARKETING AND COMMUNICATION APPROACH

Our communication approach is informed by the information needs and requirements for our critical stakeholders as follows:

- **Clients** (need is to communicate our customer value proposition & to market our ports to harness business volumes)
 - Customer focus – Namport business is unique and focused on a defined and select market
 - Business to business engagements with clients as opposed to broad and open-ended marketing
- **Shareholders**
 - Meetings: AGM and regular meetings based on specific needs
 - Formal Correspondence: Letters to communicate requirements, information and announcements.
- **Employees** – regular meetings and staff briefings informed by level of staff
- **Communities and general public** (positioning of the Namport Brand)
 - As a key Public Enterprise, it remains key to communicate developments to stakeholders hence Namport maintains and sustains engagements through:
 - ✓ **Digital Platforms**: Websites, online portals, and electronic data interchange (EDI) systems for providing real-time information on cargo tracking, port operations, tariffs, and regulations.
 - ✓ **Meetings and Workshops**: Regular meetings and workshops with stakeholders to discuss operational issues, share updates, and gather feedback.
 - ✓ **Formal Correspondence**: Letters, notices, and circulars to communicate important information and announcements.
 - ✓ **Informal Communication**: Phone calls, emails, and personal interactions to address specific inquiries and resolve issues.

A CALL FOR UNIFIED COMMUNICATION

- **We share the same Shareholder**
 - As children of the same house, our intents are aligned and there is scope for collaboration
- **Namport a key strategic national asset**
 - Imperative that all internal and external communication channels are deployed towards an effective, sustained and comprehensive communication on all key developments and performance.
- **Need for a unified communication**
 - Namport a ports authority and not an expert in communication hence more reason to leverage the Government communication establishment and expertise to effectively communicate.
- **Facilitated communication**
 - Namport can facilitate broader communication by the Government communication establishment through, inter alia periodic and consistent provision of material and resources

THANK YOU!



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