



Presentation by Namibia
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Ministry of Environment, Forestry & Tourism

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Good Reasons to invest in Namibia

- 1. Conducive investment environment and business friendly regulatory framework**
- 2. Sound democratic governance**
- 3. Modern infrastructure**
- 4. Established financial systems**
- 5. Abundant natural resources**
- 6. Market access**
- 7. Strategic geographic position**
- 8. High quality of life**
- 9. Young and trainable labour force**



Total Contribution of Travel and Tourism to the National Economy

**USD1,748.9MN or 15.3% of GDP
and 112 000 or 15% of total employment in 2019**

(source: WTTC-Namibia Country Report 2021



Namibian Constitution, Article 95 (I)- Promotion of the Welfare of the People

Maintenance of ecosystems, essential ecological processes and biological diversity of Namibia and utilization of living natural resources on a sustainable basis for the benefit of all Namibians, both present and future; ..,



Namibian Constitution, Article 95 (I) - Promotion of the Welfare of the People

Today, over 46.8% of Namibia's surface area is under conservation management, this includes national parks and reserves, communal and commercial conservancies, community forests, and private nature reserves.

86 registered communal conservancies.



Flagship Programme - Community-Based Natural Resource Management

Namibia's initiative on Community Based Natural Resources Management (CBNRM) is built on the basis that espouses sound environmental management and promotes the sustainable use of natural resources, in a manner that empowers local communities who should share the responsibilities and benefits of such management.



Contribution of Community-Based Natural Resource Management Systems

Community conservation contributes to the national economy through tourism and related enterprises.

Cumulative contribution to the national economy for 30 years, is NAD10, 8 billion.

(NAD900 million in 2019 and 488 million in 2020, during Covid-19 and 899 employment in 2020 alone).



Policies and Strategies Travel and Tourism Industry

- 1. Vision 2030**
- 2. National Development Plan 5**
- 3. Harambee Prosperity Plan II**
- 4. National Policy on Tourism in Namibia 2008**
- 5. National Policy on Community Based Natural Resource Management (3/2013)**



Policies and Strategies Travel and Tourism Industry

- 6. Policy on Tourism and Wildlife Concessions on State land 2007**
- 7. Nat. Sustainable Tourism Growth and Investment Promotion Strategy 2016-2026.**
- 8. Nat. Strategy on Sustainable Heritage Tourism Development and Employment Creation Opportunities at Community Level 2020-2030**
- 9. Tourism Recovery Plan 2022-2024**
- 10. Foreign Investment Act, 27 of 1990 as amended in 1993**



Investment Opportunities in eco-Tourism

- 1) Protected Areas and Concessions – luxury lodging**
- 2) Communal Conservancies and rural tourism areas**
- 3) Infrastructure – airports, etc to support tourism development**
- 4) Digital Transformation in tourism**



Investment Opportunities in various industries

- 1) Filming and Creative industry**
- 2) MICE Industry**
- 3) Cruise ship / Marine Tourism**
- 4) Sports Tourism**
- 5) Medical / Health and Wellness**
- 6) Accommodation and Time-share holiday Resorts**



Generic Investment Criteria

- 1. Value of Investment**
- 2. No of jobs created**
- 3. Expected revenue**
- 4. Ability to export or earn foreign currency**
- 5. Impact on economic development**
- 6. Scalability to meet criteria within a given period of time**





I Thank you

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