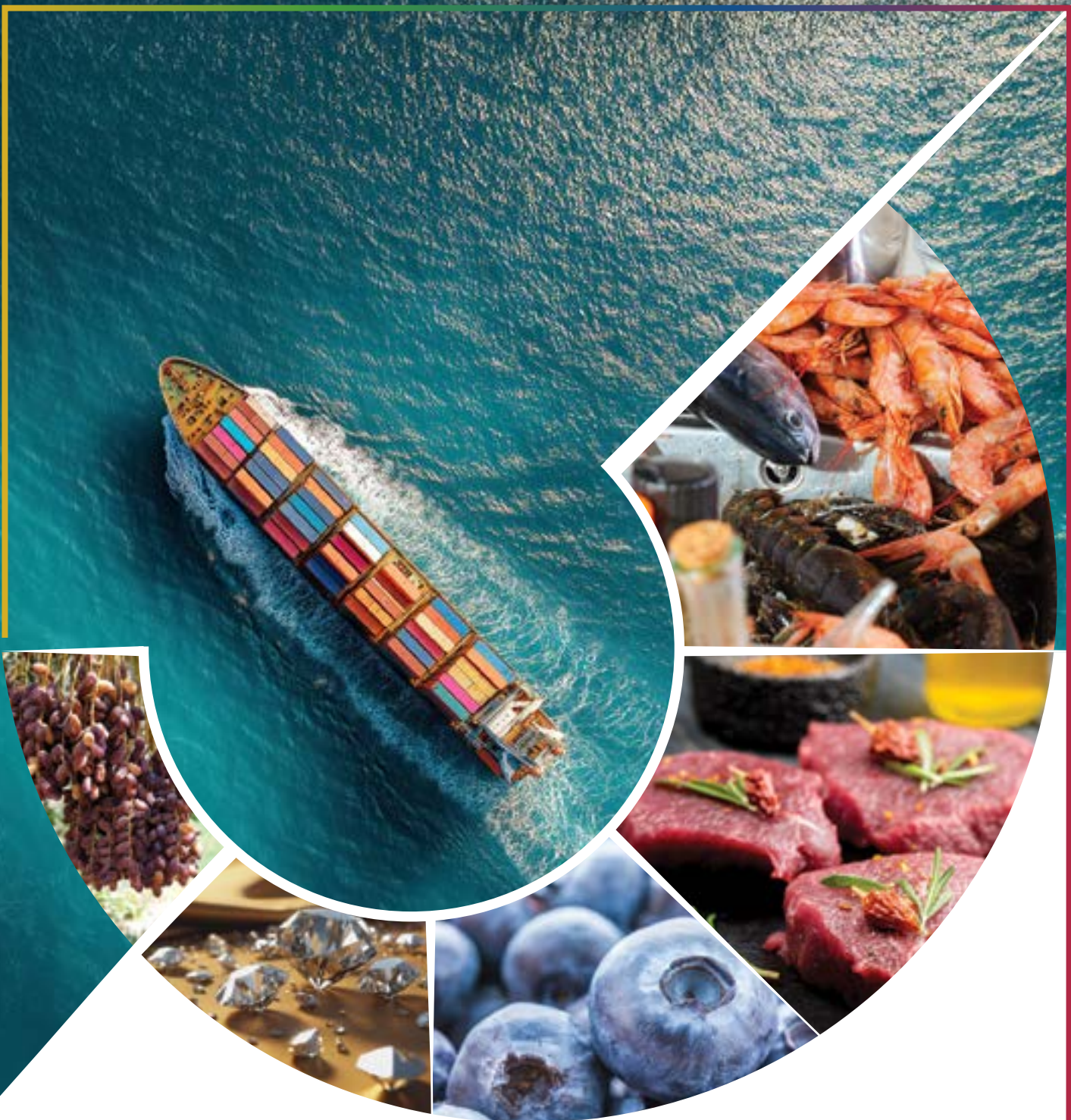




VOLUME 01

NAMIBIA EXPORTERS' GUIDE

A Practical Handbook for Namibian Businesses Entering International Markets



MIRT
Ministry of International
Relations & Trade



NIPDB
Namibia Investment Promotion
& Development Board

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TABLE OF CONTENTS

Minister's Foreword	4
NIPDB Foreword	5
Acronyms and Abbreviations	6
Preface	7
How to Use this Guide	8
The Export Process for Namibian Businesses	9
Chapter One: Introduction to Exporting	10
1.1 Overview of Exporting	10
1.2 Why Export Matters for Namibian Businesses	12
1.3 Challenges of Exporting	13
Chapter Two: Getting Started with Exporting	16
2.1 Export Ready Capacity Assessment	16
2.2 Identifying Export Opportunities	18
2.3 Legal and Regulatory Requirements	18
2.4 Step-by-Step Export Process	20
2.5 Pre-Export Procedure	20
2.6 Before the Exporter Sends the Goods	21
2.7 Common Mistakes to Avoid	22
2.8 IMEX Trader Registration and Permit Application Process	22
Chapter Three: Digital Exporting	24
3.1 Digital Trade Opportunities	24
3.2 Why Digital Exporting Matters	25
3.3 E-commerce Platforms	25
3.4 Online Marketing and Promotion	23
3.5 Social Media for Exporting	26
3.6 Digital Compliance and Risk Management	27
Chapter Four: Key Export Markets for Namibia	28
4.1 Regional Export Markets	28
4.2 Global Export Markets	29
4.3 Trade Agreements and Market Access	29
4.4 Market Selection Toolkit for Namibian Exporters	30
Chapter Five: Building Firm Level Export Strategy	36
5.1 Why an Export Strategy is Essential	36
5.2 Key Elements of an Export Strategy	37
5.3 Step-by-Step Development of an Export Plan	37
5.4 Export Budget	39
5.5 Implementation Schedule	39
5.6 Lessons from Other Countries	39
5.7 Common Strategic Pitfalls in Export Planning	39

Chapter Six: Export Documentation and Logistic	40
6.1 Importance of Export Documentation	40
6.2 Key Export Documents	41
6.3 Customs and Clearance Procedures	42
6.4 Role of Freight Forwarders and Customs Brokers	42
6.5 Incoterms and Delivery Responsibilities	42
6.6 Logistics Infrastructure in Namibia	43
6.7 Product Testing and Certification	43
Chapter Seven: Export Finance and Payments	50
7.1 Introduction to Export Financing	50
7.2 Sources of Export Financing	51
7.3 Payment Methods in International Trade	51
7.4 Managing Payment Risks	52
7.5 Currency and Exchange Risk	52
7.6 Export Pricing	52
Chapter Eight: Managing Export Risks	56
8.1 Types of Export Risks	56
8.2 Commercial Risks	57
8.3 Political and Regulatory Risks	57
8.4 Operational Risks and Mitigation	57
Chapter Nine: Post-Export and Relationship Management	60
9.1 Importance of Post-Export Management	60
9.2 Customer Service and Buyer Relationships	61
9.3 Managing Complaints and Disputes	61
9.4 Expanding Export Opportunities	61
Chapter Ten: Trade Assistance and Capacity Building	62
10.1 Export Support Institutions	62
10.2 Export Promotion Activities	63
10.3 Capacity Building Programmes	63
Chapter Eleven: Sustainability and Environment, Social & Governance (ESG) in Exporting	64
11.1 Sustainability and Export Competitiveness	64
11.2 ESG in Practice	65
Chapter Twelve: Conclusion and Next Steps	66
12.1 The Export Journey	66
12.2 Preparing for Export Success	67
Appendices	70
Appendix A: Namibia's Trade Agreements	70
Appendix B: Export Readiness Checklist	71
Appendix C: Namibia's Export Support Ecosystem	72
Appendix D: Selected Namibian Embassies and Foreign Offices that Provide Assistance to Exporters	73
Appendix E: Export Glossary	74

FOREWORD BY THE MINISTER



It gives me great pleasure to introduce the first edition of the Namibia Exporters Guide, a practical handbook designed to support Namibian businesses in accessing regional, continental and international markets.

As Namibia advances its agenda of economic transformation, the expansion of exports has become more important than ever. With a relatively small domestic market, sustained economic growth and business success depend on our ability to compete in the region, Africa and globally, access larger consumer markets, and to attract investment.

Export growth is a key pillar of Namibia's development strategy. National priorities articulated under the Sixth National Development Plan (NDP6), the National Trade Policy and the African Continental Free Trade Area (AfCFTA) National Strategy all recognise the critical role of exports in driving economic diversification, industrial development, job creation and increased value addition.

The Government has set ambitious targets of increasing the share of manufactured goods in total exports from 42 percent to 60 percent and raising the contribution of the agro-processing sector to GDP from 7.5 percent to 10 percent by 2029. Realising these ambitions will depend on our capacity to build globally competitive enterprises, promote value addition and industrialisation, and empower more Namibian businesses to participate successfully in regional and international trade.

This Guide is one of the practical tools developed to support that journey. It provides accessible information on export readiness, market opportunities, trade agreements, regulatory requirements, logistics, financing and risk management, it aims to equip businesses with the knowledge and confidence required to enter and grow in export markets. It also serves as an important resource for improving export competitiveness and supporting the emergence of new exporters, particularly micro, small and medium-sized enterprises.

Namibian businesses have access to unprecedented opportunities through regional and international trade agreements, including the AfCFTA, SADC, SACU, the EU-SADC Economic Partnership Agreement, EFTA and other preferential trading arrangements. However, market access alone is not enough. Businesses must also be equipped with the knowledge, capabilities and support systems necessary to compete successfully in increasingly demanding global markets.

The future of Namibia's economy will increasingly depend on our ability to move beyond the export of raw materials towards greater levels of processing, manufacturing and value addition. Export-oriented industries have the potential to stimulate investment, create quality employment opportunities, facilitate technology transfer and enhance the resilience of our economy.

I wish to commend my team for spearheading this important initiative. I further acknowledge the valuable contributions of sector regulators, financial institutions, logistics service providers, development partners and all stakeholders who continue to support Namibian exporters. This collective effort is essential to create a stronger and more enabling ecosystem for export development.

This Guide complements the work of these institutions and should serve as a practical starting point for businesses seeking to explore international markets. Exporters are encouraged to actively engage the institutions highlighted throughout this publication to access specialised advice, certification support, market intelligence, export promotion programmes and trade facilitation services.

The opportunities before us are significant. Through appropriate preparations, enhanced partnerships and ambition, Namibian businesses can successfully compete in regional and global markets. I therefore call upon our entrepreneurs, producers, manufacturers, innovators, women-owned enterprises and youth-led businesses to seize these opportunities and become active participants in shaping Namibia's export future.

Together, we can build a globally competitive, industrialised and prosperous Namibia.

Hon. Amb. Selma Ashipala-Musavyi, MP
Minister of International Relations and Trade
Republic of Namibia

REMARKS BY THE ACTING CEO



Exports are a critical driver of economic growth, job creation, industrial development, and foreign exchange earnings. As Namibia continues to pursue economic transformation and enhanced global competitiveness, the expansion and diversification of our export base remain central to achieving sustainable and inclusive growth.

Namibian products and services have demonstrated remarkable potential in regional and international markets. However, exporting can often be a complex process, particularly for emerging exporters and micro, small and medium-sized enterprises (MSMEs) seeking to access new markets. Understanding export procedures, regulatory requirements, market entry strategies, logistics, financing options, and trade agreements is essential for export success.

This Guide has been developed to serve as a comprehensive reference for both current and aspiring exporters. It provides practical information on the export process, key institutions and support services, documentation requirements, market access considerations, trade facilitation measures, and available resources to assist businesses throughout their export journey.

At the Namibia Investment Promotion and Development Board (NIPDB), we are committed to fostering a vibrant export sector that contributes to economic resilience and national prosperity. Through our export promotion initiatives, market intelligence services, policy advocacy, and business support programmes, we continue to work closely with the public and private sectors to create an enabling environment for export-led growth.

I encourage all businesses, entrepreneurs, cooperatives, and industry stakeholders to make full use of this Guide. Whether you are exploring export opportunities for the first time or seeking to expand your presence in international markets, I trust that the information contained herein will support your growth ambitions and help position Namibia as a competitive and reliable trading partner on the global stage.

I would like to express my appreciation to all stakeholders and partners who contributed to the development of this publication. Your expertise, collaboration, and commitment to strengthening Namibia's export ecosystem have made this Guide possible.

Together, let us continue to grow Namibia's export sector, diversify our markets, add value to our products, and create lasting economic opportunities for all Namibians.

Julia Muetudhana
Acting Chief Executive Officer
Namibia Investment Promotion and Development Board



ACRONYMS AND ABBREVIATIONS

MSME – Micro, Small, Medium Enterprises	NAB – Namibia Agronomic Board
AGOA – African Growth and Opportunity Act	NamRA – Namibia Revenue Agency
AfCFTA – African Continental Free Trade Area	NCCI – Namibia Chamber of Commerce and Industry
BIPA – Business and Intellectual Property Authority	NIPDB – Namibia Investment Promotion and Development Board
DBN – Development Bank of Namibia	NSI – Namibia Standards Institution
MAFWLR – Ministry of Agriculture, Fisheries, Water and Land Reform	SADC – Southern African Development Community
MEFT – Ministry of Environment, Forestry and Tourism	SACU – Southern African Customs Union
MIRT – Ministry of International Relations and Trade	TIP – Namibia Trade Information Portal

PREFACE



WHY THE EXPORTERS' GUIDE AND WHO IT SERVES

Namibia's economy depends on trade. With a relatively small domestic market, long-term business growth requires companies to look beyond national borders. Exporting enables Namibian producers to access larger regional and global markets, increase revenue, create jobs, and strengthen competitiveness.

This Guide has been developed as a practical handbook to support businesses interested in entering regional and international markets. Information on exporting is often scattered across different institutions, regulations, and international resources, making it difficult for businesses, especially smaller firms, to navigate the export process. This guide brings together essential information in one place, presenting the export journey in clear language with practical explanations, tools, and examples.

The guide is aligned with Namibia's broader economic development priorities. National policies such as the Sixth National Development Plan (NDP6), the National Trade Policy, and the AfCFTA National Strategy emphasise the importance of expanding exports, increasing value addition, and integrating Namibian businesses into regional and global value chains. Priority sectors include agro-processing, fisheries, mineral beneficiation, tourism, logistics, and emerging industries such as green hydrogen.

The guide is designed primarily for Namibian first-time exporters, particularly small and medium-sized enterprises (SMEs). These businesses form the backbone of the economy but often face challenges when entering export markets. For these firms, the guide provides step-by-step guidance on assessing export readiness, identifying markets, meeting regulatory requirements, arranging logistics, securing financing, and managing risks.

Established exporters may also find the guide useful, particularly when exploring new markets or diversifying their product offerings within regional and continental trade frameworks. Policymakers, development partners, and business support institutions may also use the guide as a common reference for supporting exporters.

Exporting can seem complex at first, but with the right preparation and support, it becomes a manageable and rewarding process. By breaking down the export journey into practical steps, this guide aims to help Namibian businesses build the confidence and capability to compete in international markets.

Strengthening the capacity of Namibian businesses to export will contribute not only to firm-level growth but also to broader economic development, job creation, and the diversification of the national economy.

HOW TO USE THIS GUIDE

This guide can be used in three ways depending on your stage of export development.

1. NEW EXPORTERS

Start with Chapters 1–3 to understand exporting fundamentals and assess readiness.

2. BUSINESSES PREPARING TO EXPORT

Focus on Chapters 4–7, which explain markets, export strategy, logistics and financing.

3. EXISTING EXPORTERS

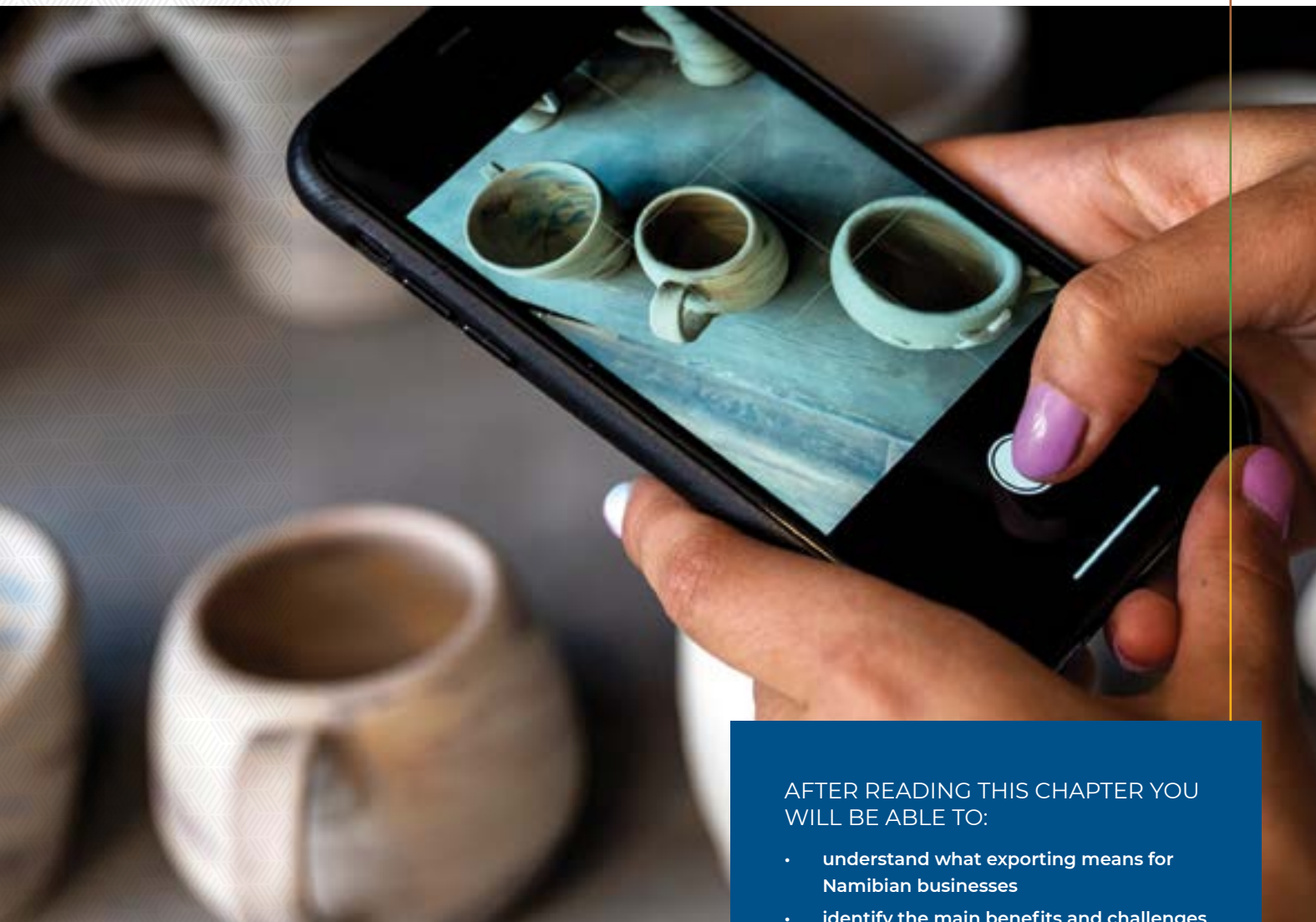
Chapters 8–11 provide guidance on managing risks, sustainability requirements and expanding exports.

EXPORT PROCESS FOR NAMIBIAN BUSINESSES



CHAPTER ONE

INTRODUCTION TO EXPORTING



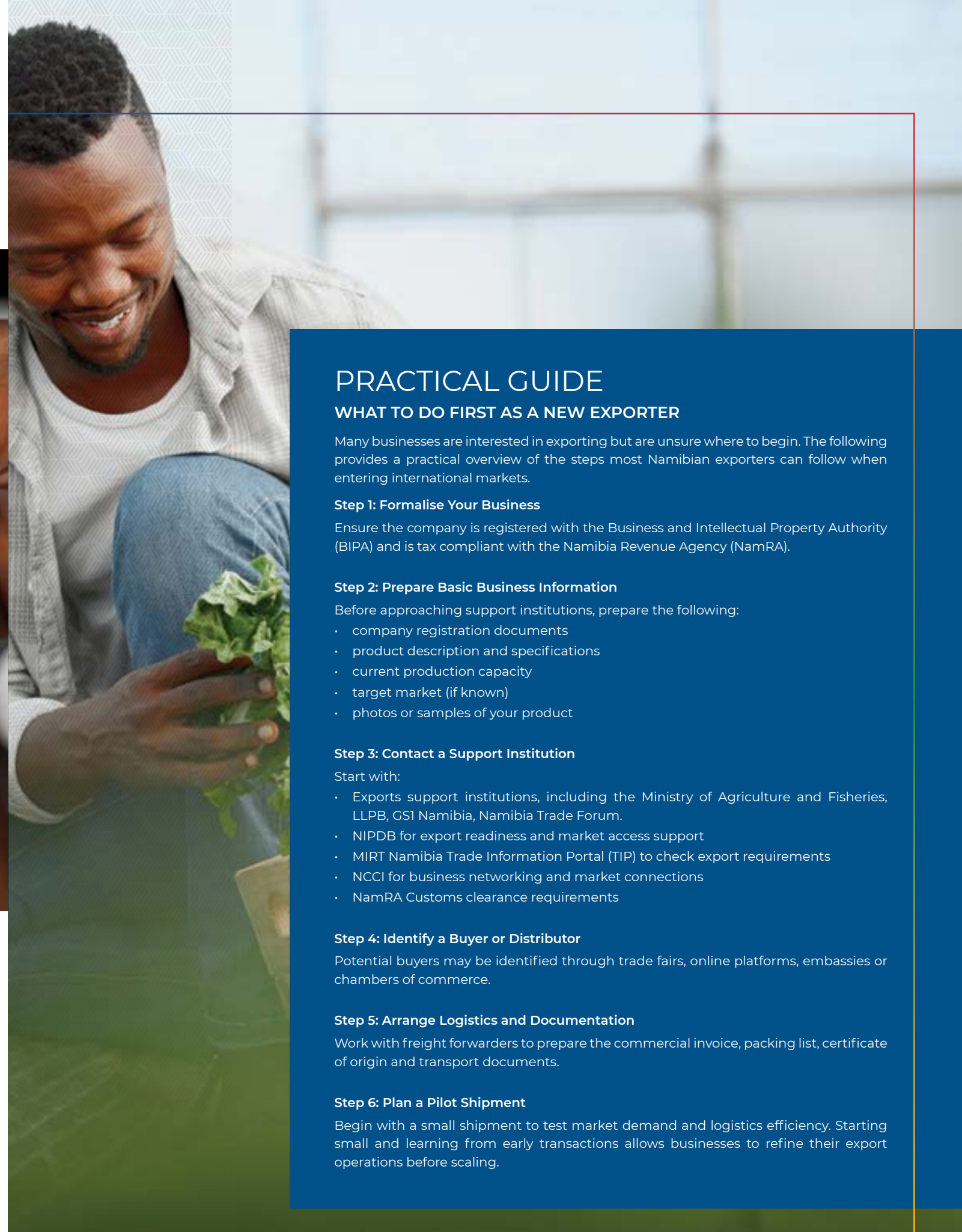
AFTER READING THIS CHAPTER YOU
WILL BE ABLE TO:

- understand what exporting means for Namibian businesses
- identify the main benefits and challenges of exporting
- recognise key trade agreements available to exporters

1.1 OVERVIEW OF EXPORTING

Exporting refers to the sale of goods or services produced in one country to buyers in another. For Namibian businesses, exporting provides opportunities to access larger markets and expand beyond the limited size of the domestic economy.

By entering international markets, businesses can increase production, improve competitiveness, and create employment opportunities.



PRACTICAL GUIDE

WHAT TO DO FIRST AS A NEW EXPORTER

Many businesses are interested in exporting but are unsure where to begin. The following provides a practical overview of the steps most Namibian exporters can follow when entering international markets.

Step 1: Formalise Your Business

Ensure the company is registered with the Business and Intellectual Property Authority (BIPA) and is tax compliant with the Namibia Revenue Agency (NamRA).

Step 2: Prepare Basic Business Information

Before approaching support institutions, prepare the following:

- company registration documents
- product description and specifications
- current production capacity
- target market (if known)
- photos or samples of your product

Step 3: Contact a Support Institution

Start with:

- Exports support institutions, including the Ministry of Agriculture and Fisheries, LLPB, CSI Namibia, Namibia Trade Forum.
- NIPDB for export readiness and market access support
- MIRT Namibia Trade Information Portal (TIP) to check export requirements
- NCCI for business networking and market connections
- NamRA Customs clearance requirements

Step 4: Identify a Buyer or Distributor

Potential buyers may be identified through trade fairs, online platforms, embassies or chambers of commerce.

Step 5: Arrange Logistics and Documentation

Work with freight forwarders to prepare the commercial invoice, packing list, certificate of origin and transport documents.

Step 6: Plan a Pilot Shipment

Begin with a small shipment to test market demand and logistics efficiency. Starting small and learning from early transactions allows businesses to refine their export operations before scaling.



1.2 WHY EXPORT MATTERS FOR NAMIBIAN BUSINESSES

Exporting enables firms to access significantly larger regional and global markets. Participation in international trade offers several firm-level advantages:

MARKET EXPANSION, REVENUE GROWTH, AND IMPROVED PROFITABILITY

Access to larger consumer bases increases production potential and supports economies of scale.

RISK MITIGATION THROUGH DIVERSIFICATION

Exporting reduces reliance on a single domestic market, thereby mitigating vulnerability to local economic fluctuations.

PRODUCTIVITY AND INNOVATION

Exposure to international competition compels firms to upgrade production processes, improve quality standards and adopt innovation.

ENHANCED CREDIBILITY AND MARKET POSITIONING

Export-active firms are often perceived as more competitive and reliable, strengthening domestic and international reputation.

Exporting is therefore not only a macroeconomic growth driver it is a strategic growth decision for individual enterprises.

1.3 CHALLENGES OF EXPORTING

Despite the benefits, exporting is not without obstacles. Namibian businesses often cite the following as key barriers:



Limited knowledge of foreign markets.



Complex legal and regulatory requirements, both at home and in destination markets.



High logistics and transport costs due to Namibia's geography and limited scale of exports.



Exchange rate volatility, which affects pricing and profitability.



Cultural and language differences that complicate negotiations and branding.



Inadequate market research capacity.



Lengthy supply chains and multiple intermediaries

These challenges can be overcome with proper preparation, institutional support and continuous learning. The remainder of this guide addresses them in detail.





Delivering Namib Chilli to the world

OVERVIEW

Namib Chilli, a Namibian producer of premium Chilli products, has successfully expanded into international markets with the support of DHL. By leveraging DHL's global logistics network and expertise in cross-border shipping, the company has transformed from a local producer into a competitive export brand.

CHALLENGE

Exporting specialty food products requires reliable transit times, compliant documentation, and secure packaging. Namib Chilli faced challenges in maintaining product quality, navigating customs requirements, and meeting delivery expectations of overseas buyers.

SOLUTION

DHL provided end-to-end logistics support, including time-definite international shipping, customs clearance guidance, and packaging best practices. Pre-clearance processes ensured that shipments moved seamlessly across borders, while proactive tracking enabled full visibility.



RESULTS

Namib Chilli now exports consistently to international customers, reducing delivery times from weeks to days. For example, orders to the UK are delivered within 2-3 days, ensuring freshness and customer satisfaction. Additionally, DHL's support has enabled the company to confidently access new markets and scale its operations.

CONCLUSION

Through reliable logistics and global reach, DHL empowers SMEs like Namib Chilli to grow beyond borders and compete internationally.

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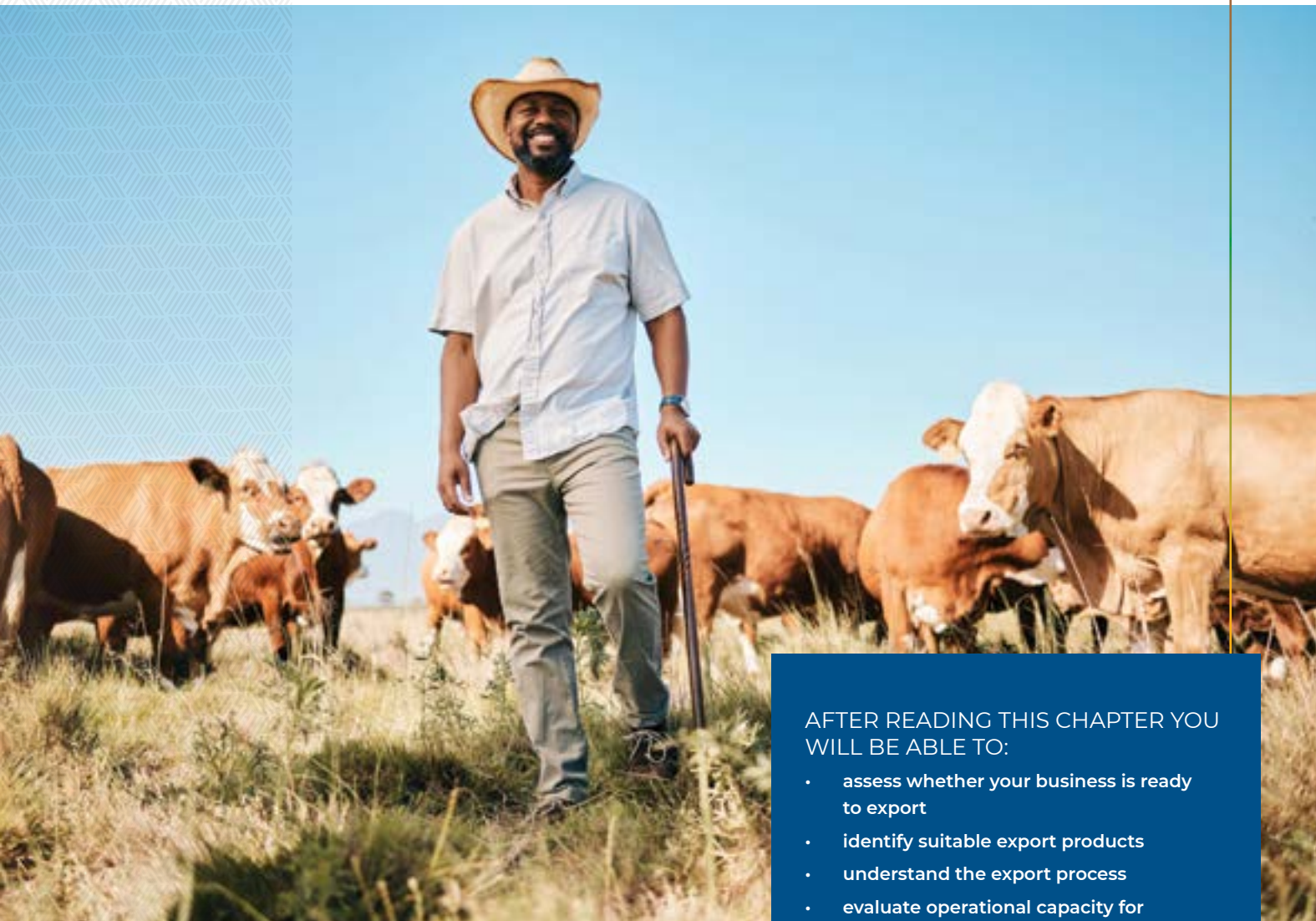
reception@rent-a-drum.com.na

www.rent-a-drum.com.na



CHAPTER TWO

GETTING STARTED WITH EXPORTING



AFTER READING THIS CHAPTER YOU WILL BE ABLE TO:

- assess whether your business is ready to export
- identify suitable export products
- understand the export process
- evaluate operational capacity for international trade

2.1 EXPORT READY CAPACITY ASSESSMENT

Before entering international markets, businesses must assess whether they have the resources and capacity to meet export requirements.

Key areas to evaluate include:

- production capacity
- financial resources
- product quality standards & certification
- staff expertise
- operational systems.



TOOL

EXPORT READINESS SELF-ASSESSMENT

Businesses can use the following simple scoring tool to evaluate their readiness for exporting. Score each area from 1 (weak) to 5 (strong).

PILLAR	Score (1-5)
Production capacity to meet export orders	
Financial resources to manage delayed payments	
Product quality and certification readiness	
Knowledge of foreign markets	
Export administration capacity	
Logistics and supply chain reliability	
Marketing and branding capability	

INTERPRETING THE RESULTS

0-15 Not ready for export

16-25 Preparation required

26-35 Potentially export-ready

NB Businesses scoring below 25 should ensure that they participate in exporter readiness programmes offered by institutions such as NIPDB.



EXPORTER TIP!

Before pursuing export opportunities, ensure your business can consistently meet larger orders without compromising product quality or delivery timelines. Consistent supply and reliability is one of the most important factors for international buyers.



2.2 IDENTIFYING EXPORT OPPORTUNITIES

Export opportunities may arise from:

- regional market demand for products
- trade agreements
- participation in trade fairs
- buyer inquiries.

Exporters should research markets carefully before committing to export contracts.



EXPORTER TIP!

Start exporting with one product and one target market before expanding into additional markets.

2.3 LEGAL AND REGULATORY REQUIREMENTS

2.3.1 INTELLECTUAL PROPERTY PROTECTION FOR EXPORTERS

Exporters must comply with national and international trade regulations. Requirements may include:

- Business registration
- Export permits
- Product certifications
- Customs documentation
- Barcode registration

Understanding regulatory requirements helps exporters avoid delays or penalties.

2.3.2 THE MOST COMMON FORMS OF PROTECTION FOR EXPORTERS INCLUDE:



TRADEMARK

A trademark protects your business name, brand, logo, slogan or product identity. It prevents other businesses from using similar branding that may confuse customers.



PATENT

A patent protects a new invention, manufacturing process, product innovation or technical improvement. This is especially important for businesses involved in manufacturing, agro-processing, cosmetics and technology-based products.



COPYRIGHT AND INDUSTRIAL DESIGNS

Copyright protects original written, artistic and digital content, while industrial design protection covers the appearance, shape, packaging and visual design of products.

Exporters should understand that business registration does not automatically provide trademark or patent protection. Separate registration may be required, both in Namibia and in the target export market.

2.3.3 FAILURE TO PROTECT INTELLECTUAL PROPERTY CAN RESULT IN:

- Loss of brand ownership
- Product imitation by competitors
- Legal disputes in foreign markets
- Restrictions on market access

Exporters are encouraged to consult the Business and Intellectual Property Authority (BIPA) early when developing export products and brands, particularly when entering highly competitive international markets.



EXPORTER TIP!

Register your trademark with the BIPA before promoting your product internationally. For exporters targeting multiple regional markets, also consider registration through institutions such as the African Regional Intellectual Property Organization (ARIPO) for broader protection across several countries, rather than registering one country at a time. In export markets, the first person to register the brand often gains the legal right to use it.



2.4 STEP-BY-STEP EXPORT PROCESS

The export process generally involves the following steps:

-  Assess export readiness
-  Assess market profitability
-  Identify target markets
-  Confirm regulatory requirements
-  Identify buyers
-  Negotiate contracts
-  Arrange logistics and documentation
-  Ship goods and receive payment.

2.5 PRE-EXPORT PROCEDURE

STEP	ACTIVITY DESCRIPTION	WHOM TO CONTACT	OUTPUT
1	Ensure you have a trade license	BIPA	Trade License
2	Ensure you have secured an exporters' code (if required)	NamRA / OMA are responsible for regulating the product.	Exporter code
3	Ensure you have an export license	OMAs with the mandate to regulate the product	Export License
4	Ensure you have the relevant Permit / Certificate	OMAs mandated to issue permits, e.g., MME: Minerals • NPRA: Atomic substances • NMRC: Medicines • Agronomic: Board: Horticulture products • MAWLR: • DVS; LLPBN, etc. • Live animals, poultry, plants, etc. • MIRT: Trade Directorate: Industrial products and second goods	Permits/Certificates
5	Obtain the standard requirements of the buyer and make sure you comply to the specifications	Buyer	Standards
6	Determine and organize adequate fund	Firm and Bank	Funding

Source: (Patricia Liswaniso, 2024) Import and Export Standard Operating Procedures Report

2.6 BEFORE THE EXPORTER SENDS THE GOODS

STEP	ACTIVITY	WHOM TO CONTACT	OUTPUT
1	Ensure the supply contract is fully signed indicating: • Description of goods • Technical specifications • Quantity • Price • Payment term • Delivery time	Buyer	Contract
2	Obtain payment guarantee and confirm	Bank	Confirmed payment with your bank on its validity
3	1. Obtain/prepare all the necessary documents 2. Commercial invoice 3. Certificate of origin 4. Special license; 5. Packing list	Firm	Documents
4	Forward the documents to your bank for payment	Bank	
5	Release the goods to your freight forwarders for dispatch	Freight forwarder	
6	The freight forwarders declare the goods with Customs Services	NamRA: Customs	SAD 500 Note: SAD stands for Single Administrative Document
7	The goods are inspected by all parties	NamRA and other CBRAs	SAD 500
8	Goods are declared for export	NamRA: Customs	SAD 500
9	Bill of lading or airway bill or cargo manifesto is issued	Shipper, Airline/ Freight company	Bill of lading, airway bill, manifesto

Source: (Patricia Liswaniso, 2024) Import and Export Standard Operating Procedures Report



EXPORTER TIP!

EXPORTER PROCEDURE FOR NAMIBIAN EXPORTERS

- Determine which trade agreement applies
- Determine commodity HS Code
- Determine the rules of origin based on the HS Code
- Approach NamRA to register as an exporter under that specific trade agreement
- Apply for a certificate of origin from NamRA for every consignment, which allows you to benefit from the trade agreement

2.7 COMMON MISTAKES TO AVOID

Many first-time exporters face similar challenges. Avoid the following:

- exporting without confirming buyer credibility
- underestimating logistics and transport costs
- failing to meet product standards and certification requirements
- shipping large quantities before testing the market

Exporters are encouraged to actively engage the institutions listed in Appendices C and D to ensure smooth and compliant export operations.

Namibia's missions abroad also serve as a valuable resource for exporters, providing key insights into the markets in which they are based, as well as information on procedures to export into those markets.

Appendix D provides key contact information for Namibian embassies, high commission offices, commercial attachés, as well as investment and export promotion attachés at various missions abroad.

2.8 IMEX TRADER REGISTRATION AND PERMIT APPLICATION PROCESS

Step 1: User Registration
The applicant logs into the IMEX system and registers as a user.
Step 2: Enter Credentials
The applicant enters the required credentials and user information on the system.
Step 3: Upload Required Documents
The applicant uploads the required supporting documents, such as a national ID for individuals or company registration documents for businesses.
Step 4: Verification and Approval of Trader Registration
The submitted information and documents are verified. Once approved, the applicant receives a notification via SMS.
Step 5: Permit Application
The trader logs into the IMEX portal and initiates a permit application.
Step 6: Upload Supporting Documents
The trader uploads the required supporting documents, such as the invoice, bill of lading, packing list, and any other applicable documents.
Step 7: MIRT Verification
MIRT Trade Directorate verifies the information provided in the application form and reviews the supporting documentation submitted by the trader.
Step 8: Approval and Signing of Permit
The MIRT Head of the Trade Division verifies the information and approves and signs the permit.
Step 9: Online Transmission of Signed Permit
The signed permit is transmitted electronically to the trader through the IMEX system.

Source: (Patricia Liswaniso, 2024) Import and Export Standard Operating Procedures Report



PRACTICAL GUIDE

TYPICAL EXPORT TIMELINE ESTIMATES

Exporting is a process that takes time, especially for first-time exporters.

Typical timeline:

- Full process business registration and readiness: 1–4 weeks
- Market research and buyer identification: 2–8 weeks
- Certification and compliance: 2 weeks to 6 months (depending on product)
- First shipment preparation: 2–3 weeks

CHAPTER THREE

DIGITAL EXPORTING



AFTER READING THIS CHAPTER YOU WILL BE ABLE TO:

- understand the role of digital tools in exporting
- use online platforms to promote products internationally
- manage digital communication with buyers
- identify risks associated with digital trade

3.1 DIGITAL TRADE OPPORTUNITIES

Digital technologies allow businesses to promote and sell products across international markets without the need for physical presence.

Online platforms enable exporters to reach global buyers through:

- company websites
- social media marketing
- e-commerce marketplaces
- digital business networks.

3.2 WHY DIGITAL EXPORTING MATTERS

Digital technologies have transformed international trade. For Namibian SMEs, e-commerce provides a cost-effective entry point into global markets. Online platforms enable businesses to:

- showcase products
- receive orders
- process payments

Digital channels reduce dependence on intermediaries and expand reach to millions of potential buyers.

3.3 E-COMMERCE PLATFORMS

Exporters can choose from a range of platforms depending on their products and target markets, such as:

- Amazon
- Alibaba
- e-Bay
- Etsy
- Shopify
- Takealot

Selecting the right platform depends on factors such as target audience, transaction costs, logistics integration and payment systems. Businesses must also ensure that product listings are optimised with high-quality photographs, clear descriptions and competitive pricing.

3.4 ONLINE MARKETING AND PROMOTION

Effective online marketing can help exporters attract international buyers. Key strategies include:

- maintaining a professional website
- sharing high-quality product images
- providing clear product descriptions
- engaging with buyers through digital communication.



EXPORTER TIP!

Buyers often evaluate suppliers online before making contact. Ensure your website and online profiles clearly present your products and business information. Use high-quality product photos, clear descriptions and transparent pricing when selling products online.

3.5 SOCIAL MEDIA FOR EXPORTING

Social media platforms offer direct engagement with international customers. Facebook and Instagram remain essential for consumer products while LinkedIn is crucial for business-to-business services.

TikTok is emerging as a powerful platform for creative, visually driven marketing, particularly for younger audiences. In China, WeChat is indispensable.

Exporters should not only advertise but also interact with followers, respond to enquiries and provide timely updates. Consistent engagement helps to build brand loyalty and encourage repeat purchases.

PRACTICAL TIPS FOR DIGITAL EXPORTING

Exporters entering digital trade should start simply. Creating a professional website with clear product information, pricing in foreign currencies and integrated payment systems is a first step. Businesses should invest in secure, mobile-friendly platforms and provide reliable shipping options.

Attention should also be given to digital security. Exporters must protect customer data, comply with data protection laws in foreign markets and guard against cyber risks.



EXAMPLE

DIGITAL EXPORT STRATEGY FOR SMES

A Namibian SME can enter international markets digitally using a phased approach suggested below.

Phase 1: Establish an Online Presence

- Develop a professional website with product descriptions and pricing.
- Create social media accounts (e.g Facebook, Instagram, etc) targeting key export markets.

Phase 2: Join Global Marketplaces

- Register on platforms such as Amazon, Etsy or Alibaba, depending on product type.

Phase 3: Enable International Payments

- Integrate payment gateways such as PayPal, Stripe or international bank transfers.

Phase 4: Arrange International Delivery

- Work with courier services such as DHL and NamPost for smaller shipments.

This approach allows small businesses to test international demand with relatively low upfront investment.



3.6 DIGITAL COMPLIANCE AND RISK MANAGEMENT

Digital exporters must ensure:

Criteria	Check
Data protection compliance in destination markets	✓
Use of secure payment gateways	✓
Clear terms and conditions for international transactions	✓
Transparent pricing in foreign currencies	✓

Cybersecurity risks and fraudulent buyer enquiries should be actively monitored. Exporters are encouraged to implement secure digital infrastructure before starting online sales.



EXPORTER TIP!

Ensure your website clearly states delivery terms, payment conditions and return policies when selling online internationally.



CHAPTER FOUR

KEY EXPORT MARKETS FOR NAMIBIA



AFTER READING THIS CHAPTER YOU WILL BE ABLE TO:

- identify key regional and global markets for Namibian exporters
- understand how trade agreements improve market access
- recognise export opportunities created by trade agreements
- evaluate potential markets using simple criteria
- consider regulatory and logistics requirements when choosing markets
- use a basic market selection toolkit to prioritise export markets

Expanding into international markets requires exporters to understand both where opportunities exist and how to evaluate those opportunities strategically.

Namibian businesses benefit from strong regional integration, strategic trade agreements, and growing demand for products such as agricultural goods, fisheries products, minerals and manufactured goods.

4.1 REGIONAL EXPORT MARKETS

Regional markets often provide the most accessible starting point for Namibian exporters due to geographic proximity, established trade relationships, and relatively lower logistics costs.

The Southern African region represents an important market for Namibian goods. Countries such as South Africa, Botswana, Zambia, Angola, and Zimbabwe import a wide range of products, including food products, manufactured goods, construction materials and consumer goods.

Regional trade is supported by strong road transport networks and established logistics corridors linking Namibia to neighbouring countries.



EXPORTER TIP!

For many first-time exporters, regional markets are often the easiest starting point because transport costs are lower and business practices are more familiar.

4.2 GLOBAL EXPORT MARKETS

Beyond the region, Namibian exporters have access to global markets including the European Union, the United Kingdom, the United States, and emerging markets in Asia and the Middle East.

Key export sectors benefiting from global demand include:

- beef and livestock products
- fisheries products
- fresh produce such as fruit
- minerals and mining-related products
- niche manufactured goods.

Access to these markets is often supported by trade agreements (see Section 4.3) which reduce tariffs and improve competitiveness.

4.3 TRADE AGREEMENTS AND MARKET ACCESS

Namibia participates in several regional and international trade agreements that provide preferential access to key export markets. These agreements reduce or eliminate tariffs and improve market access conditions.

NAMIBIA'S TRADE AGREEMENTS

- SACU
- SADC
- AfCFTA
- EU-SADC EPA
- AGOA
- SACU + Mozambique – UK EPA
- SACU-MERCOSUR PTA
- Namibia-Zimbabwe FTA
- EFTA- SACU
- Norway for GSP Countries
- Japan for GSP Countries
- New Zealand for GSP Countries
- United States for GSP Countries
- Australia for GSP Countries
- UK-SACU EPA

These agreements create opportunities for Namibian exporters by reducing tariffs, improving access to international markets and establishing more predictable trade rules for exporters. However, exporters must comply with certain requirements to benefit from these preferences, including rules of origin, sanitary and phytosanitary standards and technical regulations.



EXPORTER TIP!

Before exporting to a new market, confirm whether your product qualifies for preferential tariffs under an existing trade agreement, as this can significantly improve price competitiveness.

4.4 MARKET SELECTION TOOLKIT FOR NAMIBIAN EXPORTERS

Choosing the right market is one of the most important decisions for any exporter. Businesses should carefully evaluate potential markets based on demand, logistics, trade advantages and regulatory requirements.

The following steps can help exporters identify and prioritise suitable markets.

Step 1: Identify Potential Markets

Begin by identifying several possible export destinations based on:

- demand for your product
- trade agreement advantages
- logistics connectivity
- existing trade relationships.

Regional markets are often a good starting point for Namibian exporters.

Access to these markets is often supported by trade agreements (see Section 4.3) which reduce tariffs and improve competitiveness.



TOOL

BEFORE CHOOSING A MARKET, CONSIDER THE FOLLOWING:

- Do I know at least one buyer, distributor or agent in the market?
- Can I meet that market's standards (for example, health standards)?
- Can I deliver competitively?
- Do trade agreements reduce barriers for my product?
- Is the payment risk manageable?



Step 2: Evaluate Market Demand

Exporters should assess whether sufficient demand exists for their product in the target market. Important indicators include:

- consumption trends
- import volumes
- population size
- growth in similar products.

Step 3: Check Regulatory Requirements

Each market has different regulatory requirements that exporters must meet.

These may include:

- product standards
- packaging and labelling requirements
- sanitary and phytosanitary measures
- import permits.



TOOL

SECTOR-SPECIFIC EXPORT REQUIREMENTS

There are different sector-specific export requirements for various markets. The beef requirements in China may be different from those of the European Union (EU).

For example:

1. Exporting beef requires a veterinary certification, EU traceability rules, cold chain requirements and many more.
2. Exporting fish will require a HACCP compliance, sanitary inspections and so on.
3. Exporting crafts requires a customs declaration, packaging requirements etc.

Exporters need to thus ensure the goods meet these sector-specific requirements.



WARNING!

Failure to comply with import regulations can lead to shipments being delayed, rejected or returned to the exporter.





Step 4: Evaluate Logistics and Transport Costs

Logistics costs can significantly influence export competitiveness. Exporters should consider:

- distance to market
- transport routes
- shipping costs
- customs clearance procedures.

Markets with efficient logistics routes may offer faster delivery times and lower transport costs.



Step 5: Use a Market Selection Scorecard



TOOL

MARKET SELECTION SCORECARD

Criteria	Market A	Market B	Market C
Market demand			
Logistics cost			
Trade agreement advantage			
Regulatory complexity			
Competition			
The market with the highest score may represent the most suitable export opportunity.			

Step 6: Test the Market

Before committing to large export volumes, exporters should begin with pilot shipments to test demand and logistics.



EXPORTER TIP!

Successful exporters often begin with small shipments to test a market before expanding to larger contracts.



GROWING EXPORTS THROUGH REGIONAL MARKETS

Aranos Firewood and Charcoal, a Namibian MSME, identified an opportunity to supply charcoal to South Africa, where demand for braai and household cooking is strong. Seeking to expand beyond the domestic market, the company participated in the Intra-African Trade Fair (IATF) in Durban in 2021, gaining exposure to buyers across the region.

Shortly after the event, the business secured its first export order. Starting with a single truckload per month, Aranos gradually increased its supply to eight truckloads per month, delivering to wholesalers in Cape Town and Pretoria.

This steady growth allowed the company to scale operations while maintaining product quality and reliability.

As exports expanded, the business created employment opportunities for Namibians involved in production, packaging and logistics.

The experience shows how SMEs can use regional markets and trade platforms as a practical starting point for building sustainable export businesses.



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CHAPTER FIVE

BUILDING FIRM LEVEL EXPORT STRATEGY



AFTER READING THIS CHAPTER YOU WILL BE ABLE TO:

- develop a written export strategy
- select target markets and products
- plan marketing and operational activities
- estimate export costs and budgets

5.1 WHY AN EXPORT STRATEGY IS ESSENTIAL

An export strategy is the blueprint that guides all international business activities. Companies without a written export plan often miss opportunities, act reactively, and fail to sustain export growth. For Namibian businesses, a strategy ensures scarce resources are used wisely and aligns export ambitions with company goals.

5.2 KEY ELEMENTS OF AN EXPORT STRATEGY

An effective export strategy should cover the following:

- Export Policy Commitment Statement
- Situation Analysis
- Product Selection and Adaptation
- Market Selection
- Marketing Plan
- Operational Plan
- Financial Plan
- Risk Management

5.3 STEP-BY-STEP DEVELOPMENT OF AN EXPORT PLAN

1. Identify products for export.
2. Select markets based on demand and risks.
3. Develop entry strategies such as direct exporting, distributors or digital channels.
4. Set measurable objectives.
5. Allocate staff, budgets and production capacity.
6. Monitor results and adjust.



EXAMPLE

SIMPLE EXPORT PLAN TEMPLATE

Businesses should develop a basic written export plan.

The following template can be adapted for use.

Export Planning Area	Example
Target Product	Processed marula oil
Target Market	Germany
Distribution Channel	Distributor / Online / Direct sales
Estimated Export Price	Production costs, packaging, transport, logistics, duties and profit margin
Marketing Strategy	Trade fairs, online promotion, and distributor partnerships
Key Risks	Certification requirements, logistics delays
Implementation Timeline	First shipment within 6-12 months

Even a simple export plan significantly increases the chances of success.





CHECKLIST

KEY ELEMENTS OF AN EXPORT CONTRACT

Before shipping goods, exporters should ensure a clear agreement is in place with the buyer. A basic export contract should include the following:

- buyer and seller details
- product description and quantity
- quality specifications
- agreed price
- delivery terms (Incoterms)
- payment method and timeline
- dispute resolution mechanism

5.4 EXPORT BUDGET

A practical export budget should account for:

- Market research costs
- Product adaptation and certification
- Marketing materials and website localisation
- Travel, trade fairs, and buyer meetings
- Logistics, insurance, and warehousing
- Financing costs and interest



EXPORTER TIP!

Include marketing, certification, packaging, and logistics costs when calculating export prices. Many first-time exporters underestimate these additional costs.

5.5 IMPLEMENTATION SCHEDULE

An export plan should not remain static. It should include timelines, milestones, and periodic reviews. MSMEs should adopt quarterly reviews to ensure adaptability.

5.6 LESSONS FROM OTHER COUNTRIES

Successful exporters stress the importance of:

- Written strategies, even if simple
- Government trade promotion services
- Diversification across multiple markets

For Namibia, this means leveraging Investment & Export Promotion Attachés and Commercial Attachés based at Namibian embassies and high commissions across the world, while also tapping into international platforms such as ITC's SME Trade Academy.

5.7 COMMON STRATEGIC PITFALLS IN EXPORT PLANNING

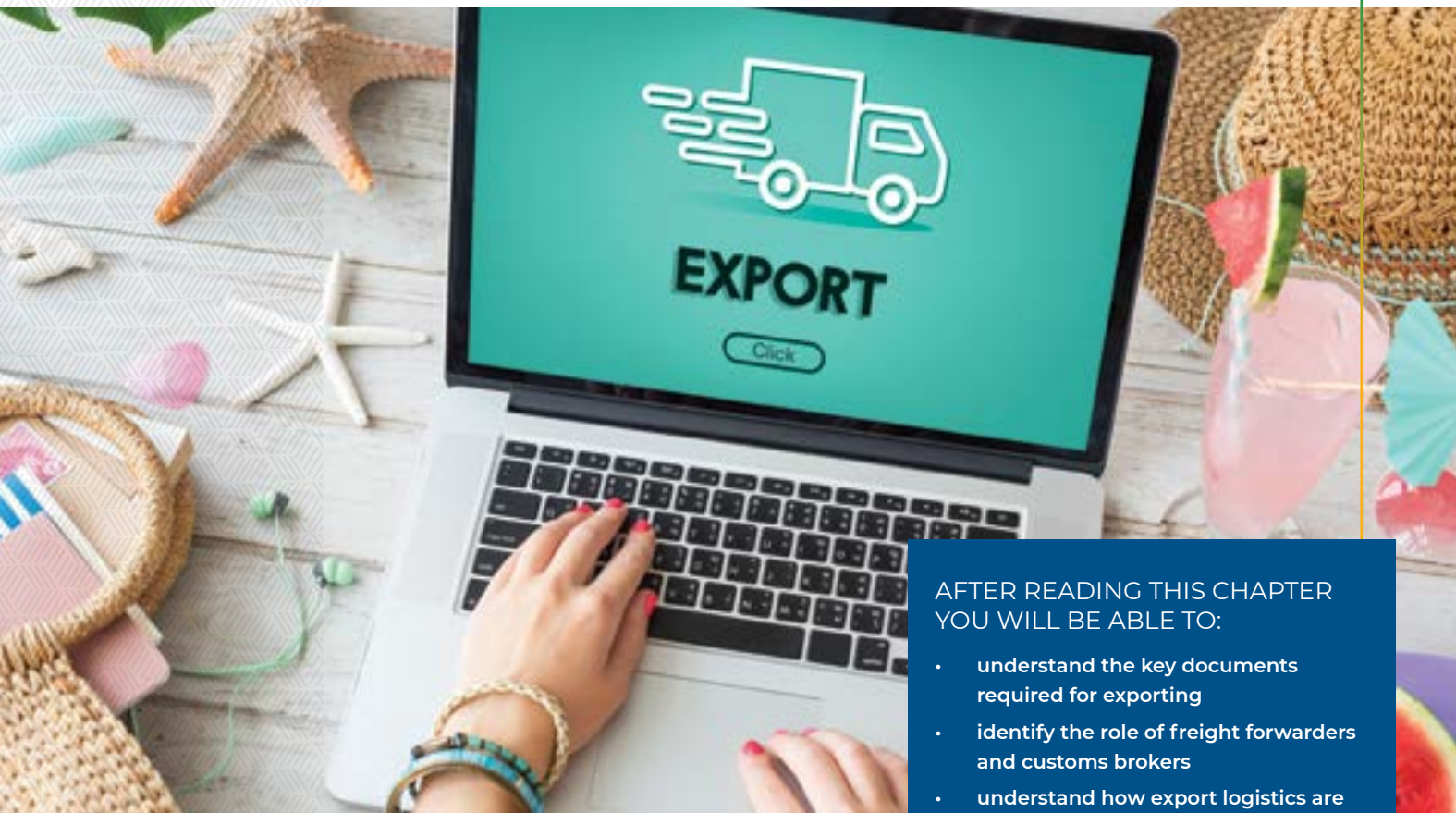
Export planning failures frequently arise from:

- Entering highly regulated markets without certification readiness.
- Targeting markets without a competitive advantage.
- Underestimating logistics costs.
- Operating without a documented export strategy.

An export strategy should be written, reviewed periodically and aligned with measurable objectives.

CHAPTER SIX

EXPORT DOCUMENTATION AND LOGISTICS



AFTER READING THIS CHAPTER
YOU WILL BE ABLE TO:

- understand the key documents required for exporting
- identify the role of freight forwarders and customs brokers
- understand how export logistics are organised
- prepare documentation required for customs clearance
- understand Incoterms and delivery responsibilities
- manage logistics risks in export transactions

6.1 IMPORTANCE OF EXPORT DOCUMENTATION

Export documentation ensures that goods move smoothly across borders and comply with customs and regulatory requirements. Incorrect or incomplete documents may cause shipment delays, penalties or rejection of goods at the destination.



EXPORTER TIP!

Always verify documentation requirements before shipping goods to avoid customs delays.

6.2 KEY EXPORT DOCUMENTS

Exporters commonly need the following basic documents. Definitions for each are found in Appendix E.

PRACTICAL GUIDE

DOCUMENTS YOU MUST PREPARE BEFORE SHIPMENT

Before exporting goods, ensure you have the following documents, among others, ready:

- Commercial Invoice (issued by exporter)
- Packing List (details of shipment contents)
- Certificate of Origin (issued by NCCI or authorised body)
- Export Permit (if required by MIRT or sector regulator)
- Customs Declaration (submitted through NamRA)
- Bill of Lading or Air Waybill (issued by transport provider)



EXPORTER TIP!

Keep digital copies of all export documents. Customs authorities or buyers may request them even after the shipment has been delivered.



CHECKLIST

EXPORT DOCUMENTATION

Before shipment, ensure:

- all documents are accurate
- product descriptions match the goods
- quantities and values are correct
- certificates are issued where required.



6.3 CUSTOMS AND CLEARANCE PROCEDURES

Export shipments must pass through NamRA customs clearance processes before leaving Namibia. Exporters should ensure that all documentation complies with customs regulations and product-specific requirements.



WARNING!

Incorrect documentation is one of the most common causes of export shipment delays.

6.4 ROLE OF FREIGHT FORWARDERS AND CUSTOMS BROKERS

Freight forwarders assist exporters by arranging transport, coordinating logistics and preparing documentation. Customs brokers help manage customs clearance procedures.

Working with experienced logistics partners can help exporters avoid delays and manage shipping efficiently.



EXPORTER TIP!

Experienced freight forwarders can help exporters avoid costly shipping mistakes and ensure compliance with international shipping requirements.

6.5 INCOTERMS AND DELIVERY RESPONSIBILITIES

Incoterms define the responsibilities of buyers and sellers during international shipments, including transport costs, insurance and risk transfer.

Common Incoterms include:

- EXW (Ex Works)
- FOB (Free on Board)
- CIF (Cost, Insurance and Freight)
- DDP (Delivered Duty Paid)
- Ex Factory

Exporters should clearly agree on Incoterms in contracts to avoid misunderstandings.

Logistics providers such as NamPost and DHL Express support exporters by offering international shipping, customs clearance and delivery services across global markets.

6.6 LOGISTICS INFRASTRUCTURE IN NAMIBIA

The Port of Walvis Bay is a key regional gateway. Corridors such as the Trans-Kalahari, Trans-Caprivi and Trans-Cunene connect Namibia to Southern Africa. The Walvis Bay Corridor Group provides facilitation services.

PRACTICAL TIPS

- Double-check documents for accuracy.
- Keep digital and physical records.
- Work with trusted freight forwarders.
- Stay updated with TIP and NamRA.

6.7 PRODUCT TESTING AND CERTIFICATION

Product testing and certification ensure that goods meet the quality, safety, and regulatory standards required in export markets. Without proper certification, products may be rejected at the border or denied entry into certain markets.

Exporters should identify the specific requirements for their product and target market early in the process. The international trading rules have set several products into categories based on export procedures and requirements (perishable products have specific procedures):

- Agricultural products (SPS requirements, testing, inspection, etc)
- Industrial products
- Fisheries products (inspection or testing)
- Mining (permits)
- Arms and ammunition (permits)
- Oils and gas (trading contracts)
- Green Hydrogen (trading contracts)

Where should exporters go for testing and certification in Namibia? The institutions listed in the table on the next page can help verify that goods meet required specifications and international standards.





TOOL

PRODUCT CERTIFICATION REQUIREMENTS BY SECTOR

Product Category	Key Certifications	Where to Go in Namibia
Beef and Livestock Products	Veterinary certificates, traceability systems and health inspections	MAWFLR; Directorate of Veterinary Services (DVS)
Fish and Fisheries Products	HACCP compliance, sanitary certificates, export health certificates	MAWFLR (Fisheries); Approved processing facilities
Fresh Produce (e.g. fruit, vegetables)	Phytosanitary certificates, quality grading and packaging standards	MAWFLR; NAB
Processed Foods (e.g. juices, powders)	Food safety certification (HACCP, ISO 22000, FSSC 22000), lab testing	Namibia Standard Institute (NSI); Accredited laboratories; Private certification bodies
Charcoal and Wood Products	Export permits, environmental compliance and packaging requirements	MEFT; MIRT (export permits)
Manufactured Goods	Product standards, quality certification and lab testing	NSI
Crafts and Handicrafts	Basic customs documentation, packaging and product labelling	Namibia Trade Information Portal; Customs (NamRA)



EXPORTER TIP!

Certification can take time and involve costs. Start the process early and explore support programmes (e.g. NSI, NIPDB, DVS, MIRT, Namibian embassies, etc) that may assist with certification and compliance requirements.



TOOL

TYPICAL TIMELINE FOR PRODUCT CERTIFICATION

Certification Type	Typical Timeline	Key Activities Involved
Export Permits (e.g. NAB, MIRT)	1–2 days	Application submission, document verification, approval (IMEX online portal)
Phytosanitary / Veterinary Certificates (excl. live animal)	1–2 days	Inspection of goods, laboratory testing (if required), issuance of certificate
Product Testing (Laboratories)	1–3 weeks	Sample testing, quality analysis, and lab reporting
Food Safety Certification (ISO9001 / ISO 22000/ HACCP)	2–3 months	System development, documentation, internal audits, certification audit
Advanced Certification (FSSC 22000, Global G.A.P.)	3–12 months	Full system implementation, compliance checks, and external audits
Product Standards Certification (NSI)	2–8 weeks	Product testing, standards verification, and certification issuance



EXPORTER TIP!

Certification timelines vary depending on product complexity and readiness. Start the process as early as possible, especially for food and agricultural exports, where certification may take several months.



WARNING!

Delays in certification can result in missed export opportunities or shipment delays, particularly for perishable products.

TESTING AND CERTIFICATION

1. Confirm certification requirements for your product and target market.
2. Contact the relevant authority or certification body early.
3. Conduct product testing through accredited laboratories.
4. Obtain required certificates before shipment.
5. Maintain documentation for future audits and repeat exports.



PRODUCT

Marketing

The commercial process that include promoting, selling and distributing goods.

Identity

Individual character

Advertising

TESTING AND CERTIFICATION SUPPORT FOR EXPORTERS

Tuli-Line Trading, a Namibian MSME producing baobab-based juices, fruit powders, and coffee, set out to access international markets where food safety standards are critical. To compete globally, the company pursued FSSC 22000 certification, a recognised food safety standard required by many international buyers.

The process was demanding, involving high costs, complex documentation and limited access to accredited auditors in Namibia. However, through the She Exports Programme implemented in partnership with the NIPDB, Tuli-Line received both financial and technical support. This enabled the company to complete certification, strengthen its internal systems and meet export requirements.

Once certification was in place, Tuli-Line positioned itself to enter new international markets including China. The journey demonstrates that with the right support and commitment, Namibian SMEs can meet global standards and unlock export opportunities beyond regional markets.



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NAMIBIA TRADE FORUM

Powering Domestic And International Trade

Who We Are

The Namibia Trade Forum (NTF) is an agency of Ministry of International Relations and Trade (MIRT) whose mandate is to institutionalize public-private dialogue on international, domestic trade and investment policies in Namibia.

VISION

To be indispensable Public/Private dialogue platform for a conducive business environment.



MISSION

We drive smart dialogue to influence trade policies and economic development.



OUR MANDATE IS:

- Facilitate dialogue between the public and private sectors on trade-related matters.
- We provide input into Trade Policy Formulation to enhance Namibia's participation in regional and continental trade agreements.
- Strengthen the competitiveness and capacity of Namibian enterprises, particularly MSMEs, women and youth-led businesses.
- Promote trade facilitation and improve the ease of doing business.
- Support export development, market access, and investment promotion.
- Ensure the implementation of the Retail Sector Charter to promote market access for domestic products in the retail sector.

KEY PILLARS:

Trade in Services:

- Facilitate stakeholder engagements & policy discussions.
- Identify export opportunities.
- Regional integration & participation in continental services markets.
- Provide interventions for improved regulatory & business environments.

Trade in Goods

- Support local producers and exporters
- Promote value addition and industrialization.
- Promote trade missions, exhibitions, & business linkages.
- Facilitate trade and eliminate barriers to improve trade efficiency.

Market Access

- Assists businesses to understand export requirements & trade agreements.
- Promote access to regional and domestic markets.
- Share information for tariffs, standards and compliance.
- Resolve non-tariff barriers affecting trade.



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CHAPTER SEVEN

EXPORT FINANCE AND PAYMENTS



AFTER READING THIS CHAPTER YOU WILL BE ABLE TO:

- understand financing needs for export activities
- identify common export financing options
- understand international payment methods
- manage payment risks when trading internationally
- develop a basic export pricing structure

7.1 INTRODUCTION TO EXPORT FINANCING

Exporting requires upfront investment in production, packaging, logistics and compliance with international standards. Payments from international buyers may occur weeks or even months after shipment, requiring exporters to manage working capital carefully.



EXPORTER TIP!

Consult your bank early when planning exports to understand available trade finance solutions.

7.2 SOURCES OF EXPORT FINANCING

Exporters can draw financing from various sources:

- **Commercial Banks:** Local banks such as First National Bank (FNB), Bank Windhoek, Standard Bank and Nedbank provide trade finance products.
- **Development Finance Institutions:** Institutions such as the DBN and Agribank offer sector-targeted financing for agriculture, manufacturing and industrial upgrading.
- **Government Schemes and Incentives:** MIME periodically provides grants or subsidised financing programmes for MSMEs.
- **International Facilities:** Afreximbank provides credit lines and guarantees to exporters across Africa.

PRACTICAL GUIDE

WHAT YOUR BANK WILL USUALLY ASK FOR:

- registration documents
- financial statements or management accounts
- export contract or pro forma invoice
- buyer details
- production/delivery plan

Preparing these documents in advance will help speed up the financing process.

7.3 PAYMENT METHODS IN INTERNATIONAL TRADE

Common payment methods include:

- advance payment
- documentary collection
- letters of credit
- open account.

Each method has different levels of risk for exporters and buyers.



EXPORTER TIP!

For first-time transactions with a new buyer, consider using secure payment methods such as letters of credit or partial advance payments.



WARNING!

Open account payment may expose exporters to higher payment risk when dealing with new buyers.

7.4 MANAGING PAYMENT RISKS

Exporters can reduce financial risks by:

- verifying buyer credibility
- using secure payment instruments
- insuring shipments
- negotiating favourable contract terms.

7.5 CURRENCY AND EXCHANGE RATE RISK

Export transactions often involve foreign currencies such as US dollars or euros. Exchange rate fluctuations can erode profits.

Exporters should:

- Invoice in a stable currency where possible.
- Use forward contracts or currency hedging tools.
- Monitor exchange rate trends and adjust pricing accordingly.



EXPORTER TIP!

When exporting regularly, monitor exchange rates closely and discuss currency risk management options with your bank.

7.6 EXPORT PRICING

Export pricing should include all costs associated with exporting, including:

- production costs
- packaging
- transport
- insurance
- documentation.



EXAMPLE

EXPORT PRICING

This simple example illustrates how exporters can calculate their export price.

Cost Component	Cost (US\$)
Production Cost	50
Packaging	8
Transport to Port	6
Freight	20
Insurance	3
Documentation	2
Total Export Cost	89

If the exporter sells the product internationally at US \$110, the estimated margin is US \$21 per unit. Accurate costing is essential to avoid losses in international trade.





CASE STUDY

SME UTILISING LETTERS OF CREDIT & ACCESSING TRADE FINANCE SUPPORT FOR EXPORTING

ABC Trading CC is a Namibian SME engaged in the export of fresh citrus, specifically oranges. The company recently concluded a sales agreement with a new buyer based in the United Arab Emirates (UAE). As this was their first transaction with the buyer, ABC Trading CC required payment via a Letter of Credit (LC) to mitigate payment risk.

Recognising the risks and complexities of international trade, ABC Trading CC consulted its banker, Standard Bank, to provide advice and structure a suitable risk-mitigation solution. The following key risks were identified, along with the mitigating measures.

ABC Trading CC Risk	Impact	Bank Mitigation
Poorly drafted LC terms	Non-payment due to discrepancies	LC structuring and advisory prior to acceptance
Inaccurate or late documentation	Delayed or rejected payment	Document checking and compliance support
Cash flow strain during growing season	Inability to fulfil orders	Pre-shipment and working capital finance
Buyer non-payment	Revenue loss	LC confirmation and bank risk substitution
Foreign exchange (FX) volatility	Reduced profit margins	FX hedging and forward contracts
Logistics and shipment delays	Risk of LC expiry	LC amendment and extension support

ABC Trading CC required not only a secure payment solution, but also comprehensive advisory and financing support that could grow alongside its expanding business operations. With the support of Standard Bank, ABC Trading CC successfully shipped and delivered the goods to the buyer. All documentation required under the LC was prepared and submitted to the issuing bank, resulting in a compliant presentation and payment being received in accordance with the terms of the LC. This successful transaction strengthened the commercial relationship with the UAE buyer and led to increased export volumes, both with this client and with additional buyers in the region. Ultimately, this helped ABC Trading CC achieve its strategic growth objectives.



Standard Bank



Take your business beyond borders

Trade by Standard Bank

Standard Bank supports exporting businesses with various solutions namely; documentary trade, various financing solutions, efficient facilitation of cross border payments as well as access to new markets and to suppliers.



Documentary Trade

- **Letters of Credit** - Ensures sellers get paid on time while giving buyers confidence that payment is only made once agreed terms are met.
- **Documentary Collections** - Manage and exchange shipping documents to ensure buyers receive goods and sellers receive payment.
- **Guarantees by Bank** - Protects businesses by ensuring financial obligations are met if one party fails to fulfill their contract.



Facilitation of Cross Border Payments

- **E-Market trader platform** - Get real time exchange rate information.
- **CNY/RMB Capabilities** - Standard Bank offers comprehensive Chinese Renminbi (CNY/RMB) capabilities, bolstered by its strategic partnership with the Industrial and Commercial Bank of China (ICBC) and its direct integration with China's Cross-Border Interbank Payment System (CIPS).



Financing solutions - including Structured Trade Finance, that will help with cashflow constraints throughout the business life cycle.

- Working capital solutions
- Vehicle Asset Finance
- Production loan

Access to New Markets & Suppliers

- **Africa China Trade Solution** - Import & Export Solution
- **An end-to-end trade solution** - that simplifies accessing and importing from the Chinese market, helping your business to trade and grow with confidence.
- **Intra-Africa Trade** - A unique value proposition that taps into the bank's continental network to connect clients to new growth markets.

Best Trade Finance Provider Award

Standard Bank Namibia was named the **Best Trade Finance Provider in Namibia for 2026** by the Global Finance Best Trade Finance Providers Awards. The award recognizes the bank's superior performance in facilitating cross-border trade, investment flows, and business expansion through services like letters of credit and supply-chain financing.

Partner with Standard Bank to grow your global footprint

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CHAPTER EIGHT

MANAGING EXPORT RISKS



AFTER READING THIS CHAPTER YOU WILL BE ABLE TO:

- identify common risks in export transactions
- understand political, commercial, and operational risks
- reduce risks when dealing with international buyers
- apply practical measures to protect export shipments

8.1 TYPES OF EXPORT RISKS

Exporters face several types of risks when entering international markets, including:

- commercial risks (i.e. non-payment by buyers)
- political risks (i.e. trade restrictions or instability)
- logistics risks (i.e. damage or delays during transport)
- currency risks (i.e. exchange rate fluctuations).

Understanding these risks helps exporters to plan effectively and protect their business.

8.2 COMMERCIAL RISKS

Commercial risks arise when buyers fail to honour their payment obligations or when contracts are not clearly defined.

PRACTICAL GUIDE

HOW TO VERIFY A BUYER

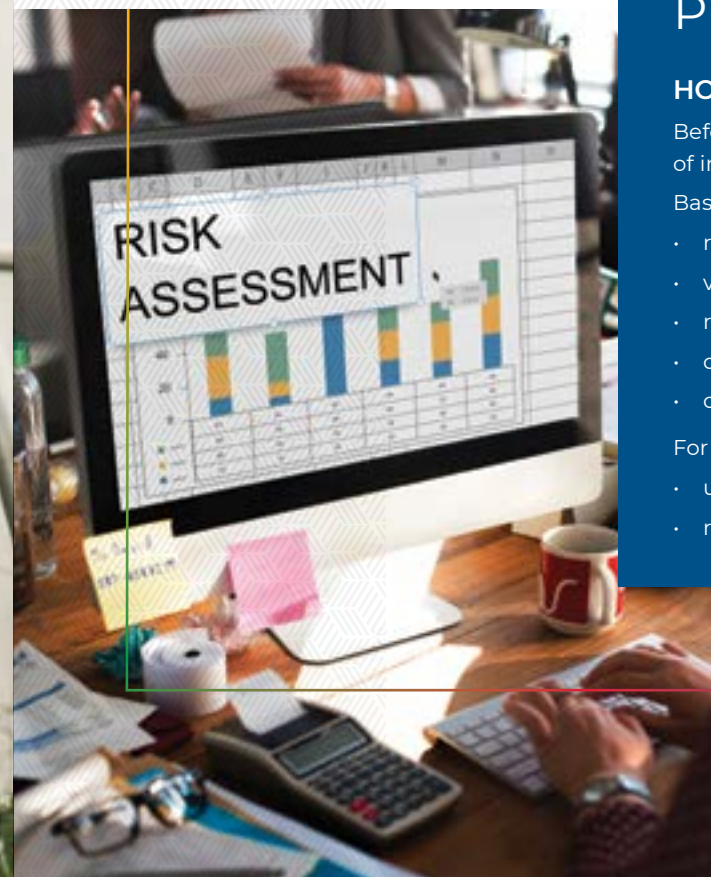
Before agreeing to export goods, exporters should verify the credibility of international buyers.

Basic checks may include:

- request company registration documents
- verify the company website and physical address
- request references from other suppliers
- confirm contact details (email, phone, business address)
- check if the buyer has an online presence or trading history

For higher-value transactions, you may consider:

- using a bank-supported payment method (e.g. Letter of Credit)
- requesting partial advance payment



WARNING!

Avoid shipping goods without confirming secure payment arrangements, especially when dealing with new buyers.

8.3 POLITICAL AND REGULATORY RISKS

Political or regulatory changes in destination markets may affect exports through:

- new import restrictions
- changes in tariffs
- new regulatory requirements

Exporters should monitor developments in their target markets.

8.4 OPERATIONAL RISKS AND MITIGATION

Operational risks may occur during production, packaging or transport. Common ones include:

- incorrect documentation
- inadequate packaging
- delays in transport
- poor communication with logistics providers.



CHECKLIST



EXPORT RISK MITIGATION

- Verify buyer credibility
- Confirm payment terms
- Insure shipments
- Check documentation before shipment
- Use reliable logistics partners.



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As a proudly Namibian diversified financial services group with a 44-year track record, we remain rooted in this country and committed to its future.

We are focused on positive change that lasts and growth that continues across generations.

Capricorn Group.
Growth that stays.

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CHAPTER NINE

POST-EXPORT AND RELATIONSHIP MANAGEMENT



AFTER READING THIS CHAPTER YOU
WILL BE ABLE TO:

- manage customer relationships after export transactions
- handle buyer feedback and complaints
- strengthen long-term business relationships
- expand export opportunities with existing buyers.

9.1 IMPORTANCE OF POST-EXPORT MANAGEMENT

Successful exporters focus not only on making sales but also on maintaining relationships with international buyers.

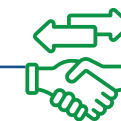
Good communication and reliability encourage repeat business.

9.2 CUSTOMER SERVICE AND BUYER RELATIONSHIPS

Maintaining strong relationships with buyers can lead to long-term export partnerships.

Key practices include:

- responding quickly to buyer enquiries
- resolving issues promptly
- maintaining product quality.



EXPORTER TIP!

Consistent quality and reliable delivery are often more important to buyers than the lowest price.

9.3 MANAGING COMPLAINTS AND DISPUTES

Disputes may arise due to:

- product quality issues
- shipment delays
- incorrect documentation.

Exporters should address complaints promptly and maintain clear communication with buyers.

9.4 EXPANDING EXPORT OPPORTUNITIES

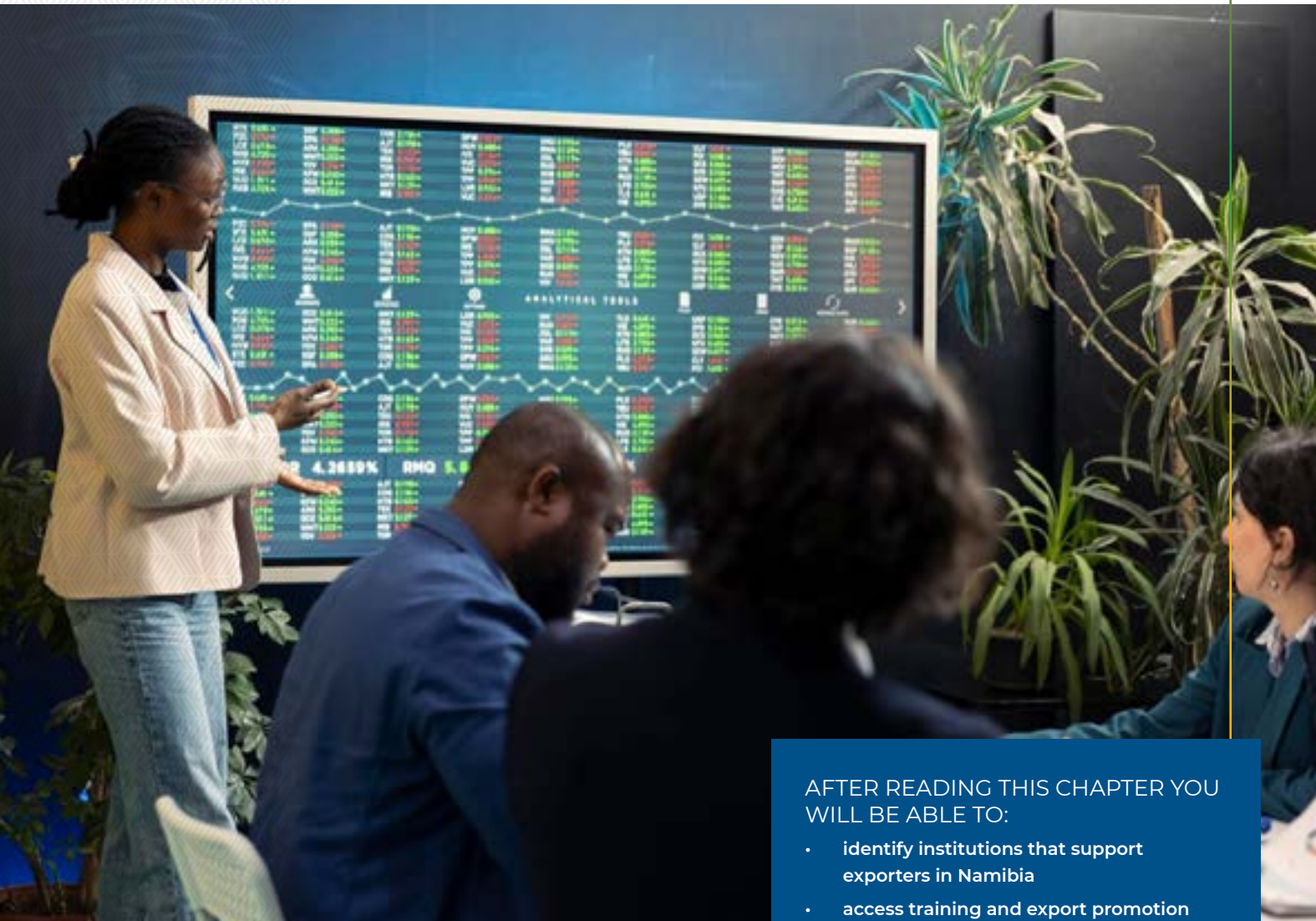
Satisfied buyers often lead to additional orders and referrals to other potential buyers.

Exporters should explore opportunities to expand product lines or increase shipment volumes with trusted partners.



CHAPTER TEN

TRADE ASSISTANCE AND CAPACITY BUILDING



AFTER READING THIS CHAPTER YOU
WILL BE ABLE TO:

- identify institutions that support exporters in Namibia
- access training and export promotion programmes
- participate in trade missions and international exhibitions.

10.1 EXPORT SUPPORT INSTITUTIONS

Detailed contact information for export support institutions is provided in Appendices C and D. Several institutions support exporters in Namibia through training, advisory services and market access programmes.

Examples include:

- Ministry of International Relations and Trade
- Namibia Investment Promotion and Development Board
- Namibia Chamber of Commerce and Industry
- Namibia Trade Forum

10.2 EXPORT PROMOTION ACTIVITIES

Export promotion programmes help businesses connect with international buyers through:

- trade fairs
- trade missions
- buyer–seller meetings
- market research



EXPORTER TIP!

Participating in international trade fairs can help businesses identify buyers and learn about market trends.

10.3 CAPACITY BUILDING PROGRAMMES

Training programmes help exporters build skills in areas such as:

- export readiness
- market research
- documentation
- digital marketing.

These programmes help MSMEs prepare for international markets.



CHAPTER ELEVEN

SUSTAINABILITY AND ENVIRONMENT, SOCIAL & GOVERNANCE (ESG) IN EXPORTING



AFTER READING THIS CHAPTER YOU WILL BE ABLE TO:

- understand sustainability expectations in international markets
- identify environmental, social, and governance (ESG) practices
- implement simple sustainability improvements

11.1 SUSTAINABILITY AND EXPORT COMPETITIVENESS

Many international buyers increasingly require suppliers to demonstrate responsible environmental and labour practices.

Adopting sustainable practices can improve market access and business reputation.

11.2 ESG IN PRACTICE

Examples of ESG practices include:

- responsible resource use
- fair labour practices
- ethical business conduct

These practices can help exporters meet international buyer expectations.



CHECKLIST



SUSTAINABILITY IMPROVEMENTS

- reduce packaging waste
- improve energy efficiency
- maintain worker safety standards
- ensure product traceability.

CHAPTER TWELVE

CONCLUSION AND NEXT STEPS



AFTER READING THIS CHAPTER YOU WILL BE ABLE TO:

- understand the key steps in the export journey
- develop a practical action plan for exporting
- identify support available for exporters

12.1 THE EXPORT JOURNEY

Exporting requires preparation, planning and commitment. Businesses that approach it strategically can gradually expand into international markets.

12.2 PREPARING FOR EXPORT SUCCESS

Exporters should ensure they:

- understand their target markets
- comply with export regulations
- manage logistics effectively
- maintain strong buyer relationships.



CHECKLIST



EXPORTER ACTION PLAN

1. Assess export readiness
2. Identify target markets
3. Confirm regulatory requirements
4. Calculate export pricing
5. Secure buyers
6. Arrange logistics
7. Ship pilot orders



EXPORTER TIP!

Exporting is a gradual process. Start small, learn from each shipment and expand into new markets as your capacity and experience grow.

Namibia Investment Promotion & Development Board (NIPDB)

Towards a Private Sector Led Inclusive Economy

The Namibia Investment Promotion and Development Board (NIPDB) serves as a one-stop shop for all companies aspiring to do business in Namibia.

The NIPDB is mandated to promote and facilitate investment by foreign and Namibian investors, and coordinate MSME activities across all levers of the economy, with the aim of contributing to economic development and job creation.

Investment Promotion

As a public entity in the Ministry of International Relations and Trade (MIRT), the NIPDB exists to facilitate investments into Namibia, and we pride ourselves in providing professional and personalised guidance tailored to each client's unique needs and interests. Once you have made the decision to do business in Namibia, the NIPDB is your first point of call.

As part of our service offering, the NIPDB assists potential investors to set up their businesses in Namibia, and offers services such as visa and permits facilitation among others.

Our aim is to make Namibia the investment destination of choice by improving the ease of doing business, starting with eliminating red tape and driving policy reforms.

MSME Development

In addition to investment promotion, the NIPDB also plays a vital role in supporting the growth and development of Micro, Small, and Medium Enterprises (MSMEs) in Namibia. Our primary objective is to create an enabling environment for MSMEs by implementing policies and initiatives that foster their establishment and expansion. Additionally, the NIPDB focuses on facilitating access to finance, promoting innovation, and providing capacity-building programs to enhance the competitiveness of MSMEs.

Our MSME function is driven by a strategic focus on core growth areas. We cater to access to finance, market access, capacity building and ideation needs. Further to that, the NIPDB coordinate MSME activities across all levers of the economy to ensure their consistent support and development based on the National MSME Policy.

WHY WE EXIST:

Unlocking opportunities that enable a better quality of life for all Namibians

WHAT WE DO:

Facilitate trust relationships to attract and retain sustainable investment for private sector-led and inclusive economic growth.

HOW DO WE VALUES:

No-one left behind, Accountability, Making a difference, Integrity, Brilliance, Innovation, Agility (NAMIBIA)

If you would like to find out more the role of the NIPDB in developing the country's economy, please get in touch with us.

CONTACT:

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Tel: +264 83 333 8636
Email: catherine.shipushu@nipdb.com | Web: www.nipdb.com

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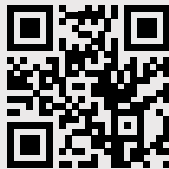
Namibia Investment Guide

The Namibia Investment Guide serves as a comprehensive resource for prospective investors seeking to understand and navigate the business landscape in Namibia. This authoritative guide brings together expert insights from leading institutions and professional service providers to offer detailed guidance on every aspect of establishing and operating a business in the country. From understanding the investment climate to navigating regulatory frameworks, this guide provides the essential knowledge needed to make informed investment decisions in one of Africa's most stable and investment-friendly economies.

Structured across seven comprehensive volumes, the guide covers everything from Namibia's demographic and economic profile to the practical aspects of company registration, taxation, immigration, banking, and land acquisition. Each volume has been carefully developed by recognized experts and institutions in their respective fields, ensuring that investors receive accurate, up-to-date, and actionable information. Whether you're a first-time investor or an established business looking to expand into Namibia, this guide provides the roadmap you need to navigate your investment journey successfully.

Investment Guide Contents

Volume	Heading	Description	Content by
1	Namibia Profile	This volume will highlight key factors about Namibia's demographics, governance, and economy.	HEI Investment
2	Investment Climate	This volume will provide insights into priority sectors, industrial policies, and trade relations.	HEI Investment
3	Starting and Operating a Business in Namibia	Key features to be covered will be business registration, regulations, and employment considerations.	Cronjé Incorporated
4	Immigration and Labour Regulations	Immigration regulations, work permits, and labor relations.	NIPDB
5	Tax Laws in Namibia	This volume will give comprehensive details on Namibia's tax framework and compliance.	PricewaterhouseCoopers (PwC) Namibia
6	Banking and Foreign Currency Regulations	This volume will provide an overview of the financial sector, including banks, insurance and regulatory bodies.	TreasurySuisse (Pty) Ltd Namibia
7	Land Regulations and Access	This volume will dive into the process of acquiring land for investment projects in Namibia.	ENS Namibia



SCAN TO ACCESS THE
NAMIBIA INVESTMENT GUIDES





APPENDIX A

NAMIBIA'S TRADE AGREEMENTS

- **SACU (Southern African Customs Union)**
Allows for free movement of goods with zero customs duties between member states (Botswana, Eswatini, Lesotho, Namibia and South Africa).
It is a free trade area which uses a common external tariff.
- **NAMIBIA-ZIMBABWE FTA**
A reciprocal agreement allowing for duty-free trade on goods that meet a minimum local content requirement of 25%.
- **SADC (Southern African Development Community)**
An intergovernmental organisation that facilitates duty-free trade for a vast majority of goods produced within the region.
- **AfCFTA**
A continental trade agreement covering 54 African countries, which aims for tariff elimination on 90% of goods.
- **SADC FTA (Free Trade Area)**
Tariff reductions on most goods within 16 Southern African countries.
- **EU-SADC EPA (Economic Partnership Agreement)**
Duty-free, quota-free access to the EU (Europe) for Namibian goods, subject to rules of origin.
- **AGOA (African Growth and Opportunity Act)**
Temporary unilateral US trade preferences for eligible African countries, including Namibia.
- **UK-SACU + Mozambique EPA (Economic Partnership Agreement)**
Preferential, duty-free access for Namibian goods into the UK.
- **SACU-MERCOSUR (Common Market of the South) PTA**
Promotes trade by reducing tariffs on over 1 000 product lines.
- **EFTA**
A free trade agreement framework that provides a preferential or duty-free market access for a range of goods, including certain agricultural and industrial products

APPENDIX B

EXPORT READINESS CHECKLIST

Criteria		Check
1.	Do you have consistent production capacity?	✓
2.	Can your product meet foreign quality standards?	✓
3.	Do you have financial resources to sustain exports?	✓
4.	Is your management committed to international markets?	✓
5.	Have you identified your target export markets?	✓
6.	Can your packaging and labelling be adapted?	✓
7.	Do you have staff with language and international skills?	✓
8.	Have you calculated export costs and pricing?	✓
9.	Are you familiar with export documentation requirements?	✓
10.	Do you have access to professional advice and networks?	✓



APPENDIX C

NAMIBIA'S EXPORT SUPPORT ECOSYSTEM

Institution	Expertise	Contact Details
Namibia Import & Export Office	Regulates trade policy, import-export procedures, and permits	Tel: +264 61 282 9111 Email: headquarters@mirco.gov.na / ed@mirco.gov.na
Namibia Trade Forum	Facilitates public-private dialogue on trade policy	Tel: +264 61 235 327 Email: ntfadmin@ntf.org.na
Business and Intellectual Property Authority (BIPA)	Business registration, trademarks, patents, industrial designs, and intellectual property protection	Tel: +264 61 299 4400 Website: www.bipa.na
Agricultural Trade Forum	Enhances agricultural production, processing, and trade coordination for members	Tel: +264 61 379 508 Email: info@atf.org.na
Namibia Chamber of Commerce and Industry	Advocates for a fair business environment and issues Non-Preferential Certificates of Origin	Tel: +264 61 228 809 Email: nccinfo@ncci.org.na
Namibian Agronomic Board	Regulates and issues permits for controlled agronomic products	Tel: +264 61 379 500 Email: nabdesk@nab.com.na
Department of Veterinary Services	Regulates and issues permits related to animal health and veterinary compliance	Tel: +264 61 208 7111 Email: DVS3@mawlr.gov.na / Secretary.CVO@mawlr.gov.na
Livestock and Livestock Products Board	Promotes and oversees livestock and livestock products trade	Tel: +264 61 275 830 Email: info@nammic.com.na
Namibia Standards Institution	Standards development, metrology, testing, certification, and inspection services	Tel: +264 61 386 400 Email: query@nsi.com.na
Namibia Investment Promotion and Development Board	Investment promotion, facilitation, and MSME development support	Tel: +264 83 333 8600 Email: info@nipdb.com
Standard Bank Namibia	Trade finance solutions	Tel: +264 61 294 2126 Email: CCCQueries@standardbank.com.na
Bank Windhoek	Trade finance solutions	Tel: +264 61 299 1200 Email: info@bankwindhoek.com.na
First National Bank Namibia	Trade finance solutions	Tel: +264 61 299 2222 Email: info@fnbnamibia.com.na
Nedbank Namibia	Trade finance solutions	Tel: +264 81 959 2222 Email: ServicePlus@Nedbank.com.na
Namibia Logistics Association	Represents, coordinates, and advances logistics, freight, and clearing services	Tel: +264 61 411 100 Email: secgen@nla.org.na

APPENDIX D

SELECTED NAMIBIAN EMBASSIES AND FOREIGN OFFICES THAT PROVIDE ASSISTANCE TO EXPORTERS

Institution	Expertise	Contact Details
Namibian Embassies and High Commission Offices Abroad	Diplomatic missions supporting trade and investment promotion through MIRT headquarters	Tel: +264 61 282 9111 Email: headquarters@mirco.gov.na
Embassy of the Republic of Namibia to the People's Republic of China	Commercial Officer support	Tel: +86 10 6532 2211 Email: beijing@mirco.gov.na
High Commission of the Republic of Namibia to South Africa	Commercial Officer support	Tel: +27 12 481 9100 Email: secretary@namibia.org.za / pretoria@mirco.gov.na
Embassy of the Republic of Namibia to the United States of America	Commercial Officer support	Tel: +1 202 986 2007 Email: Washington@mirco.gov.na
Embassy of Namibia to Belgium	Commercial Officer support	Tel: +32 2 771 1410 Email: brussels@mirco.gov.na
Embassy of Namibia to Switzerland	Commercial Officer support	Tel: +41 22 78 66282 Email: geneva@mirco.gov.na
Embassy of Namibia to Germany	Commercial Officer support	Tel: +49 30 254 0950 Email: info@namibia-botschaft.de / berlin@mirco.gov.na



APPENDIX E

EXPORT GLOSSARY

Air Waybill (AWB): An air waybill, also known as a consignment note, dispatch note or waybill, is a contract between the shipper and the carrier. It provides key information for the shipper and is also used for tracking the shipment and contains barcodes to identify the shipment electronically.

Bill of Lading (B/L or BOL): This is a vital legal document issued by a carrier to a shipper. It serves as a receipt for the cargo, a contract for the transport of goods, and a document of title that proves ownership of the shipment

Certificate of Origin (COO): A document that confirms where the goods were produced. It is used by customs to determine applicable duties and whether the goods qualify for preferential tariffs under trade agreements.

Commercial Invoice: This is an invoice issued by the exporter for customs clearance and payment. It includes key transaction details like price, buyer/seller information and goods description.

Customs-Bonded Warehouse: A secure facility where imported goods can be stored without paying duties until they enter the domestic market.

Customs Declaration: An official document submitted to customs authorities detailing the nature, value and origin of goods being imported or exported.

E-Commerce: The buying and selling of goods and services over the Internet including cross-border transactions.

Export Licence: A government-issued document authorising the export of specific goods, often required for controlled or sensitive items.

Freight Forwarder: An agent who coordinates the logistics of international shipping on behalf of exporters including documentation and transportation.

Insurance Certificate: A document issued by an insurer confirming insurance coverage for goods in transit.

Letter of Credit (LC): This is a bank-issued document that guarantees a seller will receive their payment on time and in the correct amount.

Packing List: A document that details the contents of a shipment including quantity, weight and packaging. It is used for customs clearance, shipment verification and handling during transport.

Pro Forma Invoice: This is a preliminary bill of sale sent by a seller to a buyer before goods or services are delivered. It outlines the anticipated costs, items and delivery details, serving as a good-faith estimate rather than an official demand for payment.

Tariff: A government-imposed tax on imported (and occasionally exported) goods. Tariffs can be specific (a fixed fee per unit), ad valorem (a percentage of the value), or a combination of both. See <https://etariff.namra.org.na/>

Ministry of International Relations and Trade (MIRT)

Address: Parliament Buildings, Theo Ben Gurirab, 13347, Robert Mugabe Ave, Windhoek
Phone Number: +264 61 282 9111 | Private Bag 13299, Windhoek, Namibia

Namibia Investment Promotion and Development Board (NIPDB)

Address: Cnr Garten Street, and Dr. A.B. May Street, Windhoek
Phone Number: +264 83 333 8600 | Email: info@nipdb.com | www.nipdb.com

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