

## Boosting Opportunities to Invest and Trade

# Namibia



### Hub Target Markets

The Southern Africa Trade and Investment Hub is based in Pretoria, South Africa and Gaborone, Botswana, with resident advisors in Malawi and Zambia.

The program works with eight Southern Africa Development Community member states: Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland and Zambia. The Hub is exploring potential activities in Angola, Democratic Republic of the Congo and Zimbabwe.

The Hub also works closely with the Southern African Development Community (SADC) on regional trade policy and engages private and public sector organizations, business and industry associations, and international financial institutions.

## Southern Africa Trade and Investment Hub

The United States Agency for International Development (USAID) Southern Africa Trade and Investment Hub (the Trade and Investment Hub) engages with partners across Southern Africa to deepen regional economic integration, promote two-way trade with the U.S. under the African Growth and Opportunity Act (AGOA), and attract investment that drives commercial expansion within the region and to global markets.

Building a vibrant, broad-based and export-oriented private sector, encouraging the diversification of exports beyond natural resources, and promoting a governing environment that is conducive to business fosters resilience among Southern African economies while also fueling demand for U.S. goods and services.

### Trade and Investment Projects in Namibia

*In Namibia, the Hub is supporting economic diversification, job creation and fostering a business environment conducive to trade and investment. The Hub implements activities in four critical areas:*

- **Finance and Investment**  
*Accelerating U.S. and international investment to businesses to promote strategic value chains and grow international trade links*
- **Export Competitiveness**  
*Helping companies to leverage AGOA to increase exports to the U.S.*
- **Enabling Environment and Trade Facilitation**  
*Fostering transparent, reliable, efficient and cost-effective trade policies and related infrastructure*
- **Agribusiness**  
*Increasing the competitiveness of agricultural value chains for export through investment, technology transfer, and greater private sector participation*



## Core Activities in Namibia

### Finance and Investment

- Assessing investment opportunities and providing transaction support to financial institutions and businesses investing in Namibia
- Collaborating with financial institutions to improve access to finance for small businesses, including the development of the warehouse receipts system

### Export Competitiveness

- Promoting greater utilization of the African Growth and Opportunity Act (AGOA)
- Promoting women-owned and small- and medium-sized enterprises (SMEs) to increase potential as exporters
- Assessing the potential of export-ready companies in key sectors, including accessories, apparel and specialty foods
- Linking strong, export-oriented companies to international exporter directories, trade shows, and online platforms

### Enabling Environment and Trade Facilitation

- Providing technical assistance to develop the Namibia National Single Window and to relevant regulatory agencies to simplify trade clearance
- Supporting the enactment of the revised Customs Act and Excise Act provisions
- Strengthening compliance with the World Trade Organization (WTO) Trade Facilitation Agreement (TFA) and SADC trade protocols related to sanitary and phytosanitary measures and transparency provisions

### Agribusiness

- Encouraging grain producers' compliance with regional grades and standards
- Supporting the export of high value products including including wool and other agricultural and fish products
- Facilitating agribusinesses' access to combing and carding technology for wool processing

## History of the Hub in Southern Africa

The United States Agency for International Development (USAID) launched the current, fourth generation Southern Africa Trade and Investment Hub in October 2016. The Trade and Investment Hub is a flagship regional initiative closely aligned with sister projects headquartered in Accra, Ghana (the West Africa Trade and Investment Hub) and Nairobi, Kenya, (the East Africa Trade and Investment Hub).



#### USAID/Southern Africa

100 Totius Street  
Groenkloof  
Pretoria, South Africa  
[usaid.gov/southern-africa-regional](http://usaid.gov/southern-africa-regional)

#### Trade and Investment Hub

[satihub.com](http://satihub.com)  
[info@satihub.com](mailto:info@satihub.com)

#### Pretoria Hub Office

The Corner Office  
410 Lynwood Road  
Pretoria,  
South Africa

#### Gaborone Hub Office

Unit 16 C & D  
i Towers North  
CBD Gaborone  
Botswana