



Namibia Trade Opportunity Report

20
23



Please consider the environment
before printing this document.



TABLE OF CONTENTS

Introduction

What does Namibia export globally? 01

Namibia's current intra-Africa trade 02

Current top sources of commodities
Namibia exports 04

What trade opportunities exist? 05

Trade opportunities by regional
economic communities 15

Highlight of special commodities 19

Appendix: 22

About SCI Trade

INTRODUCTION

The African continent, known for its abundant natural resources and vibrant economies, holds a significant position in the global commodities trade. According to the United Nations Conference on Trade and Development (UNCTAD, 2021), Africa contributed more than 21% of the world's mineral exports in 2020, making it a substantial player in the global commodity market. Africa serves as a major supplier of commodities such as gold, platinum, diamonds, copper, and oil, making it a crucial hub for global trade (World Bank, 2021). Additionally, Africa plays a significant role in the global trade of goods like cocoa, coffee, tea, and various cash crops (African Development Bank, 2020). However, Africa faces several challenges in the commodity trade despite its abundant resources. Inadequate infrastructure, including insufficient energy and transportation systems, hinders production and distribution within the continent (World Economic Forum, 2021). Furthermore, trade restrictions, bureaucratic red tape, and inconsistent regulatory frameworks pose obstacles to both intracontinental and international commerce (African Union, 2019). To fully capitalise on its potential in the global commodity trading market, Africa needs to address these issues.

Although approximately 85% of Africa's merchandise is exported to other continents (African Union, 2018), Africa's share in global trade remains negligible, accounting for only 2.7% compared to the developing Asian region's 34% share of global merchandise (UNCTAD, 2019). Moreover, a small number of countries dominate Africa's share of global trade, with five countries accounting for 60% of this trade based on UNCTAD data from 2014 to 2017. This highlights the limited intra-African trade and the marginal participation of most African countries in international trade. The literature presents mixed evidence regarding the benefits of economic integration, such as the African Continental Free Trade Agreement (AfCFTA). However, some experts suggest that the AfCFTA has the potential to increase intra-African trade by approximately 19% (Geda and Yimer, 2019). Similarly, Nwankwo & Ajibo, (2020) stated that the AfCFTA will promote socio-economic development in Africa by liberalising intra-African trade in goods and services. In the same vein, (Saygili et al., 2018) noted that if properly explored and implemented, the AfCFTA could lead to significant trade liberalisation in the long run.

To leverage the opportunities brought about by the AfCFTA, a pairwise Product Opportunity Index was constructed, considering factors like social connectedness and the intersection of export-import commodities for each African country. The index identifies and recommends top countries for a particular African country to consider exporting specific commodities to, under the AfCFTA trading terms. The African Continental Free Trade Area is a milestone for future continental unity, regional integration and deeper economic ties. (Parshotam, 2018).

¹ <https://designlab.cchub.africa/>

² <https://www.scitrade.africa/>

The focus of this report on Namibia centres around the top five non-industrial exportable products or commodities with little to no entry barriers, using data from 2021. The report highlights opportunities for Namibia within African countries for five commodities (non-fillet frozen fish, bovine, beer, salt, and tomatoes). Although Namibia has the capacity to export approximately 874 products, the Product Opportunity Index (POPI) designed by CcHUB is used to identify the top five African countries for each commodity. The selection criteria prioritise new opportunities and ease of doing business facilitated by the AfCFTA outside of the Southern Africa regional economic area. However, all countries within the region that Namibia can commercially export these products to are also identified.

The report also emphasises the unique economic opportunities and trade potential for Namibia in tourism, the creative economy, and technology. Despite strong trade relationships within the Southern Africa region, Namibia has significant opportunities for trade with other regions, particularly countries with which it has strong social connections. The index utilises Facebook's Social Connectedness Index and commodity intersections for each African country through pairwise analysis. The SCI-Trade platform² provides further information on opportunities based on country or commodity.

01 WHAT DOES NAMIBIA EXPORT GLOBALLY?

Namibia is a significant player in the global commodities market, with a diverse range of exports contributing to its economic growth. Diamonds are the country's leading commodity export, representing 19.54% of total exports at the value of (922,289,929 USD), followed by radioactive chemicals at 12.70% at the value of (599,369,942 USD). Namibia's diamond industry benefits from extensive reserves and a well-established mining sector, while its radioactive chemicals cater to global demand (Munier, 2016; Namibian Ministry of Mines and Energy, 2021). Notably, Namibia ranks 16th globally in diamond exports, with Botswana, the United Arab Emirates, Belgium, the United States, and Singapore being key destinations (OEC, 2021). Raw copper is another significant export, contributing 11.35% to total exports at the value of (535,446,120 USD) supported by the growing mining sector. Gold also holds a notable position, accounting for 9.24% of exports at a value of (435,811,350 USD) resulting from both large-scale and artisanal mining (International Trade Administration, 2022). These commodities showcase Namibia's economic diversification and ability to meet global demand. Additionally, fish fillets make up a significant portion of Namibia's global exports, accounting for 6.93% of total exports at the value of (327,172,449 USD). Namibia's coastal location and abundant marine resources enable a thriving fishing industry, with fish fillets finding their way to markets worldwide. Spain, Italy, South Africa, France, and the Netherlands are the main destinations for Namibia's fish fillet exports (Barnes et al., 2021; OEC, 2021).

Namibia's export profile extends beyond the global market, with a significant presence in intra-African trade. Within Africa, Namibia exports a range of commodities (non-fillet frozen fish, bovine, beer, salt and tomatoes) contributing to regional economic cooperation and integration. These commodities contribute to Namibia's trade relationships with other African countries, promoting regional economic development and integration. The commodities will be expanded upon in the next section of the report.

Through intra-African trade, Namibia harnesses its strengths in various industries to forge partnerships and strengthen economic ties within the continent. Namibia's commodity exports not only drive its economic growth but also foster regional and international trade partnerships and solidify its position in the local and the global market (Mushendami, 2010) and (Kalumbu, & Sheefeni, 2014).

FIG 1: What Namibia exports globally¹

COMMODITY	VOLUMES/TRADE AMOUNT(S)	PERCENT
Diamonds	922,289,929	19.54%
Radioactive chemicals	599,369,942	12.70%
Raw Copper	535,446,120	11.35%
Gold	435,811,350	9.24%
Fish Fillets	327,172,449	6.93%
Others	1,898,760,773	40.24%

¹ https://oec.world/en/visualize/tree_map/hs92/export/nga/all/show/2019/

02 NAMIBIA'S CURRENT INTRA-AFRICA TRADE

Namibia participates significantly in intra-African trade in addition to global trade. The table below shows some of the major goods that Namibia trades with other African nations, highlighting its active involvement in regional trade alliances.

Non-fillet frozen fish is one of the main commodities traded within Africa by Namibia, with a trade volume of (\$211,036,838 USD). Due to its coastal location and thriving fishing industry (Albert, 2008), Namibia is able to supply neighbouring African countries with high-quality fish products, promoting regional trade and cooperation in the fisheries industry. The top two neighbouring African nations to which Namibia sells its non-fillet frozen fish are Zambia and South Africa. Namibia exported (\$13.8 million) worth of non-fillet frozen fish in 2021, ranking 70th in the world for non-fillet fresh fish exports, according to OEC (2021). Non-fillet Frozen Fish ranked 3rd with over (236M USD) as Namibia's 3rd most popular export in the same year. Zambia (\$133k) and South Africa (\$621k) are Namibia's two top African export markets for non-fillet fresh fish. (zambia 40 %, 19% to Mozambique, 15 % to south africa, zim and benin combined about 5%). It is very important to note that Benin can actually take more non-fillet frozen fish from Namibia that it currently imports.

Similarly, Bovine products play a significant role in Namibia's intra-African trade, with a (72,399,987 USD) trade volume. Namibia's cattle industry, which is renowned for producing high-quality beef, helps the nation's exports within the African continent by meeting the demand for products made from cows in surrounding markets (Chiriboga et.al, 2008). Cattle production in Namibia is set to reach 1.6 million heads by 2026. This is an increase of 0.7% from 2021, when the country had 1.5 million heads (Report Linker, 2022). The neighbouring countries where Namibian bovine products go mostly are South Africa (95 %) and Angola (over 4 %) and the remaining to Botswana, Zambia and Zimbabwe (1%) according to ReportLinker (2022).

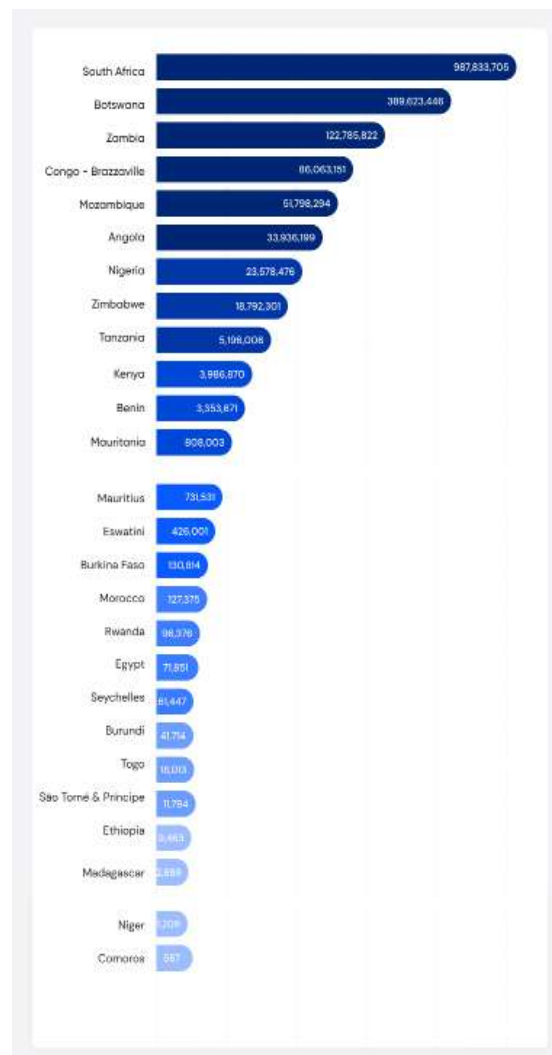
Another important item in Namibia's intra-African trade is beer, a popular beverage in many African Southern Africa nations. Namibia's breweries cater to the preferences and tastes of consumers throughout the region with a trade volume of (67,524,777 USD), facilitating cross-border trade partnerships and fostering economic integration. Currently Namibia Breweries Limited exports 60% of its production to South Africa and 22 other countries world-wide (Namibia Breweries Limited, 2022). Other companies that produce beer in Namibia are Namib Dunes Brewery with a total of 6 beer product count, Camelthorn Brewing Co. (NBL) with a total of 12 beer product count, Skeleton Coast Brewery with 1 beer product, the Beer Barrel Brewery with a total of 5 beer product count and Tholch-Brew with 2 beer products. Namibia also participates in the intra-African salt trade, with a total trade value of 39,436,929 USD. Huge salt pans in Namibia serve as a valuable resource for surrounding nations, meeting their needs for salt and promoting regional trade in this crucial commodity. Namibia Exports of salt, pure sodium chloride, sea water to Swaziland was US\$2.88 Thousand during 2019, according to the United Nation COMTRADE database on international trade. In conclusion, with a total export volume of 4,511,209 USD tomatoes, the tomato industry in Namibia has experienced remarkable growth in recent years, fueled by favourable climatic conditions, advanced farming techniques, and the dedication of local farmers (Gwebu & Matthews, 2018).

Namibia's trade in non-fillet frozen fish, beef products, beer, salt, and tomatoes is an excellent example of the nation's dedication to regional trade alliances and its contribution to the expansion and development of neighbouring African countries.


























FIG 2: Top 5 commodities using export value but with no barrier to market entry

COMMODITY	VOLUMES/TRADE AMOUNT(\$)
Non-fillet Frozen Fish	211,036,838
Bovine	72,399,987
Beer	67,524,777
Salt	39,436,929
Tomatoes	4,511,209

FIG 3: Countries Namibia is currently trading with



03 CURRENT TOP SOURCES OF COMMODITIES NAMIBIA EXPORTS

TOP COMMODITIES IN NAMIBIA	TOP COUNTRIES IN AFRICA IMPORTING THE COMMODITY	VALUE (\$) OF THE COMMODITY THE COUNTRY IMPORTS	CURRENT TOP SOURCE OF THE COMMODITY FOR IMPORTING COUNTRY
Non-fillet frozen fish	 Nigeria	614,441,304	Netherlands - 27.4%
	 Cote d'Ivoire	552,834,243	Senegal - 27.6%
	 Egypt	351,361,888	Norway - 44.8%
	 Mauritius	222,965,202	Chinese Taipei - 22.2%
	 Ghana	195,134,226	Peru - 11.8%
Bovine	 Egypt	614,441,304	Netherlands - 27.4%
	 South Africa	552,834,243	Senegal - 27.6%
	 Algeria	351,361,888	Norway - 44.8%
	 Libya	222,965,202	Chinese Taipei - 22.2%
	 Morocco	195,134,226	Peru - 11.8%
Beer	 South Africa	614,441,304	Netherlands - 27.4%
	 Burkina Faso	552,834,243	Senegal - 27.6%
	 Equatorial Guinea	351,361,888	Norway - 44.8%
	 Zambia	222,965,202	Chinese Taipei - 22.2%
	 Botswana	195,134,226	Peru - 11.8%
Salt	 Nigeria	614,441,304	Netherlands - 27.4%
	 Uganda	552,834,243	Senegal - 27.6%
	 South Africa	351,361,888	Norway - 44.8%
	 Zambia	222,965,202	Chinese Taipei - 22.2%
	 Zimbabwe	195,134,226	Peru - 11.8%
Tomatoes	 Mauritania	614,441,304	Netherlands - 27.4%
	 Libya	552,834,243	Senegal - 27.6%
	 South Africa	351,361,888	Norway - 44.8%
	 Botswana	222,965,202	Chinese Taipei - 22.2%
	 Somalia	195,134,226	Peru - 11.8%

04 WHAT TRADE OPPORTUNITIES EXIST?

We project what trade opportunities exist based on the following trade conditions:

- Expectations that trading on the basis of AfCFTA will increase intra-African trade
- Evidence that countries' social ties can influence their trade
- Availability of export commodities from Namibia in relation to the imports of each other country in Africa

The SCI-TRADE model presents Opportunities Index⁴ for Namibia within the Free Trade Area, as

We focus on the top five countries outside the region (Southern Africa) to take advantage of opportunities brought about by AfCFTA, and those countries are selected by our *Product Opportunity Index (POPI)*.

We highlight all the countries within the range of the recommended top 5 by identifying countries within the region where Namibia can commercially export the product.

Top recommended commodities Namibia can commercially export using POPI

Commodity 1: NON-FILLET FROZEN FISH

Namibia has a significant opportunity to explore the trade potential of exporting non-fillet frozen fish. With its pristine coastline and thriving fishing industry, Namibia can establish itself as a reliable supplier of high-quality frozen fish products (Nat, 2016).

Trade Potential in Central Africa - (Congo- Brazzaville and Congo - Kinshasa)

Namibia can tap into the Central African market for non-fillet frozen fish exports. According to the Product Opportunity Index, Congo - Brazzaville and Congo - Kinshasa are prominent countries in this region, with scores of 91.49 and 88.91, respectively. These countries exhibit a strong demand for frozen fish products due to their geographical proximity to the coast and a growing population with an increasing appetite for seafood (Tchomba et.al, 2020). Through the establishment of trade partnerships with Central African countries, Namibia can supply them with a steady stream of non-fillet frozen fish, meeting their demand for seafood products and contributing to their economic growth.

Trade Opportunities in Western Africa - (Ghana, Côte d'Ivoire, and Nigeria)

Western Africa presents another promising trade opportunity for Namibia's non-fillet frozen fish exports. Ghana, Côte d'Ivoire, and Nigeria, with Product Opportunity Index scores of 89.99, 87.31, and 86.85 respectively, have a growing demand for seafood products (Zhou & Staats, 2016). These countries boast a vibrant culinary culture and a significant consumer base, creating a favourable market for Namibia's frozen fish (Alhassan et.al, 2013) and (Dauda et.al 2016). Leveraging its abundant fish resources, Namibia can position itself as a trusted supplier of non-fillet frozen fish to Western African countries. Establishing trade partnerships with these nations will not only expand Namibia's export market but also promote economic cooperation and cultural exchange between the two regions.

Trade Opportunities within Southern Africa - (Angola, South Africa, and Zambia)

Namibia can also explore trade opportunities for non-fillet frozen fish within the Southern Africa region. Angola, South Africa, and Zambia, with Product Opportunity Index scores of 91.82, 90.99, and 90.95 respectively, exhibit a strong demand for seafood products due to their coastal regions and growing economies (Mussa et.al., 2017). If Namibia can capitalise on its proximity and efficient logistical networks with these countries, it can establish trade channels for effective trade of non-fillet frozen fish.

Fig 1: Top 5 African countries by POPI that import Non-fillet frozen Fish that Namibia produces/exports

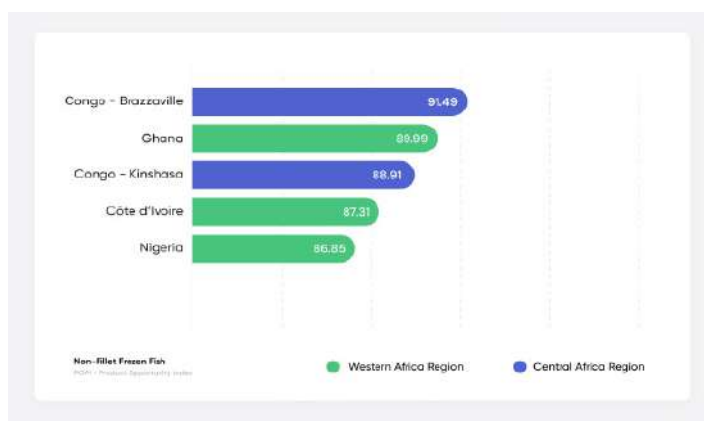
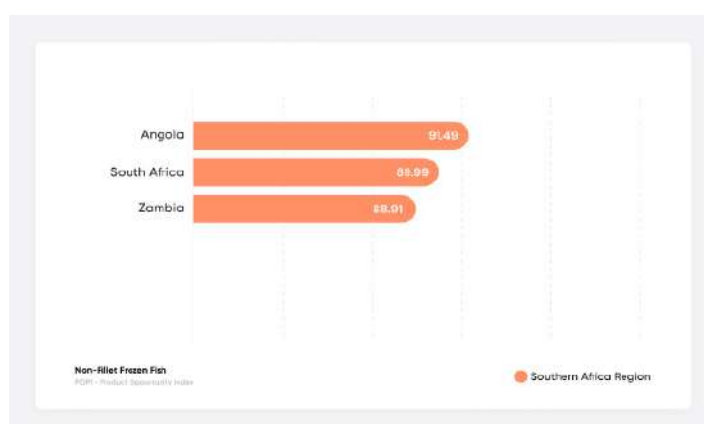


Fig 2: Top African countries in the same region that import Non-fillet frozen Fish that Namibia produces/exports



Commodity 2: BOVINE

Namibia, renowned for its extensive livestock farming and favourable climatic conditions, holds significant potential for the export of bovine products (Naziri et.al 2015). With its vast grazing lands and high-quality livestock, Namibia can establish itself as a reliable supplier of bovine products.

Trade Potential in Central Africa - (Congo - Kinshasa)

Namibia can tap into the Central African market for bovine exports. According to the Product Opportunity Index, Congo - Kinshasa is a prominent country in this region, with a score of 83.9. With a growing population and an increasing demand for high-quality meat, Congo - Kinshasa presents a favourable market for Namibia's bovine products to reduce the defaunation happening in the country due to heavy pressure on bush meats (Mbetete et.al, 2011). By establishing trade partnerships with Central African countries, Namibia can meet the demand for bovine products, contribute to the region's food security, and enhance economic ties between the two nations.

Trade Opportunities in Eastern Africa - (Kenya)

Eastern Africa also offers potential trade opportunities for Namibia's bovine exports. Kenya, with a Product Opportunity Index score of 79.87, showcases a growing demand for quality meat products. Kenya's population, economic growth, and evolving dietary preferences create a favourable market for Namibia's bovine exports especially cow and goat meat. (Juma et.al 2010). Namibia can leverage its expertise in livestock management and meat processing to cater to Kenya's demand for high-quality bovine products. By establishing strong trade networks and ensuring efficient logistics, Namibia can meet Kenya's requirements and build a mutually beneficial trade relationship.

Trade Opportunities in Northern Africa - (Libya, Algeria, and Egypt)

Northern Africa presents a promising market for Namibia's bovine exports. Libya, Algeria, and Egypt, with Product Opportunity Index scores of 79.56, 78.9, and 78.2 respectively, demonstrate a growing demand for quality meat products. These countries have a substantial consumer base and a thriving food and hospitality industry (Agwa et.al 2017) and (Buzgeia et.al, 2021). By capitalising on this opportunity, Namibia can meet the demand for bovine products and contribute to the region's food security while strengthening economic ties.

Trade Opportunities within Southern Africa - (South Africa, Angola, Zimbabwe, Mozambique, and Zambia)

Namibia can also explore trade opportunities for bovine exports within the Southern Africa region. South Africa, Angola, Zimbabwe, Mozambique, and Zambia, with Product Opportunity Index scores of 92.28, 89.53, 87.04, 80.71, and 80.23 respectively, exhibit a strong demand for quality bovine products. With its abundant grazing lands and expertise in livestock farming, Namibia can cater to the growing demand for bovine products in the Southern African market.

Fig 3: Top 5 African countries by POPI that import Bovine that Namibia produces/exports

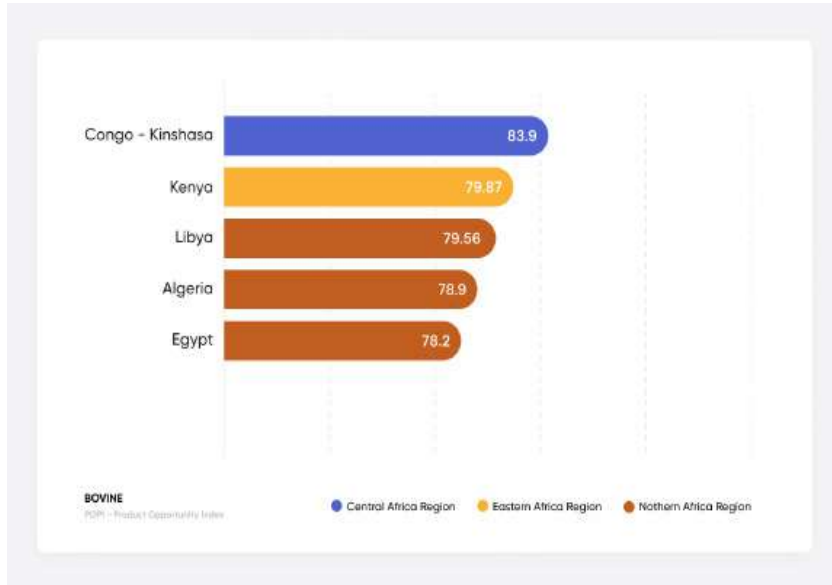
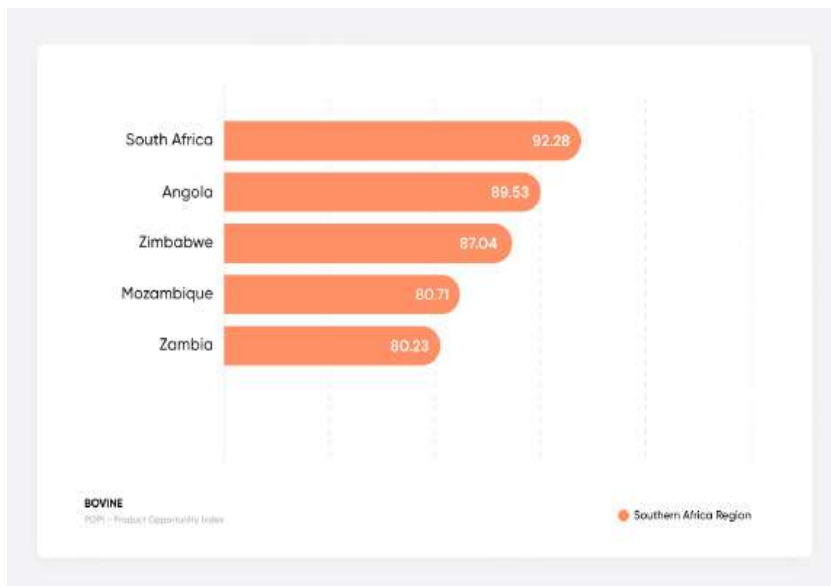


Fig 4: Top countries in the same region that import Bovine that Namibia produces/exports



Commodity 3: BEER

Namibia, known for its brewing traditions and high-quality ingredients, has a significant opportunity to explore the trade potential of exporting beer (Naziri et.al, 2015). With its pristine water sources and favourable climate, Namibia can establish itself as a reputable supplier of beer products.

Trade Potential in Central Africa - (Congo - Brazzaville, Congo - Kinshasa, and Equatorial Guinea)

Namibia can tap into the Central African market for beer exports. According to the Product Opportunity Index, Congo - Brazzaville, Congo - Kinshasa, and Equatorial Guinea are prominent countries in this region, with scores of 87.59, 85.21, and 84.97 respectively. These countries exhibit a strong demand for beer products due to their growing urban population and evolving consumer preferences (Jernigan & Babor, 2015). Namibia's competitive advantage lies in its brewing expertise and the use of high-quality ingredients (Donadini & Spigno, 2021). By establishing trade partnerships with these countries, Namibia can supply them with a diverse range of beer products, catering to their demand for quality beverages and contributing to the growth of the regional beer market.

Trade Opportunities in Western Africa - (Cape Verde and Guinea-Bissau)

Western Africa presents another promising trade opportunity for Namibia's beer exports. Cape Verde and Guinea-Bissau, with Product Opportunity Index scores of 83.6 and 83.13 respectively, demonstrate a growing demand for beer products. These countries boast a vibrant tourism industry and a rising middle class with an increasing preference for quality beverages (López-Guzmán et.al, 2013). Namibia can leverage its brewing heritage to establish itself as a trusted supplier of beer products in this region. By forging trade relationships with these nations, Namibia can contribute to their hospitality sector, promote cultural exchange, and enhance economic ties between the two regions.

Trade Opportunities in Northern Africa - (Libya, Algeria, and Egypt)

Northern Africa presents a promising market for Namibia's bovine exports. Libya, Algeria, and Egypt, with Product Opportunity Index scores of 79.56, 78.9, and 78.2 respectively, demonstrate a growing demand for quality meat products. These countries have a substantial consumer base and a thriving food and hospitality industry (Agwa et.al 2017) and (Buzgeia et.al, 2021). By capitalising on this opportunity, Namibia can meet the demand for bovine products and contribute to the region's food security while strengthening economic ties.

Trade Opportunities within Southern Africa - (Botswana, South Africa, Zambia, Zimbabwe, Mozambique, Angola, and Eswatini)

Namibia can also explore trade opportunities for beer exports within the Southern Africa region. Botswana, South Africa, Zambia, Zimbabwe, Mozambique, Angola, and Eswatini, with Product Opportunity Index scores ranging from 93.63 to 83.58, exhibit a strong demand for beer products. With its rich brewing tradition and high-quality ingredients, Namibia can cater to the diverse beer preferences of Southern African countries. security while strengthening economic ties.

Fig 5: Top 5 African countries by POPI that import Beer that Namibia produces/exports

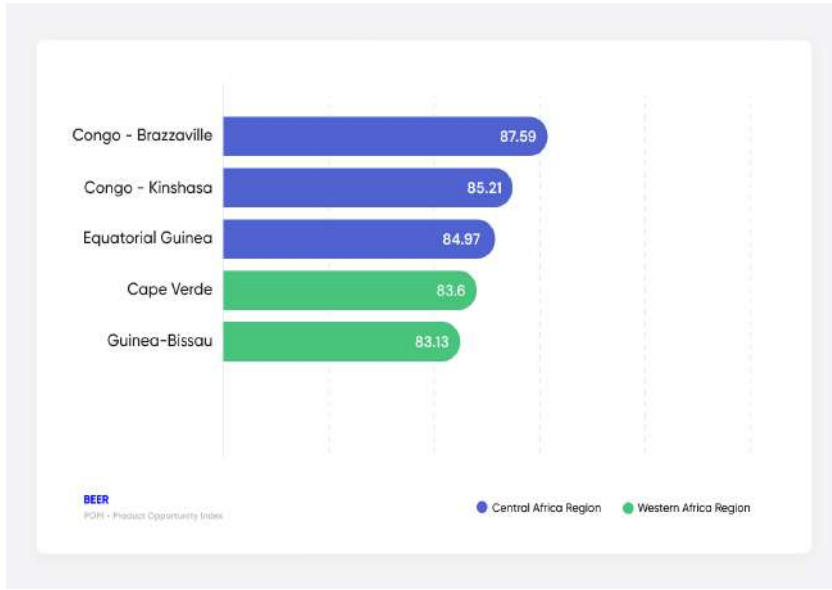
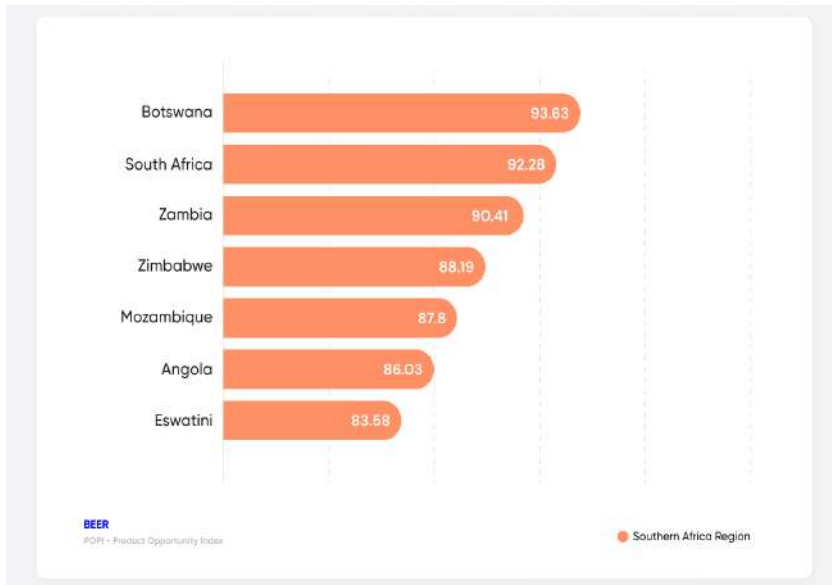


Fig 6: Top countries in the same region that import Beer that Namibia produces/exports



² Africa's Investment Gateway. AfCFTA: Intra-trading as the future of African economies. (2020)

³ Facebook: Social Connectedness Index Data. August, (2020)

Commodity 4: SALT

Namibia, endowed with vast salt pans and a favourable coastal location, possesses significant trade opportunities in the export of salt (Milewski et.al, 2017). With its abundant salt resources and high-quality production methods, Namibia can establish itself as a reliable supplier of salt products.

Trade Potential in Central Africa - (Congo - Brazzaville and Congo - Kinshasa)

Namibia can tap into the Central African market for salt exports. According to the Product Opportunity Index, Congo - Brazzaville and Congo - Kinshasa are prominent countries in this region, with scores of 87.48 and 87.27, respectively. These countries exhibit a strong demand for salt due to their diverse industries, a growing population and a malnutrition/mineral deficiencies issue that has existed in Congo - Kinshasa for years (Ulimwengu et.al 2021). Namibia's competitive advantage lies in its extensive salt pans (Milewski et.al 2017). By establishing trade partnerships with Central African countries, Namibia can meet their demand for salt, contribute to their industrial and agricultural sectors, and strengthen economic ties between the nations.

Trade Opportunities in Eastern Africa - (Uganda)

Eastern Africa presents a promising market for Namibia's salt exports. Uganda, with a Product Opportunity Index score of 87.25, showcases a growing demand for salt products. Uganda's agricultural sector, food processing industry, and expanding population create a favourable market for Namibia's salt exports. Namibia's abundant salt resources and commitment to quality can position it as a reliable supplier of salt products in Eastern Africa. By forging trade relationships with Uganda and other Eastern African countries, Namibia can contribute to their food security, support their industrial activities, and enhance economic cooperation in the region.

Trade Opportunities in Western Africa - (Nigeria and Côte d'Ivoire)

Western Africa also offers significant trade opportunities for Namibia's salt exports. Nigeria and Côte d'Ivoire, with Product Opportunity Index scores of 85.08 and 84.86 respectively, demonstrate a strong demand for salt products. Namibia's vast salt reserves and commitment to sustainable extraction methods can position it as a preferred supplier of salt products in Western Africa.

Trade Opportunities within Southern Africa - (Zimbabwe, Angola, South Africa, Zambia, Mozambique, Malawi, and Botswana)

Namibia can also explore trade opportunities for salt exports within the Southern Africa region. Zimbabwe, Angola, South Africa, Zambia, Mozambique, Malawi, and Botswana, with Product Opportunity Index scores ranging from 93.97 to 85.79, showcase a strong demand for salt products. With its abundant salt resources and advanced production techniques, Namibia can cater to the diverse salt requirements of these Southern African countries.

⁴ Ranking of Social Connectedness Index adapted from Facebook SCI index = ... combined with commodities intersection for the country = Number of exportable products from country i / Number of products imported by country j

Fig 7: Top 5 African countries by POPI that import Salt that Namibia produces/exports

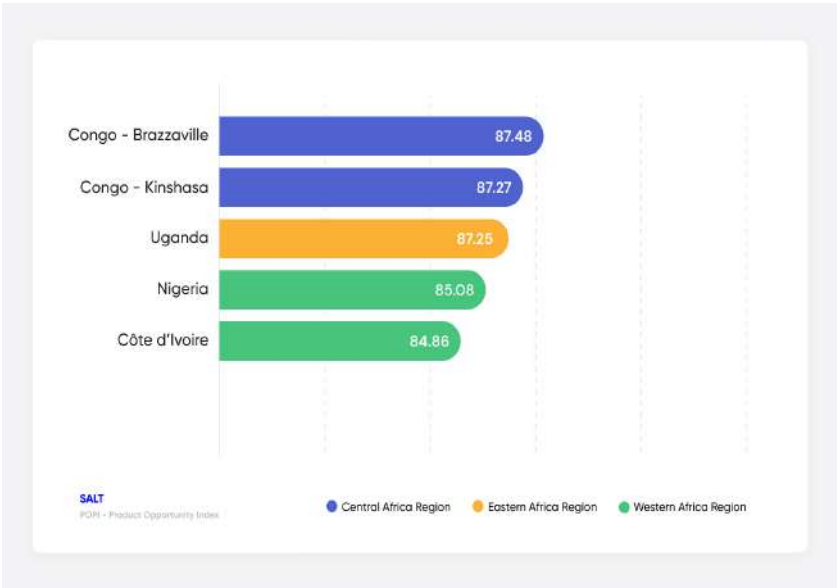
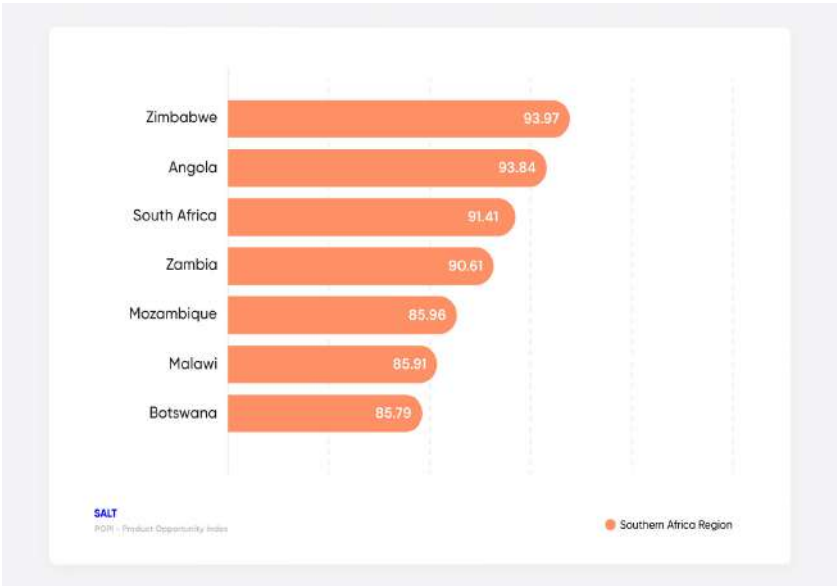


Fig 8: Top countries in the same region that import Salt that Namibia produces/exports



Commodity 5: TOMATOES

Namibia's thriving tomato industry presents significant trade opportunities for the country to sell its produce to various African countries. Among the nations listed, Ghana, Senegal, Cape Verde, Seychelles, and Mauritania show promising potential for Namibia's tomato exports..

Trade Opportunities in Western Africa (Ghana, Senegal and Cape Verde)

Ghana offers a highly favourable market for Namibia's tomato exports. With a high Product Opportunity Index of 89.55, it indicates a strong demand and market readiness for tomatoes. The work of Robinson & Kolavalli, (2010) spoke to the epileptic productivity of the Tomato value chain in Ghana and how external support would be needed. Melomey et.al (2019) also noted that the Tomato value chain in Ghana needs a development adjustment program because of low supply and high demand of tomatoes. This situation creates a great opportunity for trade of tomato between Namibia and Ghana. Establishing trade partnerships with Ghanaian distributors and retailers can help ensure a consistent supply of high-quality Namibian tomatoes to meet the growing demand.

Furthermore, Senegal, presents a significant trade opportunity for Namibia's tomato exports with a product opportunity index of 87.57. There have been discussions on food fortification in Senegal lately due to malnutrition that emanates from low quality farm produce (Abdoulaye & Manus, 2018). While Senegal works on its food security and standards, it can in the immediate start tapping into trade opportunities for the importation of food from other Africa countries (Maertens & Swinnen, 2006). Leveraging the existing trade networks or collaborating with local distributors can help Namibian tomato exporters establish a foothold in Senegal's market and supply high-quality tomatoes to meet the needs of the growing population. Cape Verde is another west African country that provides a promising market for Namibia's tomato exports with a product opportunity index of 86.76. With its Product Opportunity Index indicating favourable conditions, Namibian farmers can explore opportunities to establish trade ties with Cape Verdean importers and retailers. Cape Verde's reliance on imported fruits and vegetables due to limited domestic production creates an avenue for Namibian tomatoes to fill this gap (Brilhante et.al, 2021).

Trade Opportunities in Eastern Africa (Seychelles)

The Seychelles presents an attractive market for Namibian tomato exports with a trade opportunity index of 86.59. Although geographically distant, the Seychelles relies heavily on imports to meet its fresh produce requirements (Hardy, 2021). There are also issues of low agricultural activities in the Seychelles, a situation which presents a great opportunity for trade between Namibia and the Seychelles.

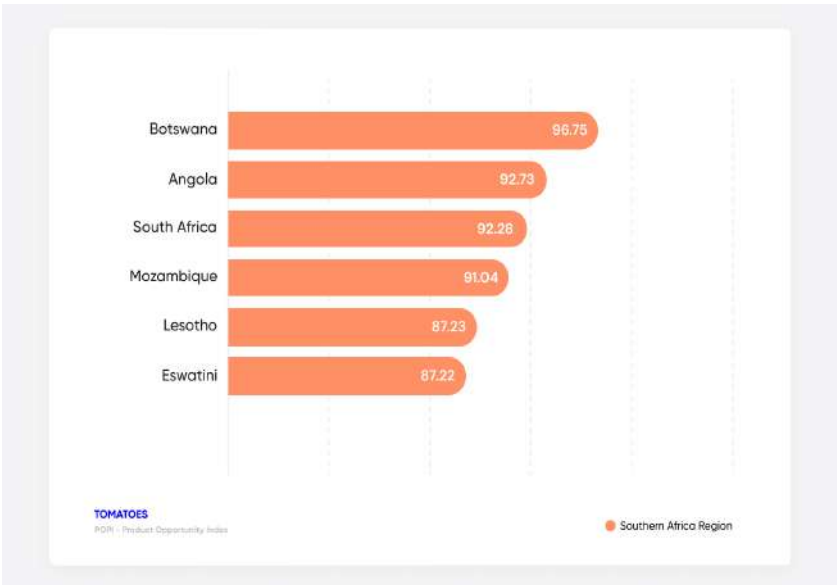
Trade Opportunities in Northern Africa (Mauritania)

Mauritania offers trade opportunities for Namibia's tomato exports with a trade opportunity index of 86.49. Mauritania's reliance on imports to meet its food demand, coupled with its growing population, creates a market for Namibian tomatoes. By leveraging existing trade routes and establishing distribution networks, Namibian exporters can introduce their produce to Mauritanian consumers and provide them with fresh tomatoes.

Fig 9: Top 5 African countries by POPI that import Tomatoes that Namibia produces/exports



Fig 10: Top countries in the same region (Southern Africa) that import Tomatoes that Namibia produces/exports



05 TRADE OPPORTUNITIES BY REGIONAL ECONOMIC COMMUNITIES






Arab Maghreb Union (AMU/UMA): Algeria, Libya, Mauritania, Morocco, Tunisia

ARAB MAGHREB UNION (AMU/UMA)	MAR	DZA	MRT	TUN	LYB
Beer	73.56	69.74	69.47	64.18	57.73
Bovine	77.62	78.9	55.69	74.93	79.56
Non-fillet frozen fish	74.45	70.14	68.59	75.54	70.57
Tomatoes	69.41	38.64	86.49	65.39	79.66
Salt	73.56	70.24	72.48	69.72	75.33





The Economic Community of West African States (ECOWAS): Benin, Burkina Faso, Cape Verde, Cote d'Ivoire, Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone, Togo

THE ECONOMIC COMMUNITY OF WEST AFRICAN STATES (ECOWAS)	CPV	GNB	GHA	SEN	TGO	MLI	CIV	BEN	NGA	NER
Beer	83.6	83.13	82.85	81.91	81.62	-	-	-	-	-
Bovine	-	-	76.02	77.7	67.43	71.11	67.5	-	-	-
Non-fillet frozen fish	-	-	89.99	-	70.57	-	87.31	83.75	85.05	-
Tomatoes	86.76	-	89.55	87.57	-	82.59	84.55	-	-	-
Salt	-	-	81.09	-	-	83.48	84.86	-	85.08	80.56

The East African Community (EAC): Burundi, Kenya, South Sudan, Tanzania, and Uganda.

THE EAST AFRICAN COMMUNITY (EAC)	 BDI	 KEN	 TZA	 UGA	 RWA
Beer	79.83	80.04	80.26	80.37	75.51
Bovine	58.54	79.87	70.18	66.08	68.48
Non-fillet frozen fish	72.94	78.82	75.68	61.58	78.61
Tomatoes	—	76.61	66.12	54.9	77.64
Salt	82.3	80.38	82.59	87.25	82.17

The Intergovernmental Authority on Development (IGAD): Djibouti, Ethiopia, Eritrea, Somalia, Sudan, Uganda and Kenya

THE INTERGOVERNMENTAL AUTHORITY ON DEVELOPMENT (IGAD)	 UGA	 KEN	 ETH	 DJI
Beer	80.37	80.04	66.58	69.36
Bovine	61.58	79.87	68.07	—
Non-fillet frozen fish	61.58	78.82	67.53	62.52
Tomatoes	54.9	76.61	69.62	67.35
Salt	87.25	80.38	69.47	64.56

The Common Market for Eastern and Southern Africa (COMESA): Burundi, Comoros, Democratic Republic of the Congo, Djibouti, Egypt, Eritrea, Eswatini, Ethiopia, Kenya, Libya, Madagascar, Malawi, Mauritius, Seychelles, Somalia, Sudan, Tunisia, Uganda, Zambia, Zimbabwe

THE COMMON MARKET FOR EASTERN AND SOUTHERN AFRICA (COMESA)	ZMB	ZWE	COD	UGA	LSY	SYC	MUS	MWI	SWZ	KEN
Beer	90.41	88.19	85.21	80.37	–	–	–	–	83.58	–
Bovine	80.23	87.04	83.9	–	79.56	–	–	–	–	79.87
Non-fillet frozen fish	90.95	83.95	88.91	–	–	83.12	82.55	–	–	–
Tomatoes	–	78.5	79.6	–	79.56	86.59	–	–	87.22	–
Salt	90.97	93.97	87.27	87.25	–	–	–	85.91	–	–

The Southern African Development Community (SADC): Angola, Botswana, Comoros, Democratic Republic of the Congo, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Tanzania, Zambia, Zimbabwe

THE SOUTHERN AFRICAN DEVELOPMENT COMMUNITY (SADC)	ZMB	ZWE	ZAF	COD	AGO	MOZ	BWA	LSO
Beer	90.41	88.19	92.28	–	–	87.8	93.63	–
Bovine	–	87.04	92.28	83.9	89.53	80.71	–	–
Non-fillet frozen fish	90.95	–	90.99	88.91	91.82	86.27	–	–
Tomatoes	–	–	92.28	–	92.73	91.04	96.75	87.23
Salt	90.61	93.97	91.41	87.27	93.84	–	–	–

06 Highlight of Special Commodities

Namibia possesses significant untapped trade opportunities in the areas of tourism, the creative economy, and technology. While the country has these valuable assets, it has yet to fully capitalise on them and showcase their potential to the world.

Commodity 1: TOURISM

Namibia has several strengths in tourism that can attract more people globally from other countries. One of its major attractions is its natural beauty, including its diverse landscapes, wildlife, and natural resources (Tervo-Kankare et al., 2017). Namibia is considered to have great potential as a nature-based tourism destination (Tervo-Kankare et al., 2017). The country's national parks, such as Etosha National Park, offer unique opportunities for wildlife viewing and safari experiences (Kruger et al., 2014). These natural attractions appeal to both first-time visitors and repeat visitors (Kruger et al., 2014).

Additionally, Namibia's cultural diversity is another strength that can attract tourists. The country is home to various ethnic groups, each with its own traditions, languages, and customs (Jänis, 2014). Cultural tourism, including visits to traditional villages and cultural events, can provide visitors with a rich and immersive experience (Jänis, 2014). Furthermore, Namibia's tourism sector has been recognized as one of the most mature and successful in Africa (Silva & Khatiwada, 2014). The country has implemented strategic frameworks for innovative tourism and sustainable development, which have contributed to its growth and success (Baporikar, 2022). The government has also prioritized tourism as a key focus of development and economic growth, leading to the creation of national policies and plans to support the industry (Lacey & Ilcan, 2014). These initiatives have helped to attract investments in tourism and fostered a positive image of Namibia as a tourist destination (Hattingh, 2018).

To attract more people globally, Namibia can focus on marketing its unique selling points. Emphasising the country's natural beauty, wildlife, and cultural diversity in promotional campaigns can help to capture the interest of potential tourists. Collaborating with international travel agencies and tour operators can also expand the reach of Namibia's tourism offerings and attract more visitors from different countries. Additionally, investing in infrastructure development, such as improving transportation networks and accommodations, can enhance the overall tourism experience and make Namibia more accessible to international travellers. It is important for Namibia to continuously monitor and adapt to global tourism trends and the needs of tourists (Kruger et al., 2014). This will enable the country to stay competitive in the tourism industry and ensure the long-term sustainability of its attractions.

Namibia can also consider diversifying its tourism offerings by developing niche markets, such as adventure tourism, eco-tourism, and cultural tourism, to cater to different interests and preferences of travellers. In conclusion, Namibia's strengths in tourism lie in its natural beauty, wildlife, cultural diversity, and successful tourism sector. By effectively marketing its unique attractions, collaborating with international partners, and investing in infrastructure development, Namibia can attract more people globally and further enhance its position as a desirable tourist destination.

Commodity 2: CREATIVE ECONOMY

Namibia is home to a thriving creative industry that encompasses a wide range of artistic expressions (Sarantou & Miettinen, 2021). From film and visual arts to music and fashion, Namibia's creative sector is a tapestry of diverse talents, each weaving their unique stories and contributing to the country's cultural fabric. Highlighted below are the creative industry opportunities areas that already exist in Namibia but at the same time carries a huge potential to further catalyse the global role of Namibia in the creative sector.

Film and Media

Namibia's film industry has gained international recognition for its awe-inspiring landscapes that have served as backdrops for numerous movies and documentaries (Mwilima & Haikali, 2018). Local filmmakers, both established and emerging, are harnessing the power of storytelling to shed light on Namibia's history, culture, and social issues. The Namibian film industry is evolving, with a growing number of talented directors, producers, and actors making their mark on both local and global screens.

Visual Arts

Namibia's visual arts scene is a vibrant tapestry of creativity, showcasing a fusion of traditional and contemporary styles. From paintings and sculptures to installations and mixed-media works, Namibian artists are known for their ability to capture the essence of the country's landscapes, wildlife, and cultural diversity (Razafindrakoto, 2020). Art galleries and exhibitions provide platforms for artists to display their works, while fostering dialogue and appreciation for visual arts in the local community.

Music and Dance

Music and dance play a central role in Namibian culture, reflecting the country's rich ethnic traditions and modern influences. Traditional genres such as Oviritje, Damara Punch, and Oshiwambo rhythms coexist with contemporary styles like Afro-pop, hip-hop, and jazz. Namibian musicians and dancers captivate audiences with their unique performances, showcasing their talent and cultural heritage through captivating rhythms and energetic movements (Karumazondo, 2017).

Commodity 3: TECHNOLOGY

Namibia has several strengths in technology that it can export to other countries. One of these strengths is the use of information communication technology (ICT) in promoting firm growth. A study conducted in Southern Africa, including Namibia, found that the use of ICT is a key determinant of firm growth (Masenyetse & Manamathela, 2023). This suggests that Namibia has the expertise and infrastructure to develop and implement ICT solutions that can be exported to other countries to support their economic

Another area of strength in technology for Namibia is its livestock traceability system. The Namibian Livestock Identification and Traceability System (NamLITS) has been successful in enabling the export of safe meat products to overseas markets (Prinsloo & Villiers, 2017). This system, which includes the use of ear-tagging and data management, ensures the traceability of livestock from production to sale. The successful implementation of this system demonstrates Namibia's capability in developing and implementing technology solutions for the agricultural sector, which can be shared with other countries. Namibia also has expertise in advanced treatment technology for wastewater treatment. The Windhoek Goreangab water reclamation plant in Namibia is an example of the successful application of advanced treatment technology for producing potable water from treated sewage (Loosdrecht & Brdjanovic, 2014). This demonstrates Namibia's capability in developing and implementing innovative solutions for water management and treatment, which can be valuable for other countries facing similar challenges. growth.

Furthermore, Namibia has shown success in utilising financial development and innovation for economic growth. Studies have found a positive causality between financial development and economic growth in Namibia (Kapaya, 2020). This suggests that Namibia has the potential to export its financial innovations and expertise to other countries to support their economic development. In summary, Namibia has a lot of untapped trade opportunities within its technology and innovation sector that can be shared with neighbouring countries and the rest of the world.

08 APPENDIX: ADDITIONAL OPPORTUNITIES FOR NAMIBIA

COMMODITIES	TOP 5 COUNTRIES WITH OPPORTUNITY & PRODUCT OPPORTUNITY INDEX (%)
APPLES AND PEARS	Congo - Brazzaville(96.88), São Tomé & Príncipe(93.15), Congo - Kinshasa(91.7), Liberia(90.57), Ghana(90.57)
CORN	Congo - Brazzaville(96.88), Congo - Kinshasa(91.7), Liberia(90.57), Ghana(90.57), Togo(90.33)
EGGS	Congo - Brazzaville(96.88), Congo - Kinshasa(91.7), Liberia(90.57), Ghana(90.57), Guinea-Bissau(89.69)
ESSENTIAL OILS	Ghana(90.57), Congo - Brazzaville(88.04), Nigeria(86.85), Kenya(86.33), Tanzania(85.5)
FROZEN BOVINE MEAT	Congo - Brazzaville(94.28), Ghana(88.27), Congo - Kinshasa(86.87), Gabon(86.78), Senegal(84.11)
GRANITE	Nigeria(86.85), Benin(86.51), Congo - Kinshasa(82.66), Gambia(80.9), Algeria(78.9)
GROUND NUTS	Congo - Brazzaville(92.57), Liberia(90.57), Ghana(90.57), Togo(90.33), Burundi(88.47)
LEGUMES	Congo - Kinshasa(91.7), Uganda(87.8), Côte d'Ivoire(87.31), Tanzania(86.95), Kenya(84.94)
MATTRESSES	Congo - Brazzaville(96.88), Congo - Kinshasa(91.7), Ghana(90.57), Togo(90.33), Liberia(89.75)
MELONS	Cape Verde(89.57), Côte d'Ivoire(87.05), Seychelles(86.59), Mauritania(86.49), Rwanda(83.19)
NON-FILLET FRESH FISH	Congo - Brazzaville(89.61), Nigeria(86.85), Ghana(83.7), Togo(81.47), Mauritius(80.91)
ONIONS	Congo - Brazzaville(96.88), Congo - Kinshasa(91.7), Liberia(90.57), Ghana(90.57), Togo(90.33)
POULTRY MEAT	Congo - Brazzaville(96.88), Congo - Kinshasa(91.7), Liberia(90.57), Ghana(90.57), Togo(90.33)
PRECIOUS STONES	Mauritius(81.41), Kenya(75.93), Morocco(75.53), Seychelles(75.33), Nigeria(75.24)
PROCESSED CRUSTACEANS	Nigeria(84.92), Cape Verde(84.7), Côte d'Ivoire(84.68), Mauritania(83.7), Mauritius(83.57)
RAW SUGAR	Congo - Brazzaville(96.88), São Tomé & Príncipe(93.15), Congo - Kinshasa(91.7), Liberia(90.57), Ghana(90.57)
RUBBER PIPES	Congo - Brazzaville(96.88), Congo - Kinshasa(91.7), Liberia(90.57), Ghana(90.57), Togo(90.33)
SHEEP AND GOAT MEAT	Congo - Brazzaville(90.59), Ghana(88.46), Congo - Kinshasa(84.9), Mauritius(83.57), Seychelles(83.42)
SOWING SEEDS	Congo - Brazzaville(94.91), Ghana(90.57), Congo - Kinshasa(90.54), Liberia(89.44), Togo(89.33)
TROPICAL FRUITS	Ghana(88.74), Mauritania(86.49), Senegal(86.09), Nigeria(85.7), Togo(85.57)

WORKS CITED

International Trade Administration (2022) Namibia - Mining and Minerals, International Trade Administration | Trade.gov. Available at: <https://www.trade.gov/country-commercial-guides/namibia-mining-and-minerals> (Accessed: 18 May 2023).

OECD (2021) Fish fillets in Namibia, OECD. Available at: <https://oec.world/en/profile/bilateral-product/fish-fillets/reporter/nam> (Accessed: 18 May 2023).

Report Linker (2022) Namibia Cattle Industry Outlook 2022 - 2026. Available at: <https://www.reportlinker.com/clp/country/136903/726338> (Accessed: 18 May 2023).

Namibia Breweries Limited (NBL) (2022) - age (African growing enterprises) file (2022) Institute of Developing Economies. Available at: https://www.ide.go.jp/English/Data/Africa_file/Company/namibia06.html?media=pc (Accessed: 18 May 2023).

Nwankwo, C.M., & Ajibo, C. (2020). Liberalizing Regional Trade Regimes Through AfCFTA: Challenges and Opportunities. *Journal of African Law*, 64, 297 - 318.

Saygili, M., Peters, R., & Knebel, C. (2018). African Continental Free Trade Area: Challenges and Opportunities of Tariff Reductions.

Parshotam, A. (2018). Can the African Continental Free Trade Area Offer a New Beginning for Trade in Africa.

Barnes, J.I., Zeybrandt, F., Kirchner, C.H., & Sakko, A.L. The economic value of Namibia's recreational shore fishery : A review.

Munier, N. (2016). Diamonds, dependence and De Beers: monopoly capitalism and compliance with the Kimberley Process in Namibia. *Review of African Political Economy*, 43, 542 - 555.

Mushendami, P.L. (2010). Financial Development and Economic Growth in Namibia.

Kalumbu, S.A., & Sheefeni, J.P. (2014). Terms of Trade and Economic Growth in Namibia.

Alberts, M. (2008). Sustainable tourism options for the coastal zone of Namibia.

Chiriboga, L.M., Kilmer, C., Fan, R.Y., & Gawande, K. (2008). DOES NAMIBIA HAVE A COMPARATIVE ADVANTAGE IN BEEF PRODUCTION ?

Nath, B. (2016). A strategic reassessment of fish farming potential in Africa.

Tchomba, B.M., Swana, W.L., Kilingwa, C.M., Mbumba, P.W., Mutanda, S.K., & Kiamfu, V.P. (2020). Inventory of fresh fish marketed in the markets of Kinshasa in the democratic republic of Congo (case of the Gambela and Matete markets). *International journal of applied research*, 6, 102-108.

Zhou, Y., & Staats, J.M. (2016). Projected demand and supply for various foods in West Africa:

Alhassan, E.H., Boateng, V.F., & Ndaigo, C. (2013). Smoked And frozen fish consumption and marketing channels in the Tamale Metropolis of Ghana. *Ghana Journal of Development Studies*, 9, 21-28.

Dauda, A.B., Ojoko, E.A., & Fawole, B.E. (2016). Economic Analysis of Frozen Fish Demand in Katsina Metropolis, Katsina State, Nigeria. *Journal of Fisheries and Aquatic Science*, 11, 93-99.

Mussa, H., Kaunda, E.K., Chimatiro, S.K., Kakwasha, K., Banda, L., Nankwenya, B., & Nyengere, J. (2017). Assessment of Informal Cross-Border Fish Trade in the Southern Africa Region: A Case of Malawi and Zambia. *Journal of Agricultural Science and Technology: B*, 7.

Naziri, D., Rich, K.M., & Bennett, B. (2015). Would a Commodity-Based Trade Approach Improve Market Access for Africa? A Case Study of the Potential of Beef Exports from Communal Areas of Namibia. *Emerging Markets: Finance eJournal*.

Mbete, R.A., Banga-Mboko, H., Racey, P.A., Mfoukou-Ntsakala, A., Nganga, I., Vermeulen, C., Doucet, J., Hornick, J., & Leroy, P. (2011). Household Bushmeat Consumption in Brazzaville, the Republic of the Congo. *Tropical Conservation Science*, 4, 187 - 202.

Juma, G., Ngigi, M.W., Baltenweck, I., & Drucker, A.G. (2010). Consumer demand for sheep and goat meat in Kenya. *Small Ruminant Research*, 90, 135-138.

Agwa, Y., Aziz, W., & Khalifa, G.S. (2017). Evaluating Food and Beverage Courses in Higher Private Tourism and Hotels Institutes in Alexandria: Professionals' Perception. *International Journal of Heritage, Tourism, and Hospitality*, 11, 98-110.

Buzgeia, M.H., Madi, M.F., Hamza, M.S., & EL-Taguri, H.S. (2021). Modern and Traditional fast foods consumption in Benghazi, Libya. *Journal of International Medical Research and Health Sciences*.

Naziri, D., Rich, K.M., & Bennett, B. (2015). Would a Commodity-Based Trade Approach Improve Market Access for Africa? A Case Study of the Potential of Beef Exports from Communal Areas of Namibia. *Emerging Markets: Finance eJournal*.

-
- Jernigan, D.H., & Babor, T.F. (2015). The concentration of the global alcohol industry and its penetration in the African region. *Addiction*, 110 4, 551-60 .
- Donadini, G., & Spigno, G. (2021). Beer Brewing in Namibia and Sensory Profile of Beer on Sale in the Namibian Market. *Journal of the American Society of Brewing Chemists*, 81, 118 - 130.
- López-Guzmán, T., Borges, O., Hernández-Merino, M., & Cerezo, J.M. (2013). Tourism in Cape Verde: An Analysis from the Perspective of Demand. *Tourism Economics*, 19, 675 - 688.
- Milewski, R., Chabrillat, S., & Behling, R. (2017). Analyses of Recent Sediment Surface Dynamic of a Namibian Kalahari Salt Pan Based on Multitemporal Landsat and Hyperspectral Hyperion Data. *Remote. Sens.*, 9, 170.
- Ulimwengu, J.M., Roberts, C., & Randriamamonjy, J. (2012). Resource-Rich Yet Malnourished: Analysis of the demand for food nutrients in the Democratic Republic of Congo.
- Milewski, R., Chabrillat, S., & Behling, R. (2017). Analyses of Recent Sediment Surface Dynamic of a Namibian Kalahari Salt Pan Based on Multitemporal Landsat and Hyperspectral Hyperion Data. *Remote. Sens.*, 9, 170.
- Dowling, R.K., & Pforr, C. (2021). Geotourism – a sustainable development option for Namibia. *Journal of Ecotourism*, 20, 371 - 385.
- Ndlovu, J., Nyajuna, E., & Heath, E.T. (2011). Strategies for developing domestic tourism : a survey of key stakeholders in Namibia. *International journal of management cases*, 12, 82-91.
- Saarinen, J.J. (2011). Tourism development and local communities: the direct benefits of tourism to OvaHimba communities in the Kaokoland, northwest Namibia. *Tourism Review International*, 15, 149-157.
- Jänis, J. (2014). Political economy of the Namibian tourism sector: addressing post-apartheid inequality through increasing indigenous ownership. *Review of African Political Economy*, 41, 185 - 200.
- Baporikar, N. (2016). Strategic Approach to Tourism Development in Namibia. *African Studies*.
- Gwebu, J.Z., & Matthews, N. (2018). Metafrontier analysis of commercial and smallholder tomato production: A South African case. *South African Journal of Science*.

- Melomey, L.D., Danquah, A., Offei, S.K., Ofori, K., Danquah, E.Y., & Osei, M.K. (2019). Review on Tomato (*Solanum lycopersicum*, L.) Improvement Programmes in Ghana. *Recent Advances in Tomato Breeding and Production*.
- Robinson, E.J., & Kolavalli, S. (2010). The case of tomato in Ghana: Institutional support.
- Abdoulaye, K., & Manus, C. (2018). Food Fortification in Senegal.
- Maertens & Swinnen, (2006). Trade, Standards, and Poverty: Evidence from Senegal. *SEIN Environmental Impacts of Business eJournal*.
- Brilhante, M., Varela, E., P Essoh, A., Fortes, A., Duarte, M.C., Monteiro, F., Ferreira, V., Correia, A.M., Duarte, M.P., & Romeiras, M.M. (2021). Tackling Food Insecurity in Cabo Verde Islands: The Nutritional, Agricultural and Environmental Values of the Legume Species. *Foods*, 10.
- Hardy, D. (2021). Food Security, Small Island States and Globalization: The Example of Seychelles.
- Sarantou, M., & Miettinen, S. (2021). Creative tourism as a strategic approach for decolonial thinking and doing in Namibian tourism. *Creative tourism: activating cultural resources and engaging creative travellers*.
- Razafindrakoto, I. (2020). The governance of visual arts in Namibia. A focus on social perceptions around professional integration in the art market in Windhoek. *Journal of Namibian Studies : History Politics Culture*, 27, 25-35.
- Karumazondo, E. (2017). A study of Sipelu music and dance among the Masubia people of the Zambezi region of Namibia.
- Rodil, K., & Winschiers-Theophilus, H. (2015). Indigenous Storytelling in Namibia: Sketching Concepts for Digitization. *2015 International Conference on Culture and Computing (Culture Computing)*, 80-86.
- Kapaya, S. (2020). Financial Development and Economic Growth In Tanzania: An Ardl And Bound Testing Approach. *AJEB*, 1(5), 46-65. <https://doi.org/10.1108/ajeb-09-2020-0063>
- Loosdrecht, M., Brdjanovic, D. (2014). Anticipating the Next Century Of Wastewater Treatment. *Science*, 6191(344), 1452-1453. <https://doi.org/10.1126/science.1255183>
- Masenyetse, R., Manamathela, M. (2023). Firm Growth, Exporting and Information Communication Technology (Ict) In Southern Africa. *J Innov Entrep*, 1(12). <https://doi.org/10.1186/s13731-023-00273-4>
- Prinsloo, T., Villiers, C. (2017). A Framework To Define the Impact Of Sustainable Ict For Agriculture Projects: The Namibian Livestock Traceability System. *The Electronic Journal of Information Systems in Developing Cou*, 1(82), 1-22. <https://doi.org/10.1002/j.1681-4835.2017.tb00606.x>

-
- Asa, A., Tjizumaue, B., Campbell, H., Nautwima, J. (2022). The Impact Of Tourism Development On the Local Communities In Namibia. *IJOM*, 2(2), 7-16. <https://doi.org/10.18775/ijom.2757-0509.2020.22.4001>
- Baporikar, N. (2022). Strategic Framework For Innovative Tourism and Sustainable Development In Namibia. *International Journal of Tourism and Hospitality Management in the Digital Age*, 1(6), 1-16. <https://doi.org/10.4018/ijthmda.296685>
- Hattingh, J. (2018). Local Economic Tourism Development: Lessons From Southern Africa.. <https://doi.org/10.20472/iac.2018.043.012>
- Jänis, J. (2014). Political Economy Of the Namibian Tourism Sector: Addressing Post-apartheid Inequality Through Increasing Indigenous Ownership. *Review of African Political Economy*, 140(41), 185-200. <https://doi.org/10.1080/03056244.2013.872614>
- Kruger, M., Saayman, M., Hermann, U. (2014). First-time Versus Repeat Visitors At the Kruger National Park. *Acta Commercii*, 1(14). <https://doi.org/10.4102/ac.v14i1.220>
- Lacey, A., Ilcan, S. (2014). Tourism For Development and The New Global Aid Regime. *Global Social Policy*, 1(15), 40-60. <https://doi.org/10.1177/1468018114523633>
- Silva, J., Khatiwada, L. (2014). Transforming Conservation Into Cash? Nature Tourism In Southern Africa. *Africa Today*, 1(61), 17. <https://doi.org/10.2979/africatoday.61.1.17>
- Tervo-Kankare, K., Saarinen, J., Kimaro, M., Moswete, N. (2017). Nature-based Tourism Operators' Responses To Changing Environment and Climate In Uis, Namibia. *African Geographical Review*, 1-11. <https://doi.org/10.1080/19376812.2017.1286246>

African Development Bank. (2020). African Economic Outlook 2020. Retrieved from <https://www.afdb.org/en/documents/african-economic-outlook-2020>

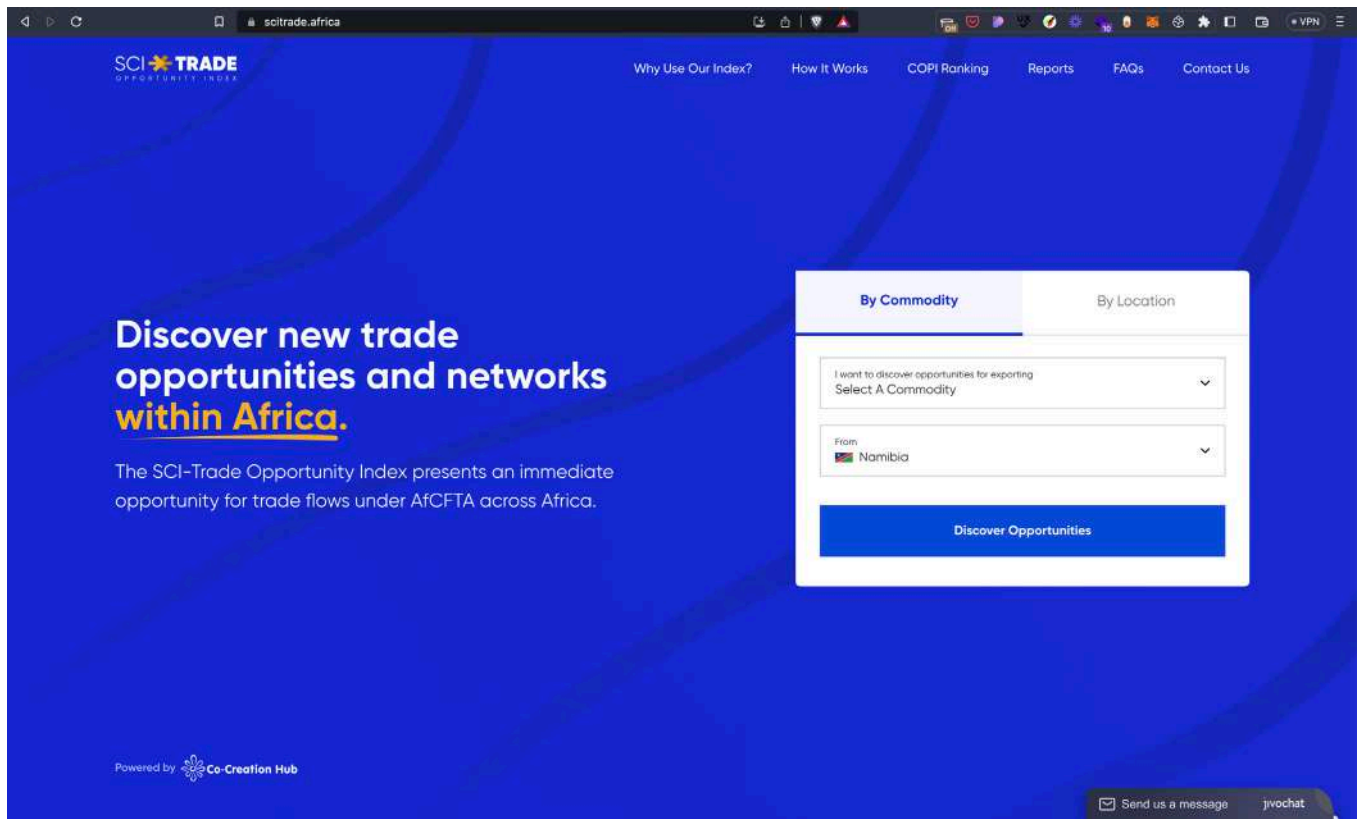
African Union. (2018). Agreement Establishing the African Continental Free Trade Area. Retrieved from <https://au.int/en/ti/cfta/agreement-establishing-african-continental-free-trade-area>

McKinsey & Company. (2021). Lions on the Move II: Realizing the Potential of Africa's Economies. Retrieved from <https://www.mckinsey.com/featured-insights/middle-east-and-africa/lions-on-the-move-realizing-the-potential-of-africas-economies>

UNCTAD. (2021). Commodities at a Glance: Special Issue on Africa. Retrieved from https://unctad.org/system/files/official-document/ditccom2019d2_en.pdf

United Nations. (2019). World Population Prospects 2019: Highlights. Retrieved from https://population.un.org/wpp/Publications/Files/WPP2019_Highlights.pdf

07 ABOUT SCI TRADE PLATFORM



The SCI Trade Platform is a web platform that allows users to discover immediate opportunities for trade flows under AfCFTA across Africa for traders seeking to expand their business. The platform is based on the SCI Trade Opportunity Index. The index uses Social Connectedness Index (Michael Bailey et al., 2018) and trade data to generate a model that reveals and explores trade opportunities amongst Africa countries.

Other benefits of the index are:

- Commodities Intersection
 - Our index reveals latent possibilities of goods and services a country can export and import to/from connected countries, as well as the estimated value of the commodities.
- Trade Value Between Countries
 - Using social connectedness & trade flow data from across Africa, interested traders can view the value of trade between countries.

Access the platform via: <https://www.scitrade.africa/>