



REPUBLIC OF NAMIBIA

KEYNOTE ADDRESS

BY

**HONOURABLE, EMMA THEOFELUS, MINISTER OF INFORMATION AND
COMMUNICATION TECHNOLOGY**

DURING AN ENGAGEMENT WITH NAMIBIAN NEWS EDITORS

**VENUE: WINDHOEK COUNTRY CLUB RESORT
06 OCTOBER 2025**

TIME: 10:00 – 12:00

Director of Proceedings,
Mr. Frans Nghitila, MICT's Director of Print Media Affairs,
Dr. Sadrag Shihomeka, Media Ombudsman of Namibia,
Editors and heads of different Media Houses present
Members of the media,
Ladies and gentlemen.

Good morning,

I would like to express my sincere appreciation to each and every one of you, as editors and representatives of different media houses for answering to the call to engage with us this morning on matters of importance to all of us. The first item is the Ethical use of social media campaign. This campaign is being implemented through the Nationhood and National Pride Programme (NNP) which aims to promote unity, patriotism and social cohesion within the Namibian house.

Through the Ethical use of social media campaign, we want to ensure that Namibian netizens are fully conscious of potential dangers and risks of social media and are aware of how to safely conduct themselves online. Dangers of social media include negative mental health effects like depression and anxiety, exposure to inappropriate content and hate speech, cyberbullying and exploitation of minors, spread of misinformation and constant comparison to unrealistic lifestyles that may lead to undue pressure and withdrawals.

Furthermore, through this campaign, we aim to educate Namibian netizens to avoid promoting tribal discourses online that have potential to bring division within the Namibian house. We can be robust in our online interactions but when it comes to issues of national pride unity and patriotism, we need to unite as one people and reject all forms of social ills that has potential to derail our shared future.

Director of proceedings,

I want to make it categorically clear that as a ministry, we do not intend to control the use of social media. On the contrary, we want Namibian netizens to be conscious of potential security risks and harm that they may face during their online interactions. Hence it is imperative that we join forces as stakeholders to educate our netizens on constructive use of social media and how to be safe online. The ministry recognizes the huge role the media plays in keeping our nation informed and promoting access to information. We want to work closely with you in building a nation that is proud and safe. The Campaign materials you have just watched were developed to create awareness through various platforms. Our interactive dialogue today will provide a platform to exchange ideas on how best we can work together in creating a safer digital society.

Director of proceedings, at this point in time, I would like to move to a second subject that I would like to engage Editors and representatives of media houses on which is Brand Namibia. Last week, the Ministry and the Namibia Investment Promotion and Development Board (NIPDP) hosted an engagement with various media houses where progress was given on the implementation of the Brand Namibia initiative and how the media can play a role in helping the government to tell Namibian stories.

Today we are elevating these discussions to your level. Brand Namibia is a strategic initiative that aims to create a unified and positive image about Namibia to the world, showcasing its unique culture, opportunities and values. This initiative is one of the 12 NNP commitments approved by Cabinet, and the ministry is working closely with the NIPDB to accelerate efforts towards the establishment of Brand Namibia.

Why Brand Namibia?

- Economic Competitiveness – A strong national brand can help attract foreign investment and boost the tourism sector
- National identity – It provides a platform to tell Namibia's story on its own terms and build a sense of pride and national identity
- Global recognition – By actively shaping its narrative, Namibia can gain greater international recognition for unique offerings and achievement

Brand Namibia's long term vision is to position Namibia as a place to live, visit and invest in. Its development is guided by four pillars. The first (1st) pillar is Tourism which deals with promoting the country as an attractive travel destination by highlighting its natural beauty, culture, heritage, hospitality and experiences. The second (2nd) pillar is Investment which is about positioning the country as a competitive and stable environment for investment, trade and economic opportunities. The third (3rd) pillar is on Exports and deals with promoting the quality, uniqueness, and value of goods and services produced in the country to enhance their appeal in global markets and lastly the fourth (4th) pillar which is public Diplomacy which is about shaping international perceptions through cultural diplomacy, strong governance, education, innovation, sports and the behavior of citizens abroad.

As a roadmap, we intend to make a presentation to the Parliament of Namibia on Brand Namibia and also to regional authorities in all 14 regions of the country in order to get their buy-in. We also intend to engage with the civil society and all key stakeholders to create a common understanding on the essence of a national brand and get the buy-in and support of everyone in the country.

Ladies and gentlemen,

As I conclude my statement, I would like to call upon all citizens including captains of industries to support these initiatives and contribute positively to discussions on how to make Namibia a safer and winning nation.

I thank you

