
MEDIA RELEASE

NBIC takes Aspiring Entrepreneurs at the Coast to the next level

Windhoek, 9 April 2014 – The Namibia Business Innovation Centre (NBIC) recently gave aspiring entrepreneurs a kick-start to their business ideas during a weeklong trip at the Coast. Participants partook in workshops on how to make a business work in Swakopmund and Walvis Bay between the 24th and 28th of March 2014.

The participation from the residents of the Coast was overwhelming, with almost 40 entrepreneurs joining the workshops on business idea creation, business idea evaluation, market research, product development and branding and labelling.

The enthusiasm did not end with them just actively participating in the workshops. There were breaks and joint activities in the evening with a welcoming braai being held to engage more with the facilitators and exchange experiences and ideas with fellow workshop participants.

In sessions on business opportunities in the local environment, Rauna Shipunda, Economic Development Officer in Swakopmund and Gert Kruger, Manager Economic Development in Walvis Bay, shared plans for the future development of their respective municipalities and encouraged the attendees to actively look for the different opportunities inherent to the future development.

"I was amazed by the enthusiasm and determination shown by the participants in the different workshops. The commitment shown by the participants showed that through the workshops, NBIC contributed to getting these aspiring entrepreneurs on track in setting up their business", said Hasekiel Johannes, Innovation Marketplace Officer at the NBIC.

The huge success of the workshops was made possible by the active engagement of NBIC's partners, the Namibia Chamber of Commerce and Industry (NCCI) in Swakopmund, which supported their members by offering special rates for the workshop sessions and the municipalities of Swakopmund and Walvis Bay.

Lisa Hollmann, NBIC Outreach Officer said, *"The week at the coast was part of NBIC's Outreach programme and endeavour to make its services not only available in Windhoek but also bring them closer to the regions. In the next step, participants have now the possibility to register for a virtual coaching programme and also training modules on how to set up a business plan are currently being developed and uploaded on an online platform"*.

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NBIC's vision is to be an independent change agent for innovation and business development that supports Namibia to build a globally competitive economy and inclusive society. For more information, please consult our website www.nbic.org.na or liaise with us directly using the below details.

Namibia Chamber of Commerce and Industry (NCCI) is the leading business representative and support organisation in Namibia. Membership comprises of companies across all economic sectors, including prominent large companies as well as thousands of SMEs.

Mufaro Nesongano (Mr)

Namibia Business Innovation Centre (NBIC)

Marketing and Public Relations Officer

1 - 3 Glück Street, Windhoek West

Tel: +264-(0)61-207-2811

E-mail: mnesongano@polytechnic.edu.na
