



Mechanical Engineering and Metalworking Forum

Riga, 25.11. 2020

Entering the new export markets - **Namibia**

MASOC

Association of Mechanical Engineering and
Metalworking industries of Latvia

- **ANNO 1994**
- **170 members**
- **MASOC - industry ecosystem,
representing interests of its members**
- **Working for strengthening the
competitiveness of the members**
- **MASOC facilitates leading engineering
and metalworking companies, related
service providers, research and
educational institutions**

www.masoc.lv



SME Aisle

EU Interreg Central Baltic project:

Exports of CB economic strengths

**SHIPBUILDING, MARITIME, RENEWABLE ENERGY,
AUTOMATION and ICT**

**to Namibia as a stable point of entry
to the Southern African markets**



Prizztech



The Latvian Chamber
of Commerce and
Industry



TALLINN UNIVERSITY OF TECHNOLOGY
ESTONIAN MARITIME ACADEMY



Why Namibia ?



Namibia - the gateway to SADC

(Southern African Development Community)

SADC (16 countries) - 300 Mio inhabitants

Emerging markets, rapidly developing ports,
infrastructure, growing income

Activities also in **Zambia** and **South Africa**

Namibia - steady economic growth since
independence from SA in 1990

Natural resources – minerals, gold, lithium,
copper, diamonds, uranium, salt, fish

Mining, tourism, fishing

Official language – English



Namibia - What to offer ?

ICT - projects, solutions, platforms

Renewable energy - Solar, wind, energy producing, saving and monitoring systems

Automation - equipment for harbours, food production, etc. NOT too much automation!

Important - **transfer of knowledge !**

To consider:

Unfamiliar operational environment, business culture, practices, know-how, governmental debt, eventual restrictions..

Communication, distances to travel, maintenance, logistics, distribution, local support, reliable partners, workforce skills



Do not sell the product – Meet the Demand !

Meet the customers - first in Namibia and in Latvia.

p.s. Polite approach is essential !



Introducing the Namibian guests to Ice hockey !



Vice President of Namibia visiting Latvia !



Namibia - our actual projects before Covid-19

(to be continued..)

**Since 2018, 13 Latvian enterprises visited Namibia,
among them 5 MASOC member companies**

PERUZA	Complete fish processing factory
REGULA BALTIJA	Document authenticity control machines
TTS	Transport systems for the salt factory
RIKON	Harbour equipment
SOLAR PV Latvia	Solar energy projects
GEDVILLO SERVICES	Advanced Management training
2 joint ventures established, many ICT/IT solutions offered	

Every road starts with a first step..

Despite the “new reality”, we are committed to explore the new markets and open for collaboration!

THANK YOU !

Dainis Racenis

Dainis.Racenis@masoc.lv

www.masoc.lv

“Heading for Southern African markets”

<https://www.theseus.fi/handle/10024/265331>

