

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 competetiveness of the members
- MASOC facilitates leading engineering and metalworking companies, related service providers, research and educational institutions

www.masoc.lv





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

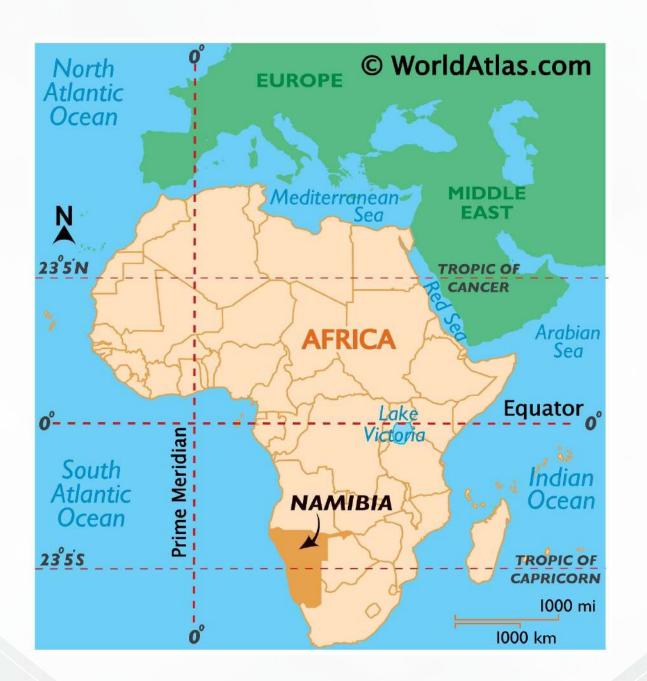












Why Namibia?



Namibia - the gateway to SADC

(Southern African Development Community)
SADC (16 countries) - 300 Mio inhabitants
Emerging markets, rapidly developing ports, infrastructure, growing income

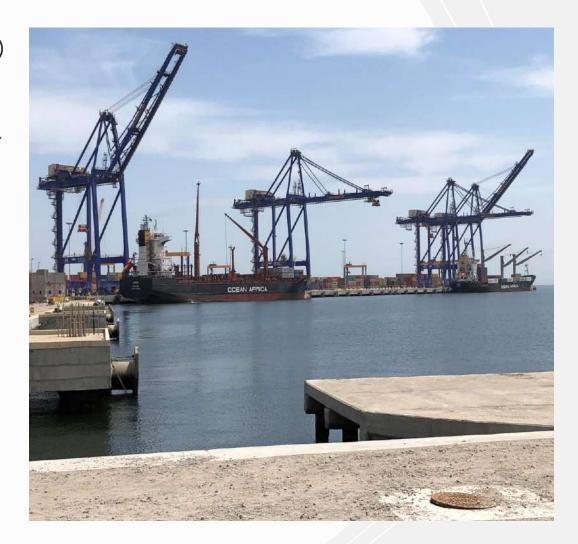
Activities also in Zambia and South Africa

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, wood, 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

REGULA BALTIJA

TTS

RIKON

SOLAR PV Latvia

GEDVILLO SERVICES

Complete fish processing factory

Document authenticity control machines

Transport systems for the salt factory

Harbour equipment

Solar energy projects

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!

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"Heading for Southern African markets"

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

