



KEYNOTE ADDRESS BY HIS EXCELLENCY DR. SAM
NUJOMA, FOUNDING PRESIDENT AND PATRON OF THE
RUNDU TRADE FAIR, ON THE OCCASION OF ITS
OFFICIAL OPENING

THURSDAY, 03 NOVEMBER 2016

KAVANGO CONVENTION CENTER,

RUNDU

KAVANGO –EAST REGION

*Check Against Delivery

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Founder: H.E. Dr Sam Nujoma
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Hon. Dr. Albert Kawana, Hon. Erkki Nghimtina, Ms. Febronia Nelago Shapaka

(Reg No 8208)

Director of Ceremonies;
Honourable Ministers present;
Honourable Members of Parliament present;
Honourable Ambassador Dr. Samuel Mbambo, Governor of Kavango East Region and other
Governors present;
His Excellency Alexandre Khudin, Ambassador of the Russian Federation in Namibia;
Distinguished Dignitaries from the Embassy and the City of Cheboksary of the Russian
Federation;
Honourable Regional and Local Authorities Councillors;
Your Worship, Councillor Verna Sinimbo, the Mayor of Rundu and other Mayors present;
Distinguished Senior Chief Executive Officers and Government Officials present;
Distinguished Traditional, Spiritual and Community Leaders;
Distinguished Exhibitors;
Distinguished Veterans of the Liberation Struggle;
Distinguished Invited Guests;
Members of the Media;
Ladies and Gentlemen:

I am pleased to have been invited to officiate at this very important occasion of the official 2016 opening ceremony of the Rundu Trade Fair, here in Kavango East Region.

Allow me therefore first and foremost to express my appreciation towards the entire Community of the Town of Rundu and the Kavango East Region at large for the profound honour bestowed on me to be the Patron of this 2016 Rundu Trade Fair.

I am reliably informed that the Rundu Town Council is now the organizer of this annual trade event and I have full confidence that the Town Council of Rundu will develop this important annual trade event to be one of the most successful undertakings on our country's annual business calendar.

Director of Ceremonies;

I am pleased at the rate at which the Town of Rundu is developing into an economically vibrant urban area offering diverse opportunities to its inhabitants, visitors and also to prospective investors.

This is a strategically located town which is a gateway to most of the neighbouring countries of Namibia via the Trans-Zambezi Highway.

In this regard, the Rundu Trade Fair has a very important role to play in the furtherance of development of Rundu benefiting significantly all our people in many areas of human endeavour. I, therefore, wish to congratulate the organizers of this event and all its stakeholders in bringing this noble idea to fruition.

I am reliably informed that the 2016 Rundu Trade Fair is being held under the Theme: *Embracing and Promoting our Cultural Diversity towards Socio-economic Development.*

This is a befitting theme given the primary focus of this year's event is to showcase the rich cultural diversity of the Kavango East Region in particular and Namibia in general.

I am delighted to hear that this theme is chosen with the aim of integrating such rich cultural diversity into efforts aimed at enhancing the socio-economic development of the Town of Rundu and its inhabitants. At the same time, this theme is chosen with the aim of creating a thriving environment conducive for and to be admired by the inhabitants, the visitors and investors alike.

I am confident that this event will serve as a springboard for local economic development not only to diversify and attract investors to Rundu, but also in the improvement of the infrastructure in this town.

I am also happy to see such a considerable representation of participants, exhibitors and visitors from all corners of Namibia and also from other African countries and even from our Partner Countries in Asia. This is a sign that people are taking full advantage of the opportunities created by this event.

Director of Ceremonies;

We are all aware that a trade fair is an exhibition organized to enable corporations, institutions and individuals involved in business to showcase and demonstrate their latest products and services.

The Rundu Town Council, as the organizer, together with all Stakeholders, had a successful resources mobilization campaign as well as a successful marketing strategy. Let me therefore use this opportunity to convey my appreciation to all the Stakeholders for their generous contribution and support towards the hosting of this event.

Similarly, I wish to assure all the exhibitors at this Trade Fair that you took a very wise decision to come and exhibit your goods and services because exhibiting at a trade fair is an excellent way to find customers to help your business grow and improve sales volumes.

In addition, whether you are an exhibitor or a visitor, trade fairs are great events to network and forge good business relationships. I therefore urge all exhibitors and visitors to take advantage of this opportunity provided by the Rundu Trade Fair.

Furthermore, we should be grateful to our Government for the conducive and enabling environment for our trade activities to flourish. This is mainly due to political stability and sound macro-economic management that our Government has implemented over the years which continues to promote the growth of trade and investments in our country.

I wish to encourage our Government to continue supporting trade fairs, agricultural shows and festivals hosted by various towns every year in the country, especially the less developed ones. This should be done, so that they reach high levels of international appeal and consequently promote Namibia's position on the world map in line with Harambee Prosperity Plan.

I also appeal to the International Community to offer technical assistance, among others, towards the development of our Trade Fairs.

In conclusion, please allow me to thank Standard Bank as the Main Sponsor and all the other Sponsors and Stakeholders, as well as the Exhibitors, Participants and the Visitors for making this event a successful one.

May the Rundu Trade Fair grow from strength to strength to be a successful and prominent trade event in Namibia with a very wide appeal to our neighbouring Countries in the SADC Region and beyond.

With these few words, it is now my pleasure to declare the 2016 Rundu Trade Fair officially open.

I thank you.