



NAMIBIA-EU BUSINESS FORUM

**Challenges and Opportunities in
the Namibian CCI**

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NDP6 states that ...

Namibia must build an “enhanced and enabled arts and creative industries ecosystem that drives human creativity as a national resource for social and economic development”

About Namibia Craft Centre



A proven base to scale from

- Over 4000 artisans and their families supported nationwide
- N\$26-mil annual turnover for artisans and businesswomen
- Approximately 32,000 visitors per year
- Established former partnerships
(GIZ, Finnish Fund for Local Cooperation, First National Bank, Indonesian Embassy)
- Current project: repurposing of a major historical building project



Why the Craft Sector Matters

- One of Namibia's largest grassroots creative industries
- Strong participation by women youth and rural communities
- Direct links to tourism, heritage and export markets
- Transforms indigenous knowledge into economic value
- High potential for inclusive and sustainable growth



The Current Reality

- Most producers remain informal and under-capitalized
- Limited product development and design innovation
- Weak market access outside tourism routes
- Inconsistent quality standards and production scale
- Fragmented institutional support systems



Key Barriers

- Funding gaps for production, equipment and growth
- High shipping and logistics costs from remote areas
- Limited digital payment and export systems
- Weak infrastructure and unreliable supply chains
- Poor access to international buyers and platforms



The Opportunity - Scaling the Namibia Craft Sector

- Develop regional craft hubs and shared production facilities
- Strengthen export readiness and quality certification
- Build e-commerce, payment and digital sales systems
- Create partnerships with tourism, events, retail and EU buyers
- Position Namibian craft as premium ethical design

The Vision

- National centre of excellence
- Competitive creative enterprises
- Strong local + international markets

Namibia Craft & Design Institute (NCDI)

The NCDI Model



Product Development

Design, innovation, quality



Business Support

Mentoring, systems, growth



Market Access

Retail, e-commerce, trade

Impact

- Jobs
- Income growth
- Export potential
- Sector formalisation

***This is not a start-up
— it is a scale-up***

Why This Matters to Investors & Funders

- Low-cost, high-impact entry point into the creative economy
- Strong alignment with ESG and impact investment goals
- Supports women-led and community enterprises
- Direct job creation in rural and underserved regions
- Preserves cultural heritage while generating income



NCDI Investment Opportunity

- Pilot phase funding and co-funding partners
- 24-month establishment phase
- Facilities and equipment
- National rollout
- Market Expansion



Winner 2025



**Tripadvisor
Travellers' Choice™
Awards 2025**

Namibia Craft Centre

Reviews from millions of Tripadvisor travellers place this winner in the **top 10%** worldwide.

**Top
10%**

THANK YOU



Questions, comments, and follow-ups welcome.

CONTACT

[Shareen Thude, Executive Director – Namibia Art Craft & Design

manager@namibiapcraftcentre.com

www.namibiapcraftcentre.com