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Namibia Opens Its Doors to Global Business Events: **A New Era for MICE in Africa**

When I took on the role of Manager at the Namibia Convention Bureau, I knew we were stepping into an exciting moment for our country. Today, I am proud to share that Namibia has officially positioned itself to become Africa's premier hub for meetings, incentives, conferences and exhibitions (MICE).

Officially established by the Ministry of Environment, Forestry and Tourism (MEFT) in collaboration with the Namibia Investment Promotion and Development Board (NIPDB), the Bureau I now lead represents more than just another destination marketing initiative. It marks a fundamental shift in how our Southern African nation positions itself on the global business events stage.

Why Namibia, Why Now?

I am often asked why event organisers should consider Namibia, and my answer is always the same: the timing could not be more strategic. As I engage with event organisers worldwide, I see them seeking destinations that offer unique experiences, political stability, and world-class infrastructure. Namibia delivers



on all three. We combine breathtaking natural landscapes with modern facilities, making our country ideal for delegates who value both productive business environments and memorable experiences.

We established the Bureau with clear economic objectives that I am passionate about achieving: to diversify Namibia's tourism economy, unlock high-value MICE sector opportunities, and create sustainable employment across multiple industries. What excites me most is that business events travellers typically spend more, stay longer, and often return as investors, creating economic ripple effects that extend far beyond the conference hall into hospitality, transport, creative industries, and professional services.

Real Results, Real Impact

I want to be clear: we are not starting from scratch. In 2025 alone, I had the privilege of supporting 20 major MICE events spanning the energy, technology, mining, and creative industries. These included high-profile gatherings such as the Commonwealth Business Summit 2025, Global African Hydrogen Summit 2025, AFI Global Policy Forum 2025, and the Africa Infrastructure Finance, Investment & Partnership Summit 2025.

Over the past 24 months, I have watched Namibia welcome 36 international conferences, including the African Union MSME Summit, AviaDev, and the Africa Hospitality Investment Forum. These events have injected millions of dollars into our local economy and demonstrated our growing capability as a MICE destination.

Streamlined Access for International Delegates

One of the advantages I am most excited to share with international event organisers is our innovative MICE visa programme. Since the Ministry of Home Affairs, Immigration, Safety and Security (MHAISS) launched the MICE visa in 2024, I have seen over a thousand applications processed through our fully digitised e-visa portal. This removes one of the traditional barriers that often complicate African event planning, ensuring smooth entry for international delegates.

An Invitation to Event Organisers

As Manager of the Namibia Convention Bureau, I now serve as your official point of contact for planning business events in our country. Whether you are organising an international conference, planning an incentive programme, coordinating a trade exhibition, or hosting a corporate meeting, my team and I offer comprehensive support, including bidding coordination for international conferences, event logistics support, destination marketing, and access to registered service providers across the MICE value chain in Namibia.

I have worked hard to establish partnerships with registered service providers and maintain an active network across the MICE ecosystem, from venue owners and hotels to caterers, event production companies, transport operators, and creative service providers.

Looking Ahead

I have developed the Bureau's strategic action plan with a focus on profiling Namibia globally through international MICE trade shows, securing membership in prestigious organisations such as the International Congress and Convention Association (ICCA), and conducting educational workshops for stakeholders. My goal is clear: to strengthen Namibia's competitiveness in attracting regional and global business events while advocating for industry-related policy improvements.

For event organisers seeking a destination that combines African authenticity with world-class facilities, political stability with natural wonder, and professional service delivery with genuine hospitality, I believe Namibia presents a compelling proposition.

I invite you to discover what makes our destination unique. Whether you are planning your next conference, incentive trip, or industry exhibition, I encourage you to explore the possibilities at www.ncb.com.na.

The world of business events is evolving, and I am ready to write the next chapter alongside you. 📍