



NIPDB
Namibia Investment Promotion
& Development Board

EXPRESSION OF INTEREST

Invitation to Contribute to the Development of Content for the **“Namibia Investment Guide”**

Issued by: Namibia Investment Promotion and Development Board (NIPDB)

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Introduction

The Namibia Investment Promotion and Development Board (NIPDB) invites Expressions of Interest (EOI) from qualified individuals, organisations, and industry experts to develop content for a comprehensive *Namibia Investment Guide*. This guide aims to provide essential information to prospective investors, highlighting Namibia's unique opportunities and investment-friendly environment.

This initiative offers a unique co-branding and other marketing opportunity alongside the NIPDB, providing significant and consistent exposure to local and global audiences.

Background

Namibia is a land of opportunity, offering a strategic location, robust natural resources, a stable political environment, and a supportive investment climate. However, navigating the investment landscape requires access to detailed, reliable, and structured information. In its commitment to positioning Namibia as a preferred investment destination, the NIPDB is addressing this gap by providing potential investors with clear, reliable and detailed information about the processes and opportunities for investment in the country. To this end, the NIPDB is developing a comprehensive Namibia Investment Guide, which will serve as a step-by-step resource for both local and international investors seeking to do business in Namibia.

This guide will be structured into seven volumes, each addressing specific aspects of the investment and business landscape in Namibia. The guide aims to streamline the investor journey by offering practical information and actionable insights on processes regarding investing in Namibia.

Rationale for the Investment Guide

Investors often face challenges in navigating the regulatory, operational and procedural aspects of establishing and conducting business in a foreign country.

By producing this guide, the NIPDB seeks to:

- Simplify the investment process by providing a clear roadmap for potential investors.
- Enhance transparency and accessibility of information.
- Promote Namibia's competitive advantages and opportunities to a global audience.



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- Support the NIPDB's mission to attract sustainable investments that drive economic growth and job creation.

The *Namibia Investment Guide* **will serve as an authoritative resource** for investors, showcasing Namibia's diverse investment opportunities, regulatory frameworks and socio-economic landscape. By co-branding with the NIPDB, contributors will position themselves as thought-leaders, while supporting the country's investment promotion goals.

Objectives of the Guide

The primary objective of the *Namibia Investment Guide* is to offer a user-friendly, detailed, and reliable resource for investors to:

- Understand Namibia's economic landscape, including key sectors, demographic data and opportunities.
- Access detailed, step-by-step instructions for processes such as business registration, taxation and acquiring land.
- Connect with key stakeholders and government bodies to facilitate seamless investment processes.
- Navigate the regulatory and for establishing and operating a business.
- Gain insights into the legal, financial, logistical and procedural requirements of doing business in Namibia.
- Identify priority sectors and align their investment strategies with Namibia's national development plans.

This guide will be a cornerstone in fostering partnerships, encouraging investment and showcasing Namibia as an attractive and viable destination for business.

Scope and Reach

The *Namibia Investment Guide* is intended to serve a wide audience, including but not limited to:

- Local and International investors across various sectors, including renewable energy, tourism, agriculture, manufacturing and mining seeking opportunities in Namibia.
- Local entrepreneurs and businesses looking to expand or attract investment partnerships.
- Development agencies and financial institutions.
- Trade and investment promotion bodies.
- Multilateral organisations, trade associations and financial institutions.



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The guide will be distributed through digital and print platforms to ensure maximum reach and accessibility.

Content Overview

The Investment Guide will be divided into seven (7) Volumes. Volumes 4 and 5 will be developed by the NIPDB in collaboration with the respective, relevant Government Ministries. Therefore, only five (5) of them, shown below, are open for bidding.

In their EOI response, contributors must specify the volume(s) for which they wish to provide content. The NIPDB will supply draft content outlines for each volume to the successful contributors, serving as a baseline for their research and writing. Contributors will be responsible for refining the provided guidelines and collaborating with the NIPDB to finalise the content for each Volume.

VOLUME	THEME	OUTLINE
Volume 1	Namibia Profile	This volume will highlight key factors about Namibia's demographics, governance, and economy.
Volume 2	Investment Climate	This volume will highlight Namibia's readiness for Investment into priority sectors. It will also outline the country's industrial policies, and trade relations.
Volume 3	Starting and Operating a Business in Namibia	Key features to be covered will be business registration, regulations, and employment considerations.
Volume 6	Banking and Foreign Currency Regulations	This volume will provide an overview of the financial sector, including banks, insurance and regulatory bodies.
Volume 7	Land Regulations and Access	This volume will dive into the process of acquiring land for investment projects in Namibia.



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Opportunity for Contributors

The NIPDB invites interested firms and organisations to express their interest in developing content for the Namibia Investment Guide. Contributors are required to select one of the four available volumes outlined in the “Content Overview” section of this EOI and submit a proposal detailing their expertise, approach and capacity to deliver high-quality content.

There is no monetary compensation for this collaboration. Contributors will benefit from:

1. **Co-branding Opportunities:** Your organization's logo and branding will feature prominently alongside the NIPDB's branding on the respective volume(s) you contribute to, associating your organization with Namibia's premier investment promotion initiative.
2. **Visibility and Global Exposure:** The guide will be distributed to a wide audience of investors, private sector & government partners and multi-lateral institutions, providing visibility for your brand.
3. **Credibility enhancement:** Association with the NIPDB and a high-impact publication boosts your organisation's reputation and credibility.
4. **Partnership Recognition:** An acknowledgment on NIPDB Website under the Investment Guide page/folder as a valuable contributor to the document.
5. **Recognition as Experts and Thought-Leader:** An acknowledgment of the contributor's expertise and role in developing Namibia's investment narrative will position your organisation as a key stakeholder in promoting Namibia's investment landscape.

The guide will be updated annually and the NIPDB will award the successful contributor a two-year contract. This arrangement requires the successful contributor to provide content for their selected volume(s) of the Guide and where it will co-brand the Guide for the 2025/26 financial year, with the opportunity to update it for the 2026/27 financial year.

Submission Requirements



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Interested contributors are requested to submit the following:

1. **Profile of the Organisation:** Include relevant experience and expertise in content development, investment promotion, marketing, copywriting or related fields.
2. **Sample Work:** Provide examples of previous projects(s)/work relevant to the scope of this guide.
3. **Interested Volume(s):** Indicate the specific volume(s) for which the content contributor wishes to develop content.
4. **Concept Note:** A brief proposal (not more than 2 pages), outlining the content contributor's approach/methodology to content development, including any unique perspectives or insights they bring to the project, ensuring alignment with the NIPDB's goals.
5. **Contact details** of a designated representative.

EOI Clarification

Participants are welcome to seek clarifications on the bid requirements and process outlined, via email (see contact details below). The NIPDB will host an online clarification session if there is a significant number of inquiries. The date will be announced in advance to all registered participants. If inquiries are limited, the session will be omitted and responses will be provided to all participants via email.

Eligibility/Evaluation Criteria

Submissions will be evaluated based on the following criteria:

- Demonstration of expertise in content development within the investment, economic, or business domains.
- Relevance and quality of previous work.
- Alignment of the concept note with the objectives of the guide.
- Creativity and innovation in approach.
- A commitment to adhering to NIPDB's content guidelines and timelines.



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Submission Deadline and Contact Information

To submit your Expression of Interest, please [click HERE](#) and complete the form. **Submissions are open until 7 July 2025.** Late submissions will not be considered. For inquiries, email investment.guide@nipdb.com.

Successful participants will be notified by 30 July 2025.

We look forward to your participation in this exciting initiative to position Namibia as a premier investment destination. Together, we can drive meaningful progress and unlock the country's economic potential.

Join us in shaping the future of investment in Namibia!

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