

Namibia

Key indicators

Population (millions)	2.3
GDP (\$ billions)	10.2
GDP per capita (\$)	4427.9
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-12.4
Tariff preference margin (percentage points)	3.7
Imports and exports (goods and services), share of GDP (%)	129.7
Services exports, share of total exports (%)	23.4
Geographic region	Africa
Country group	
Income group	Upper-middle income

SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
Small	42.3	30.4	44.3
Medium	49.0	59.7	64.9
Large	63.5	99.6	64.0
All	42.3	36.3	53.6
BUSINESS ECOSYSTEM	64.2	50.6	63.5
NATIONAL ENVIRONMENT	47.7	38.6	47.9

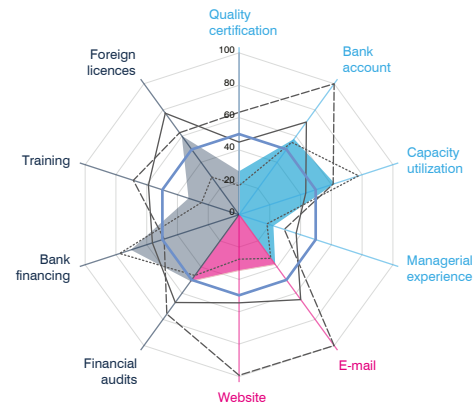
Reference level: 49.8 (a function of GDP per capita)

Weaknesses are scores below: 24.9 | **Strengths are scores above: 74.7**

SME Competitiveness Grid

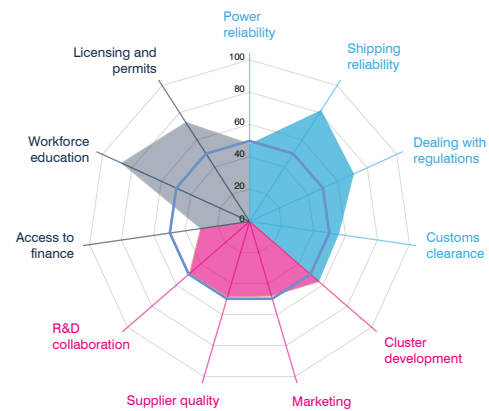
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	17.9	44.9	63.3	26.8
Bank account	55.3	70.8	100.0	57.8
Capacity utilization	77.8	43.3	61.2	62.2
Managerial experience	18.2	37.1	29.4	22.4
Connect				
E-mail	33.3	64.9	100.0	38.0
Firm website	27.5	54.5	99.3	34.5
Change				
Audited financial statement	46.4	67.1	75.9	50.9
Investment financed by banks	77.6	56.3	48.7	70.3
Formal training programme	24.3	58.9	68.7	32.8
Foreign technology licences	28.7	77.5	62.6	60.3



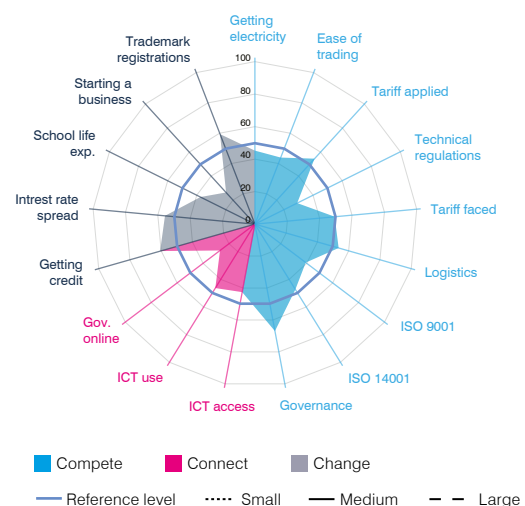
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	46.8	49.3	50.7	48.0
Domestic shipping reliability	81.9	-	-	81.9
Dealing with regulations	72.3	63.4	90.3	71.0
Customs clearance efficiency	-	-	-	55.8
Connect				
State of cluster development	-	-	-	56.8
Extent of marketing	-	-	-	48.0
Local supplier quality	-	-	-	48.7
University-industry collaboration in R&D	-	-	-	49.1
Change				
Access to finance	27.0	40.0	96.7	30.6
Access to educated workforce	85.6	93.2	93.6	87.0
Business licensing and permits	79.8	50.0	92.0	72.8



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	45.2
Ease of trading across borders	43.9
Applied tariff, trade-weighted average	54.5
Prevalence of technical regulations	29.1
Faced tariff, trade-weighted average	49.3
Logistics performance index	53.6
ISO 9001 quality certificates	39.2
ISO 14001 environmental certificates	47.3
Governance index	67.0
Connect	
ICT access	42.6
ICT use	46.2
Government's online service	26.9
Change	
Ease of getting credit	60.7
Interest rate spread	55.6
School life expectancy	37.5
Ease of starting a business	26.3
Patent applications	-
Trademark registrations	59.4



Note: Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

Source: World Bank Enterprise Survey (2014) for firm level data; for other sources and methodology see Annex.

SME Export Potential

Namibia is an upper-middle income country with a population of 2.2 million and GDP of \$14 billion. Goods and services account for 76.6% and 23.4% of exports, respectively.

Namibia's unrealized potential to increase existing exports lies mainly outside its home region, notably to Europe (see table below). *Non-industrial diamonds* have increased export potential in the home region, Asia and Europe. Other products with unrealized potential to Europe include *frozen fish fillets* and *fresh or chilled bovine meat*.

Regarding new export products, Namibia has diversification opportunities in animal products, chemicals, as well as minerals and metals with products such as *gold in semi-manufactured forms*, *piperidine and its salts*, and *frozen cuts of sheep*. The production of the latter good involves a relatively strong representation of women. Other products identified for diversification include *jewellery articles of silver*, *non-alloy aluminium wire*, and *cheese*.

Small firms in Namibia perform well in accessing an educated workforce and domestic shipping reliability. They underperform, however, in owning international quality certificates, having managerial experience, and offering formal training programmes to employees. The largest gap between small and large firms lies in access to finance. The country's national environment scores well in governance.

Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators					
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology		
			0 500	0 500	0 500	0 500	0 500						
Non-industrial diamonds unworked or simply sawn, cleaved or bruted (excluding industrial diamonds)	710231	898	400	0	0	400	0	0	0	Red	Red	Red	Red
Frozen fish fillets	0304Xb	228	0	0	0	100	0	0	0	Green	Red	Green	Red
Fresh or chilled bovine meat, boneless	020130	62	0	0	0	20	0	0	0	Green	Red	Green	Red
Beer made from malt	220300	112	0	0	0	0	0	0	0	Green	Red	Green	Green
Copper, unrefined; copper anodes for electrolytic refining	740200	363	0	0	0	0	0	0	0	Green	Green	Red	Red
Fresh grapes	080610	76	0	0	0	0	0	0	0	Green	Red	Red	Red
Other frozen fish	0303Xa	102	0	0	0	0	0	0	0	Green	Red	Green	Red
Unwrought zinc, not alloyed, containing by weight >= 99.99% of zinc	790111	267	0	0	0	0	0	0	0	Green	Green	Red	Green
Frozen hake "Merluccius spp., Urophycis spp."	030366	34	0	0	0	0	0	0	0	Green	Red	Green	Red
Frozen, boneless meat of bovine animals	020230	36	0	0	0	0	0	0	0	Green	Red	Green	Red

Notes: Unrealized potential table: Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

Source: ITC Export Potential Map, <http://exportpotential.intracen.org>