



**Closing remarks by Hon. Stanley Simataa, Minister of Information
and Communication Technology**

**During the National Consultative Workshop on the Nationhood and
National Pride Programme**

Otjiwarongo, Otjozondjupa Region, 28th August 2019

Master of Ceremonies

Your Worship Bennes Haimbondi, Mayor of Otjiwarongo

Honorable Governors and Chairpersons of Regional Councils

Government Officials from different Ministries, Offices and agencies

Key Stakeholders NNP stakeholders

Members of the media,

Ladies and Gentlemen

I would like to extend my sincere gratitude and appreciation to the delegates who participated in the two workshop sessions (21-23 and 27-28 August 2019) that were specifically designed to gather inputs into the development of a new five (5) years strategic plan on Nationhood and National Pride programme.

It pleases me to note that the draft strategic plan that was developed and validated during these two workshops has set clear deliverables and targets for Namibia in areas such as nation branding, national pride, environmental hygiene, civic education, ethics and values in order to strengthen patriotism, unity and create a common national identity for our country.

The document will be submitted to the Namibian Cabinet for endorsement and approval together with the draft directive on the Nationhood and National Pride programme.

What is interesting about the new draft strategic plan is that stakeholders and have clear objectives while at the same time create synergies and collaborations among different national campaigns and programmes.

Many countries have embraced the concept of nation branding which aims at promoting a positive image about their nations to the outside world. As a country we can no longer afford to ignore the opportunities presented by this relatively new concept.

I therefore would like to thank all my counterparts present here, Honorable Governors and Chairpersons of regional councils for finding time in their busy schedule in order to deliberate on a new course for our nation. In the same vein, I also would like to thank all stakeholders and officials from different OMAs and the private sector who contributed to the development of this document.

We seek to build a society where every Namibian understands their roles in contributing to the achievement of our developmental goals, and build a nation with norms and values which are well documented and respected.

In conclusion, ladies and gentlemen, allow me to declare this National Consultative Workshop on Nationhood and National Pride Programme officially closed.

MY NAMIBIA MY COUNTRY MY PRIDE

I thank you.