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October 2018

The Founder

Kids Shuttle

*Tailored for our
kids' safety*

**Grace
Mugaviri's**
passion for law

*Engineering
across borders*
**Meet Simba
Mandiopera**

**The passion
of a village
pharmacist**

Heikky S. Katti

Ceramic Perspective



Living Waters Pharmacy

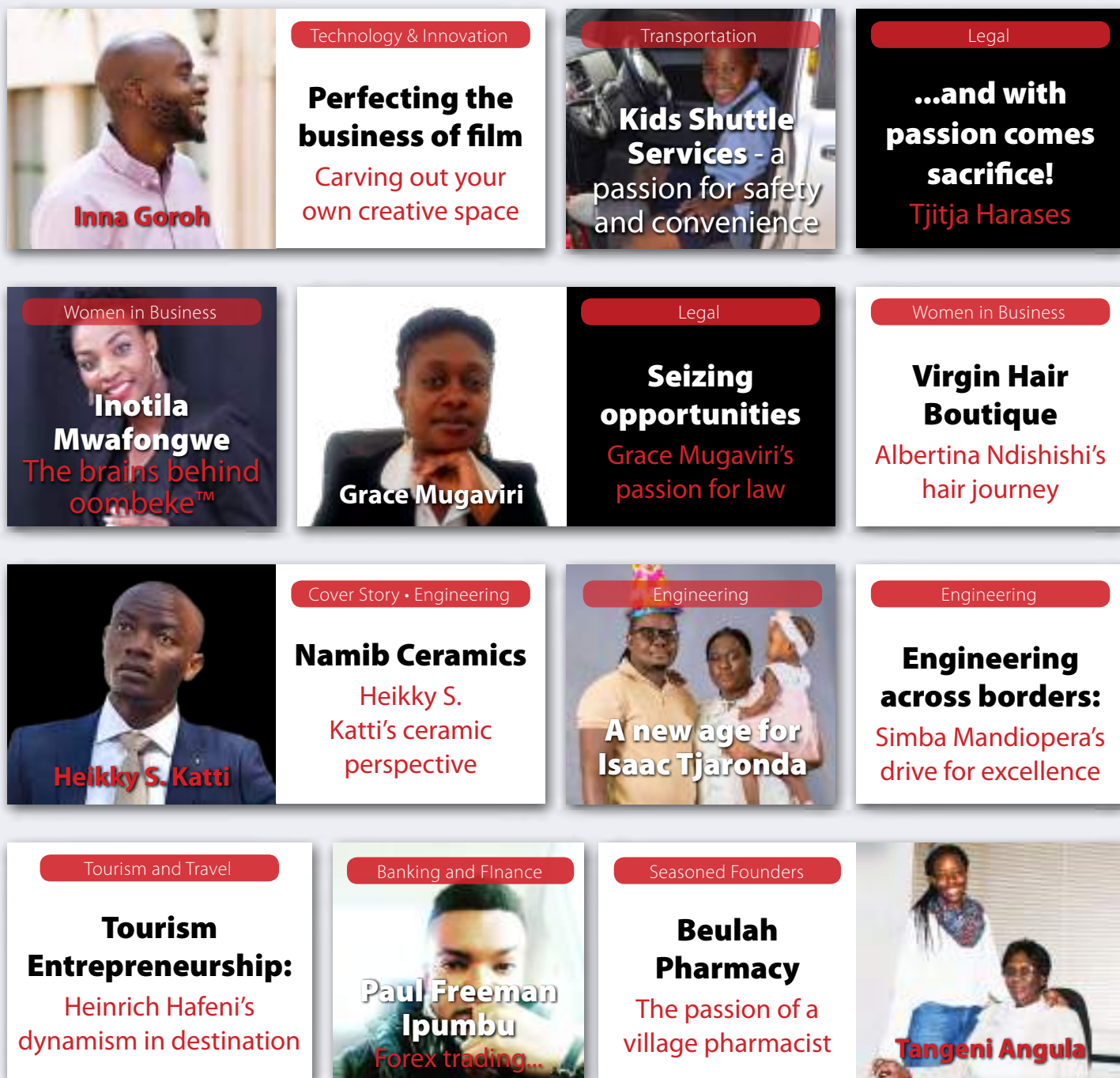
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The Founder is Namibia's premier Leadership and Entrepreneurship Digital & Interactive Magazine that profiles and showcases Namibia's founders, from Seasoned Executives to StartUp Founders & Investors. The Founder gives you an exclusive look at the men and women who build and shape Industries, run our Economy and Inspire us to take charge of our Destinies.



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Carving out your own creative space within the local film industry has become necessarily inevitable.

One such space has seen Inna Goroh rise to be one of Namibia's leading directors.

Besides working on some short films, some of the most popular music videos for artists like Sally, Jericho, Dice and Famaz Attack, Goroh has directed video adverts for Standard Bank Namibia, Bank Windhoek, Air Namibia, MTC and TN Mobile under his production house Inchiology Studios, which he founded in 2008.

The Namibian film industry has been steadily growing in quality and numbers over the last few years. Katutura, which garnered some international attention and popular series The Third Will attest to this.

"I directed Standard Bank Namibia's largest Ad to date – Q2 Loans, which I did when I was 26. It's probably still the project I am most proud of. The advert aged decently. Once of the more recent larger scale projects we've worked on was Polana in the House, a show that air last year," he tells **TF**.



Behind the scenes on a video shoot

Polana in the House was a 2017 cooking show hosted by chef Jona Levi and Hermien Elago that set out to showcase creating succulent meals using Pasta Polana products and whatever ingredients they could find in the kitchens of whoever's home they happened to be shooting in that episode.

The result was a great show, some Pasta Polana promotion and instigating ravening appetites for viewers.

A successful business in Inchiology Studios is the by-product of a passion for excellence in film that Goroh has fostered since he was a teenager.

Son of local pastor of Jesus Center, Haruna Goroh, he got a head start fidgeting with church cameras and equipment to help perfect his art.

He completed his studies in Computer Generated Imagery for Commercials and Film at Savannah College of Art and Design in the U.S.A. His earliest work was a Visual effects (VFX) artist before he moved on to directing. But the beginning was not all rosy.

"I started on a less than suitable laptop, putting in long hours. Over time you make the necessary purchases.

You gauge the company's financial standing and take the leap to employ under the supposition that the growth in number will increase amount of work we are able to take on as well as increase quality.

Same with equipment – The equipment should be able to pay itself off from the additional work it is able to generate."

But if you asked him, he'd much rather be up at 5am shooting a short film or storyboarding an advert than sitting in an office trying to balance the books.

"Switching sides of the brain isn't always easy to do. So, I try to leave the numbers side to the qualified.

When a creative is in the heat of creating, it can be difficult to be objective when it comes to the number so it helps to have someone objective at all times.

This doesn't mean I disregard the numbers, I just prefer to have someone who is completely focused on that aspect."

Inchiology Studios employs seven in various roles and each project is tackled according to its own unique needs. There isn't exactly a how-to-do manuscript and Goroh had to learn with each project.

Generally, they start with a brief (what the client wants) before Inchiology can determine whether it is a project they are able or want to execute. Next, they provide a costing which might be accompanied by a Director's treatment (depending on the project).

The client approves or disapproves. If they approve, production commences, involving the client at every phase; this helps to ensure they are satisfied with the direction the project is taking as well as to keep them updated on progress made.

Once the project is completed to the satisfaction of the client, a final file/ video/ executable is provided on the medium of their choice.

A devout Christian, evident by his adherence to his father's teachings, Goroh sees each project as his contribution to Christian excellence. In fact, he starts each day with a prayer before dawn, followed by a trip to the gym.

A fairly recent hobby, fitness has become a means to maintaining discipline and growth. Fitness allows Goroh to see the results of applied determination and consistency.

He is able to experience muscles do what they could not a week prior. He has applied this philosophy to his art and uses it as a measure for growth.

"Are you always learning something new? Are you consistently building on skill and disciplines acquired? Are you surrounded by people better than you? If yes, then it's highly likely you are growing."

"I measure my growth by the goals I have set for myself."

"I have listed the key areas I would like to grow in, having long term and short-term targets."

"I check in with these regularly to see how far I have come and how far I still have to go," he says.

Inspired by Blur Studio and 2016's Deapool director, Tim Miller and Andrew Kramer (founder of Video Co-Pilot), Goroh's ability to produce music, play drums and photographic skills atop his talent as a director are perhaps an indication of his eclectic upbringing.

"I was born in Nigeria, raised in Namibia, attended tertiary in America, married to a South African, Irish Goroh."

"My wife is a clinical researcher/ film producer/ model and mother to my son. My family is my bedrock."





Kids Shuttle Services - a passion for safety and convenience

For any parent with school or creche-going children, coordinating their daily itinerary along with their own can be a nightmare, so when Kids Shuttle Services was founded in 2016, it came much to the relief of many Windhoek parents. Before Kids Shuttle Services, Sethunya Sedimo, a single mother of two found herself exhausted before she even stepped into the office, and late at that. And the afternoons offered little reprieve.

"I would use my lunchtime running out of the office and then enduring the long lunchtime traffic to pick up my son, drop him off for his afternoon classes and then head back to the office. When I would get there, it would be past two o'clock," she says.

For Sethunya discovering Kids Shuttle Services was like

discovering unicorns exist.

Kids Shuttle Services, which was founded in March 2016 is a transport service tailored to children.

There was a need for a service that catered specifically to children because unlike other taxi services that offer transport services, it was trust and dependability that would

make Kids Shuttle Services unique.

"Parents are worried for the safety of their children, especially recently. We are glad that we were the first because now, Kids Shuttle Services is not just a business, but it has the parents' trust.

They shared their success stories and that helped us grow. Because of things that have happened, in 2018 parents are not leaving their kids with just anyone.

We take it as a social responsibility to the community as parents can do their work without worrying

about their kids' safety," Kids Shuttle Service admin officer Liezel Meyer tells TF.

Safety is our number one priority. Besides uncompromising seatbelt and road safety rules, background checks are done before hiring drivers and to ensure they don't have a criminal record. Daily schedules and routes are also meticulously mapped out to get the most out of each trip.

Before funds and resources were committed to Kids Shuttle Services, the idea was tested out for a week, transporting kids to and from school. Before the week was up, desperate parents like Sethunya, needing transport services for their kids were calling in daily to book a spot.

Kids Shuttle Services started with two vehicles, a 6-seater Toyota Sienta and a Sedan and closed off 2016 transporting 18 kids and hired two drivers.

In two years, that number has more than tripled. Currently, Kids Shuttle Services transports 65 kids and hires five, including four drivers and an admin officer.

"We are grateful to Standard Bank because they saw potential in what we do and with a loan from them we bought two more vehicles and office space. We moved onto seven seaters and a Quantam as they are bigger vehicles and we are able to optimise them to

carry more kids," Meyer says.

It has been two years since Sethunya has forfeited her lunch break to drop her



kids at home or at their next after school appointment. In fact, lunch naps are now a thing she enjoys.

Kids Shuttle Services transports kids from schools in Pionnerspark, Otjomuise, Khomasdal, Cimbabacia, Rocky Crest, Ludwigsdorf, Eros, Kleinne Kuppe, Elisenheim and the list continues to grow.

As the final semesters for 2018 get underway, there are already plans to add more vehicles and drivers in 2019.



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Seizing opportunities

Grace Mugaviri's passion for law

Oppportunity is the great fertile ground upon which passion and dedication can bloom, Oshakati based attorney, Grace Mugaviri knows this all too well.

From watching courtroom dramas and reading detective novels as a teenager, she had always dreamed of becoming a lawyer, but it was after discovering the construction of the High Court in Oshakati was on the government agenda that she believed establishing her legal firm in the north

would not only yield positive results but would enhance her legal profession and aspirations.

Today, under the leadership of one of the first female lawyers to own her own practice in that part of the country, Mugaviri Attorneys is going onto nine years of establishment.

After completing her B Juris and LLB Degrees in 2005 and 2007 respectively, Mugaviri worked at Metcalf Legal Practitioners in Windhoek whilst attending her articles at the Justice Training Center which

she completed in 2008 and subsequently was admitted as a Legal Practitioner of the High Court of Namibia on 25 April 2008.

In the same year, she was transferred to the Metcalfe Legal Practitioners office in Walvis Bay as a professional assistant until May 2009

when she joined Kishi Legal Practitioners (Oshakati).

With this valuable experience in the two legal firms under her belt, she then decided to open her own practice Mugaviri Attorneys in Oshakati in May 2010.

“Whilst I knew that the establishment of my legal firm was a challenge I never looked back. Apart from the fact that there were five legal firms operating in the northern part of Namibia I saw a niche especially given that many law firms were concentrated in major towns like Windhoek and the coastal towns,” she tells TF.

With a focus on criminal litigation, civil litigation, contractual and commercial law, customs and excise law, land disputes and debt collection, Mugaviri has become one of the most recognisable names in law practice in the north.

With the growth of Mugaviri Attorneys over the years, she realised that she would not be able to practice all

aspects of the law herself and in turn engaged the services of two candidate legal practitioners, namely Gottlieb Japhet and Paula Hairwa who assist the firm in various aspects of law, including labour law, environmental law, human rights law, criminal and civil litigation, debt collection, amongst others.

This move enabled the firm to diversify its offering.

While practicing law is her lifelong passion, Mugaviri appreciates how crucial it was to tame the business side of running your own practice.

“Running and managing one’s own firm is very different from being an employee because as an owner you carry the responsibility firstly to ensure that the business operates professionally and profitably to ensure growth.

You also work extraordinarily harder because you must carry

a heavy responsibility towards firstly yourself to make sure the business is kept afloat and secondly to your employees whose families rely and look up to you for their daily livelihood.

In addition, being an owner of firm also enables one to assist a vast variety of clients whom I offer legal advice to on a pro bono basis in some instances,” she says.

Administratively, it is also her responsibility to internally train staff members and to encourage and motivate them to further their studies.

This will benefit both the firm and enhance staff member’s skills.

And then on top of that, besides juggling the business and practice aspects of law, Mugaviri is a mother of three which makes it quite challenging to balance running business and family life...

...Any lawyer can tell you that Legal practice is a very demanding profession that requires one to continuously research and keep abreast with both current and past legislative issues.

In fact, when TF catches up to her, we only have a very small window for our interview as she must be in court for four hours.

"My day starts at 05h30 when I prepare my two children who are school going and then prepare the all-day requirements for my 8-month old baby before I proceed to work.

It is sometimes not possible to be home at lunch time all the time due to traffic and deadlines, but I make sure that I am at home early enough to prepare meals for the children and help them with school work before they go to bed at 20h00. The joy of motherhood," she quips.

And yet, Mugaviri does not rest in her comfort zone. In 2017, she teamed up with Elia Shikongo, Jefta Tjitemisa,

Petrus S. Elago, Shakesphere Masiza and Gaenor Michaels as directors and formed Lexna Incorporated Insurance Company that was launched on 21 April 2018 in Windhoek.

She was also recently appointed as a council member for the medical and dental council of Namibia for a period of five years.

Today she believes young female professionals who want to follow in her footsteps need not shrink from challenges as with hard work and dedication, anything is possible.

"It is true that the legal profession is very demanding and taxing, however, if you love what you do, it will be rewarding.

As long as you love what you do and assisting people, this is the right profession for you.

You must be strong willed and extremely dedicated and passionate about what you do. Always turn challenges into opportunities."





*In contrast to Grace Mugaviri, a veteran in her profession, **TF** caught up with Tjitja Harases who, two months ago, took steps towards independence by opening her own firm, Tjitja Harases Inc.*

...and with passion comes sacrifice!

The biggest inspiration for this was the desire to be financially independent and to do so before the age of thirty and thus she provided all the capital for the business from her pocket owing to personal sacrifices.

"As a result of my move, I had to sell most of my personal belongings.

My promise to myself was to avoid debt at all costs. All the support from my family has made the transition much easier," she says.

Many of us have difficulty parting with our television sets or mobile devices even just to go out for a jog, Harases' sacrifice was doubly risky when she moved to a new town, Otjiwarongo, to set up her practice.

And daily she navigates the challenges of making her influence felt in a male dominated industry.

"The main challenge is creating awareness. Being that I am both new to Otjiwarongo and with a new firm, I must create awareness of the available services.

Men have the ease of networking – those channels are not accessible for women. Things like a hunting weekend are just not platforms for business that I have seen/heard my Wfemale colleagues be privy to.

Also, there is a general perception that results are achieved by men who aren't afraid to take on different clients.

I have seen female lawyers do justice to so many criminal matters that are commonly dealt with by our male counterparts," she says.

Harases further notes that several of the female Lawyers across Namibia have formed a sisterhood known as the Namibia women Lawyers Association (NWLA), which provides a forum to mingle and at times, refer work.

The NWLA was founded in 2015 and was born out of an extensive survey conducted amongst the female lawyers regarding the status and needs of women in the legal fraternity in Namibia.

The survey showed that there was a vacuum and that women in the profession needed support and guidance in pursuing their careers in the legal sphere.

"I have been so lucky to have received instructions from fellow female Lawyers. Together with the NWLA, we aim to identify and assist various cases in and around the Otjiwarongo area pro bono."

She is a proud UNAM graduate, having obtained her LLB (Hons) in 2012 and thereafter completed her Justice Training Centre (JTC) during 2013.

She was admitted as a Legal Practitioner in the High Court of Namibia in October 2014. Most recently, she received her Right of Audience in the Supreme Court of Namibia 22nd August 2018.

Upon graduation, Harases did not specialise in a particular branch of law per se and as such practices all aspects of Law.

She is involved in labour disputes, conciliation and arbitration of matters; civil litigation i.e. debt collection, divorce, etc; drafting of contracts and criminal litigation.

She starts each morning by reading emails and incoming correspondences just to make sure that anything urgent has her attention.

"Court appearances are usually at 9 am daily, hence I prefer to schedule consultations in the afternoons."

Owing to the various Courts in the region and strategic location of my office, I tend to travel every Tuesday to attend to obligations in neighbouring towns."

My work day generally ends at 5pm but I am available to attend to urgent matters after hours or on weekends. Most recently we had an arrest and bail matter that kept me at the station until 12am," she says.

Outside of the courtroom, Harases is a self-confessed homebody that loves to spend time with family, her three god-children, nephews & nieces.

She is an avid Sudoku enthusiast and has dabbled in a few local running events. During 2017, she participated in the Two Oceans 5km race and aims to tackle the Half marathon (21kms) in 2019.

She cautions young female lawyers who want to join her in the world of entrepreneurial law to guard their brand.

"This business places high value on goodwill. A great work ethic, good client relations, respect to colleagues & success at Court all impact how people perceive you."

you are your brand! Moreover, I believe in setting goals for yourself. Five and ten-year plans are a great start! In the not so distant future, I would like to join the bench as a Judge."

That's why I need to start laying the groundwork to God willingly reach that goal."

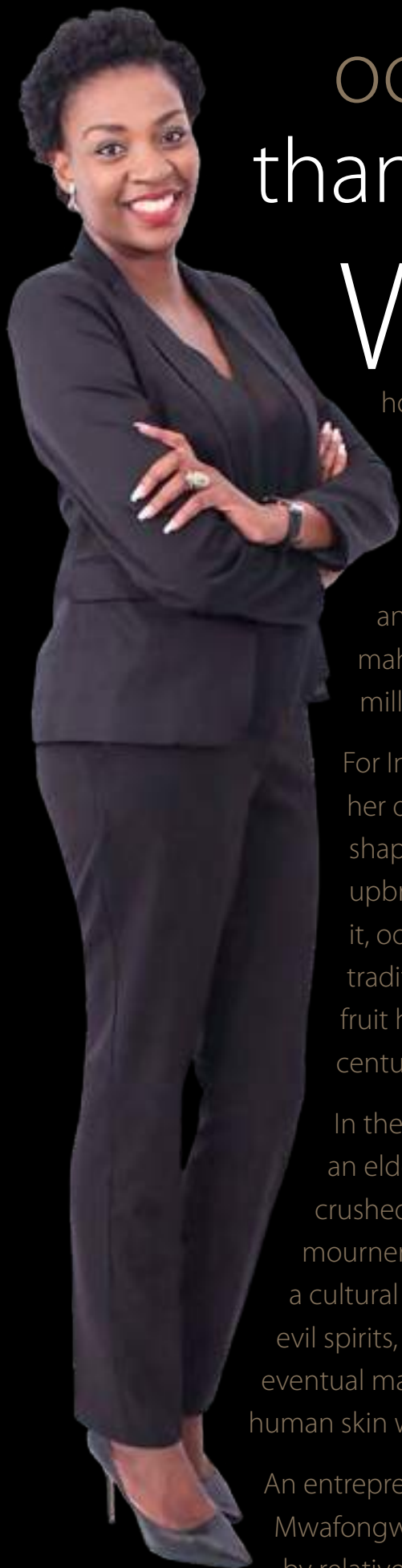
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oombeke™: More than just a magic fruit

We all carried over useful traditional home skills from our childhoods to adulthood. From platting hair to herding cattle and even pounding mahangu (finger millets) at oshini.

For Inotila Mwafongwe, her destiny was aptly shaped by such an upbringing. Think about it, oombeke, an oily traditional Owambo fruit has been around for centuries.

In the old days, when an elder died, it was crushed and applied on the mourners' hands as a part of a cultural ritual to wade off evil spirits, and with that, its eventual magic touch on the human skin was discovered.

An entrepreneur at heart, Mwafongwe was inspired by relatives in the North,

who had the knowledge about oombeke's natural healing qualities for many decades and that knowledge stirred her to create cosmetic products for male and female of all ages.

It led to a business venture becoming operational in 2013. The aim was to become market leader in the cosmetics industry based on oombeke within 18 months.

"My vision was to become the world market leader of end consumer products based on oombeke. We are establishing a world-end consumer brand.

That will take time. In fact, it is an endless journey when you think about the fact that Nivea was established over 100 years ago.

So, for me it is not a matter of "hit and run".

I want to hand over that business to my little boy for him to work as hard as I am, building and strengthening a cosmetic world brand made in Namibia.

In our business we respect nature and produce in the most sustainable manner.

We are acting professionally and doing business with integrity.

Treating people with respect and acting in a socially responsible manner.

To me that is the only way to grow in the long run," she tells TF.

oombeke grows from a bush forming shrub or small tree that grows up to 7 meters high. The trunk is rarely thicker than a 10 cm shrub with an open crown.

The fruits are green but turn golden yellow or red when ripe. oombeke contains saturated and mono-unsaturated fatty acids (about 99%) which make it stable to oxidation.

oombeke has been used since ancient times and has attested to promote hair growth as well as an effective anti-aging skin agent. When most SME businesses choked during infancy due to lack of capital, Mwafongwe was

determined to rather save up funds for her business than sell her idea.

"I was not willing to present the concept of oombeke to a banker for her/him to tell me that I will not get the money I need to start my business and use the concept directly or indirectly her- or himself. Apart from the lack of trust I find the interest rates here in Namibia ridiculously high.

Foreign (European) banks are not willing to finance SMEs in Namibia, which I understand when we look at our business ethics to avoid the nasty word of "corruption". Even the SME Bank had a "funny development," she says.

Currently, oombeke has two lines; oombeke Hair Growth Fluid and oombeke Skin Firming Serum.

These are sold throughout Namibia, but business has been most lucrative in Germany and certain parts of Europe.

This, Mwafongwe stresses has come despite difficulties identifying a

"cosmetic industry" in Namibia like one would in Germany, France or the US. Very few cosmetic products manufactured in Namibia find customers outside Namibia in a decent volume.

Despite growing success as an entrepreneur, Mwafongwe finds solace at home with family.

"I am a very family-oriented woman. I love spending quality time with my son, who already understands at the age of three what oombeke is, and that we can buy sweeties or PJ Masks pyjamas only after we have sold oombeke.

He is the light of my life. I find long road trips or reading a great novel very relaxing."

A 'struggle-kid', Mwafongwe was born in Lusaka, Zambia and started school in Pretoria, South Africa before completing her studies in Namibia.

She holds an honours degree as a Social Worker from the University of Namibia (UNAM) and has been happily married since 2012, blessed with one son.





The Virgin Hair Boutique Co
Quality you can always trust

From friends & family to a thousand... Albertina Ndishishi's hair journey

The answer to whether Albertina Ndishishi loved hair or business more is as elusive as which came first, the chicken or the egg? As a teen, she wanted long hair, spanning the length of her back and in university

she was selling weaves to fellow students. Unbeknownst to her, a business was growing from weaves and snacks, returns which were enough to supplement her taxi fare.

But, she wanted more than just getting by with taxi

and soon her friends were showing significant interest in her small inventory.

Today she owns Virgin Hair Boutique (VHB) at Park Foods in Khomasdal with three branches in Windhoek, Swakopmund and Ondangwa

and about 20 people on her payroll. From selling to her family and friends, Ndishishi has over a thousand customers across Namibia.

Since Ndishishi started trading in 2008, and officially registered the business in 2011, Virgin Hair Boutique has grown impressively, a key factor being innovation.

Although the boutique sells the staple virgin Brazilian hair collaboratively, they also have their own very exclusive line of hair care extensions under the VHB brand along with their own exclusive hair product care line such as shampoos and conditioners produced with a partner company in Singapore.

With a mission to build a brand, everything is custom-made and made by the locals. They are into the saloon business; they are professional weave makers and install extensions.

Ndishishi's team also gives wing training for those who want to enter the business. She now envisions further growth in photography, transport and logistics sectors.

"In the early days, the business was very slow. I had to really be patient. The first time I got

my first batch of extensions, I stayed with them for about four months without selling anything.

But despite the slow early progress of the business, I had faith and knew that it would work.

My target market in the beginning was mostly my friends and family, who didn't really have the money to spend on the weaves even though they liked the quality," she tells TF.

Ndishishi was born in a small village called Onekwaya West in the Ohangwena region, before moving to Windhoek at the age of 9.

After matric at Khomas High School, she enrolled at the University of Namibia in 2006 majoring in Industrial Psychology and Sociology. An exchange programme to Europe exposed her to entrepreneurship.

Upon her return, she recollected her savings from her three-year saving plan and from the scholarship to invest in hair extensions to sell.

She originated the business only to sustain her through to graduation, but obliviously started a long-term plan.

Now 30, her biggest challenge to date in business remains the fact that as they mostly deal with international currencies, she is at the mercy of money markets, considering her prices are fixed.

In addition, the high taxes and duties imposed on importers also makes her reconsider pricing which results in certain products becoming pricy.

Yet what has made them standout has been the consistency in service and quality delivery to clients.

The busiest time of the year for VHB is the wedding seasons, being anytime from August to December. But Ndishishi thinks with the hair industry, it is a women thing; women always need to look good.

"You need to lead from the front, you need to be exemplary. You need to be a person who is very principled and have a very strong value system.

People do not do what you tell them to do, they do what you do.

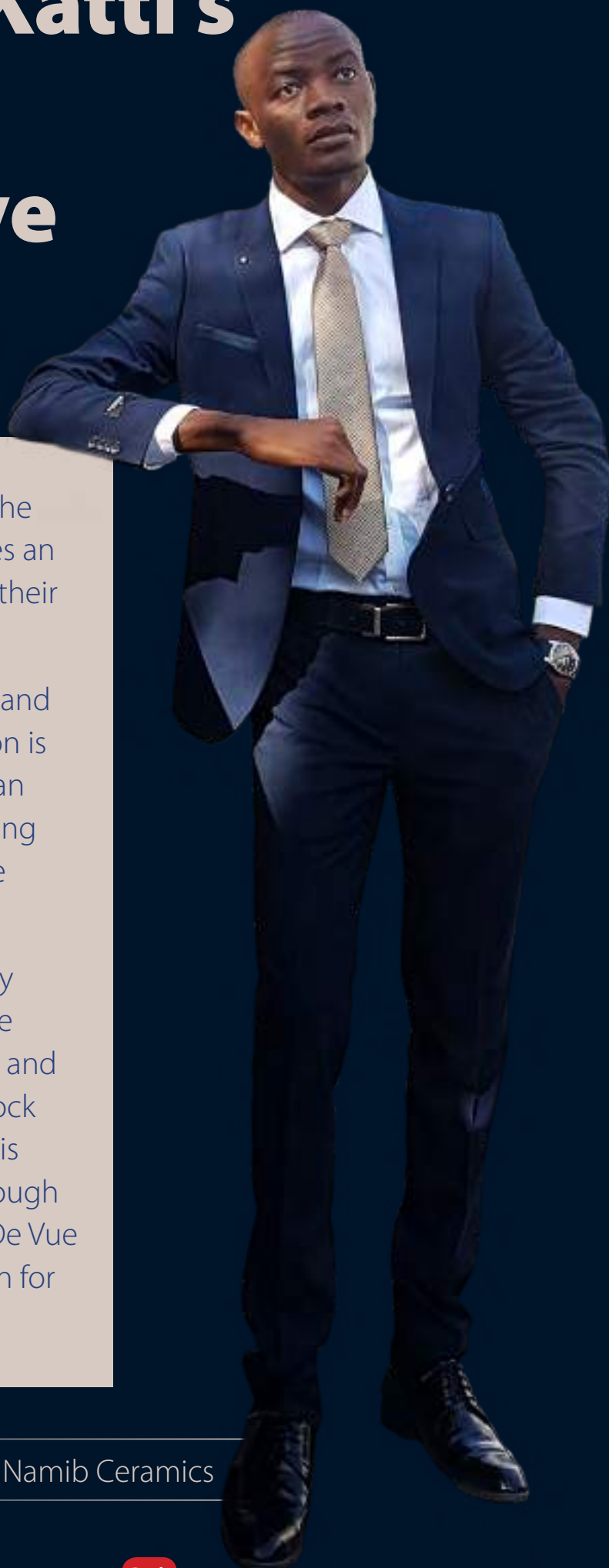
You cannot be preaching something and then do the opposite. If you want to lead the people you need to lead by example," she emphasises.

Heikky S. Katti's ceramic perspective

Perspective. It is perhaps the one thing that gives eagles an evolutionary advantage over their prey.

Besides their ferocious talons and superior flight, an eagle's vision is up to eight times stronger than that of an average human being permitting it to see over three kilometers away.

An eagle's viewpoint is the key factor that has allowed it to be crowned the king of the skies and it is upon this philosophical rock that Heikky S. Katti has built his house, Namibia Ceramics through his holding company Punto De Vue Holdings (an Italian translation for Viewpoint).



Heikky S. Katti | Founder & CEO of Namib Ceramics

Namibia Ceramics is a manufacturing initiative that Katti conceived in early 2016 to setup the first ever ceramic plant in Namibia. After construction begins later this year [2018], this will see Namibia being able to produce ceramic products such as floor and wall tiles from locally available industrial minerals such as clay and feldspar.

According to the quantity surveyor's estimates the project will cost N\$185m once complete, generating N\$90m annually and creating at least 150 permanent jobs along the whole value chain which includes mining, processing, logistics, marketing, and sales.

The project was initially planned for Rundu but upon doing a thorough due diligence on the quality and locality of raw materials, production plans have since moved to Tsumeb.

"It's a big vision for the country that we have been developing through my company Punto De Vue Holdings together with the Development Bank of Namibia and our equity partner, Konigstein Capital, and our Italian technical partner and equipment supplier, SACMI, to bring it to full bankability," shares Katti.

Frustrated by the reality that Namibia currently imports 100% of its ceramic tile, which swells to 2.2 million square metres annually, Katti saw a gap in the market and was compelled by foresight to enlist the help of his childhood friend, Titus Hidishange.

Together they saved up more than N\$300,000 from their own salaries over a two-year period for the project. All this at age 28.

These funds were used for Environmental Impact Assessments, for the design of the building of the plant and a 2016 business trip to SACMI in Italy. Namibia Ceramics will source equipment from SACMI and they will give them after-sales technical



support, including training on site at Tsumeb and in Italy.

In November last year, Namibia Ceramic won the Development Bank of Namibia (DBN) 2017 Innovation Award that came with N\$500,000.

"Namibia Ceramics will add value to Namibian clay, quartz and feldspar, by manufacturing tiles, locally. In addition to import substitution and improved product availability with a reduced transport cost," said a DBN spokesperson, last year.

The N\$500,000 prize assisted in ticking off several boxes which Katti and his team initially could not afford to do out of their own pockets.

For example, immediately after winning the award, they decided together with DBN to re-run the quality tests on the raw materials with a more reputable lab.

They were able to carry out this exercise through SACMI's laboratory in Italy within a short period of time because the funds were available.

"There are so many hidden costs in preparing projects of this magnitude such as hiring of equipment and manpower to collect samples from the field, and also transport and accommodation cost.



Business partner Mr Titus Hidishange assessing the clay raw material at Sonzogoro in Rundu

The award also gave Namibia Ceramics identity and credibility as a brand and for that reason we were able to do things much faster because people were now interested in hearing our story.



We have since been allocated industrial land (5000 m2) by the Tsumeb Municipality on a very good price. We have also managed to source a factory manager from an existing ceramic plant in South Africa.

We flew him in a few weeks back to come and view the town of Tsumeb and he is willing to relocate to Namibia to come manage the plant for us,” Katti says.

Just recently, DBN commissioned an independent study of the market to re-affirm Namibia Ceramic’s assumptions and also to establish whether there is a market gap in the neighboring countries for export purposes.

With these milestones, Katti and his Namibia Ceramic team have not rested on their laurels. In fact their viewpoint has only sharpened.

“Our focus has really been on preparing the project to full bankability in order for the investors to release the funds so that we can start with construction.

We thought this would happen earlier during the year but we have since learned that there were still a few key areas that needed to be addressed. I have confidence however that before end of this year we will be able to start with construction,” says Katti.

A Mining Engineer by profession, he graduated in 2011 as a Namdeb Bursar at University of Witwatersrand in Johannesburg, South Africa.

After graduation, he worked at Namdeb Diamond Corporation as a Trainee Mining Engineer. This was a three-year training program where, along with other fellow graduates he underwent training and tests that evaluated whether they had the necessary leadership skills to perform in the corporate world.

Currently he is an Explosives Engineer for Sasol’s Namibian branch.

Sasol is an integrated energy and chemical company based in Sandton, South Africa.

The company was formed in 1950 in Sasolburg, South Africa and built on processes that were first developed by German chemists and engineers in the early 1900s.

“The biggest challenge for me has really been having to balance my energy between business and my 8 – 5 job. But I’m so grateful that my employer, Sasol, and specifically my manager Mr Tobie Van Der Linde, saw so much potential in me and chose to support my vision in terms of time and resources.





Automatic packaging of finished products

There was even a point last year when I ran out of leave days because of business meetings but my manager still allowed me to attend meetings provided that my job at the mine is in order.

This is what you get when you have patriotic people working together,” he says.

Patriotism, faith and the audacity to be different have been Katti’s recipe to success.

He believes a businessman or businesswoman needs to be able to take calculated risks even beyond that, a morsel of faith to leap into the unknown.

Namibia Ceramics also fits in very well with the SADC Industrialization Strategy and Roadmap (2015 – 2063), which highlights the urgent need for the region to leverage its

abundant and diverse resources to accelerate industrialization through beneficiation and value addition (manufacturing).

His hope is that this project will inspire more young people to come forth in the spirit of patriotism and help develop the country with the knowledge that they have acquired from school and not just become mere job seekers.

“Dare to be different, do not be afraid to be controversial like the billionaire and US President Donald Trump.

If you are to achieve something extraordinary in this world you need to embrace your uniqueness, do not kill your purpose by trying to fit in when God has already set you apart, do not conform!” he maintains.

A new age for Isaac Tjaronda

When Isaac Tjaronda moved from Windhoek to Ongwediva in 2015 for work in the Ministry of Health under the global fund, there was a health renaissance in the fast-growing town, with Ongwediva Medi-Park newly built and Oshakati Pharmacy a stone throw away.

While the heat was not easy for a native of Windhoek to adopt to and a new cultural shift took getting used to, Tjaronda established Namibia **New Age Investment**, supplying dental and other general products to pharmacies, which at the time was a market dominated by only 2-3 companies.

Soon enough, the company grew and demanded more of his attention and he resigned from the Ministry.

"We quickly branched out into home improvement & safety products, supplying clear burglar bars for business premises and homes as well. It was not easy moving here permanently at the beginning but as an entrepreneur you should be able to adopt," he tells **TF**.

It was Tjaronda's NNAI that organised the first ever Northern SME Awards last year in partnership with the Namibia Chamber of



Commerce and Industry (NCCI) Northern Branch and the Namibia Broadcasting Corporation (NBC).

The awards were *"a way of uplifting and bringing the SMEs into the economic mainstream and making sure that, as the Harambee Prosperity Plan says, 'No one should feel left out'. Our goal is to be a leader, through empowering, recognising and supporting SMEs,"* Tjaronda said last year at the launch of the ceremony.

The closure of the SME Bank meanwhile has been a huge hit for northern entrepreneurs and the ghost of its closed building in the Oshana mall still haunts the SME sector.

Tjaronda says his plan is to encourage the growth of SMEs in the north and will use the remainder of year to mobilise the community before bringing the awards back in 2019.

While their flagship burglar bars products have been for the niche upper market, NNAI is in the process of



coming up with products for the lower market. Seizing opportunities has been a key factor to the company's

growth and they are currently in talks with MTN to bring their internet devices to the north for northern SMEs.

Honesty and developing trust with clients has also been a key to his recipe.

NNAI employs three fulltime workers and nine part-time.

Happily married with one daughter, Tjaronda wakes at 6am for a session at the gym before heading to the office but spends most of his hours in the field, engaging with clients.



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Engineering across borders: Simba Mandiopera's drive for excellence

In just three years since moving to Namibia from homeland, Zimbabwe, Simba Mandiopera has set his own unique footprint on the landscape of Namibian infrastructure, proving that with some dedication, an engineer's dream can indeed be attained.

Specialising in civil and water engineering, Mandiopera obtained a BEng Hon Degree in civil and water engineering at the National University of Science and Technology in Zimbabwe.

In 2014 he worked for a land developing company, Divine Home (Pvt) Ltd, during his third year of studies, providing them with consultation services for a period of about two and half

years, until he graduated. This gave him an opportunity to rub shoulders with some established professionals in the industry and from then on continued to scale the engineering ladder.

He is the Projects Engineer for China Zhen Jiang Construction based in Windhoek since 2016, a time when the company was beginning to upscale operations and take on some bigger projects.

"As a civil engineer you'll be responsible for quality, time, cost constraints, structural constraints, client deadlines,



managing clients and mainly getting things done. And not forgetting your safety and the safety of your coworkers.

When it comes to quality you should be able to check the reinforcements, concrete mix ratios, the methods of work to be used and the usage, also the right measurements as per plan using the knowledge in civil engineering and experience,” he tells TF.

To date the biggest project in terms of scale and cost that Mandiopera has overseen from conception to completion is the new regional office for Cenored in Okahandja, which was approximately N\$18 million.

Most of the projects that he has worked on for China Zheng Jiang Construction ran concurrently.

The bulk of his work of course required running between the projects to ensure that they flow continuously and trying by all means necessary to provide mitigation measures should a hiccup arise on one of the sites.

“I really like to work in the field because it gives me the opportunity to realise the consultants’ designs once it’s finalised. I am able to supervise a team and the implement of the designs.

Occasionally I collaborate with specialised subcontractors and help on reviewing their designs and put the design on ground so that they work.

It also gives me the opportunity to work closely with consultants and gives me an appreciation of their work,” he says.

And yet, there is a ying to every yang. Mandiopera bemoans some clients’ ever-changing discretion which cause some projects to take quite a long time to complete because the client comes with new designs and requests.

Sometimes they may be no proper communication between the architect and structural engineer for the changes, which means that they will have to be done when the project is supposed to have come to an end.

And funnily enough, the magnitude of Mandiopera’s duties only began to weigh on him once he was in the thick of things.

“I wish I had known that you will be a point of reference of any information on any particular project, be it in terms of material cost, design layouts and changes involved, and that you will be responsible for any activity by your own team members and subcontractor.

This is so because they contribute to the progress, quality and completion time of each and every project. And if anyone of them is reluctant to perform their duties rightfully it will always come back to you as it will be solely your responsibility.”

In all this, time is the greatest constraint. But Mandiopera’s drive to not only ensure excellence in his work but meet the client’s deadline demands makes him a great team player.

Of course, this has meant staying up to work late into the night so that all the work lays within the schedule of program.

"Most of the projects now are being affected by cost. There is always the cost that comes with buying good quality materials, labour cost constraints, time taken to work cost constraints and cost constraint to the overall budget for the project made.

A lot of projects in the industry are not coming to completion because the actual costs are now going over the budget.

Which means that they have to be stopped at some point while the client is sourcing funds for the project. Some projects are also failing to be completed because of the economic instability," he says.

It is his belief that to succeed as a civil engineer you really have to have the inner drive and self-motivation to see everything from the beginning until the end without supervision.

A willingness to learn, research and understand the diverse construction methods being used is a must. And it is this same drive that pushes him towards his next goal.

"My most important goal for the next coming five years is to by all means complete all my projects within the projected budgets, timeframe and client's desired quality.

I plan to position myself and exploited all the opportunities of projects that come into my way mostly

those of greater magnitude and significance.

My vision is that by the end of the Fifty year I would have the ability to stand alone with my own construction company and being able to participate effectively in the construction industry, doing projects of greater magnitude, in term of size and Budget," he says.



A summary of notable projects with China Zhen Jiang Construction

- *Heroes and Freedom Park: Low Cost Housing Project 506 houses in Otjiwarongo. (2017)*
- *New Regional Offices for Cenored in Okahandja (2016)*
- *Kumire Residential house in Pioneers Park (2017)*
- *Ongwedivha Yan Bin Office Block (2017)*
- *Woerman Storage Facility in Windhoek (Brakwater) 2017*



Forex trading, music and video games collide with Paul Freeman Ipumbu

If someone asked you about forex trading in a Namibian context, you would be forgiven if the first thing that popped into your mind was someone haggling shoppers in a mall with an offer to join the illuminati in exchange for riches.

In reality, and perhaps obviously, foreign exchange trading (forex trading) is slightly more sophisticated.

In fact, if you were somewhat of a historian, you would discover that forex trading dates back centuries to the origin of different currencies and the need to exchange them.

Simply put, forex trading is the buying and selling of currencies.

Each country has an economy that is based off their currencies and at any moment something can happen, from political decisions to trade policies, that either weakens or strengthens its currency.

Forex Traders try and capitalise on those changes on what is called the spot market where currencies are bought and sold according to the current price.

That price is determined by variables like interest rates, economic state and the perception of a given currency's future performance against another.

The intricacies of forex trading intrigued Paul Ipumbu enough to register his company, FreemanFX Trading in April 2017, and he currently trades under award winning Broker, Hot Forex.

He saw that it could help the average person have an alternative stream of income.

“Not everyone is business minded. Trading doesn’t discriminate against anyone, you just need to be a legal holder of a bank account and residing in the country you register.

You can even learn to trade with a demo account until you’re ready to put up money,” the tells TF.

Ipumbu was introduced to forex trading by his cousin in 2015 but hesitated on taking a consummate step due to fear of losing money if it turned out to be a scam.

This fear of being scammed from hard earned money still haunts the trade despite the fact that forex trading market is the largest financial market in the world.

According to a 2016 survey by the Bank of International Settlements (BIS), the forex market traded in excess of US\$ 5.1 trillion per day.

Ipumbu argues that if people rush into anything without completely understanding it, they can be taken advantage of. Though he concedes there are a few bad eggs giving forex trading a bad name, he says most people



are not scammed but simply misunderstand what they are signing up for.

“People only hear that you will make money not that you can lose your money if the market moves against you or if you don’t manage your risks. If you do your research, you will be able to tell who is genuine and who is taking advantage,”
he says.

Ipumbu’s vision for FreemanFX Trading is to create a generation of young, financially literate and independent Namibians.

Besides trading himself, he also offers lessons on forex trading.

Away from the global financial market, forex trading is only one of Ipumbu’s many hats.



There, Lioness shared the stage with stars like Runtown, Davido, Busiswa and Heavy K.

While Ipumbu took on the artist management role purely for fun and as a favour to a family friend, it eventually grew into something more serious.

He says his latest role as a father is the most challenging, but the one that now drives him in all his other endeavours.

“Besides giving my honest opinion on my artists’ music, as a manager my role is to help them book shows,

Having recently become a father, he is an IT technician by profession and he sells and fixes computers on his off hours.

He has also recently found success in artist management, with Lioness being his flagship artist thus far.

Their biggest event to date was the recent MTC 081Fest which drew in a crowd of over 15 000.



manage their social media and help them build relationships and interact with their fans.

I don’t interfere with their creative process but in order for us to succeed we had to have a good work ethic. I encourage working smart and not working hard,” he says.

And yet strangely enough it was all birthed from his love for video games.

In 2015, while contemplating the feasibility of this new forex thing his cousin had just told him about, Ipumbu enjoyed playing the FIFA game so much, he began organising prize tournaments in Windhoek which led to filling up the popular Sports Bar in Southern Industry during finals.

“Organising the FIFA tournaments taught me about management, time keeping, accounting and dealing with people from all walks of life.”

The passion of a village pharmacist

Growing up in Onayena village in the Oshikoto region watching elders handle primary health issues with a level of proficiency that eludes modern science, Tangeni Angula is the most down-to-earth and unfiltered political spouse Namibia has ever produced.



In fact, it was only after sitting down with her that **TF** discovers that she is the wife of one of Namibia's most prominent political personalities, Nahas Angula and has for over four decades played her role in his life much more subdued.

When she got a flu, her parents didn't scramble to rush her to the closest hospital. They knew exactly what to do. They treated minor ailments with natural herbs found in the local surroundings.

Eye infections were treated with aloe juice, food poisoning with "etanguthi" (*Kleinia longiflora*), coughs and common flu with "omulimbalimba" (*Aptosimum procumbens*) and she wondered how they knew what was in

those plants, and this curiosity unknowingly sparked a flame in her for the love of health and medicine.

So, during the liberation struggle, she had spent 18 months teaching at the Namibian Education Centre outside Lusaka and when she was presented with an opportunity to study in the UK, she chose Pharmacy.

She chose this field as a career expecting to contribute to the availability of medicines, especially those from natural resources, just like she had learned at home.

Today, Angula is the Managing Pharmacist of Beulah Pharmacy

following further studies in the USA where she obtained a B. Sc. Degree in pharmacy as well as M. Sc. in industrial pharmacy.

Beulah Pharmacy was registered with the Pharmacy Council in December 2011 and was fully operational from March 2012. It started as a community pharmacy serving patients in Windhoek, but mostly, those being treated at Windhoek Emergency Care and Trauma Centre (WECTC) and the surrounding communities.

Beulah Pharmacy distributes doctors' prescription medicines to patients as well as pharmacist-initiated treatments. They do blood pressure and

glucose monitoring, as well as providing family planning advice. They also do counseling for those with specific problems, referring them to general medical practitioners as need arises.

Her dream about pharmacy was that of impacting availability of medicines through participation in research and developmental activities (R&D).

"After my pharmacy internship at various institutions of the Ministry of Health in Zambia, including a pharmaceutical manufacturing plant, I came to realise that R&D in this field was a high cost activity that required collaboration at high levels in terms of availability of human, capital as well as other resources.

On the other hand, 'the need for medicine now' is to always address the urgent health problems.

Besides, with the size of our population and availability of ready packaged medicines, extensive local manufacturing of medicine and R&D thereof could only become a reality if addressed through regional collaboration," she narrates.

At the beginning, it was quite difficult to assess the needs of her patients. However, as the time

passed and disease profiles were fairly known, it became a matter of forecasting what to buy and when to have it available. In all this, in learning the balance of her love of medicine and curing ailments and the challenges of business, she has struck a perfect balance.

"Consistency is relatively easy to maintain in a well-regulated profession like this of pharmacy.

However, at the moment the entire health regulatory environment in the country experiences a vacuum, caused by absence of health professions councils.

This is a potentially dangerous situation since it could cause careless and unqualified persons to practice where they are not supposed to – since there is no legal body that has the authority to regulate them," Angula says.

She employs three currently, a pharmacist and two front shop assistants.

She sees Beulah Pharmacy as a place that will play an important training role in addition to rendering community pharmaceutical services.

She already trains students from the UNAM School of Pharmacy who wish to gain experience before they graduate as she believes there is a challenge of a shortage of pharmacists.

Angula remains linked to her roots. She starts off her day with a prayer for dedication of her patients and staff to God's protection and provision.

"Without this routine, I do not know how I would have escaped the financial challenges that have continued to threaten viability of private health care providers in the whole country," she says.

Green Cross Ladies & Men



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Back
to
grid

Tourism Entrepreneurship: Heinrich Hafeni's dynamism in destination

In an era when seaside resorts are the Namibian destination of choice, combined with memories of childhood breaks, holding a special place in many people's hearts, Heinrich Hafeni Nghidipaya was born.

From Luderitz to Swakopmund, many a Namibian seaside town are slowly shadows of their once illustrious selves mainly characterized by the high levels of unemployment, welfare dependency and weak aspirations.

From ebb to flow, Hafeni has disregarded all that malaise taking advantage of the beauty of nature to turn the tide for Namibia's seaside towns.

It was in 2010 with the whole 'South African World Cup' hype that at 28, Hafeni Tours and Travel was founded with a boutique experience for tourists, taking advantage of the Atlantic coast's rich heritage, proximity to nature and local flavour.

He grew up in Mondesa, Swakopmund's high density suburb seeing thousands of tourists flock into town now and again, where a few would give him sweets and snacks and in time, his curiosity and sense of intrigue for tourism was born.

Initially as a 17-year-old dishwasher where he would interact with more tourists, and eventually as a tour guide where he was introduced into the tourism industry and travelled 14



countries, giving him much needed perspective of the scope and scale of tourism, Hafeni has the natural urge.

"After that I resigned to pursue the passion of my life and work my way up, but it was tough.

I lasted two weeks and realized I wasn't ready so I had to go back. I was 25 then, so I gave myself three more years to save up."

Today his business can market to young and edgy entrepreneurs and holidaymakers looking for their own "undiscovered" haven.

From those that should be encouraged by a continuing shift in preferences towards frequent, shorter breaks over longer ones and domestic staycations – to those seeking a new pool of demand for specialised getaways be they art, food, culture or sport-related, along the Atlantic.

Under this brand, he runs very popular cultural

Community Based Tourism in the very streets of Mondesa he grew up in.

All his ideas were birthed while working as a tour guide when he would take clients to see the beaches and sand dunes but felt compelled to show tourists the location, to the streets he grew up in.



Mondesa gave him this platform and he felt the only people who could tell the stories where those from the area.

He partners up with certain community people from various tribes to put on traditional garb and they take

tourists through the history and customs of their specific tribes.

Today, Catherine Vijanda, clad in her majestic traditional herero dress, goes through some genocide history as some German, Swedish and Australian tourists listen attentively.

He also has the popular Hafeni Traditional Restaurant that offers a variety of traditional cuisines that most of its chefs grew up cooking for the families and friends, hence mastering the right tones and amounts of spice and salt in the mopane worms and fish...

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Engineering across
borders: Simba
Mandiopera's drive
for excellence

In just three years since moving to Namibia from
London, Simba Mandiopera has set his
company on a path of excellence

Tourism &
Entrepreneurship
Heinrich Hoff
History of
Entrepreneurship
Johannesburg

Our focus is YOU



...A large number of tourists find themselves at this restaurant through Google Maps and other online apps like Trip Advisor.

"I employ nine people, many have been with me for a long time. When I started, I was paying salaries of N\$2000 and that was very scary for me as it made me aware of the responsibility I had to them."

Today I pay salaries ranging from N\$10 000 to N\$15 000. You need help from strategic people. As a coach you can't play everywhere."

Recently I started the process of having a board and that is its own challenge as those are salaries you must pay, but I am in the process of going into the hotel industry as I am always looking out for opportunities."

Success, he believes, can only be reached when you have assembled a team that sees the same vision you do, and not just waits for 5pm.

And for Nghidipaya, consistency was a necessity because he came from a household of five siblings and

a single mother. He learned financial discipline from his grandmother who could, he quips, could make a dollar last for the entire year.

He previously served as the Chairman of the (Namibia Chamber of Commerce and Industry) NCCI Swakopmund for four years where he learned some valuable lessons on leadership.

The greatest of these lessons was the ability of be hands on in your business and leading by example. Although he has employed guides to run the community tours, when

he is required to, Nghidipaya steps away from the office and business development and fills in when necessary.

Like riding a bike, the skill never goes away. But even still, there are challenges for young entrepreneurs.

“When I started my business and registered through the Ministry of Trade and Industry, the finance component was not made aware to us. For some of us, we are just excited about starting your own business.

I think it would help young entrepreneurs if there was a template for your accounts department.

Many of us start a business and then later on you hear you owe half a million in tax. I wish I knew this aspect when I started. Accounting and business go together,”

As a mentee of Walvis Bay businessman John Saava, Nghidipaya is passionate about youth mentorship and hence the co-founder of Swakopmund Youth With a Vision, constituency development committee CDC member, and Swapo Youth League district treasurer.

He represented Namibia as a 2015 Mandela Washington

fellow along with 24 other young leaders from 17 African countries. They were hosted by the University of Clark Atlanta in Georgia in the United States (US), where they completed an Entrepreneurship and Business programme.

After hearing, then President Barack Obama speak in Washington about how he believed in Africa’s young leaders, he has aimed to pour his passion into legacy. In Erongo firstly, and then country-wide and Africa.

“There are certain skills that are needed to run a business. Self-belief is number one because you can’t achieve anything if you don’t believe you can do it.

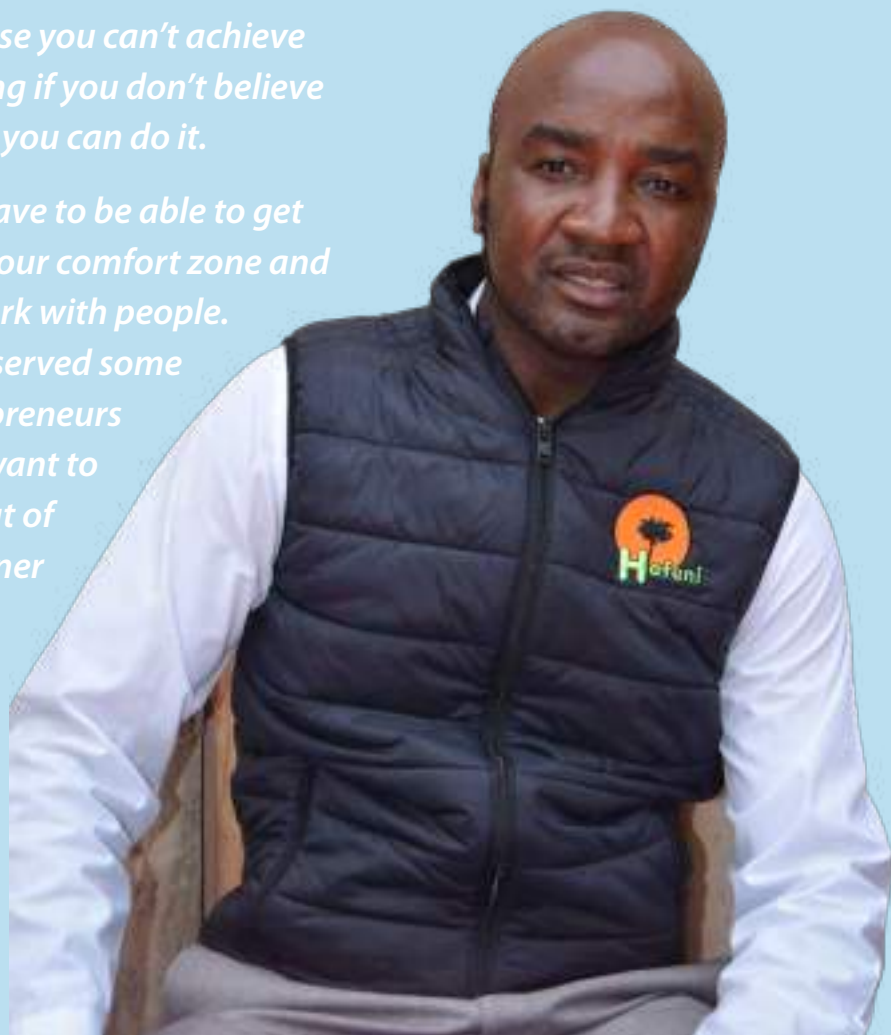
You have to be able to get out of your comfort zone and network with people.

I’ve observed some entrepreneurs don’t want to get out of their inner circle.

Being humble with a vision is also key. Some people who have been mentored by men like John Sava will turn around and start asking him for money which is wrong.

Get knowledge and experience from your mentors and lastly, break your vision down into short term goals, this will give you operational methodologies,”
he says.

So next time you’re in Swakopmund and you see this Mondesa laaitie taking his tourist clients through the kasi, stick around, you might just learn and thing or two.





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