

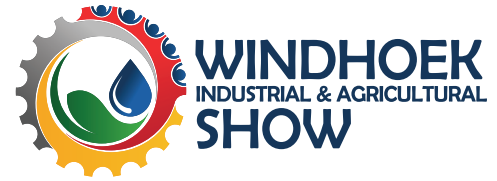


**WINDHOEK**  
INDUSTRIAL & AGRICULTURAL  
**SHOW**

# Keynote Address

2019

## Salutation / Greetings



Master of Ceremony  
Fellow directors of the WSS Board  
Chairman of the Large Stock Committee – Mr Sigi von Luttwitz  
Chairman of the Small Stock Committee – Mr Diederick Jankowitz  
Esteemed invited representatives the various Media and Publication Houses  
Team of Hashtag Media – our Marketing Agency  
Management Team of WIAS2019  
Ladies & Gentlemen

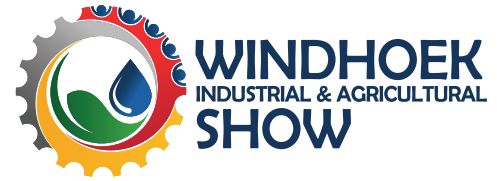
It gives me great pleasure to welcome you all to this important Media Launch of this year's Windhoek Industrial & Agricultural Show (WIAS2019) – under the heading "The Big Reveal"

But before I come to sharing with you what "The Big Reveal" entails, allow me to briefly sketch some historic perspective. The WIAS2019 is the 65th uninterrupted consecutive show being held on the Windhoek Show Grounds. This event is older than most of us who are gathered here today and may I point out that three generations of WSS members and stakeholders have been associated with the Windhoek Show thus far – in one form or the other. What started off initially as a very humble livestock exhibition platform, systematically attracted over time agricultural related products and services to be exhibited alongside the core livestock section. This ultimately gave birth to the inclusion of the "Industrial" component in the name.

Recently I overheard someone explain to his child the show concept as follows – it can be compared to a huge temporary shopping mall covering a wide variety of businesses who gather together at a specific venue for anything between a couple of days to max. three weeks. Whilst the younger child embraced the shopping mall concept and was satisfied, the older sibling (presently in grade 12), just shook his head and retorted that it is time for the present generation to accept and embrace the fact that shopping malls are systematically being replaced by ecommerce. This apt example highlights how things are subjected to seasons and cycles.

Borrowing from the aforementioned example, I can categorically state that the only consistent factor found in seasons and cycles is CHANGE. Likewise, the two legs of the WIAS being, firstly, the agricultural component and, secondly, the industrial component, have experienced far reaching transformations necessitated by either lifecycles or changing market trends. Both representatives of the respective livestock sections present here today, can confirm how the rules of engagement pertaining to livestock registration, judging and auctioning must continually be aligned to the various breed standards, which in turn are determined by market demand requirements. The WIAS Livestock Committees meet quarterly to discuss developments and changes affecting the enabling environment within the respective sectors and to determine to what extent WIAS policy directives need to be amended accordingly. For example, but without going into detail, the reality of emerging livestock owners in Namibia who are referred

to as Commercial Farmers, Rural Farmers and Weekend Farmers – must be recognized and ultimately be accommodated in the WIAS. But this is a topic for another day.



But I want to use this topic to jump across to the Industrial component within the WIAS.

With the ushering in of independence, in March 1990 – the WIAS became inundated with a flood of SME exhibitor applications, many of whom were subsidized by the then Ministry of Trade and Industry as well as the City of Windhoek. For three years, MTI also subsidized the newly created Namibia International Trade Fair (NITF), which was also held on the Windhoek Show Grounds for three successive years. The outcome of these developments resulted in the larger private sector companies, who resorted under the “Industrial” component of the annual WIAS, to migrate out of the WIAS to the NITF. It was a logical development in as far as the NITF was mandated to attract foreign exhibitors and investors with whom the local Industry was encouraged to foster synergies that extended beyond our borders. Under the WIAS “Industry” banner, it was hoped, similar objectives would materialise amongst local stakeholders comprising newly established SME’s and established businesses. Despite moral support rendered to the WSS by various Authorities, the calibre of SME exhibitors promoted by various organisations for participation at the WIAS, failed to go beyond vendor / hawker status.

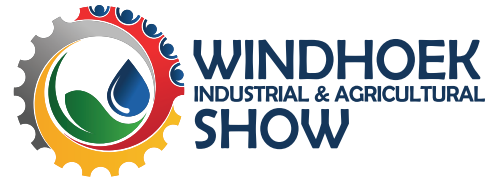
Increasingly, products were sourced from abroad and displayed for sale at the WIAS and various other regional shows. The “Industrial” component of the WIAS systematically degenerated to a ‘general market’ platform. Initially these products were popular and made good returns for these early ‘entrepreneurs’ but with more and more vendors emulating the successful operators, the products lost their appeal and became a factor of irritation for the visitors to the WIAS. After the collapse of the NITF, many of the serious industrial exhibitors at the WIAS withdrew from the WIAS as well.

Reverting back to my shopping mall analogy, the WIAS now compares to a temporary shopping mall that appeals to a vibrant SME market niche, who desperately need a platform through which they hope to push volumes of demand items. Exhibition space demand is still strong but the client / visitor numbers are dwindling. The net income generation for the WSS is still appealing but for how long?

The question the Windhoek Show Society (WSS) had to find an answer to was: How long can the core comprising predominantly of suppliers of general goods remain the viable business proposition for this event – and, if the status remains intact, what should be its appropriate name?

The available historic data covering the WIAS event greatly assisted the comprehensive SWOT analysis methodology that was deployed to appraise the WIAS since independence in terms of financial viability and be guided by this factual evidence for finding the correct answers. The findings associated with each of the WIAS’s critical success factors were also researched along available answers connected to the performance and/or closure of premier events in the RSA (Pretoria Show, Goodwood Show, Rand Easter Show, etc.) In addition, feedback,

recommendations and proposals received from exhibitors and visitors collected over the past few years was also taken into account, and culminated in the Board of Directors resolutions of 11 Feb 2019, namely –



*To authorise and mandate the Management Team of the annual WIAS to proceed with the implementation of the transformation of the WIAS from being a General Supplier Show to becoming a specialised show that will showcase predominantly the activities, outputs and related services of the manufacturing -, production -, processing - and value adding sectors of our economy.*

And

*To shorten the WIAS-2019 to a 6-day show, commencing on 30 Sep 2019 and ending on 5 October 2019.*

In anticipation to your question why the WIAS will henceforth promote the aforementioned sectors I voluntarily tender the answer now - these are the core sectors required for economic growth and constitute the focal areas highlighted in the strategic NDP policy framework as well as the Harambee Plan. The Windhoek Show grounds are strategically located and are possesses the infrastructure that is conducive to supporting the mentioned policies by creating the platform for stakeholder promotion and synergy networking events, such as the WIAS.

With the preparation for implementation phase, an additional strategic governance element was added to the policy roll out, in terms of which the WIAS2019 would no longer be incorporated under the WSS logo, but exist under its own corporate logo and identity.

It is now my privilege to call upon the CEO of the WSS, Harald Schmidt, to reveal to us the new branding identity of the WIAS under which the WIAS2019 will be marketed to exhibitors and promoted to the general public.