



Event Report: "Ask Me Anything"
By- 'AECCI-Virtual B2B Forum'

Event Title: Ask Me Anything

Title: " India–Namibia Trade Connect: Opportunities, Compliance & Collaboration "

Guest: Ms. Connie – Director, Essence Trading (Namibia),

AECCI Representation: Mrs. Swarn Dhiman (Executive Director)

Format: Zoom (online), Date: 05.11.2025

Objective of the Session:

The AMA session was organized to provide Indian exporters and business professionals with a deeper understanding of Namibia's trade environment, market dynamics, and compliance requirements. The discussion aimed to enhance bilateral trade cooperation and equip Indian businesses with practical insights for entering and expanding in the Namibian market.

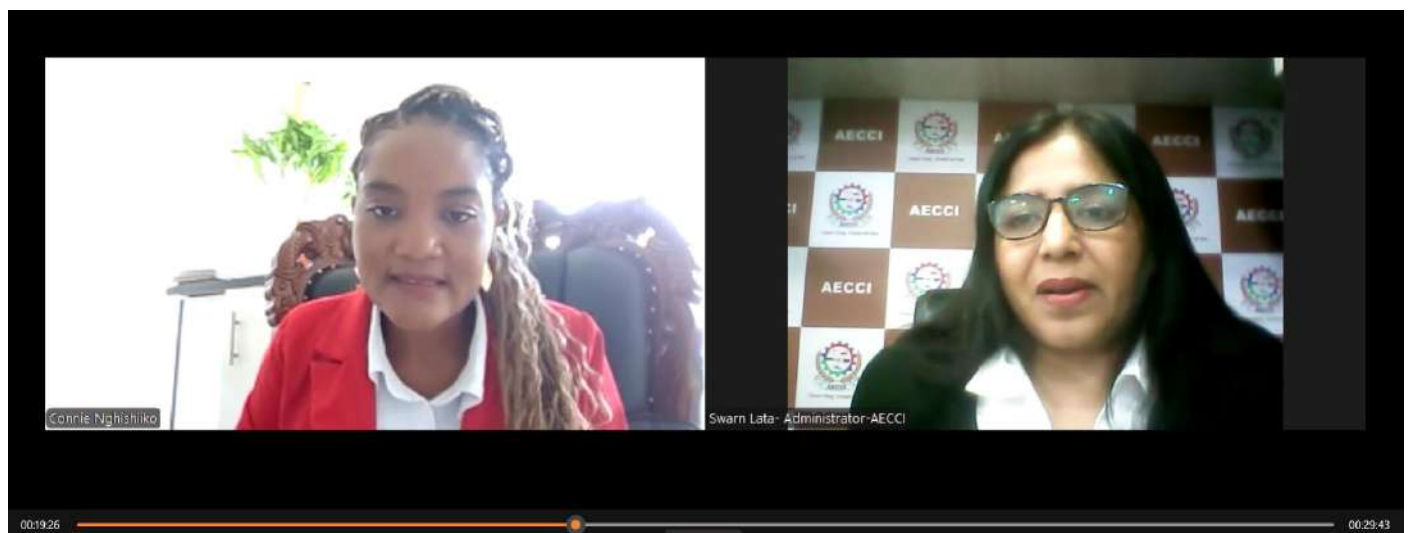
Session Overview: Mrs. Swarn Dhiman welcomed the guest & viewers and introduced the objective of the AMA series as to facilitate practical knowledge sharing between AECCI members and international trade experts.

She emphasized the growing trade potential between India and Namibia, especially in the sectors of agriculture, pharmaceuticals, machinery, and technology.

Ms. Connie, representing Essence Trading (Namibia), provided comprehensive responses to the curated set of questions from Indian exporters.

Key discussion areas included:

- Understanding Namibia's trade and regulatory landscape
- Identifying major export and import opportunities
- Exploring regional advantages through Namibia's membership in **SACU** and **SADC**
- Highlighting compliance and payment mechanisms
- Learning from common challenges faced by Indian exporters in Namibia



Key Takeaways:

- Namibia offers promising trade prospects for Indian exporters in multiple sectors.
- Understanding compliance and certification requirements is crucial for market success.
- Namibia can serve as a regional hub for Southern African trade expansion.
- Strong local partnerships and regulatory adherence are essential for long-term success.

Conclusion- The AMA session effectively demystified Namibia's trade framework and provided actionable insights for Indian exporters seeking market entry or expansion in the Southern African region. Participants appreciated the clarity provided on compliance processes, payment mechanisms, and partnership strategies.

Mrs. Swarn Dhiman concluded by thanking Ms. Connie for her valuable insights and reaffirmed AECCI's commitment to fostering international trade collaboration between India and Namibia.
