

REPUBLIC OF NAMIBIA



WELCOMING REMARKS

BY

HONOURABLE MINISTER AGNES TJONGARERO

AT

THE LAUNCH OF THE SUPPORTERS JERSEY

GOVERNMENT INFORMATION CENTRE, WINDHOEK

19 AUGUST 2024

Director of Ceremonies

Hon. Emma Theofelus - Minister of ICT

Dr. Audrin Mathe - Executive Director, MICT

Mr. Erastus Haitengela - Executive Director, MSYNS

Professor Cilas Wilder - NSC Board Chairperson

Staff Members - NSC/MICT/MSYNS

Members of the Media

Ladies and Gentlemen,

Good morning,

Today, we stand together at a pivotal moment as we launch the second phase of the Nationhood and National Pride Programme (NNP) Campaign within our sports sector. This initiative is not merely an event but a testament to our collective commitment, aligning perfectly with the strategic goal of branding Namibia through the powerful medium of sports. Building on the successful launch of the first phase last year, we are now ready to embark on this exciting new chapter.

In 2023, our focus has sharpened on elevating Namibia's identity through our national sports attire and the conduct of our athletes and supporters. With the introduction of the official supporters' jerseys, we are not only enhancing the visibility of our national identity but also deepening the connection between our people and our nation. Supporters play a vital role in this endeavor, acting as ambassadors of Namibian pride wherever they go. It is with immense pride that we acknowledge the collaborative efforts of the Namibian Sports

Commission (NSC), the Ministry of Information and Communication Technology (MICT), and all stakeholders who have brought this vision to fruition. This initiative will undoubtedly serve as a unifying force, echoing the vision of our late President, who dreamed of "Building a Namibian House where no one is left out."

I call upon all Namibians, young and old, to wholeheartedly embrace and promote this national supporters' jersey at every opportunity. Our strength as a nation is amplified when we present ourselves as a cohesive unit, whether cheering for our teams on home soil or abroad. These jerseys are more than just clothing; they symbolize our shared identity, our unity in diversity, and our unwavering pride in being Namibian. They foster social value, bravery, and a deep sense of national pride. It is essential that these jerseys are made accessible to all Namibians, regardless of where they are in the country.

Ladies and Gentlemen,

I also want to take a moment to celebrate the creativity of the young Namibians who participated in the design competition for these jerseys. Your contributions are not only vital to the success of this initiative but also ensure that our national attire resonates with all Namibians and reflects our unique cultural identity.

To my fellow colleagues and compatriots, initiatives like this deserve our full support and recognition, as they bring together Namibians from all walks of life. Please join me in congratulating the winning

designer, the runner-up, and all the talented participants in this competition. I urge everyone—whether in the public or private sector—to wear these jerseys proudly, not just at sports events but also on casual days as a symbol of our commitment to nation-building.

In closing, it is with great honour that I officially launch this supporters' jersey, alongside my esteemed colleague, Hon. Emma Theofelus, Minister of Information and Communication Technology.

I thank you.