



**NAMIBIA FISH CONSUMPTION  
PROMOTION TRUST**



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## WELCOMING REMARKS

BY

**MR VICTOR PEA**

CEO OF THE NAMIBIA FISH CONSUMPTION PROMOTION TRUST

AT THE OCCASION OF NATIONAL FISH CONSUMPTION DAY BREAKFAST  
LAUNCH

16 AUGUST 2019  
WALVIS BAY – NAMIBIA  
ERONGO REGION

Hon Bernhard Esau [MP], Minister of Fisheries and Marine Resources;

BRINGING FISH TO THE NATION

Board of Trustees: Suzan Hambelela Ndjaleka (Chairperson), Charlene Hartung, Gideon Thomas, Nicole Kloppers

Hon Cleophas Mutjavikua, Governor of Erongo Region;  
Hon Henock Kankoshi Governor of Oshikoto Region;  
Hon Marius Sheya Governor of Kunene Region;  
Your Worship Mr Immanuel Wilfred, Mayor of Walvis Bay Municipality;  
Your Worship Mrs Pauline Nashilundo, Mayor of Swakopmund Municipality;  
Mrs Suzan Ndjaleka (Chairperson of NFCPT Board of Trustees) and all Board  
Members present;  
Industry partners and stakeholders;  
NFCPT Staff Members;  
Members of the Media;  
All Protocol observed;

**Good morning;**

On behalf of the Board of Trustees, Management and NFCPT Staff Members, allow me to extend a warm welcome to you all for your presence here this morning. We sincerely thank you for accepting our invitation to this gathering where we are going to officially launch the 2019 National Fish Consumption Day.

The launch of the 8<sup>th</sup> edition of NFCD today marks the official commencement of planning and organising activities geared towards the main day that is envisaged to take place next month (September), in Oshikoto Region. NFCD is but one of the initiatives that enable us to contribute towards the Governmental objectives of addressing food and nutritional security, hunger and poverty through improving the quality of education of our children through Corporate Social Investment (CSI).

This is within the context of ongoing implementation of strategies for smart, sustainable and inclusive growth which, among others, includes the annual NFCD, Monthly Regional Fish Promotions and setting up of retail fish shops in all regions of our country to ensure active representation of our activities and programme.

It noteworthy to inform you that in this financial year, we have opened our 17<sup>th</sup> retail fish shop in the Zambezi Region. In addition, we have conducted Regional Fish Promotions in 4 regions, namely; Zambezi, Oshikoto, Otjozondjupa and Khomas. This exercise [Regional Fish Promotions] will be rolled out to the remaining regions during the course of the year so that as many people could benefit for this initiative.

In the past we used to hand over schools' materials that were bought from the proceeds of the Gala Dinner held during the previous NFCD, however due to the pressing needs of Schools in Kunene Region, such donation was done earlier than anticipated. It is with this mind that we have added a twist to our activities, and that after the keynote address, we are going to handover Certificates of Appreciation to individuals and companies that have honoured their 2018 pledges.

Once again, we are humbled by the support that we have enjoyed from our Government through the Portfolio Ministry, the Fishing Industry, Associate Stakeholders and the public in achieving our primary objectives from which NFCD is cascaded.

**With these few words, I once again welcome you to the breakfast and I trust you will enjoy this time with us.**

I thank You