



ECONOMY



Namibia's central economic hub is the capital Windhoek. Around 537,000 people live in it and the neighboring towns. (Photo: dpa/imageBROKER, Fabian von Poser)

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Namibia is worth a trip and an investment

The country in southwest Africa has enormous economic potential

Bavaria's economy is world market-oriented. Since geopolitical difficulties are making it increasingly challenging to succeed in the USA and China, which are important markets for the Free State, diversification is required. Namibia in southwest Africa could become an interesting market for Bavaria.

„Humanity grabbed me“, says [Max Schlereth, Honorary Consul of the Republic of Namibia in Bavaria](#), the state newspaper. According to him, the huge country in southwest Africa with just over three million inhabitants offers enormous business potential for Bavarian companies. There are many opportunities in the green hydrogen, energy infrastructure, transport and logistics, water management and sustainability, healthcare, agro-processing, affordable housing and tourism sectors.

Delegation trip planned

In order to explore this, the Munich entrepreneur Schlereth, who is the managing majority shareholder of the Derag group of companies (real estate company and hotel chain Derag Livinghotels), is calling on Bavarian companies, representatives from science and institutions to take part in the upcoming „BY-NAM Trade Mission 2026“ to Namibia. The delegation trip is scheduled to take place from 14 to 18 September, paving the way for investment and partnership opportunities. However, Bavaria's Economics Minister Hubert Aiwanger (Free Voters) is not yet planning to take part in this trip, according to a ministry spokesman to the state newspaper.

According to Schlereth, Namibia wants to significantly expand the production of green hydrogen by 2030 and set up a corresponding special economic zone. „We have a lot of sun and high wind speeds. These can supply the green electricity required for electrolysis“, says Caroline Andjaba, office manager of the Namibian Honorary Consulate in Munich and wife of Martin Andjaba, former ambassador of the Republic of Namibia to Germany. This means that the state can also supply the necessary raw materials for the Bavarian hydrogen user center in Pfeffenhausen (Landshut district). It is very interested in building long-term supply relationships. „It also has oil and gas“, emphasizes Andjaba. This means that Namibia can become a reliable energy supplier – without supply chain risk, as is currently the case because of the Iran war.

Green hydrogen

„The business potential for Bavarian companies cannot be quantified across the board, as it depends heavily on the respective industry and the orientation of the Bavarian company“, says the spokesman for the Bavarian Ministry of Economic Affairs. According to him, the Namibian internal market has around 2.6 million inhabitants, which severely limits the sales market for consumer goods. However, the country offers excellent conditions for the expansion of renewable energies and the production of green hydrogen and ammonia. In the future, this will make the establishment of energy-intensive industries such as the production of green steel interesting. There are already some green hydrogen projects with German participation here.

This was done, for example, at HopHydro Energy (Pty) Ltd, founded by Robert Hopperdietzel, already recognized in Namibia's capital Windhoek. The engineer, who holds a doctorate from the University of Erlangen-Nuremberg, develops green hydrogen projects in Namibia with HopHydro. The production of 500,000 tons of green ammonia per year is currently being set up in Walvis Bay. In the Erongo region, HopHydro is currently establishing a green base load power supply with 5 gigawatts of power through a combination of renewable energies (wind and solar) with electrolyzers, fuel cells and battery storage systems. Hopperdietzel started in 2010 when he founded HopSol in Namibia. This company quickly became the market leader for solar energy in Namibia and built the largest solar parks in the country. One of the Bavarian pioneers in Namibia is Bauer AG from Schrobenhausen with its expertise in specialist civil engineering and mechanical engineering.

Well-developed roads

„Through well-developed ports and roads, Namibia is increasingly positioning itself as a logistics hub in southern Africa“, says the spokesman for the Bavarian Ministry of Economic Affairs. In addition, Namibia has significant raw material deposits – in particular uranium, diamonds, copper, zinc and gold – which could theoretically be of interest to Bavarian companies and suppliers in mining and further processing. So far, the bilateral trade volume between Bavaria and Namibia amounts to 17.4 million euros (as of 2025) and can certainly be expanded.

According to Honorary Consul Schlereth, Paulaner, for example, already recognized this. The Munich brewery is on an expansion course and is already active in 80 countries. Paulaner thinks long-term and gets involved abroad after a detailed market analysis. Paulaner works with his partner Firebrand for the African region (South Africa and Namibia).

Namibia has been the focus for Paulaner for a long time and is considered an interesting market because there is a need, quality awareness and openness to new products. Namibia offers a stable democracy, a local German community and a cultural connection with Germany. From September 2026, Paulaner beer will be available in larger supermarkets in the region, and in the future Paulaner also plans to bring the experiences from its brand core, such as the original Oktoberfest experience from Munich, closer to the people in the region. The first containers are already on the way. Paulaner regional director Alejandro Werner says: „We will bring the Munich attitude to life and the best quality to Namibia.“

But it's not just companies from Bavaria that are involved in Namibia. The motorcycle manufacturer Baierkraft from Eckernförde, which also has a branch in Bavaria, has developed special machines that are easy to repair and meet Namibia's off-road requirements. Torben Baier, who was project manager at Audi for many years, has made Namibia the primary African assembly center for his motorcycles. „The goal of the Baierkraft engineering team has always been to build the ideal motorcycle for difficult regions. A motorcycle that works under heavy loads, in heat and dust, has a long service life and is affordable for many people in Namibia“, says Baier.

South Trade GmbH from Hanover supplies the Free State with beef from Namibia via the wholesale giant Metro. By law, premium meat must not contain any growth hormones, emphasizes managing director Valentin Külbs. This makes it significantly different from beef from the South American Mercosur countries. Namibia can set itself apart from the rest of the world in terms of quality, animal welfare and breeding because it has enormous pasture areas. According to Külbs, the animals only live outdoors and eat what grows in nature.

The Ulm-based cement manufacturer Schwenk also opened a factory in Namibia last year. In Otavi, the Swabian company, which is also represented by many building materials plants in Bavaria, produces cement for Namibia.

Direct flights from Munich

Namibia should also be interesting for travelers. „Lufthansa offers a direct flight to Windhoek from Munich three times a week“, says Tim Bendix Düysen, head of marketing at Living Hotels. He emphasizes that Namibia has the same time as Germany. This means that relocating call center tasks to Namibia would also have the best conditions. „And many speak German“, says Düysen. In his opinion, this, coupled with a very high level of legal certainty, makes Namibia a perfect investment location for Germany. „You can negotiate with lawyers there in German and build your business“, he emphasizes.

But Namibia also has challenges. „We are a very dry country and the water supply, especially in agriculture, is a huge task so that we can grow and grow grain. Nothing works here without seawater desalination plants“, says honorary consulate manager Andjaba. The above-average number of unemployed people is also a problem, this is not primarily due to a lack of qualifications, but rather to a lack of jobs, which are simply not available in sufficient numbers. In addition, there is no dual training like in Germany. Establishing this training offer in Namibia would be a blessing for the country.

Andjaba also emphasizes that Namibia is a perfect company location to develop the South African neighboring countries of Angola, Botswana, Zambia, Zimbabwe and, last but not least, South Africa.

(Ralph Schweinfurth)

Info: BY-NAM Trade Mission 2026

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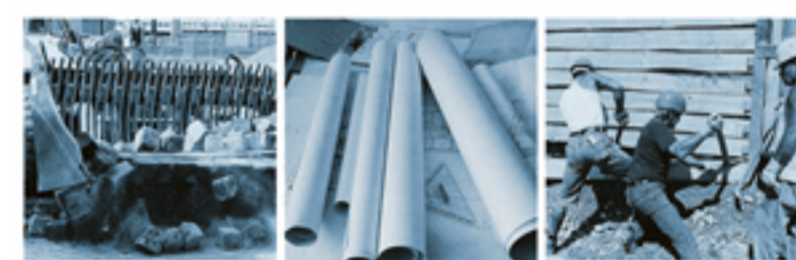
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