

GLOBAL
Namibia
Building global bridges



24 NOVEMBER — 4 DECEMBER 2025

GLOBAL- NAMIBIA ONE SUMMIT 2025

OFFICIAL POST-SUMMIT REPORT



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EXECUTIVE SUMMARY

Seventeen global ambassadors united with one mission, to carry Namibia's story to the world.

The Global-Namibia One Summit proudly in partnership by the Namibia Tourism Board was held from 22 November to 4 December 2025. It brought together 16 Miss World titleholders and 3 international tourism representatives who served as global ambassadors, on a nationwide tour. Their mission was clear: to directly showcase Namibia's untapped potential to international markets by elevating Economic Empowerment, Sustainable Tourism, and Culture & Heritage as key national assets.

Representing influential regions across four continents, the delegates engaged with regional leaders, ambassadors, traditional head-men, artists, and tourism stakeholders, to provide authentic perspectives and feedback on Namibia's competitiveness as a global destination. Their impressions and experiences were shared across social media platforms, amplifying Namibia's

visibility to millions of viewers worldwide.

The Summit is a flagship initiative of the Innonation Foundation. A non-profit organization founded by Miss World Namibia 2025, Selma Kamanya. Its objectives fully align with the Foundation's objectives: to amplify local voices, celebrate Namibia's cultural richness, and address unemployment through using Tourism as a vehicle to enable Economic Empowerment. By connecting global influencers with local communities, the summit aims to create a bridge between local potential and global opportunity.

Throughout the nine-day tour, the delegates travelled across Namibia, moving from the desert landscapes of the south through the cultural and wildlife-rich northern regions and then finally ending along the Atlantic coast before returning back to the capital once more. The journey offered a blend of scenic exploration, cultural immersion, professional engagements and action-packed activities. The tour provided the ladies with a comprehensive and memorable introduction to Namibia's natural beauty, cultural diversity and tourism potential.

Overall, the summit delivered an impactful, seamless and highly engaging experience and ended as the culmination of all of the adventure packed activities touring around Namibia. It strengthened Namibia's international tourism visibility, highlighted its cultural richness, and demonstrated the country's ability to host high-profile global representatives. In the end the delegates departed with a deep appreciation for Namibia's landscapes, people, heritage, culture, food, hospitality and interest for future trade and partnership. Leaving a positive and lasting impression strongly aligned with the nation's tourism development goals as set out by the Namibian Tourism Board.

INTRO & BACKGROUND

History of the Innonation Foundation and Global-Namibia 1

The InnoNation Foundation (INF) was founded in 2018 in Namibia by Selma Kamanya and Saima Hawala, alongside committed co-founders who recognized the need for stronger youth and women empowerment platforms in the country. The Foundation was built on the belief that Namibia's future depends on intentionally uplifting voices that are often overlooked, particularly in the areas of arts and technological innovation, women economic participation, mental health advocacy, and sustainable agriculture in communities.

INF emerged in response to clear national gaps: limited investment in the arts sector, high youth unemployment, persistent gender inequalities, and the lack of mental health resources. Believing that creativity and innovation are critical drivers of economic growth, the Foundation committed itself to advocating for the arts as a viable economic sector, empowering youth to use technology meaningfully, and supporting women in leadership and entrepreneurship. Additionally, its agricultural initiative, Inno-Grows, equips communities with aquaponics systems to build self-sustaining food sources. Further demonstrating INF's holistic approach to empowerment.

Out of this mission, the GN1 Summit was conceived as the flagship initiative of the Foundation. Global-Namibia 1 was created to serve as a national platform that brings together youth, innovators, creatives, leaders, and international partners to elevate Namibia's socio-economic and cultural potential. The summit provides a space for global engagement, visibility, and meaningful dialogue, positioning delegates not only as participants but as ambassadors who carry Namibia's story and potential into the world.

Through GN1, the InnoNation Foundation extends its impact beyond grassroots efforts, establishing a national and international platform that champions creativity, empowerment, and progress. Fully embodying the Foundation's vision for a more innovative, inclusive, and forward-thinking Namibia.



THE DELEGATES

The 2025 Global-Namibia 1 summit hosted an exceptional group of international and local delegates representing countries with a strong presence in the tourism sector in Namibia and carrying diverse cultural, social and professional backgrounds.

The delegation included participants from 18 countries across 4 continents, namely: Africa, Asia, North America and Europe. Perfectly reflecting the global reach and multi-cultural nature of the event.



Countries represented: Angola, Anguilla, Bangladesh, Cameroon, Germany, India, Indonesia, Japan, Kenya, Lebanon, Namibia, Nigeria, Sierra Leone, South Africa, Tanzania, The United States, Uganda and Zimbabwe.





THE SUMMIT

OPENING OF THE SUMMIT

Day 1 of The Summit commenced in Windhoek, where the delegates were hosted at the prestigious Windhoek Country Club upon their arrival. This provided a comfortable and welcoming introduction to Namibia. The opening day began with a high-level engagement at the Namibia Tourism Board (NTB), the principal sponsor of the

GN1-Summit. Here, the delegates received a warm national welcome and an overview of Namibia's tourism vision and long-term goals. The NTB leadership outlined the strategic role of the visiting delegates as international ambassadors, entrusted with carrying Namibia's story, attractions, and tourism potential back to their respective countries.



Following this, the delegates visited the MTC Head Office, where they were received by Head of Marketing, Mr Tim Ekindjo himself, alongside representatives from several Namibian media houses. As part of MTC's digital innovation campaign, each delegate received a complimentary e-SIM to promote the company's transition toward e-SIM technology, along with additional branded gifts such as power banks.



The opening programme concluded with an exclusive tour of KGK Diamonds, offering the delegation a rare opportunity to enter the diamond factory and observe the precision and craftsmanship involved in diamond cutting and polishing processes. This firsthand experience proved both educational and impactful, giving the delegates deeper insight into one of Namibia's most significant

value-addition industries.

Collectively, the opening engagements set a strong, purposeful tone for the summit, highlighting Namibia's commitment to tourism excellence, technological advancement, and economic value creation while positioning the delegates as key partners in amplifying Namibia's global tourism footprint.



Day 2:

The Majestic Desert Landscapes of Sossusvlei

The day commenced with an early departure to the heart of the Namib Desert, the Sossusvlei region, home to the world's tallest and most iconic dunes. This excursion provided delegates with unparalleled photographic and scenic opportunities of one of Namibia top tourist attractions.



6 DAY TOUR AROUND NAMIBIA



- **Deadvlei:** Delegates then explored the surreal white clay pan of Deadvlei, famous for its beautiful petrified camelthorn trees silhouetted against the large sand dunes and deep blue sky. A scene the delegates described as something out of a movie.



- The itinerary also included a visit to Sesriem Canyon, known for its striking red rock formations.

Following a well-deserved buffet lunch at the scenic 4-star Sossusvlei Lodge, the group returned to Windhoek, where delegates checked into the Windhoek Country Club for a relaxing evening and dinner.



Day 3:
 Himba Cultural
 Experience → Etosha
 National Park

**6 DAY TOUR
 AROUND
 NAMIBIA**



Day 3 was dedicated to cultural exchange and a premier wildlife safari experience, highlighting Namibia's Northern regions.

- **Himba Cultural Experience:** The journey north began with an authentic visit to a traditional Himba village. This provided a deeply meaningful opportunity for the delegates to engage directly with the Himba people, learning firsthand about their unique customs, intricate attire, social structures, and traditional way of life, fostering genuine cross-cultural education.



- **Etosha National Park Game Drive:** Following the cultural visit, the group entered Etosha National Park, one of Africa's most notable wildlife sanctuaries. The afternoon was spent on a game drive, utilizing the park's famous waterholes to observe wildlife, including elephants, zebras, antelopes, and giraffes. A first-time experience for many of the delegates. The evening concluded with check-in at the luxurious Etosha King Nehale Lodge.



Day 4: Ovambo Heritage and Swakopmund

6 DAY TOUR AROUND NAMIBIA



The focus of the fourth day was further cultural enrichment, transitioning from northern Namibia to the Atlantic coast of Swakopmund.

- **Ovambo Cultural Exchange:** The morning featured a visit to the Ovambo royal palace of the Ongandjera and Okwaluudhi tribe. Delegates were afforded a rare opportunity to gain intimate insight into Ovambo traditions, including cuisine preparation, household practices, and traditional protocols, and engage directly with the Ovambo Royal Families. A delicious traditional lunch was served where many of the delegates had local Namibian cuisine for the first time. After this was a visit to The Kamanya Family Tsandi Homestead. An opportunity for delegates to personally visit

the home of their host, Selma Kamanya where a large portion of her childhood was spent.

- **Journey to Swakopmund:** The evening involved a long and but scenic drive to the historic coastal town of Swakopmund. Upon arrival, the group checked into the prominent Swakopmund Hotel & Entertainment Centre, concluding a day rich in cultural discovery.



Day 5: The Namib Coast Spectacle

6 DAY TOUR AROUND NAMIBIA



The day seamlessly blended formal engagement with Namibia's unique coastal adventure tourism.

- **Walvis Bay Coastal Excursion (Sandwich Harbour):** the group embarked on the signature Sandwich Harbour Tour in Walvis Bay. This dramatic coastal excursion showcased where the towering dunes of the Namib Desert spectacularly plunge directly into the Atlantic Ocean. Delicious drinks and finger foods were served by the Sandwich Harbour Tours team during the tour, enhancing the relaxed exploration.
- After returning to Swakopmund delegates were transported to a Beautiful Candle lit Desert Dinner experience organized specially by the Namibia Tourism Board at Abenteuer Lodge and Safari, set against the moonlit desert dunes, the evening offered fine dining, live music, and a truly unforgettable intimate experience.



Day 6:
Industry Insight
and Adventure

**6 DAY TOUR
AROUND
NAMIBIA**



The final day combined an industry tour with adventure and a taste of the calming Swakopmund coastal life.

- **Walvis Bay Salt Works Tour:** Following checkout, delegates toured the Walvis Bay Salt Works, gaining educational insight into Namibia’s role as one of Africa’s largest salt producers, illustrating the economic diversity of the coast. The educational tour of the salt factory commenced with detailed video briefings, offering delegates an in-depth understanding of the complex salt production cycle. Subsequently, a guided walk-through of the main production sites provided practical insight into the operation. The experience proceeded with a dedicated visit to the famous Pink Lake, allowing the delegates to directly witness and capture images of this famous phenomenon.



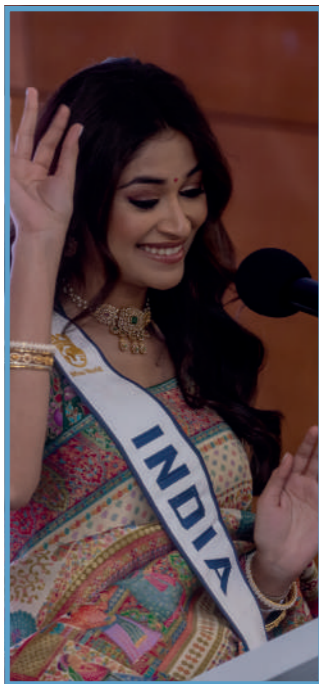
- **Coastal Adventure:** Delegates were invited to participate in a final burst of adrenaline-fueled adventure before departing the coast. Desert Explorers Adventure Centre provided the delegates with a choice between a thrilling quad bike ride through the dune fields or a unique and traditional camel ride. These optional activities guaranteed a high-impact, memorable conclusion to the coastal excursion for those seeking a final thrill before the group commenced the journey back to Windhoek for the highly anticipated Gala Dinner.



THE GN-1 GALA DINNER & FASHION SHOWCASE

The GN1 Gala Dinner served as one of the signature events of the summit, bringing together delegates, industry leaders, and stakeholders for an evening dedicated to fostering

collaboration, cultural exchange, and economic development. The event was designed to act as a bridge between Namibia and the delegates' home countries, creating a platform where ideas, partnerships, and opportunities could be nurtured in an elegant and engaging setting. The event saw the attendance of several significant dignitaries and influential figures, underscoring the national importance of the summit. Notable guests included: Hon. Sanet Steenkamp, the Minister of Education of Namibia, The High Commissioner of India, Ms. Johanna Bensons, Miss Universe Namibia 2025, Mr. Sam Shivute, Mr. Tim Ekandjo, etc.



The evening featured a series of formal presentations delivered by the international delegates. Each delegate spoke on potential avenues for collaboration between Namibia and their respective nations, highlighting opportunities in skills exchange, joint travel initiatives, tourism development, and import-export expansion. Their presentations demonstrated strong interest in forming meaningful partnerships that could strengthen Namibia's global presence and unlock sustainable growth across multiple sectors.



The keynote address was delivered by Mrs. Sanet Steenkamp, who spoke powerfully about the importance of embracing one's unique identity. She emphasized authenticity, self-leadership, and the value of showing up as one's most genuine self when engaging with others and pursuing innovation.

The evening concluded with closing remarks from Selma Kamanya, who reflected on the transformative power of collective effort. She highlighted that "when the little guys come together, great things can happen," and expressed heartfelt gratitude to all attendees for walking the GN1 journey with her.

The Gala Dinner closed on a celebratory note with a fashion showcase, where delegates showcased original creations from emerging Namibian designers, offering a vibrant display of local talent and culture.



OUTCOMES OF THE SUMMIT

The summit concluded with several meaningful outcomes that demonstrated strong confidence in both the Global-Namibia 1 initiative and Namibia's potential on the global stage. Most notably, the Global-Namibia 1 Foundation received pledges exceeding N\$15,000, reflecting concrete commitment to the longevity and continued growth of the programme.

In addition to financial support, delegates pledged a range of strategic collaboration commitments aimed at strengthening partnerships in the tourism, trade, and broader economic development sectors. These included joint travel initiatives, cross-border skills exchange, and new opportunities for import-export cooperation. The summit also significantly enhanced the visibility of Namibia to the international community, contributing to an improved global perception of the country as a welcoming, innovative, and partnership-ready destination. Collectively, these outcomes highlight the summit's success in expanding Namibia's international reach, attracting new avenues for economic engagement and increased tourism. Positioning GN1 perfectly as a catalyst for future sustainable development and global collaboration.

ACKNOWLEDGEMENTS

The success of the GN1 Summit would not have been possible without the generous support, partnership, and dedication of our sponsors and collaborators. We extend our deepest gratitude to the Namibia Tourism Board (NTB), our largest sponsor, whose commitment played a pivotal role in shaping the summit and amplifying its overall impact.

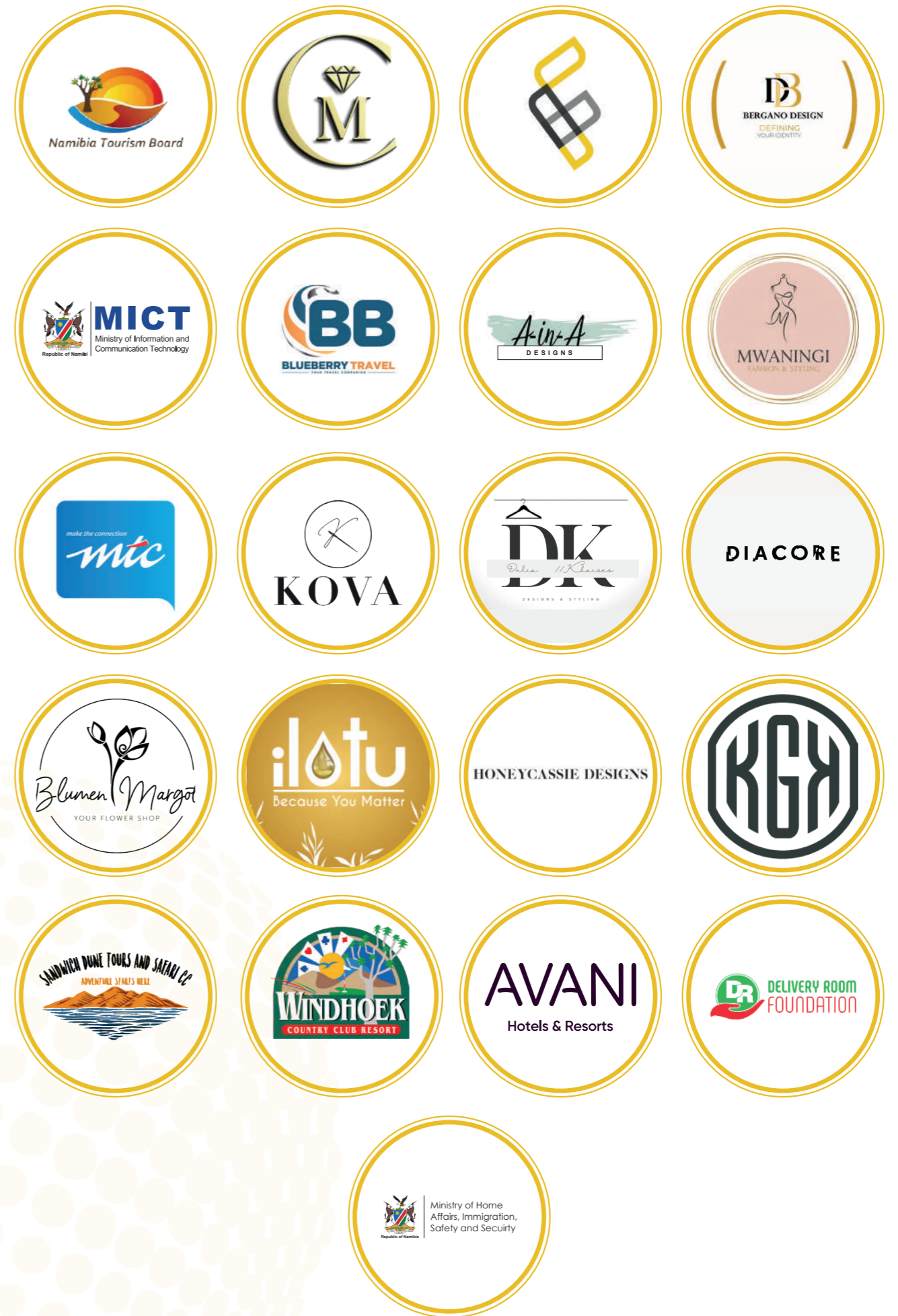
We also sincerely acknowledge the contributions of the Ministry of Information and Communication Technology (MICT) and MTC, whose continued support significantly strengthened the visibility, communication, and reach of the event.

Our appreciation further goes to Ondjamba Luxury Coach Services for providing seamless and reliable transportation for delegates, and to the Windhoek

Country Club for their exceptional hospitality and professionalism in hosting key summit activities.

We are equally grateful to Swakopmund Sandwich Harbour Tours for offering unique and immersive experiences that showcased Namibia's natural beauty, and to Blumen Margot Florist CC for their exquisite floral arrangements that elevated the elegance of the event.

Finally, we extend heartfelt thanks to all other partners, contributors, volunteers, and supporters who played a role—big or small—in making this summit a success. Your collective efforts helped bring the vision of GN1 to life, and we are deeply appreciative of your commitment and belief in the initiative.



VOTE OF THANKS

By **Selma Kamanya,**

It is with immense gratitude that I extend my heartfelt thanks to everyone who made the GN1 Summit possible. This event was built on collaboration, passion, and the unwavering belief that great things happen when people come together with purpose. To our sponsors, partners, delegates, and supporters, thank you for standing with us, for believing in our mission, and for helping us create a platform that celebrates connection, development, and possibility. GN1 is a journey we walk together, and I am profoundly grateful for each one of you who chose to discover it with us.

Selma K



