



NOVANAM como columna vertebral de la economía y el desarrollo de Luderitz desde la independencia de Namibia hasta nuestros días

David Troncoso | Nueva Pescanova

Berlín, 23rd May 2024



SEMINAR

FISHING COMPANIES WITH INVESTMENTS AND OPERATIONS IN THIRD NON-EU COUNTRIES: AFRICA CASE STUDIES



Co-funded by
the European Union

Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Cambios Geopolíticos



Berlín 9 Nov 1989



Caso de Estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Sam Nujoma-Founding Father



14 Noviembre 1989 elecciones con Swapo como ganador



20 de Marzo 90 Celebración Independencia



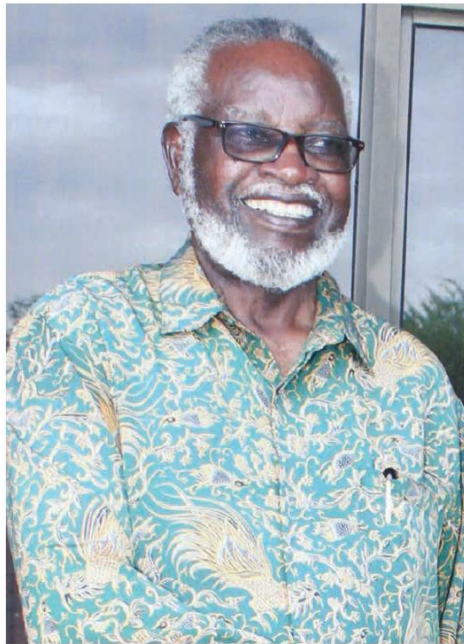
Caso de estudio Namibia



SEMINAR

FISHING COMPANIES WITH INVESTMENTS AND OPERATIONS IN THIRD NON-EU COUNTRIES: AFRICA CASE STUDIES

Challenging of “Going south” & Smart Partnership



Preface

By **H.E. Dr Sam Nujoma**,
Founding President of the Republic of Namibia

When I was informed that NovaNam decided to sponsor the publication of a new book titled *Lüderitz: A Journey Through Time*, portraying town's history since time immemorial, with emphasis on its present-going economic and social developments towards a consolidated future, I was delighted with the news and content of the book.

I must categorically state here that the role played by NovaNam ever since Namibia's Independence in the quest for creating a tangible economic base for the town of Lüderitz, is most commendable and remarkable, in that it created hundreds of jobs and subsequent training opportunities, there and also in other ways – contributing to the social upliftment of the population of Lüderitz with corresponding positive economic derivatives.

I vividly remember the day that our SWAPO Party achieved an overwhelming victory in the first democratic elections in Namibia, in November 1989. On the same day I received a visit from NovaNam's directors, who informed me of their intentions to establish the first state-of-the-art onshore fish-processing factory in Namibia, which involved important capital inputs amounting to millions of Rands.

I welcomed their investment initiative in an independent Namibia, and urged them to direct their efforts towards establishing a factory facility in Lüderitz, which at the time was the only Namibian harbour since the harbour of Walvis Bay was still under apartheid colonial administration as an enclave.

NovaNam heeded my call and took up the challenge of 'going south', in spite of the remoteness and logistical shortcomings of the town of Lüderitz. And so began our story of smart partnership with the company, as both NovaNam and the Government of the Republic of Namibia delivered on our promises.

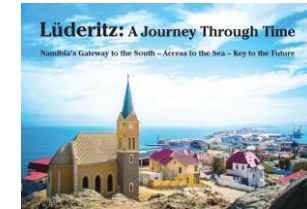
This piece of history must be told in no uncertain ways, and this new historical book, among other important and fascinating facts and contents, bears testimony to the commitment by both parties.

It is evident that the development of Lüderitz as a viable economic harbour was given a push by the establishment of NovaNam in the town.

I, therefore, wish to congratulate NovaNam and its distinguished team for writing and sponsoring this historical book which will be useful for the expansion of the harbour of Lüderitz.

FOUNDER
The Sam Nujoma Foundation

Dr Sam Nujoma,
FOUNDING PRESIDENT OF THE REPUBLIC OF NAMIBIA



Caso de estudio Namibia



SEMINAR

FISHING COMPANIES WITH INVESTMENTS AND OPERATIONS IN THIRD NON-EU COUNTRIES: AFRICA CASE STUDIES

Honorable Ben Amathila

“Before the memories get dimmed”

It is with delight that I accept the invitation to contribute a section to the book titled *Lüderitz: A Journey Through Time* – a timely publication written under the patronage of NovaNam.

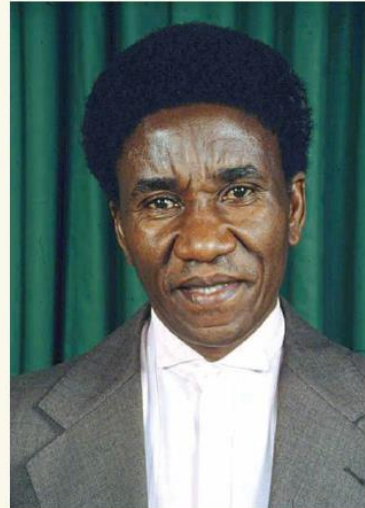
My recollections go back to the years before Independence when I was part of a SWAPO delegation visiting Spain in a quest to enlist the widest political support to achieve our ultimate goal, being Namibia's Independence, which the Spanish Government and its political leadership duly provided.

As the SWAPO Secretary of Economic Affairs, I was tasked to undertake the necessary studies and planning for the period after Independence. Among other things I was also coordinating the UN Nationhood Programme for Namibia under Marti Ahtisaari, the UN Commissioner for Namibia. The programme entailed studies and training of Namibians to prepare them for running Namibia after Independence.

The visit to Spain under the leadership of Sam Nujoma, the President of SWAPO, was my first contact with the Spanish fishing industry, including Pescanova. The visit was an eye-opener for us on issues related to fisheries and agriculture.

After the SWAPO delegation left Spain for Latin America, I remained behind because I wanted to study the Spanish agriculture in those areas akin to Namibia's desert conditions. I visited Almeria, but regrettably I was unable to continue to the Canary Islands due to time constraints.

I remember vividly after our elections in 1990 when Pescanova/ NovaNam bravely accepted the recommendation from the newly designated President of Namibia, Sam Nujoma, to direct their investment



initiative to Lüderitz as the only harbour under our control at the time of Independence.

Then, in February 1990, as Minister of Trade and Industry in waiting, I accompanied the directors of NovaNam to Lüderitz, to locate a suitable sea-front site on which to erect a sizeable fish-processing factory of major significance.

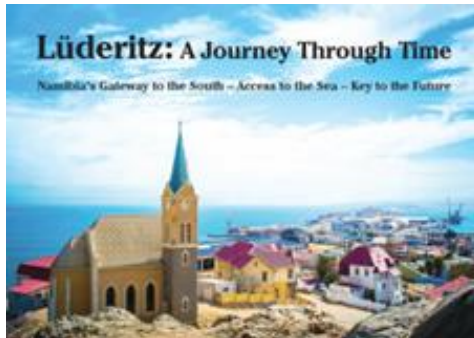
A little over a year later, in May 1991, the first phase of their factory was officially commissioned and hundreds of job opportunities ensued as a result. Lüderitz, on the verge of becoming a ghost town, experienced a boost in confidence and the beginning of an economic upswing, triggered by NovaNam's decision. It was a welcome godsend for Lüderitz.

I also remember that in those days, houses and all kinds of real estate were changing hands very, very cheaply. Today the cost of acquiring any of those same houses is dozens of times higher.

It is with a sense of pride that I can say that I played my part in encouraging NovaNam to achieve its aims and thereby make Lüderitz what

it is today – and the company has exciting plans for the Lüderitz of tomorrow: from a state of slumber and neglect less than 30 years ago, Lüderitz has become a vibrant community, and is about to become a tertiary education centre upon the opening of the satellite campus of the Namibia University of Science and Technology.

Ben Amathila
Minister of Trade and Industry (1990-1993)
Minister of Information and Broadcasting (1993-2000)



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Compra de terreno 55K M2 en Marzo del 90 e inicio Construcción Fábrica Luderitz



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Factoría de Luderitz desde hace 33 años con continuas inversiones y mejoras



1991



2024



Caso de estudio Namibia



SEMINAR


FISHING COMPANIES WITH INVESTMENTS AND OPERATIONS IN THIRD NON-EU COUNTRIES: AFRICA CASE STUDIES


Indicadores y especies Novanam



KPI's

63 M€
Facturación


8 BARCOS
2 FACTORÍAS


34.000 Tn


2.200
TRABAJADORES



Merluza del Cabo
Merluccius Capensis
Merluccius Paradoxus



Rosada
Genypterus capensis



Rape
Lophius vomerinus



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Captura flota de fresco NovaNam y añadiendo valor en Ludertiz



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Suply Chain – Valor añadido



Catching



H&G on board



Discharging
H&G Hake



Factory



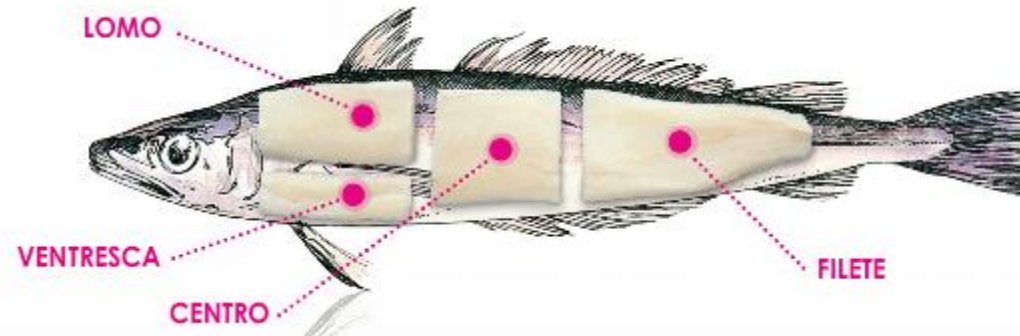
Namibia caso de estudio



SEMINAR

FISHING COMPANIES WITH INVESTMENTS AND OPERATIONS IN THIRD NON-EU COUNTRIES: AFRICA CASE STUDIES

Novanam pionera en valor añadido de Merluza



Caso de estudio Namibia



SEMINAR

FISHING COMPANIES WITH INVESTMENTS AND OPERATIONS IN THIRD NON-EU COUNTRIES: AFRICA CASE STUDIES

Abasteciendo el mercado de la UE con marca presente en los países mediterráneos



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Redería en Luderitz



Namibia caso de estudio



SEMINAR

FISHING COMPANIES WITH INVESTMENTS AND OPERATIONS IN THIRD NON-EU COUNTRIES: AFRICA CASE STUDIES

Renovación de flota 2019/21: 3 unidades de fresco para fábrica de valor añadido de Luderitz




OUR COMMON PLANET ENERGY EFFICIENCY
Generador de emergencia
 Aprovechar la energía disponible por estos generadores en lugar de utilizar el motor principal

OUR COMMON PLANET RESOURCES EFFICIENCY
Potabilizadora de agua
 Utilizar agua de mar desalinizada para cubrir las necesidades, reduciendo el consumo de agua dulce

OUR COMMON PLANET ENERGY EFFICIENCY
Potabilizadora de agua
 Se potabiliza agua de mar mediante desalinización por evaporación, utilizando el calor que genera el motor

OUR COMMON PLANET ZERO EMISSIONS & WASTE
Contenedores segregadores de residuos
 Los residuos generados a bordo se segregan en contenedores de colores para su correcta gestión

OUR COMMON PLANET RESPECTING THE ENVIRONMENT
Línea espantapájaros (Tori Lines)
 Usar tori-lines para proteger la biodiversidad, reduciendo la captura incidental de aves marinas

OUR COMMON PLANET FISHERY EFFICIENCY
Redes y puertas más eficientes
 Tambores de red que mejoran tanto la eficiencia pesquera como la maniobrabilidad del barco

OUR COMMON PLANET ENERGY EFFICIENCY
Illuminación LED
 Luces LED más eficientes que reducen el consumo energético y mejoran el alumbrado y la visibilidad

PROYECTOS DE RESPONSABILIDAD SOCIAL CORPORATIVA:

- Sostenibilidad
- Respeto por el entorno natural
- Consumo eficiente
- Seguridad y salud laboral
- Innovación y Desarrollo

FICHA TÉCNICA DEL BARCO

- Tipo: Arrastrero Fresquero
- Bandera: Namibia
- Porto Base: Luderitz (Namibia)
- Clasificación: Bureau Veritas
- Eslora Total: 49,65 m
- Puntal: 5,5 m
- Manga: 11,0 m
- Acomodación: 31 tripulantes
- Potencia: 1,600 KW



Caso de estudio Namibia

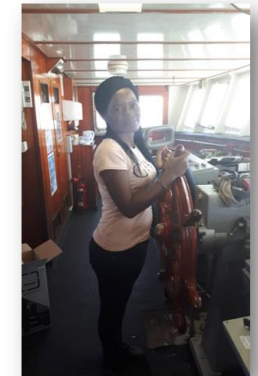


SEMINAR

FISHING COMPANIES WITH INVESTMENTS AND OPERATIONS IN THIRD NON-EU COUNTRIES: AFRICA CASE STUDIES

Programa de actuación Responsable-ODS Agenda 2030

- 44 acciones identificadas dentro del Programa de actuación responsable (PAR) y que contribuyen a 16 ODS



Caso de estudio Namibia



SEMINAR

FISHING COMPANIES WITH INVESTMENTS AND OPERATIONS IN THIRD NON-EU COUNTRIES: AFRICA CASE STUDIES

Convenio colectivo en NovaNam desde 1991 -certificación Fish Standard basada in ILO 188

June 1991

The first post-Independence Recognition Agreement is signed between the Namibian Food and Allied Workers Union and NovaNam.



July 2022

Nueva Pescanova Group Fleet in Namibia Achieves First FISH Standard for Crew Certification

San Diego, CA— July 20, 2022— FISH Standard for Crew Inc. is pleased to announce that NovaNam (Pty) Ltd, a Namibian-based subsidiary of the Nueva Pescanova Group, is the first fleet to achieve FISH certification. NovaNam's ten vessel Namibian-flagged fleet that harvests hake operates out of Lüderitz and Walvis Bay and includes approximately 300 fishers working on the vessels. Employing auditors trained in the FISH Standard, Bureau Veritas awarded the certification after extensive policy and procedure review along with on-site vessel inspections and in-person crew interviews.

F · I · S · H



STANDARD FOR CREW

FISH focuses on fair and ethical labour practices on board fishing vessels.



F.I.S.H Standard for Crew Certificate
N° FISH001

Granted to NUEVA PESCANOVA GROUP

By

Bureau Veritas Marine and Offshore

Unit of Certification (UoC)

Certificate Holder

Novanam

15 Ben Amathila Avenue, Walvis Bay - NAMIBIA

Ship Name(s)

See Second Page

Applicable Jurisdiction

NAMIBIA

This is to certify that the above named company and the vessels overleaf have been inspected in accordance with applicable requirements of the 2021 FISH Standard for Crew, Version 3.0

This Certificate N° FISH001 has been issued on 14Jul2022 further to satisfactory audit completed on 05Apr2022

This certificate is valid until 05Apr2025



STANDARD FOR CREW

<https://fishstandard.com/>

Auditor Name and Signature
Antonio Botas (Signature)



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Integración de la mujer



Nelago Kwedhi;
primera mujer en
tener el título de
Capitán en Namibia



Documental sobre una
Historia de superación y
sueños conseguidos



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Formación; Guardería, parque infantil...



Caso de estudio Namibia



SEMINAR

FISHING COMPANIES WITH INVESTMENTS AND OPERATIONS IN THIRD NON-EU COUNTRIES: AFRICA CASE STUDIES

Salud; Promoción de consumo de Pescado; Tienda, feria del pescado

NUTRITIONAL INTERVENTION STUDY FOR THE EVALUATION OF THE EFFECTS OF HAKE CONSUMPTION IN A HIGH CARDIOVASCULAR RISK POPULATION



CLOTILDE VAZQUEZ MARTÍNEZ
JOSÉ I. BOTELLA-CARRETERO

Hospital Ramón y Cajal
Madrid, Spain



Tienda de Pescado Novanam en Luderitz

Estudio sobre beneficios Merluza



Luderitz Crayfish Festival



Novanam en Ongwediva Annual trade fair



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Biodiversidad: Tory line



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Cambio climático : Programa de plantación de palmeras iniciado en 1995

H.E. President Dr. Sam Nujoma
leads the NovaNam
“Tree Planting Campaign”
in Lüderitz.



19 Mayo 2017



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

The Lüderitz Waterfront; Universidad y Museo del mar



The Lüderitz Waterfront as a
Vehicle for Development



Complejo de la futura Universidad de Lüderitz y Museo del Mar en antiguo edificio “Old Power Station”



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

34 años después orgullo de pertenencia



17 Mayo 2017



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

Ludertiz- Walvis Bay Road un día cualquiera



Caso de estudio Namibia



SEMINAR

**FISHING COMPANIES WITH
INVESTMENTS AND OPERATIONS IN
THIRD NON-EU COUNTRIES:
AFRICA CASE STUDIES**

VIELEN DANK

THANK YOU SO MUCH

MUCHAS GRACIAS

MERCI BEAUCOUP

MUITO OBRIGADO

