

THE REGISTRAR

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BIPA remains committed to the
pursuit of business excellence in
order to propel economic
growth and development



BUSINESS AND INTELLECTUAL
PROPERTY AUTHORITY

Protecting Entrepreneurship and Innovation

BIPA NEWSLETTER

CONGRATS TO OUR WINNERS!



Congratulations to our winners who each won a 43" Hi-Sense Smart TV from our Good Standing Is Good Business Campaign Competition



BIPA CEO Vivienne Katjiuongua Handing over the prize to Danny Chipandeka of Salox Investment Holdings



BIPA CEO Vivienne Katjiuongua Handing over the prize to Gabriel Heita of Dunamite Properties CC



BIPA CEO Vivienne Katjiuongua Handing over the prize to Eino Erasmus of Ower Investments CC.

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Growing pains bringing gains.

BIPA's first official newsletter! And a milestone to be proud of!

When BIPA first started operating independently from the Ministry of Trade in 2017, the small group of new BIPA managers and employees had great dreams – they dreamt of an organisation making an impact on Namibia's economy, of entrepreneurs growing their businesses, and of innovators and inventors making a difference in the lives of Namibians. They envisioned a Namibia where every citizen could successfully create a livelihood for themselves through business ownership, employment creation and the promotion of novel ideas.

But what this small group of visionary BIPA employees also knew, was that even though the vision was noble and fantastic; it would not come without huge sacrifice and many challenges.

And today, with the launch of the first edition of the newsletter, I can truly say that the BIPA team has reached a milestone in achieving that vision. This is not just another corporate newsletter.

This newsletter bears evidence of years of hard work by staff members, guidance from the senior leadership, and progress made to improve our relationships with our clients and stakeholders. From the articles in the newsletter, I can with excitement announce that the Authority has made great strides in improving its systems to the benefit of our clients despite the challenges posed by limited funding, a lack of resources and the impact of the Covid-19 pandemic. We have grown – our people have grown with us, as have our clients. It was not an easy journey, but we are thankful for what we have managed to achieve.

I invite you to read through our newsletter and appreciate how our growing pains have become our gains. We are looking forward to sharing more BIPA news with you in future editions – and remember comments and suggestions are welcome (please send those to pr@bipa.na).

Yours,
Shariva Zender
Editor

Improving customer service through our call centre

“ Having a dedicated contact centre now allows for our agents to give dedicated attention to client needs and therefore improve our overall customer service” - Aune Ndadeva - Manager: Client Service Management ”

The Business and Intellectual Property Authority (BIPA) introduced a call centre for its clients in support of its goal to significantly enhance its service offering to customers. The call centre, which went operational in April last year, enables clients with business registration related queries to obtain assistance, without having to call BIPA's reception first.

Said Ockert Jansen, Executive: Marketing and Client Services: “Clients have complained for a long time of being put on hold for longer periods. This was due to the volume of calls made directly to the reception, instead of callers

reaching the right department immediately. We introduced the call centre service after the Client Management Service Division saw the need and opportunity to enhance BIPA's services.” He continued to say that the trial phase of the call centre started earlier to allow staff to familiarise themselves with the system and processes.

The call centre is a dedicated line for all incoming calls by customers, and allows for calls to be handled directly from the centre. Aune Ndadeva, Manager: Client Services, noted that: “For months, clients have been complaining about calls going unanswered. We kept on investigating the cause of the



issues, but eventually realised that a call centre would be the most appropriate solution for both staff and clients.” In the case of a high volume of calls, callers are notified that the line is busy. Callers are also informed of their position in the queue; and all calls are recorded for quality control purposes.

“The greatest benefit that we can derive from the call centre setup is the ability of the system to generate reports of the volumes of calls received, the number of abandoned calls, and the average waiting time for callers, amongst others. It will also allow recording of calls for reviews and the service levels or productivity levels of centre agents,” Ndadeva said. “These are all valuable sources of

information regarding decisions for service improvement.

Jansen noted that BIPA has further plans to improve its service delivery. “Part of our future plans is the introduction of a SMS system that will support the call service centre activities. For example, clients will receive feedback via SMS about their call enquiries and progress on their applications. The SMS system can also be used to evaluate a client’s service experience during the call with a BIPA consultant. We are looking into every possibility to enhance our client service satisfaction.”



Introducing a queue management system

... In support of our client service centre

Ndinelago liyambo



Additional to BIPA's newly introduced client service centre, the authority is now also in the process of setting up a Queue Management System for walk-in clients. The system, which is currently being procured and set-up, is aimed at further improving the overall client experience.

“With the rules and regulations of the COVID-19 pandemic, comes such issues of social distancing. The queueing management system will play a big role in contributing

to the adherence of these rules and regulations. With this system introduced, clients will no longer have to sit and wait in unnecessary long queues whilst waiting for assistance; but will be able to sit anywhere and wait for their turn to be assisted,” says Veiko Murangi, Executive: IT.

The introduction of a queue management system will ease the flow of the queues as it will prevent clients being frustrated by waiting in the wrong queue. In addition to that, clients will know how far they are from being assisted, which makes it more convenient for them





to not to fill up the limited office space. The system further ensures that clients are assisted fairly, on a first-come-first-served basis.

“Introducing such a system is not only beneficial for clients – it will also reduce the effort of staff to try and organise queues manually. Staff will then use this refocused time to assist clients in an effective and efficient way. It will also help in directing clients to the right counters for assistance, hence making the work processes and flow easier,” notes Aune Ndukeva, Manager for Client Services. “Moreover, the queueing management system will benefit

the organisation as it enables the gathering of data; identifies clients’ average waiting time in a queue; and peak times and volumes. It also provides information on the average number of walk-in clients per day, and how individual employees perform.

The system is due for launch later this year, while staff is currently receiving training. Its initial roll-out is aimed at the Windhoek PZN branch only, while future roll-outs might also include the introduction of the system to the BIPA Walvis Bay branch.




Good standing is Good business!



BIPA launches new information campaign

It is with great excitement that BIPA on 2 August 2021 launched its Annual Duty Campaign for 2021 entitled “Good Standing makes Good Business”. The objective of the campaign was centered around improving compliance from business owners, and ensuring that such entities remain in good standing. The campaign ran during August and September in the print, broadcast, social and outdoor media.



To further encourage business owners to submit their annual returns and pay their annual

duties, paid-up clients will now qualify for a good standing certificate. “We realised that clients who are paid up with BIPA have the additional benefit of qualifying for national tender processes, hence we introduced a good standing certificate for these paid-up entities. This makes it easier for Namibian SMEs to do business, and aligns with BIPA’s endeavour to improve our service delivery,” noted Ockert Jansen, Executive: Marketing, Corporate Communications and Client Management Services.

To beef up the new campaign, BIPA also launched a competition to



encourage business owners to ensure their annual duties were paid up if they wanted to win a brand new 43"Hi-Sense Smart TV.

"This campaign supports the notion that being in good standing enables good and rewarding business practices"

- Annemarie Schullenbach, Manager: Marketing.

Walvis Bay office Innauguration

Supporting our coastal customers.

Ndinelago Iiyambo



The Business and Intellectual Property Authority (BIPA), recently inaugurated its new office in the coastal town of Walvis Bay. Prior to moving into the new office space, BIPA operated from a shared office space with the Ministry of Industrialization and Trade in Swakopmund. On 1 July 2021, BIPA opened its doors in Walvis Bay in an effort to be closer to its core client base at the coast. The Erongo regional office has been operational for a number of years, however, with its relocation to Walvis Bay, it has now been revamped and upgraded to improve its service delivery to the locals.

The Swakopmund office was initially opened in mid-2018, with the main purpose to decentralize

BIPA services, especially in regions or towns with a large business community requiring business registration services.

Services available at the Walvis Bay Office include 1. Submission of application for Name Reservation, Defensive Names, Close Corporations (CC) and Companies; 2. Clients may also submit applications for amendments to CC's and Companies, deregistrations, and restorations; 3. The office also serves to assist clients with general enquiries, including Intellectual Property matters.

Said Lembey Mulike, Manager: Regional Business Registration Services: "The Erongo regional office was opened as a part of the BIPA decentralisation plan, to bring our services closer to our clients."



BIPA Office NOW OPEN In Walvis Bay

01 July 2021

Office Location
BIPA Regional Office – Erongo,
Sam Nujoma Avenue, No 3147,
Walvis Bay, Erongo Region
Tel: +264 61 299 4400 | Email: region@bipa.na

Our research indicated that there were more entities registered and are still being registered in Erongo, hence the decision to open the BIPA office in the region.”

The BIPA management earlier this year decided to relocate its coastal offices to enable it to closer serve its key customers from a larger and more accessible premises. “We are aware that Walvis Bay serves as

gateway linking some of Southern Africa’s major trading regions to international markets, and that has attracted more business entities and firms to the town. We were prompted by this to also make the ease of doing business easier, which in turns stimulate economic growth for Namibia,” noted Mulike.

▶ **BIPA Celebrates World Intellectual Property Day**

Ndinelago liyambo



The Business and Intellectual Property Authority celebrated World Intellectual Property (IP) Day at the Katutura BIPA Office on 30 April 2021. This International day is celebrated on 26 April each year, with 2021 being commemorated under the theme: 'IP & SME's: Taking your ideas to the market.' The theme highlighted the importance of protecting an individuals' creations of the mind and focussed on how they could take their inventions to the market.

BIPA celebrated the day with a live Facebook panel discussion on 29 April, followed by a main event on 30 April, which was officiated by the Deputy Minister of

Industrialisation and Trade, Verna Sinimbo. Industry leaders, BIPA employees and business owners also attend, with SMEs showcasing and selling their wares at the occasion.

The event, which was streamed live on social media, started off with a virtual showcasing of different local products, with exhibitors introducing their products to the public and speaking on the challenges they face in terms of penetrating the local market. The exhibitors were also given a chance to answer questions from participants on their products. Most exhibitors mentioned that one of the challenges they faced was access to the market, adding that since

**“We must
start
believing
in our own
people,
believing
in our own
products”**

most retailers were from other countries, they had to compete for market share.

“The opportunity is here, and the market is here, it’s only that our market is flooded by imports, so we don’t have that power to penetrate the local market” said one exhibitor. The deputy minister added to the exhibitor’s remark, saying that events like those organised by BIPA, were aimed at engaging relevant players, such as retailers and the Namibia Trade Forum. “Engagements will not end until progress is seen,” said Sinimbo. Despite market access barriers, some exhibitors mentioned that they managed to get their products

in local shops.

Another challenge highlighted by the small business owners was that they did not have business office space from where they could sell their products; and thus opted to sell from their homes. However, a few business owners sold their products from their shops and also distributed their products via salons. “We have agents that sell it for us. This is one way for us to empower our local people so that they can earn a commission from the sales,” said Paulina Iita.

From the stories that were shared on the platform, it was evident that most business owners hoped and wished for the opportunity to sell their products within the local market; possibly outside of Namibian borders; and even online.

“Maybe its our mindset that we need to change, we must start believing in our own people, believing in our own products. I think that is the way to go,” emphasised the Deputy Minister, as she encouraged everyone to support and buy local products.

SNAPS AROUND



Exhibitors showcasing their work at the Intellectual property Day



Exhibitors showcasing their work at the Intellectual property Day



Exhibitors showcasing their work at the Intellectual Property Day



BIPA
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**GOOD STANDING
IS GOOD
BUSINESS**

Your good standing certificate is evidence that your entity is authorised to conduct business legally. Make sure your annual returns are submitted and your annual duties are paid up. Visit www.bipa.na/annual-duty/ or follow us on social media for more info.



BIPA.Namibia



@bipa_nam



Ethics first!

BIPA introduces a fraud hotline



As with many other organisations that face ethical challenges, the Business and Intellectual Property Authority, BIPA, is no exception.

In its endeavour to support and promote ethical business practices in the industry, the authority introduced a fraud hotline to enable employees and external stakeholders to report questionable behaviour.

BIPA worked together with a third party to introduce the hotline, which allows for anonymity of the callers reporting the issues. A third-party hotline is the best

method to generate comprehensive communication about reported issues; and to eliminate the possibility of bias if unethical behaviour were to be reported to BIPA management directly.

“The hotline agents are trained in sympathetic communication and are able to establish a rapport with each anonymous caller. In addition to that, these trained agents are more likely to obtain important information about certain incidents, which will then be provided to the organisation,” stated Metlem Kahona, BIPA’s Chief Auditor: Risk, who guides the project in partnership with the BIPA Marketing team. “Moreover, the system of anonymity encourages



a speak-up culture. According to researchers it was proven that, if there is wrong-doing happening in an organisation, there is a good chance that at least one person is aware of it. Although a few might be willing to report it face-to-face, most people wouldn't because of the fear of retaliation by either a manager or colleague. Given that chance, most people would report the wrongdoing anonymously; and that is why we chose to work with a third party provider."

BIPA CEO, Vivienne Katjiuongua, noted that BIPA has zero tolerance towards corruption, hence the introduction of the hotline for customers to report any issues of fraud and corruption relating to BIPA's activities. "Corruption destroys economies. If Namibia is to become an industrialised country, it needs to start with us," she emphasised.



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HELP REPORT UNETHICAL BEHAVIOUR



**TALK TO US - LET US KNOW WHAT
YOU SEE OR EXPERIENCE**

Toll Free: 0800 900 900

Email: bipa@tip-offs.com

At BIPA we believe that doing business should be done in a manner that is socially responsible, sustainable and ethical. That is why we launched our toll-free 24/7 tip-off line to report:

Fraudulent transactions
Unethical behaviour
Theft/Bribery
Corruption

BIPA values your business, help us do what's right.

Deloitte.

BIPA offers support to **Future Females**

Talking to Vivienne.

Ndinelago Iiyambo



Future Females, a movement formed to inspire and support female entrepreneurs in Namibia, hosted a talk show under the theme, “A strategic leadership approach in business.” The event took place at the Vintage coffee shop in Windhoek on 22 April and was attended by aspiring entrepreneurs and established business owners.

The BIPA CEO, Vivienne Katjiuongua, was invited as a guest speaker and spoke on business registration processes and the protection of intellectual property rights.

“Registering your business gives



Vivienne Katjiuongua
BIPA CEO



you the right to officially trade as a business and it gives potential clients and investors the confidence that you are not a fly-by-night business. Registering a business gives you access to legal and financial frameworks that will enhance and protect your operations,” she advised. Ms. Katjiuongua used the opportunity to engage with the audience by answering their queries and questions on business registration, and specifically about challenges experienced at BIPA.

The BIPA team was honoured that their CEO was invited as a speaker, as it supported the authority’s efforts towards disseminating relevant information about its activities

to and through other partner organisations.

The Future Females movement regularly conduct themed events all over the world, providing the opportunity for both female and male entrepreneurs, and intrapreneurs, to connect, learn, and be inspired by experts and other successful entrepreneurs. They also provide a platform digitally, physically and emotionally where women can connect, inspire, and collaborate to enable them to have access to the resources needed to succeed.

GOOD STANDING MAKES GOOD SENSE



Owning a business means you **MUST** submit your annual returns and pay annual duties by the end of your financial year. Make sure that you are paid up **TODAY!**

Visit www.bipa.na/annual-duty/ or follow us on social media for more info.



BIPA.Namibia



@bipa_nam

Call: 061 – 299 4484/61/21
Email: debtors@bipa.na



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