

Embassy of Japan participated in the Ongwediva Annual Trade Fair
26-28 August 2022



On 28 August, the official opening ceremony of the trade fair was held by H.E. Dr. Nangolo Mbumba, Vice President of the Republic of Namibia, and was attended by Rt. Hon. Saara Kuugongelwa-Amadhila, Prime Minister, Hon. Lucia Iipumbu, Minister of Industrialisation and Trade, Hon. Elia Iimari, Governor of Oshana Region, H.W. Taarah Shalyefumayor, Mayor of Ongwediva, other Cabinet members, and the Regional Governors. Ambassador Nishimaki attended the opening ceremony. After the ceremony, H.E. Dr. Mbumba and his delegation made a tour of the exhibition stands. H.E. Dr. Mbumba, Rt. Hon. Kuugongelwa-Amadhila, Hon. Iipumbu and Hon. Irimari also visited the Japan booth with Ambassador Nishimaki, and enjoyed Japanese traditional calligraphy performed by JICA Volunteers.



(from left) Hon. Lucia Iipumbu, Minister of Industrialisation and Trade, Rt. Hon. Saara Kuugongelwa-Amadhila, Prime Minister, H.E. Dr. Nangolo Mbumba, Vice President of the Republic of Namibia

H.E. Dr. Mbumba officially declares the Trade Fair open.



The Embassy exhibited a booth at the Trade Fair from 26 to 28 August. Around 1,300 visitors of all ages visited the booth during the exhibition period. At the booth, Embassy staff and members of Japan International Cooperation Agency (JICA), including seven Overseas Cooperation Volunteers, engaged in cultural exchange with the visitors.



The experience of writing visitors' names with Japanese letters on Japanese paper was particularly popular, with many visitors, both children and adults, observing the calligraphy with curiosity and taking home their own names written in Japanese. Dr. Panduleni Itula, President of the Independent Patriots for Change (IPC), also visited the booth and enjoyed Japanese traditional calligraphy.



At the back of the Japan booth, visitors were introduced to traditional Japanese toys and they experienced Japanese traditional cloth called yukata and happi. These experiences were well received and visitors enjoyed traditional Japanese culture.