

## MEDIA RELEASE

### PUBLIC CONSULTATIVE MEETING ON E-COMMERCE

**25 SEPTEMBER 2024**

The Communications Regulatory Authority of Namibia (CRAN) hosted a public consultation on 24 September 2024 at Droombos Estate, focusing on the development of a national e-commerce strategy from a regulatory perspective. CRAN's involvement in this initiative follows its designation by the Government Republic of Namibia as a key stakeholder in the task force responsible for formulating the strategy, based on its regulatory mandate within the communications sector.

The consultative meeting also formed part of an ongoing internal desktop study aimed at identifying areas within the postal and e-commerce value chain that may require regulatory intervention and prioritisation. The insights from this study will be instrumental in shaping potential regulatory frameworks that may be needed as the government develops the national e-commerce strategy.

In her address, Ms. Ronel Le Grange, CRAN's Acting Chief Executive Officer, highlighted the significance of this session, noting the transformative impact of e-commerce on the delivery of goods. She stated that consumers now expect faster deliveries, enhanced tracking options, and improved customer service.

"To meet these expectations, we must invest in innovative solutions that harness technology for greater efficiency. This includes deploying advanced logistics systems powered by artificial intelligence and optimising our networks to improve service levels," said Ms. Le Grange.

She further stressed that, as the industry embraces automation and digital tools, there is a responsibility to ensure that the workforce is equipped with the necessary skills to succeed in the evolving digital postal environment. Additionally, CRAN is committed to serving the public while prioritising environmental sustainability. Similarly, stakeholders have a duty to minimise the environmental impact of their operations.

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Ms. Le Grange pointed out that the postal service has a unique opportunity to lead the way in adopting sustainable practices. This includes implementing faster and more efficient delivery solutions, advancing recycling programs, reducing carbon footprints, embracing renewable energy, and investing in eco-friendly packaging. She emphasised that the choices made today will shape the legacy left for future generations.

In conclusion, Le Grange urged stakeholders to build trust and foster meaningful relationships with the communities they serve. This involves maintaining open channels for dialogue, listening to community needs, and tailoring services to meet those needs effectively.

**ENDS**

**Issued by:**

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