

# NAMIBIA :THE FUTURE OF HER DEVELOPMENT ...

## 360° OF ATTRACTIVENESS !

### Tourism AND ...

- ✓ Economic developpement and competitiveness
- ✓ Residential hospitality and collective pride
- ✓ Nation branding with place making : the attractiveness has to be build by all the people of a country
- ✓ Environment quality and urbanism services (included transports, roads, regional planning)

# THE PRESENT REPUTATION OF NAMIBIA'S ATTRACTIVENESS

- The sky is bigger...
- Endless landscapes ...
- Austral Africa with Animals & Atlantic ocean : AAAA\*\*\*\*\*
- Sea & desert

Because : a very good level of touristic marketing and communication for promotion

## A NEW CONCEPT

The charism of a national brand is abble to create  
a big network of public and private actors

- ✓ economic developpement
- ✓ touristic competitiveness

**For the country and the regional areas**

# FROM THE NATION IDENTITY TO THE ACTIVE IMMATERIAL

- Public and private partners together under the same brand signature
- Tourism, economy, sport, culture, social politics, education, sustainable development, ecologic practices ... are all vectors of attractiveness : they have to be placed in synergy with a common language and a graphic sign
- Local spaces are very important in a global world : the first identity is the place where you are born and/or where you are living, working, with your friends, your family and a very well-known of the landscape, the organisation, the people ...
- Local spaces are able to be exported with the social media connexion, without a lot of cost, and the reputation could be measured easily
- The most important, contemporary trends, for marketing : the value, not only economic promises, but moral values.

The private brands try to have a community of consumers but it's difficult to incarnate a promise with values, for commercial activities !

# NAMIBIA

- The contrasts between the youngest nation in the world and the oldest desert
- The complementarity between the resources under the ground (economic development) and the landscapes seen from the sky (tourism)
- The potential of culture with a dialogue between contemporary art and rupestre painting
- A national brand like an umbrella and some local brands : Caprivi ; Bushmanland ; Namib Naukluft ; Fish river canyon ; Swakopmund and Walwis Bay ; Lüderitz ; Damaraland ...
- The spirit of graphic identity and editorial policy who is able to speak to all the namibian actors and, perhaps, to all the people ?

**THE LOCAL IDENTITY WITH A GOOD BRAND IS COMPETITIVE  
FOR ECONOMIC DEVELOPEMENT AND TOURISM ACTIVITIES.**

# TERRITORIAL MARKETING AND COMMUNICATION IN ECONOMIC DEVELOPEMENT

- The orientations from national public authorities
  - A strategic project for the attractiveness of the country and the development of the regional areas
  - The international promotion of the country for economic investment and tourism development
- A national brand with the same goals for everybody and the same namibian spirit : pride and cohesion
  - A very original brand : a marketing content with 60 or 70% from the identity of the country and 30% with the identity of the regional areas, because the national brand don't has to be confused with the national politic identity

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A decorative graphic consisting of several overlapping, swirling blue lines that form a circular, spiral-like pattern in the background.

**A. Vé Marketing,**  
**attractivateur Territorial**



# TRAINING, SKILLS AND EXPERIENCE

- Transversal management with public and private people
- Place making ; economic attractiveness ; place branding ; marketing ; communication ; social media
- Knowledges : économie développement ; tourism ; agriculture ; sea activity ; public law ; european politics
- Brand manager ; prospective monitoring ; administrative and financial management ; project and team management ; editorial strategy ; magazine Editor-in-chief ...
- Public speaking Trainer ; Journalist specialized in Place branding and attractiveness ; sales manager, business relations

- University education : Diploma of Philosophy Paris Panthéon-Sorbonne ; Master's degree in Public and European law ; Master's degree of Administration, Economy and Public Management ; Master's degree of Information and Communication
- Vocational training : Innovation and territorial intelligence at the service of territorial attractiveness ; Cross-functional management ; New marketing of local public services