



Tel. +264 61 290 9111 • Fax +264 61 290 9277  
Private Bag 12011 • 8 Bessemer Street • Windhoek  
info@agra.com.na • www.agra.com.na

## **AGRA NEDBANK GROW CAMPAIGN**

### ***“GROW!” - Ignite, Create, Inspire***

Agra, in partnership with Nedbank Namibia, the United Nations Namibia, Future Media Namibia and Auas Valley Shopping Mall has been working on something special and it’s finally here.

On Saturday the 27<sup>th</sup> of November, Agra launched the Agra Nedbank Grow campaign in association with the United Nations, Future Media and Auas Valley Shopping Mall. The launch took place at Auas Valley Shopping Mall, accompanied by a Market Day event with the aim to promote “Buy Local, or Bye-Bye Local”.

This competition focuses on developing entrepreneurial potential and business skills in Namibia. The goal of the competition is to give smaller business owners the platform and opportunity to develop their skillset and take their business further. Prizes will include workshops and other capacity building programs, dependent on the needs of the finalist.

#### **Elements of the Competition:**

- Competition Launch – Market event on Saturday, the 27th November 2021;
- Entries open for competition from 29 November 2021 until 31 March 2022;
- Semi-finalist selection by Mid-April 2022;
- Workshops to be held during May 2022;
- Final Interviews to be held from Mid-June until Mid-July 2022;
- Finals to be held in September 2022

#### **Competition Entry Requirements**

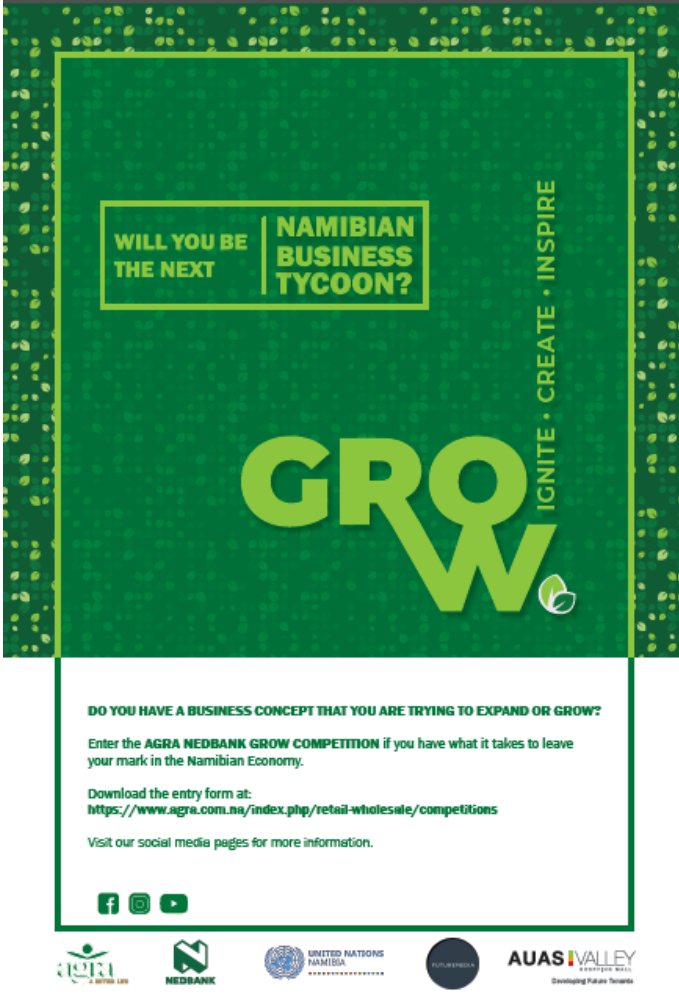
- Entrants must have a business plan, or at least well-thought out and documented business concept – indicating viability and sustainability.



- The business/concept's shareholding has to be majority Namibian owned. Proof of this will be required.
- All applications to be emailed to: [grow@agra.com.na](mailto:grow@agra.com.na)

### Categories

1. Agriculture
2. Industry/processed
3. Kids



The poster features a green background with a pattern of small white dots. At the top left, a box contains the text "WILL YOU BE THE NEXT" and "NAMIBIAN BUSINESS TYCOON?". Below this, the word "GROW" is written in large, bold, green letters, with a small leaf icon at the end of the "W". To the right of "GROW", the text "IGNITE • CREATE • INSPIRE" is written vertically. Below the main text, there is a white box containing the following text: "DO YOU HAVE A BUSINESS CONCEPT THAT YOU ARE TRYING TO EXPAND OR GROW? Enter the AGRA NEDBANK GROW COMPETITION if you have what it takes to leave your mark in the Namibian Economy. Download the entry form at: <https://www.agra.com.na/index.php/retail-wholesale/competitions> Visit our social media pages for more information." Below this text are icons for Facebook, Instagram, and YouTube. At the bottom of the poster, there are logos for AGRA, NEDBANK, UNITED NATIONS NAMIBIA, and AUAS VALLEY.

### TERMS AND CONDITIONS

1. Campaign period is from **Saturday, 27th November 2021** until **Saturday, the 24th of September 2022**.

2. It is a requirement that all Products or Services entered be innovative and/or designed or self-manufactured (primary production or a by-product thereof.) Entries are required to be an original concept.
3. The business/concept's shareholding has to be majority Namibian owned. Proof of this will be required.
4. Entrants must have a business plan, or at least well-thought through and documented business concept indicating viability and sustainability.
5. Agra Ltd and its affiliates are not responsible for the registration of any intellectual property or patents and cannot be held responsible for any infringements on business concepts or ideas. It is the responsibility of the entrant to ensure the necessary registrations and precautions are in place.
6. Minors to be accompanied by a parent or guardian.
7. Agra Ltd, Nedbank Namibia and all accompanying sponsors reserve the right to publish business names and photos of products/stalls in their marketing efforts.
8. How to Enter: Download the ENTRY FORM on Agra Website ([agra.com.na](http://agra.com.na)) under the Competition Tab. Complete the entry form and email it along with your business plan to [grow@agra.com.na](mailto:grow@agra.com.na).
9. Competition Entries close on the 31st March 2022 at 23:59.
10. After the initial entry phase, Semi-Finalists will be chosen through a screening process conducted by our esteemed panel of Judges. Semi-Finalists will be announced on the 14th of April 2022. These will then go on to the next round of competition. Semi-Finalists will then be expected to undergo an "interview" process where the business plan/concept will be presented to judges, who will then determine the finalists of the GROW competition. The selected finalist will need to be able to attend such interviews discussions at own expense. Interviews will take place in Windhoek.
11. Workshops and specialised training courses will be awarded to competitors throughout the various phases of competition. All prizes are non-transferrable. Prizes are relevant to capacity building for individual contestants and will be awarded based on business plans and presentations submitted.
12. Errors and omissions excluded.
13. Agra Ltd reserves the right to amend or change the competition rules without prior notice to the public.

14. It is a condition of accepting the prize, that the prize winners allow Agra and any of its affiliates to publish names and photographs on any third-party website, publications, Facebook and any other social or other media as Agra may deem fit.

**For enquiries or more information please contact: Shona Krishna at Marketing – 061 290 9218 / [grow@agra.com.na](mailto:grow@agra.com.na)** or visit the Agra Facebook page, website or Grow Instagram page for more information.