



---

## JOINT PRESS RELEASE: MTC and WFP pen down partnership

---

***Start//***

**20 June 2022 – Windhoek** - Premier digital enabler of change MTC and the food-security agency of the United Nations, the World Food Programme (WFP) this morning penned down a partnership that will scale long-term engagements to support the Namibian public sector by facilitating the provision of digital solutions, and innovation in view of supporting WFP's ethos of ending hunger and improving socio-economic outcomes.

The WFP, whose mandate is to provide humanitarian and development assistance and assist nations to achieve zero hunger by 2030, to this end works with partners in numerous countries in saving lives and changing lives, delivering food assistance in emergencies and working with communities to improve food and nutrition security as well as building resilience, and the provision of technical assistance at national level in accordance with the objectives of Governments.

WFP and MTC share similar values and wish to cooperate in areas of mutual concern to enhance the effectiveness of their development efforts. To this effect, the Most Admired Brand has once again committed to being a digital enabler of change and committed to improving the lives of customers through innovative digital solutions that will meet expectations, and by expanding MTC's services to Namibians in remote rural areas.

"Through this agreement, MTC is committed to driving an inclusive Namibian digital economy. Noting the digital opportunities presented by the 4th Industrial Revolution, it is imperative to bridge the digital divide by formulating smart strategic partnerships that will drive inclusivity and sustainability through rural transformation," said MTC Managing Director Dr. Licky Erastus.

The five-year agreement between the parties aims to improve and support programmes targeted towards food systems infrastructure, rural transformation, human capital development and digital solutions, added Erastus. On the ground, the agreement will be felt in areas such as Digital solutions for smallholder farmers, Internship and capacity building for youth and women, Mobile financial services; and precision and smart agriculture.

Ericah Shafudah, Deputy Country Director of WFP Namibia highlighted that as the organization embarks on the momentous task of zero hunger by 2030, it is imperative to develop partnerships with likeminded institutions and most importantly with institutions that have shared values and MTC is undoubtedly that partner.

“Technology and digital transformation have become synonymous with our work and indeed the world we live in. As a result, WFP is constantly exploring ways to leverage technology to accelerate the drive towards food security,” said Shafudah during the MoU signing today.

Shafudah also echoed that many of the challenges experienced by smallholder farmers such as access to markets, monitoring and evaluation and supply chain can be addressed effectively, efficiently, and sustainably through technology.

“We, thus, see this MoU as a catalyst for developing cutting edge, tech-enabled solutions for food security, rural transformation and human capital development in Namibia,” she said.

**END//**