



CREATIVE. SPORT. TOURISM.

# CST

## INFORMATION PACK

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# 2026



**ESP** EMERALDSAND  
PLATFORMS





**CST EXPO 2026 INFORMATION PACK**

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# CST EXPO 2026 INFORMATION PACK



## 1. Event Overview

Namibia is entering a new era of opportunity where creativity, sport and tourism are increasingly recognised as powerful drivers of economic growth, youth development, cultural identity and international visibility. While each of these sectors has demonstrated its ability to create value independently, their greatest potential lies in their ability to work together.

CST Expo 2026 has been established as a national platform that brings together the Creative, Sport and Tourism sectors to showcase talent, stimulate investment, create opportunities and strengthen collaboration across industries. More than an exhibition, CST Expo is a celebration of Namibian excellence, innovation and ambition.



## Event Details

Item	Details
Event Name	CST Expo 2026
Organiser	Emeraldsands Platforms (ESP)
Date	2 - 4 September 2026
Venue	Hage Geingob Stadium, Windhoek
Expected Attendance	18,000+ Visitors
Main Sectors	Creative, Sport, Tourism
Participants	Youth, Federations, Tourism operators, creatives, schools, investors, sponsors, exhibitors, media and government stakeholders
<b>Contact Information</b>	
Contact Person	<b>Michelle Anne Le Roux</b>
Designation	<b>Executive Director - Synergy Events</b>
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## 2. Vision, Purpose and Objectives

CST Expo 2026 is a national platform that integrates the **Creative, Sport, and Tourism sectors** to promote youth empowerment, entrepreneurship, cultural identity, innovation, and economic growth in Namibia. Namibia offers a rare and powerful combination of natural landscapes, a growing sports culture, and an emerging creative economy, making it an ideal environment for a Creative Sport Tourism brand to thrive. Built on the natural connection between sport, culture, creativity and travel, Creative Sport Tourism reflects momentum, unity and shared growth.

By bringing together tourism, sport and the creative industries through events, partnerships and activations, the initiative seeks to stimulate local economies, create opportunities, promote healthy lifestyles and strengthen community engagement. In an era where travelers increasingly seek authentic and meaningful experiences, Namibia is uniquely positioned not only as a destination, but as a hub for adventure, creativity and community-driven



experiences. Through collaboration and innovation, Creative Sport Tourism aims to shape a movement that celebrates Namibia's people, culture, talent and potential.

## 2.1 Main Objectives

**The objectives of CST Expo 2026 are to:**

- Promote Brand Namibia through creativity, sport and tourism;
- Create opportunities for youth empowerment and entrepreneurship;
- Support innovation, skills development and industry collaboration;
- Promote cultural identity, tourism growth and healthy lifestyles;
- Create sustainable investment and commercial opportunities; and
- Position Namibia as a leading destination for tourism, lifestyle, creativity and entertainment.

## 3. Stakeholders and Government Support

CST Expo 2026 has received strong support from both public and private sector stakeholders who recognise the value of Creative Sport Tourism as a catalyst for economic growth, social development and investment attraction.

The event was officially launched in March 2026 with the support of Hon. Emma Theofelus, Minister of Information and Communication Technology, at the Hage Geingob Stadium in support of the Brand Namibia vision.

The President of the Republic of Namibia, Dr. Netumbo Nandi-Ndaitwah has been invited to deliver the official opening of the CST Expo 2026. Her anticipated participation reflects the strategic importance of the expo as a platform aligned with Namibia's national development priorities, youth empowerment objectives and long-term economic ambitions.

The event enjoys support and collaboration from various institutions and organisations committed to advancing the Creative, Sport and Tourism sectors.

## 4. The Expo Experience

CST Expo 2026 has been designed as an immersive and inclusive experience that offers something for every visitor. Whether attending as a family, entrepreneur, athlete, creative, tourism operator, investor, policymaker, student or member of the public, participants will



have the opportunity to engage with some of Namibia's most exciting industries in a single environment.

Visitors will move through exhibition spaces showcasing products, services, destinations, innovations and investment opportunities. They will experience cultural performances, sporting demonstrations, networking events, interactive seminars and entertainment experiences that highlight the diversity and potential of Namibia.

A key feature of the expo is its "Beyond Borders" B2B approach. While the primary regional focus is Southern Africa, participation from across Africa and international markets is encouraged. The objective is to position Namibia as a regional meeting point for collaboration, trade, investment, tourism and cultural exchange.

**The expo experience will feature:**

- Sector-specific exhibition zones
- Food and beverage vendors
- Traditional cultural villages
- SME and entrepreneurship showcases
- VIP Tent and VIP Lounge
- Kids Activity Zone
- Fitness and Wellness Centre
- Interactive seminar venues
- Live stage performances
- Multi-platform live broadcasting and digital streaming
- Virtual participation opportunities

Together, these elements will create a vibrant environment that combines business, entertainment, culture and community engagement.



## 5. Creative Sector

In Namibia, creatives continue to make significant contributions across fashion, music, film, photography, design, visual arts, gaming, digital media and cultural heritage. However, many talented individuals and businesses face challenges related to market access, visibility, funding and industry collaboration.

For artists, designers, musicians, filmmakers, photographers, content creators and cultural practitioners, the expo offers an opportunity to move beyond exposure and create meaningful commercial opportunities. It is a space where talent can be discovered, partnerships can be formed and ideas can be transformed into sustainable businesses.

Visitors can expect a diverse programme of creative showcases, exhibitions, performances, demonstrations and networking opportunities that highlight the depth and diversity of Namibia's creative industries.

### 5.1 Featured Creative Activities

- Fashion show complemented by Spoken Word Poetry
- Bridal competition
- Cheerleading and dance competition
- Choir competition
- Drama/theatre performances
- Gaming/visual reality activations
- Live stage entertainment
- Cultural performances
- Comedy performances
- Local film showcases
- Visual arts exhibitions
- Interactive seminars, panel discussions, master classes and network sessions

### 5.2 Interactive Seminars and Workshops

Various seminars, panel discussions and interactive sessions will be hosted throughout the expo, focusing on current trends, opportunities and challenges within the creative industries. Sessions will feature local and international speakers, industry leaders and experienced practitioners.

Attendance at seminar sessions will be free to registered expo visitors. Due to venue capacity limitations, attendance will be subject to RSVP confirmation and available seating.



### **5.3 Creative Sector Awards**

The Creative Sector Awards will recognise outstanding achievement, innovation, leadership and contribution within Namibia's creative industries.

**The following Creative Sector Awards are proposed:**

- Entertainer of the Year (Public voting)
- Creative Production of the Year
- Fashion Designer of the Year
- Namibian Craft Ambassador of the Year
- Content Creator of the Year



## 6. Sports Sector

The Sports Sector at CST Expo 2026 has been developed as a platform where athletes, schools, clubs, federations, academies, coaches and sports enthusiasts can come together to celebrate achievement, share knowledge and explore opportunities for growth.

The expo will feature sporting competitions, demonstrations, wellness activities, exhibitions and educational sessions that showcase the role sport plays in building stronger communities and creating opportunities for future generations.

### 6.1 Featured Sporting and Related Activities

- Netball games
- Basketball games
- Football games
- Volleyball games
- Rugby games
- Chess
- E-sport
- Marathon
- Cycling
- Ultimate Africa Experience (New)

#### Potential Partner events:

- Cricket
- Polo (to be determined whether it will fall under Exhibition or Workshop)
- Padel
- Swimming
- Inline hockey
- Paintball
- Ducks
- Cue sport
- Athletics at Independence Stadium (consider a 100, 200 and 400)
- Tennis
- Gymnastics
- Bowling
- Traditional games
- Boxing and Wrestling



## 6.2 Interactive Seminars and Workshops

The Sports Sector seminar programme will include discussions, workshops and presentations focusing on key topics affecting the development of sport locally, regionally and internationally.

Sessions will feature experienced athletes, coaches, administrators and subject matter experts, providing valuable insights for participants and stakeholders alike.

Attendance will be free to registered visitors and subject to RSVP confirmation.

## 6.3 Sports Sector Awards

The Sports Sector Awards will celebrate excellence, leadership, achievement and contribution within Namibia's sporting community.

**The following Sports Sector Awards are proposed:**

- Rising Star in Sport (Public Voting)
- Sports Personality of the Year
- Team of The Year
- Coach of the Year
- Sports Event of the Year



## 7. Tourism Sector

The Tourism Sector at CST Expo 2026 has been designed to showcase the full tourism value chain while creating opportunities for collaboration, promotion and growth. It will provide tourism businesses, destination marketers, accommodation providers, tour operators, community tourism initiatives and hospitality professionals with a platform to engage directly with visitors, investors and industry stakeholders.

Visitors will have the opportunity to discover destinations, products, experiences and investment opportunities while gaining a deeper appreciation for Namibia's tourism offering.

The sector also aims to encourage domestic tourism, strengthen regional collaboration and support the continued growth and diversification of the tourism industry.

### 7.1 Featured Tourism Activities

- Tourism exhibitions (indoor)
- Tourism exhibition (outdoor)
- Cultural villages
- Shebeens
- Food Vendors
- Kapana
- SMEs Trading(outside in front of entrance selling food)
- SME Exhibition (In front of Pavilion)
- Workshops

### 7.2 Interactive Seminars and Workshops

The Tourism Sector seminar programme will provide opportunities for dialogue, learning and knowledge sharing on matters affecting tourism development and destination competitiveness.

Sessions will include local and international perspectives and will be open to registered attendees on a first-come, first-served basis following RSVP confirmation.

### 7.3 Tourism Sector Awards

The Tourism Sector Awards will recognise excellence, innovation and leadership within Namibia's tourism industry.

**The following Tourism Sector Awards are proposed:**

- Tourism Destination of the Year (Public Voting)
- Tourism Service Provider of the Year



- Tourism Experience of the Year
- Travel Vlogger of the Year
- Event Tourism Impact Award

## 8. How Can I Participate?

CST Expo 2026 has been designed to provide multiple participation opportunities for individuals, organisations, businesses and institutions. Whether your goal is to compete, exhibit, learn, network, invest or simply experience the event, there is a place for you within the CST community.

### 8.1 As a Competitor

Individuals may register to participate in various sporting, gaming, creative and recreational competitions taking place throughout the expo programme.

### 8.2 As a Sports Team

Schools, academies and clubs, are encouraged to register teams and participate in the various activities and competitions.

### 8.3 As an Exhibitor

Businesses, organisations, entrepreneurs and institutions can showcase products, services, innovations, destinations and opportunities to thousands of visitors and stakeholders.

### 8.4 As a Sponsor

Sponsors have the opportunity to align their brands with one of Namibia's most ambitious multi-sector platforms while gaining valuable exposure and engagement opportunities.

### 8.5 As a Speaker or Facilitator

Industry experts, thought leaders and experienced professionals may contribute to the seminar and workshop programme through presentations, discussions and interactive sessions.

### 8.6 As a Visitor

Members of the public are invited to attend, explore, learn, connect and enjoy the diverse experiences offered throughout the expo.



More detailed information about participation to specific activities will be available on the official CST website [cst.my.na](http://cst.my.na)

## 9. Expected Impact

CST Expo 2026 has been developed with a long-term vision that extends beyond the event itself. The objective is not only to host a successful expo, but also to create lasting benefits for individuals, businesses, communities and industries.

### 9.1 Economic Impact

The expo is expected to stimulate economic activity through increased spending, business development opportunities, investment attraction and job creation.

### 9.2 Tourism Impact

The event will contribute to destination promotion, encourage domestic tourism and strengthen Namibia's position as a preferred tourism destination.

### 9.3 Youth Development

Young people will benefit from exposure to new opportunities, mentorship, skills development and networking opportunities across all three sectors.

### 9.4 SME Growth

The expo will provide a platform for entrepreneurs and small businesses to showcase their offerings, build relationships and access new markets.

### 9.5 Industry Collaboration

The event will strengthen partnerships between stakeholders, creating opportunities for collaboration and knowledge sharing.

### 9.6 National Branding

By showcasing Namibia's talent, innovation and experiences, CST Expo 2026 will contribute to broader national branding and investment attraction efforts.



## 10. Conclusion

CST Expo 2026 stands as a forward-looking platform that unites creativity, sport, and tourism under a shared vision of growth, collaboration, and national impact. It reflects a commitment to unlocking opportunity, strengthening industries, and building meaningful connections that contribute to Namibia's development and global positioning.

We look forward to welcoming all stakeholders to be part of this journey and to contribute to a movement that celebrates innovation, excellence, and the potential of Namibia.



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