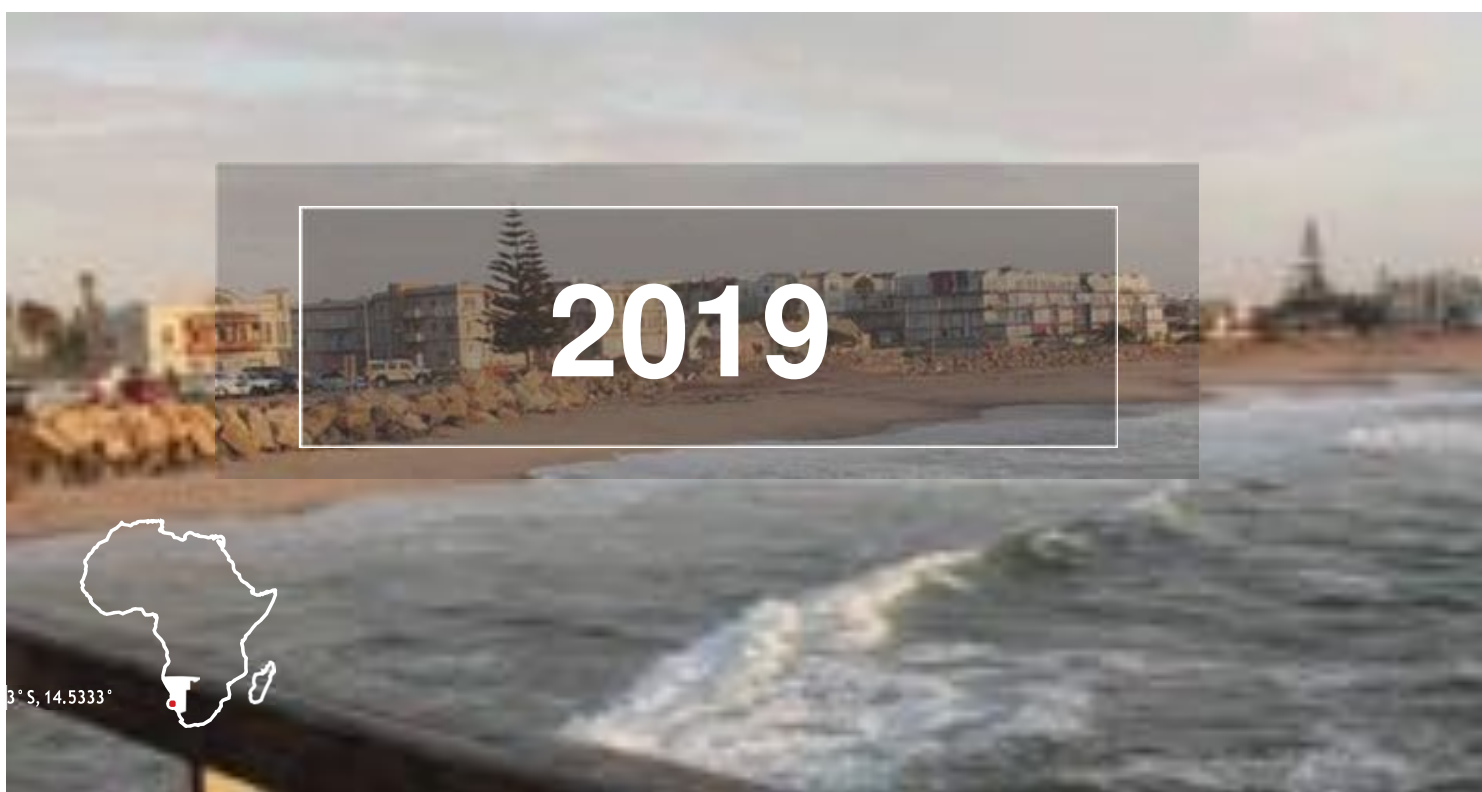


INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!



INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

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some breath taking pictures.





INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

The Swakopmund Municipality is pleased to present the Swakopmund Investment Profile that aims to promote Swakopmund and its surrounding areas as an ideal investment destination to an international and regional audience. This investment profile comes at an ideal time for Swakopmund as Namibia continues to make remarkable strides towards industrialization and overall achievement of Vision 2030.

Namibia is often described as Africa's Optimism. Not only does it enjoy one of the continent's most pleasant, peaceful and politically stable environments, but also an infrastructure to rival many developed countries. Over the years Namibia has taken major strides towards the achievement of National development goals. The Namibian government has understood that a conducive economic environment and political climate are the stepping stones to achieving these goals and have thus implemented policies and regulations that are investor friendly and encourage free enterprise.

This Investment Profile aims to increase awareness of the town's unique beauty and encourage active commercial opportunities in and around the Swakopmund locale. Swakopmund is located in the Erongo Region of Namibia which possesses a strong, though seasonal, tourism industry and a major harbour that is also Namibia's largest port. The Erongo Region is a key regional player in the country experiencing significant economic growth. The regional economy is propelled by fishing, mining, agriculture and tourism with 63% of the population in the region being urbanized. Swakopmund is a prime holiday destination for its close proximity to the ocean and desert, easy access to rare flora and fauna, as well as its rich cultural heritage and historical landmarks. Additionally, Swakopmund boasts a full range of services, from banking and telecommunications to an airport and car rental services.

The Swakopmund Investment profile covers the following topics essential for potential investors in making an initial investment decision in Swakopmund and its surrounding areas, these include: the rich economic history of Swakopmund, facts and demographics, transportation links, economic sectors, commercial potentials, business contacts, living in Swakopmund and the envisaged land development.

A RICH HISTORY

Source: The NamibianSun

The coastal town of Swakopmund nestled between the wondrously immense Atlantic ocean and the majestic Namib desert, was established in 1892 initially as the main harbour port of German South West Africa. Two beacons were erected on a dune and the town was proclaimed from a combination of the San language and German words meaning mouth of Swakop.

The town quickly grew into a bustling center of trade for the entire territory and received municipal status from the former South West African government in 1909. Trading and shipping companies opened branches in Swakopmund and development included the construction of a jetty. The Jetty has undergone a number of renovations and today boasts secure wooden walkways and a scenic seafood restaurant.

Described by the Swakopmund Municipality as "the smile of Namibia", Swakopmund is surrounded by the oldest desert in the world and the cold Atlantic Ocean, and is one of Namibia's top tourist destinations.

In 1915 the German South West African territory was handed over to the Union of South Africa and all harbour activities were subsequently transferred to Walvis Bay. However, the towns' potential as a prime holiday destination led to a resurgence in development and tourism remains a large portion of the local economy.

Uranium was discovered at Rössing 70 Km (43 Mi.) outside of the town in 1928, which has led to the development of the world's largest open cast uranium mine. The mine has had a major impact on the economy of the town and the entire region and has led to increased employment and modern infra-structure development.

INVEST IN THE FUTURE
OF SWAKOPMUND,

AT A GLANCE



The lighthouse stands out on Swakopmund's "skyline". The citizens of the coastal town are proud of it and it features prominently in the old and new municipal coat of arms

Source: www.gondwana-collection.com

Area Total: 181.3 km² (70 sq mi)

Currency: The Namibia Dollar (N\$); the Namibia Dollar and South African Rand are the only legal tender in Namibia and can be used freely to purchase goods and services.

Time Zone: Summer time: GMT + 2 hours from the 1st Sunday in September to the 1st Sunday in April.

Winter time: GMT + 1 hour from the 1st Sunday in April to the 1st Sunday in September.

Administrative District: Erongo region

Distances between Swakopmund and:

Walvis Bay 41 km (25.4 mi)
Windhoek (capital of Namibia) 360 km (175 mi)
Oshakati 778 km (483.4mi)
Cape Town 1 833.3 km (1139 mi)

Population: 44 725 (2011 National Census)

Density: 200/km² (500/sq. mi)

Labour Force: Swakopmund, Erongo Region

Male	14 710	46 879
Female	11 102	37 049

Unemployment (2011)

Swakopmund Region	25.6%	Erongo Region	22.6%
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Labour force participation rate:

Swakopmund	Erongo Region
Male 81.5%	85.0%
Female 64.87%	77.4%

Education: (15+ yrs. old) Erongo Region

No formal education	4.3%
Primary school	15.5%
Secondary school	71.8%
Tertiary diploma/degree	7.3%

Literacy Rate

Swakopmund	Erongo Region
98.8%	96.7%

Main Industries of employed population in Swakopmund:

- Mining and quarrying 3755
- Construction 2329
- Wholesale and retail trade; repair of motor vehicles and motorcycles 2150
- Administration and support service activities 2007
- Accommodation and food service activities 1347 Manufacturing 1141

SWAKOPMUND - FACTS AND DEMOGRAPHICS

INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

GATEWAY TO AFRICA

Source: The Namibian Sun

Namibia has been touted as the new gateway to Africa due to certain critical infrastructural development strategies that have eased the movement of trade and cargo between Namibia's port of Walvis Bay and other neighbouring countries in the region. Swakopmund is strategically positioned 41 kilometers from the Walvis Bay Port and serves as a gateway from the Port.

The Walvis Bay corridors comprise a network of transport routes linking the Port of Walvis Bay with the Trans-Kalahari, Trans Caprivi (Walvis Bay-Ndola-Lubumbashi), and Trans-Cunene corridors. The deep-sea port of Walvis Bay on the Namibian coast allows for direct access to principal shipping routes, offering shippers a time saving of up to five days between the SADC Region, Europe and the Americas. The port is free of congestion, has competitive turnaround times, and is complemented by first-class infrastructure and equipment, ensuring safe and reliable cargo handling with zero pilferage. Fast, efficient and safe road and rail transport along all three corridors further reduces transport costs and makes the regional economy more attractive to global players, as envisaged under the New Partnership for Africa's Development (NEPAD) initiatives.

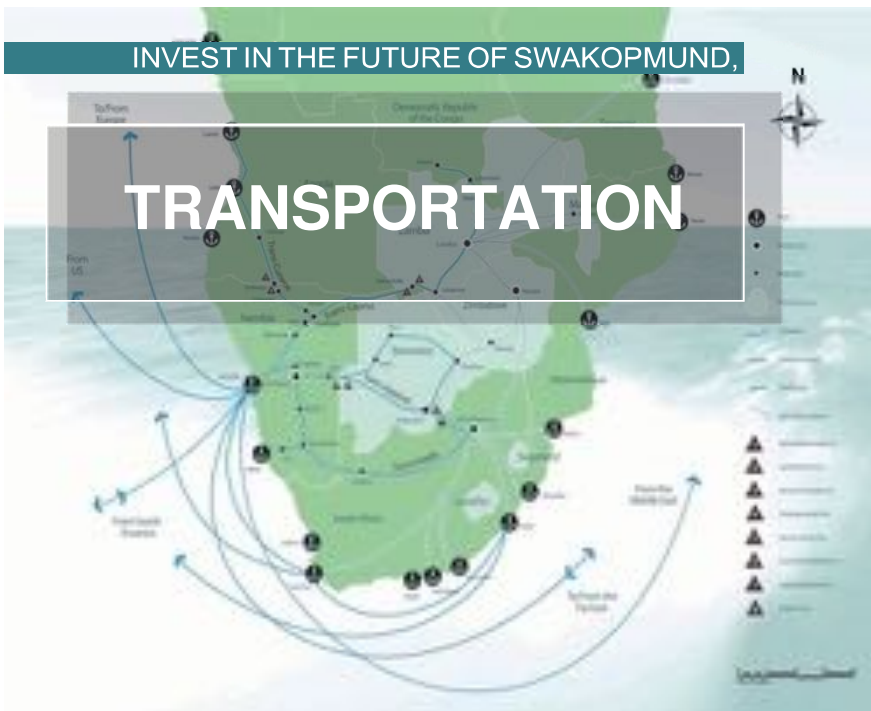


Strategically located half way down the coast of Namibia, with direct access to principal shipping routes, Walvis Bay is a natural gateway for international trade. Walvis Bay is Namibia's largest commercial port, receiving approximately 3,000 vessel calls each year and handling about 5 million tonnes of cargo. It is a sheltered deepwater harbour benefiting from a temperate climate.



SWAKOPMUND - TRANSPORTATION LINKS

TRANSPORTATION



By Road



Walvis Bay harbour forms a vital transport node on various international and regional trade routes. The main road from Walvis Bay via Swakopmund to Usakos (B2) forms part of the strategically important Trans Kalahari and Trans Caprivi corridors.

The national road network connects the Erongo region to the rest of the country via Okahandja, Windhoek and Otjiwarongo. The trunk roads between Windhoek, Okahandja, Swakopmund, Walvis Bay and Omaruru are tarred. Other major connections are gravel or salt roads (MME, 2010).

By Sea



The harbour is regarded as 'port friendly' due to minimal climate-related delays, relatively calm seas, low congestion, and reasonable handling efficiency. Strong growth has been experienced in the volume of cargo passing through the Walvis Bay harbour, most of this destined for Botswana and Zambia (MME, 2010). Walvis Bay receives approximately 1,200 vessel calls each year and the port handles approximately 2.5 million tons of cargo per annum (MME, 2010).

By air



The main airport at the coast is the Walvis Bay International Airport. Since fresh fish is exported from Walvis Bay, the Walvis Bay airport has recently been upgraded to accommodate wide body aircraft flying directly to and from Europe. Swakopmund airport, which is a relatively smaller airport, services the tourism industry, which includes a growing number of tourists taking scenic flights over the desert and participating in extreme sports such as skydiving.

Trans-Kalahari Corridor (TKC)

The Trans-Kalahari Corridor links the port of Walvis Bay to Botswana's capital city, Gaborone; the heartland of South Africa's industrial capital, Gauteng; and Zimbabwe. It is perfectly positioned to service the two-way trade between South Africa, Botswana, Zimbabwe, Europe, the Americas and the Far East

Walvis Bay-Ndola-Lubumbashi Corridor (WBNLDC)

The WBNLDC provides the shortest trade route between the Namibian port of Walvis Bay and the vital transport hubs of Livingstone, Lusaka and Ndola in Zambia, Lubumbashi (southern DRC), and Zimbabwe. This corridor is perfectly positioned to service the two-way trade between the SADC Region and Europe, North and South America and emerging markets in the Far East.

Trans-Cunene Corridor (TCuC)

The Trans-Cunene Corridor links the Walvis Bay port to Luanda, Angola via Tsumeb and Ondangwa to Oshikango in Namibia and the Santa Clara border post in Angola. It is perfectly positioned to service the two-way trade between Angola, Namibia, South Africa, Europe, the Americas and the East.

The Erongo Region is connected by the national road network to the rest of the country via Okahandja, Windhoek, and Otjiwarongo and forms part of the Trans Kalahari Highway (MME, 2010). Thus, the transport networks within the Erongo Region plays a vital role in the facilitation of trade via Walvis Bay, supporting it as a hub for commercial trade. Swakopmund is in close proximity with Walvis Bay which has the only deep-sea harbour in Namibia and is of strategic importance for the south-west African coastline and many land-locked countries in southern Africa.

INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

OPPORTUNITIES FOR GROWTH



Source:

Swakopmund is in the advantageous geographical position of being able to benefit from the economic growth the region is experiencing, due to the mining operations in the surrounding areas.

The Erongo Region is one of the most affluent regions in Namibia, with the second highest per capita income at N\$16 819 per annum. This income is mainly obtained from the tourism, fishing, and mining industries (Dynamics, 2009).

Swakopmund has been marketed as a tourist and holiday home destination as opposed to the industrial fishing port of Walvis Bay about 35 minutes' drive (41 km) from Swakopmund. However Swakopmund has a lot to offer from an investment point of view, with its quality of life, scenic backdrops and excellent infrastructure, the town provides a conducive environment for business and pleasure to co-exist.

The Rössing Uranium Mine in Namibia is the longest-running and one of the largest open pit uranium mines in the world and is located in the Namib Desert near the town of Arandis, which is 70 kilometres from the coastal town of Swakopmund. Discovered in 1928, the Rössing mine started operations in 1976 and, in 2005, produced 3,711 tonnes of uranium oxide, becoming the fifth-largest uranium mine with 8 per cent of global output.



SWAKOPMUND - COMMERCIAL POTENTIAL



This exclusive hotel offers the perfect balance between charming, old world tradition and the thrill and excitement of modern day entertainment. With the vast options of activities and leisure, the Swakopmund Hotel and Entertainment Centre offers the perfect holiday experience for everyone.



Source: Shalom Swakop River Valley

Extra virgin olive oil produced from the Swakop River.



Our most important commercial species are Hake, Horse Mackerel, Monk, Sardine, Seals, Rock Lobster and Crab. Namibia is also a popular destination for recreational fishing, mostly for Kob and Steenbras and to a lesser extent Galjoen and Blacktail.

The Republic of Namibia has opened its shores to international investors by lowering barriers restricting foreign direct investment in certain sectors of our economy.

In 1995, the Government of the Republic of Namibia adopted the Export Processing Zones (EPZ) Act) as a legal framework for promoting export-led industrialization. As a policy instrument one of the EPZ regimes intended objectives is to facilitate imports of foreign productive capital and technology as well as the transfer of technical and industrial skills to the local workforce. EPZ's are currently established in Walvis Bay and Oshikango but there are other EPZ companies operating in other areas of the country. Namibia offers the only true tax haven on the African continent.

Namibia's EPZ incentives are wide ranging, indefinite and have created an accommodating and profitable environment for manufacturers and exporters (MTI, 2007).

Namibia's EPZ regime offers export-oriented manufacturers a range of internationally competitive advantages.

EPZ enterprises are exempted from

- Corporate income tax;
- Duties and value-added tax (VAT) on machinery, equipment and raw materials imported into Namibia for manufacturing purposes.

The only taxes payable are personal income tax on employees' income as well as the 10% withholding tax (nonresident shareholders) on declared dividends. In addition, EPZ enterprises are allowed to hold foreign currency accounts at commercial banks as well as to repatriate their capital and profits.

The incentives referred to above are for an indefinite period or apply for the life time of the approved project in Namibia. EPZ enterprises are free to establish themselves anywhere in the country. An EPZ enterprise can set up as a single factory enterprise at any clearly demarcated location of choice. Where an industrial zone or park has been developed, interested investors may choose to locate in such industrial zone or park to take advantage of the affordable factory shells or warehouses that have been constructed and are on lease by the Offshore Development Company (ODC) or the Walvis Bay EPZ Management Company (WBEPZ) if the harbour town of Walvis Bay is the preferred location.

Namibia has preferential trade links to the 190 million inhabitants of the Southern African Development Community (SADC) as one of the 14 member states. The country belongs to the Southern African Customs Union (SACU) affording duty and quota free access to the South African, Lesotho, Botswana and Swaziland markets. Namibia is a signatory to the Cotonou Agreement, giving duty free access to the European Union for a wide range of manufactured and agricultural products.

SWAKOPMUND - COMMERCIAL POTENTIAL

INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

MANUFACTURING

According to the Bank of Namibia, It has been established that the country has a number of manufactured products which have potential for expansion.



Namibia Dune Craft Brewery.
Local hand crafted beer in Swakopmund. This beer is unfiltered and unpasteurized to ensure that maximum aroma and flavour is maintained in the beer.

The Government of Namibia introduced incentives for manufacturing enterprises in 1993. The incentives offered take two key forms, namely; tax incentives provided for, under the Income Tax Act (Act No.24 of 1981) as amended by Acts No.10 of 1993, No.17 of 1994, and No.12 of 1996. On the other hand, there are also nontax incentives offered to manufacturing enterprises.

Tax and non-tax incentives apply equally to local and foreign companies registered as manufacturers and are provided for both existing and potential entrepreneurs that are operating in the manufacturing sector (BON, 2007).

Swakopmund provides an ideal location close to a strategic port hub for potential manufacturers to establish a base of operations. Since an EPZ enterprise may choose to become an independent factory located anywhere in Namibia, Swakopmund would strategically guarantee high productivity and reduced costs.



Salt production in Swakopmund



Natura Africa
Natural Namibian Cosmetics manufactured in Swakopmund. These are 100% natural products.

SWAKOPMUND - COMMERCIAL POTENTIAL

MANUFACTURING

Untapped investment opportunities in the manufacturing of the products listed below.

Potential Products	Potential Markets
Plates, pencils, handicrafts, desks, chairs	Namibia, Angola, EU
Large-scale production of tiles, marbles, granite, karakul pelts	Namibia, EU, USA
Mineral water bottles, fences	Namibia, Angola
Swimming pool salts, bathing salts	Namibia, SADC
Large-scale production of hides and skins, leather goods	EU, East Asia, Namibia
Processing of devils claw	Germany, France
Cassava planting for fuel production	Namibia
Metal products and auto components, unique wood, palm and clay	Namibia, EU, USA, East Africa
Readymade fish meals	Namibia, EU
Further mineral beneficiation (copper, processed diamonds, zinc and energy manufactured items from uranium)	Namibia, South Africa
Leisure garments (hanging shirts and T-shirts), inner pads for jackets, large-scale production of hand woven carpets	EU, Namibia



Namibia's diamonds lay strewn and undisturbed across the desert for aeons before their unlikely discovery a mere century ago. Rapidly reaching the zenith of Namibia's export earnings

Summary of special incentives for manufacturers and exporters in Namibia

	Registered Manufacturers	Manufacturers Exporters of Manufactured Goods	Export Processing Zone Enterprises
Eligibility and Registration	Enterprises engaged in manufacturing Application to the ministry of trade and industry and approval by the ministry of finance	Enterprises that export manufactured goods whether produced in Namibia or not Application and approval by the Ministry of Finance	Enterprises engaged in manufacturing, assembly, packaging or break-bulk and exporting mainly outside of SACU markets Application to the EPZ Committee through the ODC or EPZMC
Corporate Tax	Set at a rate of 18% for a period of 10 years whether it will revert to the general prevailing rate	80% allowance on income derived from exporting manufactured goods	Exempt
VAT	Exemption on purchase and import of manufacturing machinery and equipment	Normal treatment	Exempt
Stamp and Transfer Duty	Normal treatment	Normal treatment	Exempt
Establishment Tax Package	Negotiable rates and terms by special tax package	Not eligible	Not eligible
Special Building Allowance	Factory buildings written off at 20% in first year and balance at 8% for ten years	Not eligible	Not eligible
Transportation Allowance	Allowance for land based transportation by road or rail of 25% deduction from total cost	Not eligible	Not eligible
Export Promotion Allowance	Additional deduction from taxable income of 25%	Not eligible	Not eligible
Incentive for Training	Additional deduction from taxable income of between 25% and 75%	Not eligible	Substantial, issued by Government on implementation of approved training Programme
Industrial Studies	Available at 50% of cost	Not eligible	Not eligible
Cash Grants	50% of direct cost of approved export promotion activities	Not eligible	Not eligible

HORTICULTURE

In 2002, the Government of the Republic of Namibia, in partnership with the Namibian Agronomic Board (NAB), embarked on the National Horticulture Development Initiative, with the primary objective of increasing the local production of fruit and vegetables and to reduce our dependence on imported horticultural fresh produce.

The aim is to substitute the import of fresh fruit and vegetables with locally cultivated produce that thrives in the Namibian climate. Swakopmund has the potential of being a site for irrigated horticulture along the Swakop River.

The Namibian Horticulture Market Share Promotion (MSP) is the minimum percentage that all local traders, wholesalers and caterers must source locally before they are granted an import permit by the Namibian Agronomic Board (NAB) for importing horticulture fresh produce from outside our borders. When the MSP was first introduced and implemented in 2005, the minimum percentage stood at a mere 5 %. Today, the MSP stands at 41.5 % which is a milestone for the production and uptake of horticulture fresh fruit and vegetables cultivated in the Republic of Namibia.

Ruheleben is a German word, roughly translated as "peaceful life", and it is the name of the grove where Swakop River Olives are grown 12 kilometres outside Swakopmund, Namibia. The hardy olive seems to thrive in these desert conditions of heat, intense light and dry air. They can even withstand the blisteringly hot East winds in winter, which come hurtling down the desert plains to the coast, gathering heat and dust on the way down.



There are numerous olive and olive oil producers along the Swakopmund River which is about 10 – 20 km out of Swakopmund. In addition to olives, there are greenhouses both for vegetables and flowers.

ECONOMIC SECTORS

Namibia is ranked
13th on Bloomberg's Top 20 global
emerging markets

MINING

Preliminary statistics produced by the Bank of Namibia (BON) show that the mining sector is projected to expand by 6.3 per- cent and 9.7 percent during 2015 and 2016, respectively (BON Economic Outlook – December 2015).

Mines currently operating in the region include Rössing Uranium mine, Areva resources mine, Langer Heinrich uranium mine and the Husab Uranium project, there are also plans to develop the world's first marine phosphate project, which will establish Namibia as a premier rock phosphate producer in the global market.

Rössing Uranium

Rössing uranium mine is one of the worlds' largest and longest running open pit uranium mines in the world. It is located 70 Kilometres from Swakopmund and began operations as Namibia's first uranium mine in 1976. In 2014 the mine produced 1 543 tonnes of uranium oxide,

Namibia is rated the top emerging economy in Africa

producing 2.3% of the world's uranium.

Rössing is a member of the Rio Tinto group of companies which operates in more than 40 countries and has been operating for more than 140 years

Currently Rössing employs around 840 employees. The mine provides stable, long-term and rewarding employment, backed by training and career development opportunities. Rössing has a significant annual procurement spend, with N\$1.597 million spent on goods and services of which N\$1.086 million (or 68 per cent of the total spent) was allocated to Namibian registered suppliers in 2014.

Langer Heinrich Uranium

Langer Heinrich Uranium is an open pit uranium mine situated 50km southsoutheast of Rössing, in the Namib Naukluft Park, some 80 km from the coast. Langer Heinrich is owned and operated by Paladin Resources. The company acquired the property from Aztec Resources in 2002. Paladin sold 25% stake in the project to CNNC Overseas Uranium Holding in July 2014. The mine produced 2.7Mlb of uranium in 2008- 2009. Mining operations have been contracted to Karibib Mining and Construction Company

ECONOMIC SECTORS

Husab Uranium

The Husab Uranium mine is situated 60 kilometres (37 Mi.) from Walvis Bay. The Husab Mine is the second largest uranium mine in the world after the McArthur River uranium mine in northern Saskatchewan, Canada and the largest open-pit mine on the African continent.

Other smaller mining companies within the region quarry for marble, granite, semiprecious stones, sand and hydrocarbons (exploration). Swakopmund produces approximately 120,000 tons of edible salt annually, contributing to Namibia's claim as the largest salt producer in sub-Saharan Africa (NACOM, 2012).

The Namibian coastline boasts the first seawater desalination plant in Southern Africa. The plant is located at Wlotzkasbaken, 30 km north of Swakopmund and is currently private owned by Areva Resources. The plant currently supplies water to the Husab and Rössing Uranium mines and is designed to produce 20 million cu. metres of potable water per year. A 2nd proposed seawater desalination plant is being considered by Rössing Uranium in order to reduce its water supply costs. The proposed plant will likely be situated 6km north of Swakopmund and be expected to produce approximately 3 million cu. metres of potable water per year.





TOURISM

Tourism is an important component of the Namibian economy, generating a significant amount of foreign exchange and permanent jobs for locals.

The direct contribution of Travel & Tourism to GDP was N\$ 3,126.5 million (3.0% of total GDP) in 2013, and was forecasted to rise by 7.1% in 2014, and to rise by 9.2% pa, from 2014-2024, to N\$ 8,050.6 million (5.3% of total GDP) in 2024 (WTTC, 2014). In 2013 Travel & Tourism directly supported 24,000 jobs (4.5% of total employment). This is expected to rise by 8.1% in 2014 and rise by 7.3% pa to 53,000 jobs (6.7% of total employment) in 2024 (WTTC, 2014).

The Ministry of Environment and Tourism is tasked with the responsibility to provide guidance on matters of environmental management and protection, and to promote biodiversity conservation in Namibia through the sustainable utilization of natural resources and tourism development, for the maximum social and economic benefit of its citizens (MET, 2011).

The Government of the Republic of Namibia has prioritized the tourism sector as one of the sectors that has the

capacity and potential to reduce poverty, advance rural development, create more jobs while at the same time conserving our natural and cultural heritage and preserving our biodiversity (MET, 2011).

Rankings of top 10 tourism markets for Namibia are as follows: Angola, South Africa, Germany, Zambia, Zimbabwe, Botswana, United Kingdom (UK), United States of America (USA), France and Netherlands.

Prime Holiday Destination

Swakopmund is a prime holiday destination for its close proximity to the ocean and desert, easy access to rare flora and fauna, as well as its rich cultural heritage and historical landmarks (NACOM, 2012). Swakopmund also provides a number of activities for action adventure enthusiasts including skydiving, paragliding, sand boarding, golfing, a sports facility, quad biking and dune exploration on camel back.

Directly adjacent to the tourism industry is the hospitality, accommodation and catering industries that accommodate the influx of tourists during peak seasons. Throughout the year most of this accommodation is occupied by international visitors, and occupancy is at its highest during the traditional peak season for European tourists, namely August and September. However during the December month, the towns inhabitants explodes to 90 000 due to the influx of local tourists escaping the summer heat of the Namibian interior.

INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

The coastal dune belt may seem barren and lifeless, but in fact is alive with a variety of desert adapted animals and plant life.

TOURISM

The *Welwitschia Mirabilis*, commonly referred to as a "living fossil", is unique to the Namib Desert and can live up to a 1000 years.



Local craftsmen supply some of the most beautiful traditional artifacts at the many markets scattered around town.



Woermann House is one of the oldest buildings in Swakopmund. Completed in 1905, it was first named 'Damara Tower' because observers used it to look for ships out in the ocean and ox wagons in the desert. On the 10th December 1924 the building was declared a national monument and was then restored in 1976

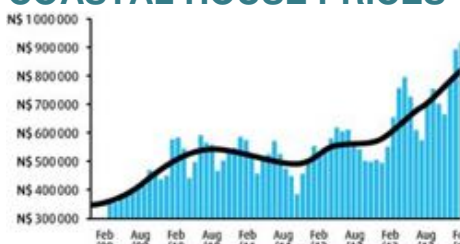
PROPERTY DEVELOPMENT

The residential real estate market in the country has experienced strong and constant growth since 2001 due to good macroeconomic fundamentals such as low inflation and interest rates.

The prime lending rate was 9.75% in September 2014, up from 9.25% a year earlier but well down on historically high rates, such as the 17% registered in 2002, and 24% in 1998. Likewise, the bank rate also increased to 6% in September 2014 from 5.5% in the previous year. In August 2014, the country's annual inflation stood at 5.4%.

Coastal properties in general have increased sharply over the past 3 years and are predicted to continue increasing in the future. (FNB, 2014)

COASTAL HOUSE PRICES



From an investment point of view, the Swakopmund property market has shown to be a profitable investment option. Property prices in the town have risen by 63% over the last 5 years (FNB, 2014).

Swakopmund remains an attractive location for property development projects. The town's population is set to grow steadily due to the arrival of new mining projects in the surround areas, hence the need for housing and rental units. The Swakopmund Town council has therefore embarked on a development plan that aims to expand infrastructure and housing capacity throughout. The municipality plans to make 2,000 erven available to accommodate the expected influx of people (MME, 2010).

The Swakopmund Development Master Plan envisages the following intended housing extensions: Kramersdorf East, Northern Tamariskia Precinct, Northern Mondesa Precinct, Rossmund, and Mountain View Precinct. Private developers are

accommodated for the first time in town to complete housing developments. The developers will be required to purchase allocated land from the municipality by way of private treaty and in terms of the council's property policy. These developers will be responsible for the installation of services, townships establishment and other statutory requirements.

Foreign land ownership is allowed in Namibia, except for agricultural land. In Swakopmund, erven are sold by the municipality to private individuals only through public auction. The total round-trip transaction cost, i.e., the cost of buying and selling property, is around 8% to 21.30%.

The buyer pays for the transfer duty, stamp duty, conveyance fees, and registration fees. Property registration is typically completed in about 52 days. Real estate transactions are negotiated and concluded in Namibian dollar (NAD).

INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

PROPERTY DEVELOPMENT

The property market in Swakopmund remains an attractive option for investors looking for a primary or second home in Namibia's favourite holiday destination



The picture above shows housing development through the Mass Housing project of the government in Swakopmund. Development of affordable houses remains an investment opportunity.



INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

LET'S TALK BUSINESS

**Swakopmund Municipality
Community Development Services
Department**, Economic
Development Office Tel: +264 64
410 4612
Fax: +264 64 410 4129
Email: rshipunda@swkmun.com.na

**Erongo Regional Council
(Regional Government of the
Republic of Namibia)**

Chief Regional Officer
Acacia Building, Tobias
Hainyeko Street Private
Bag 5019, Swakopmund
Tel: +264 64 4105700
Fax: +264 64 4105701

Namibia Investment Centre (NIC)

The Namibia Investment Centre (NIC) was established in 1990 under the Foreign Investment Act No. 27 of 1990 (which is currently under review) with the major responsibility of promoting FDI (Foreign Direct Investment). The NIC is the first port of call for investors, local and foreign.

Ms. Bernadette Artivor Deputy
Permanent Secretary /Executive
Director Tel: +264 61 283 7335
Fax: +264 61 220 278
Email: nic@mti.gov.na or

artivor@mti.gov.na
www.investnamibia.com.na

**Namibian Chamber of Commerce
and Industry (NCCI)**

The Namibian Chamber of
Commerce and Industry (NCCI) is a
nationwide business association,
promoting prosperity for all
Namibians by ensuring balanced
private sector growth, enterprise
development and global
competitiveness. The target
beneficiaries are chamber
members, small and large
businesses, export promotion
companies and potential exporters.

Chamber of Mines Namibia

The chamber of mines is a member based mining association aimed at promoting, encouraging, protecting and fostering the mining industry of Namibia. The Chamber thus acts as a forum for discussion of matters of mutual interest between members, the collation and dissemination of mining-related information, and liaison between various Ministries of the Government of Namibia and the individual Chamber members. The Chamber has a critical role in advising relevant Government Ministries as to pertinent legislation affecting the mining industry. PO Box 2895, Windhoek, Namibia No. 3 Schutzen Street, Windhoek, Namibia Tel: +264 61 237925 Fax: +264 61 222638, Email: dmeyer@chamberofmines.org.na

Walvis Bay Corridor Group (WBCG) The Walvis Bay Corridor Group (WBCG) was established in 2000 to engage in business development activities - thereby increasing cargo for ports and corridors linked to it, and to engage in the facilitation of corridor and infrastructure development. The Walvis Bay Corridors are an integrated system of well-maintained tarred roads and rail networks accommodating all modes of transport from the Port of Walvis Bay via the Trans-Kalahari, Trans-Caprivi, Trans-Cunene and Trans-Oranje Corridors providing landlocked SADC countries access to transatlantic markets. Cargo offloaded at the Port of Walvis Bay is handled with state-of-the-art machinery and record turnaround processing time.

The Port is congestion-free and its facilities are of world-class standard, which ensures that cargo is handled reliably and safely. Cargo then makes its way from the Port along one of the Corridors across Namibia and into neighbouring SADC countries (WBCG, 2015). WBCG Head Office 31 General Murtala Muhammed Avenue Eros, Windhoek, Namibia Tel: +264 61 251669 Email: marketing@wbccg.com.na

NCCI Swakopmund Branch
Tel: +264 64 406687
E: swakopmund@ncci.org.na

Namibia Tourism Board (NTB)

The Namibia Tourism Board is the Namibia Government agency responsible for bringing together both the private and public sector in implementing the national policy on tourism.

The NTB was established on April 2, 2001 with the following mandate:

- Promote Namibia's tourism industry both internationally and locally.
- Ensure that services rendered and facilities provided to tourists comply with the prescribed standards.
- Register and grade accommodation establishments, and other tourism related businesses.
- Promote the training of people engaged in the tourism industry.
- Promote the development of environmentally sustainable tourism by actively supporting the long-term conservation, maintenance and development of the natural resources base of Namibia.
- Provide advice and guidance to people engaged in the tourism industry.

NTB has five offices located in Windhoek, Frankfurt, London, Johannesburg and Cape Town. Private Bag 13244, Windhoek, Namibia 1st Floor Channel Life Towers, 39 Post Street Mall
Tel: +264 61 2906000
Fax: +264 61 254848
Email: info@namibiatourism.com.na



INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

LET'S TALK BUSINESS

Air Namibia

Air Namibia is the national airline of Namibia. It operates scheduled domestic, regional, and international passenger and cargo services, having its international hub in Windhoek Hosea Kutako International Airport. The carrier is wholly owned by the Namibian government. Air Namibia is a member of both the International Air Transport Association and the African Airlines Association.

Head Office

PO Box 731, Windhoek, Namibia No. 27
– 29 Dr W Külz Street, Windhoek Tel:
+264 61 2996000
(switchboard)
www.airnamibia.com.na

Business Development Department

Tel: +264 61 2996084 Fax: +264 61
2996119 Email:
Business.Development@airnamibia.aero

Ticketing & Reservation Services –

Swakopmund Tel: +264 64 202867
Fax: +264 61 2996146 E-mail:
swakopmund.reservations@airnamibia.aero

Walvis Bay Exporting Zone Management Company (WBEPZMC) The Walvis Bay Export Processing Zone (EPZ)

offers a fresh approach to offshore investments. Strategically located in the gateway of Africa it meets all the warehousing, manufacturing and trans-shipment requirements of foreign investors, while opening the way to a 300 million consumer market in Southern Africa. With tax-free incentives, well developed infrastructure, advanced telecommunications, a stable political environment and a reliable workforce, the Walvis Bay EPZ is the ideal setting for expanding international business concerns.

The Manager Private Bag 5017, Walvis Bay, NAMIBIA Tel: +264 64 205 095 Fax: +264 64 206132 E-mail: wbepzmc@iway.na

Offshore Development Company (ODC)

The ODC has been established in terms of Article 26 of the Export Processing Zone (EPZ) Act (Act no. 9 of 1995 as amended). Its mandate is to promote and market investment opportunities under Namibia's EPZ, monitor and coordinate all EPZ related activities and provide an umbrella facilitative service to approved investors in the country. The Company also develops and leases serviced industrial and business sites and factory shells to entrepreneurs.

The ODC provides the following services to investors:

- Information on potential and existing investment opportunities under the EPZ and in the country in general;
- Information on the incentives offered by the Government through the EPZ and other similar investment incentive regimes;
- Evaluation and recommendation of qualifying applications for approval by the EPZ Committee and the Minister of Trade and Industry;
- Affordable factory shells and warehouses through industrial park development;
- Facilitation of linkages between investors and relevant Central, Regional, local government authorities and other service providers for the provision of basic services required for business establishment;
- Match-making and facilitation of joint ventures between domestic and foreign investors;
- Periodic visits and other after-care services to investors;
- Expedites the issuance of business visas and work permits to approved EPZ investors, through the Namibia Investment Centre.

Offshore Development Company (Pty) Ltd: The Chief Executive Officer

Private Bag 13397, Windhoek, Namibia 6th Floor, Ministry of Trade & Industry Building, Block B Cnr. Goethe & Umland Streets, Windhoek Tel: +264 61 283 7360 Fax: +264 61 231 001

Namibia Power Corporation

(Proprietary) Limited NamPower Center 15 Luther Street, Windhoek PO Box 2864, Windhoek, Namibia Tel: +264 (61) 205 4111 Fax: +264 (61) 232 805 Email: webinfo@nampower.com.na Swakopmund Tel: +264 (64) 461 565 Fax: +264 (64) 461 465 www.nampower.com.na

Namport

Head Office: Nr 17, Rikumbi Kandanga Rd P O Box 361, Walvis Bay, Namibia Tel: +264 64 208 2111 Fax: +264 64 208 2323 www.namport.com.na

Erongo Red

Acacia Building, Tobias Hainyeko Street Private Bag 5019, Swakop- mund Tel: +264 410 5700 Fax: +264 214 692 www.erongored.com



INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

A PLACE TO ENJOY

The essence of Swakopmund is the quality of life it offers its citizens. Aside from being a tourism destination, it also boasts a clean and safe family environment with added amenities, activities and entertainment. Whether it's just a leisurely walk down the beach or an action packed afternoon at the dunes, Swakopmund has everything a resident desires whilst still maintaining a 'laidback' and inviting atmosphere.

The centre of town, littered with charming boutique and book stores nestled between old German colonial architecture, emits an air of quaint sophistication. The Swakopmund municipality takes great care in developing the centre of town to be tourist and pedestrian-friendly. Swakopmund is the only town in Namibia with official bicycle lanes which encourages residents to adopt an active lifestyle and reduce pollution. The town now boasts 5.8 kilometers of bicycle lanes.

Climate

Swakopmund enjoys an average temperature range between 15°C (59°F) and 25°C (77°F) with less than 15 mm of rain per year. During the Namibian summer the coastal town is much cooler than the country's interior, with local holiday makers flocking to the town for much needed relief from the high temperatures.

Real Estate

The housing market in Swakopmund, despite its favorable setting, is still more affordable than housing prices in Windhoek. The current median house prices for Swakopmund stand at N\$ 735 000. Buying, selling or leasing land in Swakopmund is simple and efficient due to the many reliable and affordable estate agents who are registered with the Namibia Estate Agents board. Housing in this region is considered the best in the country. Almost 65% of homes are built from cement or bricks; 95.7% of dwellings have safe drinking water and 67.4% of homes have access to electricity. There are several high-income lifestyle investments available in Swakopmund. These include holiday homes and apartments in town and along the Swakop River, retirement villages and homes within the town and the proposed creation of a Swakopmund Marina.

Infrastructure

Swakopmund has a variety of commercial banks located in the heart of town, namely the Standard Bank, First National Bank, Bank Windhoek, Ned-bank, Agribank, E bank and SME bank all with good tariffs and excellent customer service. These banks all have different tailored made packages to suit the client.

Telecommunications is quick and affordable in Swakopmund. There are very competitive service providers on the market namely; Tn Mobile, MTC and Telecom Namibia

Utilities Broadcasting, television and the press constitution guarantees freedom of expression. Newspapers are available in English, Afrikaans and German, each with sections in some of the other languages. There are two local television stations: the Namibian Broadcasting Corporation (NBC) and One Africa Television. Satellite television services are available to subscribers, offering international news programmes including CNN, BBC, SkyTV, CNBC, SABC, Euronews and Al Jazeera. The state-owned NBC also operates nine radio channels, which are available in English and most indigenous languages. Commercial radio stations include 99FM, Radiowave, Radio Kudu, Radio Energy, Radio Kosmos and Channel 7, all of which are privately owned stations broadcasting daily. Internet services are available countrywide from various providers, including the telecoms operators Telecom Namibia, MTC and Leo.

Telecom Namibia Limited provides a wide range of telephone and related services. The modern telecommunications infrastructure in Namibia is 97% digital and provides direct-dialing facilities to 242 countries, or 97% of the world. Mobile cellular telecommunication services have roaming capabilities in 108 major international countries with 28 networks, and are provided by MTC and Tn Mobile.

The municipality of Swakopmund provides water connection, sewerage connection and waste collection services to all residents of Swakopmund at a very minimal fee. Electricity in Swakopmund is supplied by Erongo Red.

Healthcare

Swakopmund has one government hospital, with a full range of services and a 24hr Emergency and Casualty centre, which supports all state-funded patients. There is also a private hospital, Cottage Mediclinic, which boasts specialized nursing units, 24-hr Emergency Centre, Intensive/High Care Unit and a Neonatal Intensive Care Unit with specialized clinics for babies. The hospital also supplies its own pathology reports, CT scans and full radiology services.



LIVING IN SWAKOPMUND

With its extensive, unique and creatively entertaining Restaurants, Bars, Deli, Lobby-Lounge, Sea Facing Terraces, Beach Kiosk and state of the art Conference & Banqueting Center, all set on the Mole, a historic and iconic site surrounded by Ocean on three sides, the Strand Hotel Swakopmund is a social epicenter and destination in itself for all visitors to and residents of Swakopmund.

Businesses

There are 3124 businesses registered in Swakopmund, with 91% of these businesses being one-man enterprises, employing no more than 3 people. There are however large scale retailers, ranging from grocery stores to white-goods retailers.

Schools

Swakopmund boasts a total of 7 Primary schools, 8 Secondary schools and a total of 6 tertiary and vocational institutions all accredited by the Namibia Qualifications Authority (NQA).

Safety and Security

Namibia's overall rate of crime is relatively low compared to world standards and is especially low in the Erongo region which has some of the lowest crime rates in region. This can be partly attributed to the increase in community policing. Communities partner police in patrolling areas of concern, and develop and implement crime prevention activities which complement official police operations. There are approximately 180 residents for every law enforcement official in the region (MME, 2010).

Restaurants

The town caters to a number of gastronomic tastes, from the freshest Namibian seafood dishes to traditional German cuisine. Restaurants reflect the cultural diversity the town prides itself on with rich influences from international culinary practices whilst keeping true to the local setting. Popular restaurants include The Fish Deli, Hansa Hotel Restaurant, Hotel Zum Kaiser, The Tug, Kucki's pub, Two Beards Swakopmund roasted coffee, Napolitana etc.



Activities

The Swakopmund area provides a multitude of leisure activities for individuals as well as families. The town caters to a plethora of interests ranging from the eco-tourists and cultural admirers to adrenaline junkies.

For those who want to explore the coast line and marvel in the majesty of the oldest desert on the planet, one can take a scenic tour on horseback or camelback through the dunes of the Namib. There are also scenic flights and arranged quad biking trips for the whole family. There are ample beach activities and facilities to enjoy including various beach sports such as touch rugby and beach soccer. Beach angling is popular among tourists and residents alike. For those who enjoy the edgier side of life there are activities such as skydiving, paragliding and kite-surfing. Sand boarding is gaining increased popularity amongst residents and visitors. 'Guns' is a popular surf spot with consistent surf that really picks up during winter.

The town has a lot to offer from a cultural standpoint with many historical buildings still part of the central landscape. Places to definitely pay a visit include Woermann haus, a colonial building which served as a water tower, landmark and navigation point for ships and ox wagons. Today it serves as a public library and arts centre.

The Kristall Gallery is a quartz, crystal and gemstone gallery that houses the world's largest quartz crystal cluster on display.

The Swakopmund museum houses a comprehensive historical display of the towns and the countries origins as well as information on local flora and fauna. The Swakopmund Museum is the largest privately run museum in Namibia.

The National Marine Aquarium provides a unique and educational perspective on the marine ecology of the South Atlantic Ocean. Equipped with a walkthrough tunnel, kids and adults can get up close to marine creatures inhabiting the ocean close by

Swakopmund Sports Complex

The five story, 7 000 m² multimillion dollar indoor sports centre is the only one of its kind in the entire continent. The complex was built to accommodate over 40 different sport codes in a state-of-the-art dome with cutting edge support services and world class facilities.



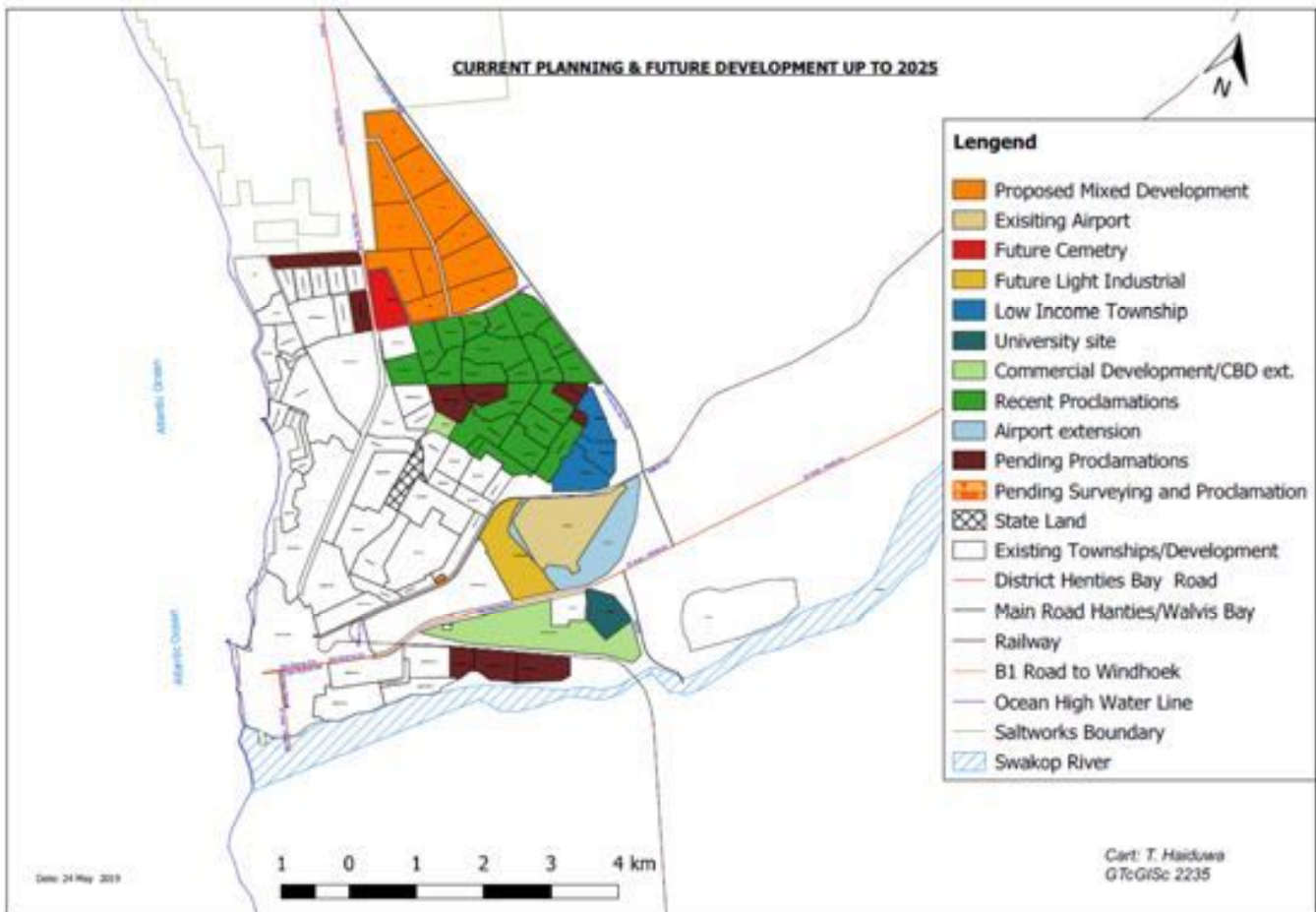
The Swakopmund Indoor Sport Centre (SISC) is a multi-functional facility developed with a specific mission of promoting sporting excellence in Namibia. It has a capacity of 5000 standing and 3000 seated people and can be used for a variety of events. Its additional facilities include utility rooms, doctors' offices, health club, health center, meeting and conference rooms, a restaurant, shops and a swimming pool.

INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

LAND DEVELOPMENT

LONG TERM PLANNING & ENVISAGED TOWN DEVELOPMENT

The map below highlights long term development plan (10 – 25 years) as approved in 2006 to guide the development of Swakopmund. A new structure plan is being devised to guide the development to 2050.



INVEST IN THE FUTURE OF SWAKOPMUND, NAMIBIA!

LAND DEVELOPMENT



ACQUISITION OF LAND IN SWAKOPMUND TOWN

Alienation of land in Swakopmund is governed by the Local Authority Act 23 of 1992, as amended and the Swakopmund Town Planning Schemes. The Property Policy guides the alienation of land and the main objective is to provide a framework for steady and reliable supply of serviced land for residential and commercial purposes.

Various methods in which land is alienated are briefly highlighted below:

1. Private Transaction

This method is used when Council receive exceptional applications or proposals from investors/ developers for a large portion of land. The application will be scrutinized and considered, provided that all statutory procedures have been completed.

2. Tender

The tender method is utilized using two approaches:

(i) Invitation for development proposals

Under this method, Council identifies a portion of land and solicits projects to achieve a specific objective. Council therefore set special conditions of sale and invites prospective buyers to submit their offers and proposed development.

(ii) Closed bid

This is a process by which prospective buyers are invited to submit their offers in closed envelopes and highest offer will be considered.

Summary of Investment Opportunities

Ranking of Local Economic Development Opportunities in Swakopmund (see Tab.2-5)

The ranking has been done by different stakeholders after presentation and discussion of the strategy. It distinguishes between the different types of opportunities. Capacity building measures are of highest priority and in addition only provision of land, sites and SME stalls as well as development of the beach areas are ranked within the first six priorities.

Tab 2: Ranking of Support Opportunities (PPP or Public)

Rank	Opportunities	Remarks
1	Post graduate training institutions	To prepare graduates for business life
2	Comprehensive entrepreneurial training for SMEs & self-employment	Instead of short term training
3	Vocational training center	With new special trades
4	Provision of land, sites, SME stalls	Pre-condition for investments
	Development beach areas	Based on existing plans
6	Annual events	At fixed dates; also to promote SMEs & tourism
7	Upgrading of the "Mole"	As harbour for pleasure boats
8	Tourist information office	To extend length of stay
9	Primary & secondary education	To provide trained employees
10	Linkages to mines	To promote existing businesses
11	Desalination plant	To guarantee water demand
12	Cultural center	To promote SMEs & tourism
13	"Tropical Beach"	World-wide unique tourist attraction to extend length of stay
	Permanent Food Court	To promote SMEs & tourism
15	Wind (solar) based electricity	To guarantee electricity demand

Tab 3: Ranking of Small Scale Private Business Opportunities

Rank	Opportunities	Remarks
1	Customer care training	For most businesses required
2	More attractive tours in Swakopmund for tourists	To extend length of stay
3	Small scale fishing	By youth groups
4	Day-tours from Swakopmund	By tour operators to extend length of stay
5	Farming with high value horticultural products	By small holders farmers
6	Joint tailoring	To offer uniforms, promotional items, etc.
7	Poultry farming	Ducks & guinea fowls
8	Manure production	For gardening
9	Typical arts & crafts production	To demonstrate uniqueness of the area
10	Production of mushrooms & their spors	For local & national markets
11	Fish smoking	For local & national markets
12	Pig farming	For local & national markets

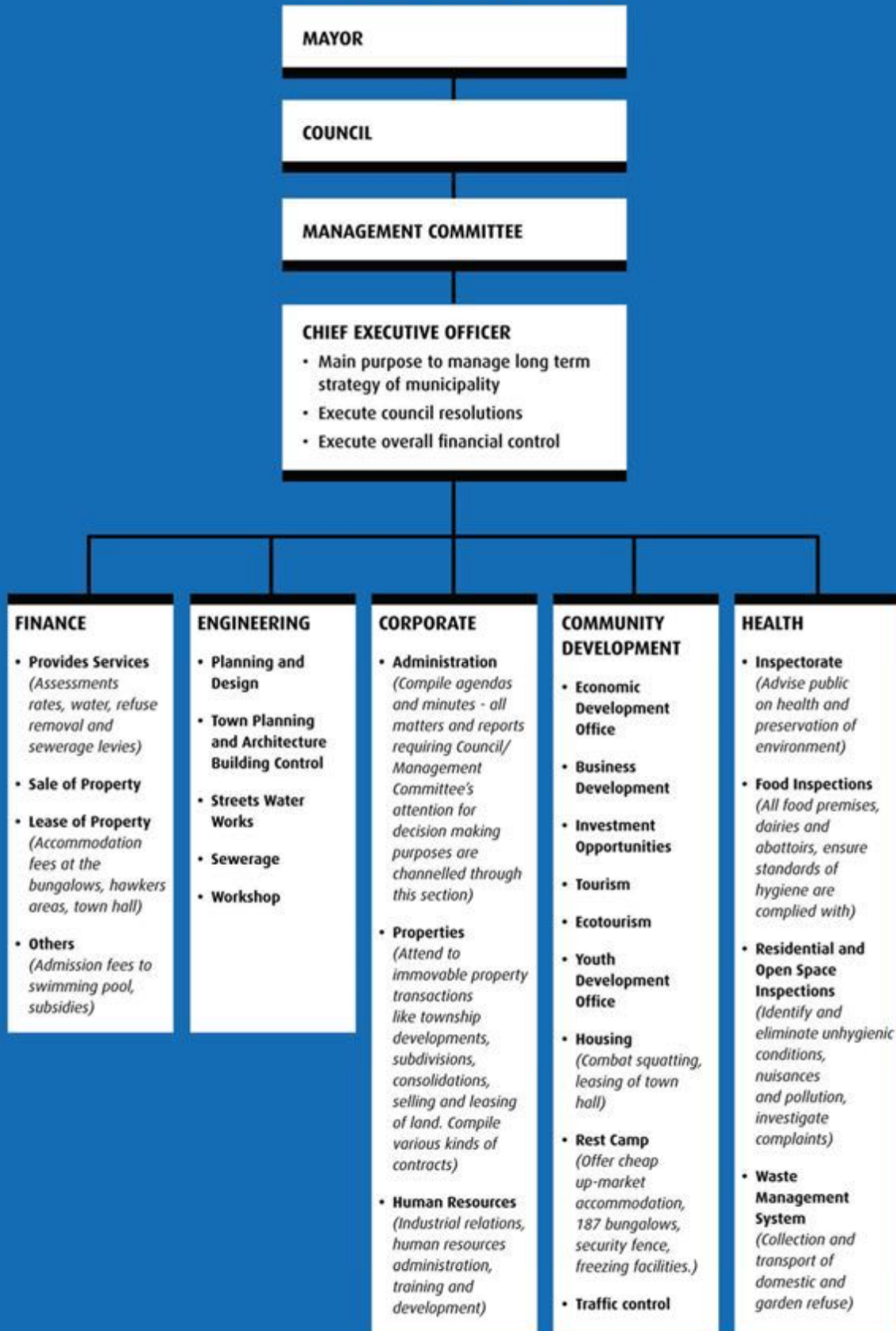
Tab 4: Ranking of Medium & Larger Scale Private Business Opportunities

Rank	Opportunities	Remarks
1	Recycling products	Based on existing sorting plant
2	Abalone farming	High risk & high profit (exports)
3	Salt processing	Value added products from existing plant
4	Tile production	Substitution of imports
5	Speciality restaurants	For tourists & residents
6	Tombstone production	Resources from Erongo
7	Production of stationary	High quality also for export to RSA

Tab 5: Overall Ranking of LED Opportunities

Rank	Opportunities
1	Post-graduate training institution
2	Comprehensive entrepreneurial training for SMEs & self-employment
3	Vocational training center
4	Customer care training
5	Development beach areas
	Provision of land, sites, SME stalls
7	Annual events
8	Up grading of the "Mole"
9	More attractive tours in Swakopmund for tourists
10	Small scale fishing
11	Tourist information office
12	Primary & secondary education
13	Day-tours from Swakopmund
14	Recycling
15	Linkages to mines
16	Farming with high value horticultural products
17	Desalination plant
18	Cultural center
19	Abalone farming
20	"Tropical Beach"
	Food Court
22	Joint tailoring
23	Salt processing
24	Poultry farming
25	Tile production
26	Manure production
27	Typical arts & crafts production
28	Wind (solar) based electricity
29	Production of mushrooms & their spores
30	Speciality restaurants
31	Fish smoking
32	Tombstone production
33	Pig farming
34	Production of stationary.

SWAKOPMUND MUNICIPAL STRUCTURE





P O Box 53 Swakopmund Cnr. Rakotoka Str & Kamho Ave. Tel: 064

E-mail: swkmun@swkmun.com.na

E-mail: archives@swkmun.com.na

Web: www.swkmun.com.na

Facebook page: Swakopmund Municipality

CEO's Office 064 410 4100

Corporate Services & 064 410 4200

Finance: 064 410 4300

Customer Care: 064 410 4308/9

Engineering 064 410 4400

Works Section: 064 410 4437

Community 064 410 4600

Rest Camp: 064 410 4618

Health Services: 064 410 4500