



an investment egg we can't hide.

The San people of Namibia used ostrich eggs to store food and water, away from wild animals and Mother Nature. As the centre of Namibia's business and administrative governance, the City of Windhoek is a city primed for development. First world infrastructure, a sophisticated banking environment and advanced telecommunications systems provides many opportunities for potential investors. The City of Windhoek is a city that works for its people - and one that can work for you. Come and see what our city can offer you. And think about what you can offer to our city.



# THE GEM OF AFRICA



**D**escribed by many as the "cleanest city in Africa", the City of Windhoek-the capital of the Republic of Namibia-is a thriving, active, administrative, commercial and industrial hub. Strategically located in the central highlands and heart of Namibia, with easy access by road and air, it is the melting pot of most economic and technological developments in the country.

Covering a total area of 645 square kilometers, Windhoek is the most populous city in Namibia with some 223 000 inhabitants, making up almost 12,8% of the estimated total population of 1.8 million.

The City's administration, headed by the Chief Executive Officer, is driven by the clear commitment to make the City of Windhoek a vibrant, economic and technological centre of excellence in Africa, in order to enhance the quality of life of all the people.



## Mission

We commit ourselves to:

- Render affordable, effective services and infrastructure to our customers through the optimal use of resources, technology and sound financial management.
- Create competitive development opportunities while applying sound environmental management principles.
- Promote a user-friendly culture encouraging public participation and ensuring customer satisfaction.
- Seek co-operation between Government, parastatals and the business community in pursuit of synergy between service providers.
- Promote tourism.
- Ensure a crime-free and safe environment.

## Namibia's Growth Centre

To ensure sustainable economic growth, the City of Windhoek's Economic Development, Tourism and Recreation Department has clear objectives directed at development across the board, with the aim of creating a successful and vibrant economy in the city. It includes comprehensive programmes, ranging from promoting the City of Windhoek as a prime relocation and investment alternative to businesses outside of Namibia, to boosting the small, medium and micro enterprises (SMME) sector in the country.

Key to the development of Windhoek is the cooperation between the City of

Windhoek, the Namibian Government, the local business community and other leading stakeholders.

For this reason developmental efforts are coordinated in a synchronised, structured and well-managed manner. The Investment Centre of Namibia (ICN)-the Government's investment arm coordinating potential investments in the country-has, for example, incorporated the City of Windhoek as an integral part of its investment programme. The local business community is another essential partner in the city's development efforts, and the emphasis is on maintaining a sound work relationship. Close cooperation also exists between the City

of Windhoek and the Namibia Chamber of Commerce and Industries (NCCI), especially in promoting small and medium enterprises.

## Investment opportunities

The City of Windhoek offers investors a wide range of investment opportunities, especially in terms of the Government's policy of import substitution. Approximately 80% of consumer goods are imported.

- Industrial development: The City of Windhoek is well geared to provide serviced land to potential investors, at short notice.
- Manufacturing: Textiles, clothing, shoes, electrical products, pharmaceuticals and cosmetic products are all imported. Opportunities also

exist with regard to assembling products for export.

- Property development: Namibia, and Windhoek in particular, experiences a vast shortage of housing.
- Tourism: This is the fastest growing economic sector.

## Providing the right back-up

An excellent road and rail network offers easy access to important transport corridors, such as the Trans-Kalahari and Trans-Caprivi highways, that link Namibia with the rest of the Southern African Development Community (SADC) region, and all major world markets through the deep-sea harbour at Walvis Bay. In fact, Windhoek serves an important function as the hub centre for these corridors.

Two airports – the Hosea Kutako International Airport and The smaller inner-city Eros Airport, handle domestic, regional and international flights, with cargo capabilities.

Ensuring reliable communication within Namibia's borders and to the rest of the world, Windhoek and the whole country, is serviced by modern telecommunications systems, recognized internationally to be on par with first-world systems.

Windhoek boasts a well-developed financial infrastructure, allowing

investors to be electronically in touch with the rest of the world.

## Tourism mecca

The City of Windhoek is an integral part of Namibia's national tourism attraction strategy. As the gateway to the rest of the country, the capital plays host to almost every tourist coming into the country, at some point during their visit.

At the latest count Windhoek had more than 18 hotels boasting over 1,100 hotel rooms and 2,500 beds. This excludes a large number of private guesthouses and bed-and-breakfast establishments.

Due to its strategic location within the SADC region Namibia, and Windhoek in particular, has become a preferred conference destination over the past decade. World-class conference venues offer the finest in technology, including video conferencing facilities, audio-visual equipment and services such as translation and organisational expertise.

The City of Windhoek's Tourism Division aims to develop the tourism sector as a local authority priority in a sustainable and acceptable manner, so that it will contribute significantly to the improvement of the quality of life of all Windhoek residents. It has a comprehensive tourism information data bank, which is used to disseminate information to visitors and visitors potential to Windhoek. Furthermore, it also advises entrepreneurs who wish to establish new tourism products.

[www.windhoekcc.org.na](http://www.windhoekcc.org.na)

