

Investour



18 JANUARY/ENERO/JANVIER 2018



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TOURISM INVESTMENT AND BUSINESS
FORUM FOR AFRICA

FORO DE INVERSIONES Y NEGOCIOS
TÚRÍSTICOS PARA ÁFRICA

FORUM TOURISTIQUE SUR LES
INVESTISSEMENTS ET LES OPPORTUNITÉS
D’AFFAIRES EN AFRIQUE

18 January 2018 – FITUR – IFEMA – MADRID - SPAIN

Tourism Investment Forum for Africa Catalogue

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ACKNOWLEDGEMENT



Zurab Pololikashvili

Secretary-General, World Tourism Organization (UNWTO)
Secretario-General, Organización Mundial del Turismo (OMT)
Secrétaire Général, Organisation mondiale du tourisme (OMT)

The Tourism Investment and Business Forum for Africa (INVESTOUR) is an opportunity to discuss and advance the enormous tourism potential of Africa. A partnership between UNWTO, the International Tourism Fair in Spain (FITUR) and Casa Africa, INVESTOUR has become a flagship event in the calendar of FITUR. Its 2017 edition welcomed over 400 participants, including tourism ministers from Africa and the Middle East, as well as stakeholders and businesses from around the world.

Every year the high level of attendance reflects the value and interest in INVESTOUR's networking and business opportunities. Since its first edition, more than 1000 projects have been presented by African stakeholders in the framework of INVESTOUR creating new opportunities for development in Africa.

Today, the rate of return on foreign investment is significantly high on the African continent and international investors are becoming increasingly attracted to the region. Recognizing this, INVESTOUR advocates for targeted investment in sustainable, inclusive tourism destinations that contribute to wealth creation and prosperity for all citizens. To that end, and in response to Members' requests, in 2017 the INVESTOUR partners organized a workshop aimed at providing guidelines for the development of effective proposals for tourism-related projects seeking investment.

Attracting investment and opening up new avenues of cooperation between public and private sector is fundamental if we are to fully harness the potential of travel and tourism in Africa. With that in mind, each edition of INVESTOUR is an opportunity for us to assist our Member States in exploring these opportunities.

For this 9th edition of INVESTOUR, our discussions will focus on two key aspects of tourism development in Africa: fostering tourism development and investment opportunities under the Brand Africa strategy, and biodiversity as a driver for sustainable tourism.

I take this opportunity to sincerely thank our partners FITUR and Casa Africa, our sponsors and partners for their continuous support. We will continue to work closely together with our African Members in fostering sustainable development.

We trust that this 9th edition of INVESTOUR will serve once again as an effective instrument to showcase African tourism and to advance tourism development throughout Africa to the benefit of all its people and communities.



Luis Padrón López

General Manager of Casa África
Director General de Casa África
Directeur Général de Casa África

Nine years ago the UNWTO, Fitur and Casa África decided to set up INVESTOUR to provide the African continent with its own space at one of the world's major tourism trade fairs. Initially, we intended it to be a platform where African countries, their tourism policy makers and their companies could meet with enterprises and authorities from the Spanish tourism industry. With time, given its positive impact and its success, we are proud to confirm that now, nine years later, it has grown into a firmly-established and acclaimed international forum for the African tourism industry that is open for business and institutions from all over the world. Whether large or small, its essence remains the same. The intention was always to work hand-in-hand with Africa and the African people, providing them with the know-how and skills needed in an industry with enormous potential in terms of jobs generation and development in their countries.

Last year, almost thirty ministerial representatives of tourism approached Madrid for the eighth edition of Investour, a fact that makes this professional meeting the one that gathers more African ministers than any tourist event in the continent.

Always ambitious, we wanted to arrange this ninth event differently, and broaden the base of work and common experiences, so in October we organised the first INVESTOUR workshop on financing in the tourism sector at Casa África in Las Palmas de Gran Canaria. The initiative arose at the request of the African delegations themselves, which seek to make more efficient the presentation of projects in searching for finance support when they come to Madrid every January.

During the last months, in addition, we have worked on a project with the UNWTO and the Africa Media Initiative to extract data and reflect on which use of the "Africa Brand" the African countries are doing when it comes to promote themselves as a destination. Our idea is to think among all how the joint work, between destinations that a priori are seen as competitors, can be a great step forward: that the Africa Brand becomes a plus, added to the individual brands of each country. This is achieved through communication, by looking into how to promote it in a positive way with a narrative that steers clear of negative media stereotypes, to associate it, for example, with the progress that has already been achieved in regional, political and economic integration in Africa.

Before I finish I would like to thank Fitur and UNWTO and acknowledge the close relationship among us. We are honoured to continue learning from them. Every year, we enjoy this great privilege of promoting and of continuing to form part of this event that it has now become a global forum for African tourism. And for Casa África, a vehicle of Spanish public diplomacy towards Africa, it is an honour that this meeting is held in Spain, a country that, as well as being a world leader in the tourism industry has been strengthening its relationship and policies with the African continent in recent years. INVESTOUR is undoubtedly one of the elements that has contributed, edition by edition, that Africa and Spain are ever closer.





Clemente González Soler

President of the Executive Committee, IFEMA

Presidente del Comité Ejecutivo, IFEMA

Président du Comité Exécutif, IFEMA

IFEMA is again staging one of the major benchmark platforms of the **Africa Brand** in the field of tourism on occasion of the **9th** edition of the **INVESTOUR FORUM**, which is again being hosted by **FITUR**, providing a space for encounters, business and dialogue between governments, institutions and businesspeople from different countries to drive this growing activity forward in a continent with extraordinary potential for development and investment.

At **FITUR**, one of our most emblematic trade fairs and the quintessential international reference for the tourism industry, we are especially satisfied to be hosting this important event which, organised in collaboration with the World Tourism Organisation – **UNWTO** and **CASA AFRICA**, allows us to provide the industry with useful tools aligned with the real needs of tourism development in Africa.

The reason is that **INVESTOUR**'s goals closely connect with **FITUR**'s own commitment, and with that of the tourism industry in general, to fostering sustainable policies, both from an environmental and from a social and economic perspective, that aim to boost this industry's competitiveness through the development of tourism projects in Africa.

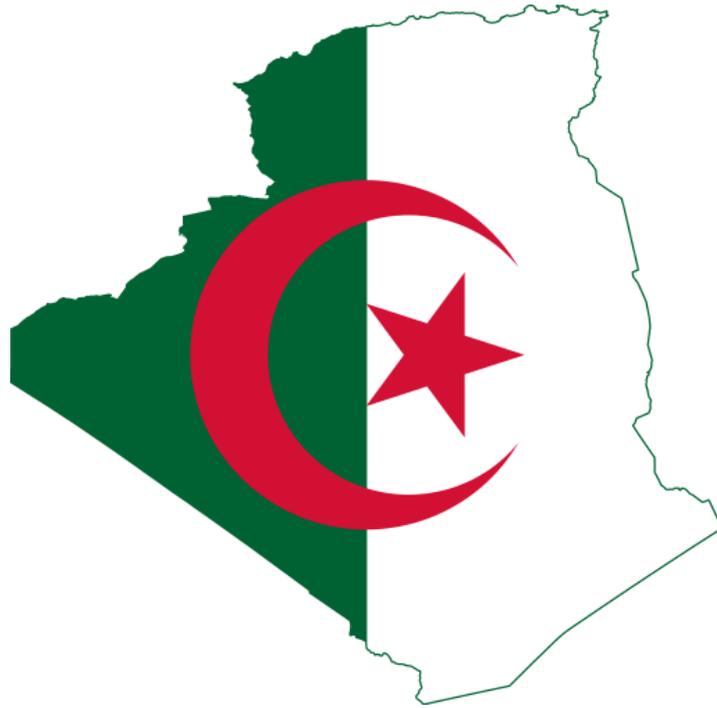
Proof of this is the content to be discussed in this new **INVESTOUR** staging, where in addition to the impact of the **Africa Brand** associated with the management of the tourism investment and cooperation plan, we will debate on biodiversity, undoubtedly one of the truly unique features of this continent; the efforts to conserve it; and how to involve the local community in this endeavour as arguments to improve and favour sustainable tourism.

To this we must add an intense agenda of B2B personalised appointments, which will put in contact the agents from the African tourism industry with Spanish and international companies interested in investing in this destination; a successful format that at the last staging brought together 400 participants from 42 countries and 28 African ministers and heads of delegation. This year it will surely record an even greater influx, in parallel with the positive momentum that the tourism industry is enjoying in general and in our country in particular, as confirmed by **FITUR**'s own growth, with 9,893 participating companies and 244,972 visitors, according to the figures from its last staging.

A growth that also extends to the qualification of the tourism industry coming together at **FITUR** and which I sincerely hope will allow you to obtain the best results from this edition of **INVESTOUR**.



ALGERIA



DEVELOPMENT OF TOURISM PROJECTS IN DJANET

Sector and sub-sector: Tourism, Ecotourism, Hotel construction

Geographical scope: Region of Djanet

Public/private: Public

Short Description: The project will be located in an area of 100 hectares owned by the State nearby the province of **Illizi** in the far south of Algeria. The main objective of this project is to develop tourism in the region of Djanet to position it as a tourist destination.

This region constitutes a strategic location as it is located nearby national parks and biosphere reserves of The Tassili n'Ajjer desert regions of the country, comprised of sandstone

The project proposes the development of 7 tourism projects. That is, four Hotels with a total of 1,600 Beds (one 5* Hotel, three 3* Hotel, two 2* Hotel) and an Entertainment center. The project is envisaged to create jobs, contribute to environmental protection and increase Local community's involvement. The project will be implemented over 5 to 10 years subject to availability of funds.

Investment range (€): around 80 Million

Type of partnership proposed: Public Private Partnership

Supporting documentation: Project Proposal

2

ECOTOURISM PROJECT IN LA MESSIDA

Sector and sub-sector: Tourism, Ecotourism, Hotel construction

Geographical scope: Region of La Messida, Wilayat el Taref

Public/private: Public

Short Description: Project located on an estate owned by the National Development Agency in an area of 45 hectares in the *Wilaya of El Taref* at the eastern end of the Algerian coast, 10 km from the Tunisian borders.

The touristic projects will comprise of 4 Hotels (one 5* Hotel, one 4* Hotel, one 3* Hotel, and one Hotel Apartment) numerous Upscale Villas and an Entertainment and leisure center and Aquaparc. The main objective of this project is to develop tourism in the region of la Messida to position it as a tourist destination.

This initiative will be the first ecotourism project in Algeria it is pilot operation

The project is strategically located, 80 km from Annaba airport, and 12 km from the Port of EL KALA seaport of Algeria, the centre of the Algerian and Tunisian coral fisheries, home to an exceptional ecosystem and is a biodiversity zone protected by the UNESCO therefore attracting tourists from within and outside the country.

Investment range (€): around 130 Million Euro

Type of partnership proposed: Public Private Partnership

Supporting documentation: Project Proposal

3

IMPLEMENTATION OF A TOURISTIC PROJECT IN TADLEST

Sector and sub-sector: Tourism, Ecotourism, Saharan tourism

Geographical scope: Town of Timimoun, Adrar province

Public/private: Public

Short Description: Project located on an estate owned by the State in an area of 85 hectares in the *Wilaya of El Adrar* in South-west Algeria, The project envisaged to be implemented over 5- 10 years. The project aims to develop ecotourism and Saharan tourism in Algeria, one of the main tourist attractions in the country and the second largest desert in the world.

The touristic projects will comprise of 7 touristic projects, including 2000 beds, recreation facility sites, Fitness Center, Handicrafts center, and a residential/lodging area for tourists.

The project shall benefit from the advantages granted to investors in terms of rental tax relief, tax exemptions, and and other benefits implemented by the Algeria government to attract and facilitate investment in Agleria

Investment range (€): around 100 Million Euro

Type of partnership proposed: Public Private Partnership

Supporting documentation: Project Proposal



CAMEROON



4

ECO-TOURISM VILLAGE OF ZOULOUMA

Sector and sub-sector: Tourism, Eco-tourism

Geographical scope: Centre region, Cameroon

Public/private: Public Company / Public Private Partnership

Short Description: The eco touristic Village of Zoualouma aims to promote the cultural diversity of Cameroon. The village will cover an area of 5.5 hectares and will include different activities and facilities. The project also foresees the development of activities that focus on agropastoral development, improvement of animal production, community development, income-generating activities, especially for women. The project aims at promoting economic development and the development of local populations, conservation of the natural, cultural and social resources, and also guarantees an authentic exchange based on respect, solidarity between the visitor and the local population. Profit is therefore not the only driver of the project initiator who also aims to: campaign to minimize the adverse effects of tourism including avoiding the pitfalls of the tourism industry; preserve the cultural heritage of countries as well as environments; diversifying tourist products and ensuring transparency of customers and visitors.

Investment range (€): around 228 673.53

Type of partnership proposed: Public Private Partnership

Supporting documentation: Project Proposal

5

MFOU CONVENTION CENTRE FACILITY

Sector and sub-sector: Tourism, Eco-tourism, Infrastructure

Geographical scope: Centre Region, Mfou

Public/private: Private

Short Description: The project consists of the development of a facility for international events. The Centre's strategic location within the village NKOLMEYOS, 15km from the capital Yaoundé, and thus the NSIMALEN international airport, makes it an ideal home for big events. Moreover, its proximity to a set of natural tourist sites enhances its competitiveness as a strategic tourist destination. The project focuses on two tourist products: ecotourism and MICE tourism.

The project aims to:

- Improve the supply of MICE- infrastructure (amenities, congresses, conventions) that meets the standards and requirements of the increasing demand
 - Promote environmental protection and facilitate and encourage the organization of sustainable and eco-responsible events
 - Preserve and enhance the natural and cultural resources of Mfou, and enhance it as a low carbon tourist destination
 - Promote sustainable and responsible tourism practices
 - Create jobs through the development of ecotourism and sustainable leisure activities
-

Investment range (€): TBA

Type of partnership proposed: Public Private Partnership

Supporting documentation: Project Proposal



COMOROS



INSTALLATION OF SIGNS & MARKING OF HIKING TRAILS

Sector and sub-sector: Tourism, eco-tourism, cultural tourism and sports tourism

Geographical scope: Comoros archipelago

Public/private: Public Company / Public Private Partnership

Short description: The Agency supports the Comoros Tourist Office (CTO) in the deployment of signs for the marking and operation of tourist facilities on the 3 islands of the Comoros archipelago: Grande Comore, Anjouan and Mohéli.

This campaign aims to promote the country's cultural wealth and its major tourist attractions. The Comoros Tourist Office responds to the requests of a clientele attached to cultural tourism, seaside tourism, hiking tourism and eco-tourism.

The territory can legitimately be proud of the richness and variety of its cultural and monumental heritage. But the tourism potential does not stop there: a welcoming nature allowing the practice of many "outdoor" activities, structuring equipment enrich the offer in term of leisure to embody a new vision of the tourism on the territory, and which 'presses on the promise of well-being and personal alignment, resourcing and sharing offered by the destination of the Archipelago of Comoros.

Investment range (€): 182 003.00

Type of partnership proposed: Public Private Partnership

Supporting documentation: Methodological Note



CÔTE D'IVOIRE



7

DEVELOPMENT OF THE LAGOON-BAY OF ABIDJAN

Sector and sub-sector: Business tourism, leisure

Geographical scope: National

Public/private: Public/Private

Short Description: The project aims to develop the lagoon bay area located in the center of the city of Abidjan, and will consist of the construction of several facilities making the area a leisure center. The facilities will include a Cinema hall, a Marina, Fitness and recreation facilities and several restaurants covering diverse culinary traditions.

This is a state owned project, and will be promoted by *Cote d'Ivoire tourism*, who will manage the promotion of the project, during and after its implementation.

Cote d'Ivoire has experienced remarkable growth in the past years with a strong economic growth. Despite this, the leisure segment remains an untapped potential. therefore, Creating high quality accommodation and leisure facilities for both business travelers and international tourists, is fundamental to meet the increasing demand and which can further stimulate further investment.

Investment range (€): 112 milion euros

Type of partnership proposed: Public- Private Partnership

Supporting documentation: Project Proposal

8

BINGERVILLE 5* HOTEL AND ZOO

Sector and sub-sector: Leisure, Business tourism

Geographical scope: National

Public/private: Public/Private

Short Description: the compenents of the project consist of: 1. construction of a 5* Hotel, 2. a Zoo in Bingerville, located in Abidjan. These will also be surrounded by recreational facilities including 10 private lodges of 100m2, An eco museum, A restaurant, Sports and Fitness Center, Food court, movie theater, Performance Hall (Opera, concerts..etc), a casino, wellness centre, conference rooms.

Investment range (€): around 6 milion

Type of partnership proposed: Public- Private Partnership

Supporting documentation: Methodological Note

HOTELS FOR AFRICAN CUP OF NATIONS 2021

Sector and sub-sector: Cultural tourism, Leisure, Hotel construction

Geographical scope: National, San Pedro, Bouake, Yamoussoukro, Korhogo

Public/private: Public/Private

Short Description: As the host nation for the African Cup of Nations 2021, this project is promoted by the State as part of the government's efforts to ensure that accommodation and other facilities are set to meet the demands during the football tournament in the different cities that will be hosting the competitions. The project involves the construction of hotel complexes (to host the football teams and other delegations) composed of:

Around 200 rooms, Conference rooms, Restaurants, a spa, a movie theater, a nightclub, a cultural area (entertainment centers: theaters, music, etc ...), An exhibition park, Swimming pool, Security and surveillance equipment.

This is a state owned project, and will be promoted by *Cote d'Ivoire tourism*, who will manage the promotion of the project, during and after its implementation.

Investment range (€): 6 million

Type of partnership proposed: Public- Private Partnership

Supporting documentation: Project proposal

JACQUEVILLE AMUSEMENT PARK

Sector and sub-sector: Cultural tourism, Leisure, Hotel construction

Geographical scope: National

Public/private: Public/Private

Short Description: The project aims to design, construct, operate, maintain, develop and promote the Theme Park of Cote d'Ivoire in **Jacquerville** is a coastal town in southern Ivory Coast, with the following attractions, services and facilities:

A water park; A mini-Disneyland Village; A spa, A hypermarket on at least 5 hectares; A 4 star hotel with at least 200 rooms, A 3 star hotel with at least 150 rooms, A 2-star hotel of 500 rooms, Guest house, single-family or apartment housing units, an Entertainment center, An area of commercial and craft activities, An area for different sports activities: swimming, horse riding,

Investment range (€): 6 million

Type of partnership proposed: Public- Private Partnership

Supporting documentation: Project proposal

DEVELOPMENT OF AZAGNY PARK & GAOULOU ISLAND

Sector and sub-sector: Tourism, eco-tourism, cultural tourism

Geographical scope: Azagny Park and Gaoulou Island

Public/private: Public Company / Public Private Partnership

Short description: The exploitation of Azagny Park and Gaoulou Island is a multifaceted project of tourism activities taking place in Côte d'Ivoire on a site which is partly natural and partly equipped with adequate and adapted equipment. The economic exploitation of those leisure and relaxation activities is legally reserved for Travel and Tourism Agencies. The project aims at:

- enhancing the infrastructure of the camp-hotel while maintaining the level of quality of the buildings and facilities
- providing additional facilities for better development and improved capacity
- complying with the regulatory provisions of the national environmental action plan
- operating, maintaining, repairing, and rehabilitating the property made available in the framework of the convention which will be established

Investment range (€): 7 966 030

Type of partnership proposed: Public Private Partnership

Supporting documentation: Methodological Note



DEMOCRATIC REPUBLIC OF CONGO



DEVELOPMENT & ENHANCEMENT OF N'SELE VALLEY

Sector and sub-sector: Ecotourism, Agroecology, Wildlife Conservation

Geographical scope: National

Public/private: Public

Short description: : DRC is a country rich in natural resources that possesses high number of species and over 50% of Africa's tropical forests. This project aims to revive sustainable tourism and ecotourism activities, enhance the touristic sites and position the country as a new tourism destination. The project is focused on the natural park of N'sele, 50 km from downtown Kinshasa, 30 km from Ndjili Airport. The objective of this project is to develop the Natural and Animal Park of N'sele by building a tourist center, eco-lodge, sports hall, restaurants, offices, bars and terrace around the Park. The infrastructure of this complex will be fueled by renewable energy system and three other major pillars: Green Tourism, Sustainable Fisheries and Agro-Industry. The project will thus focus on cultural and local tourism based on the country's fauna and flora, encourage the involvement of the local communities, and is envisaged to create more than 200 jobs and provide economic benefits to 11 villages surrounding the park. A percentage of the revenues attained will be devoted to corporate social responsibility initiatives.

The Ministries responsible have mobilized human and financial resources. A team of conservationists and eco-guards, agro-ecology team, some buildings have been set (few tourism facilities, offices, toilets..etc.)

Investment range (€): over 500,000

Type of partnership proposed: Public/Private

Supporting documentation: Project proposal

DEVELOPEMENT OF BOMBO-LUMENE RESERVE

Sector and sub-sector: Ecotourism, Ecosystem, Agrosystems

Geographical scope: National

Public/private: Public

Short description: Bombo-Lumene reserve is a wildlife reserve, located in the rural part of the city-province of Kinshasa. The the reserve was created in 1976 in its northern part and is 1 . Its area is approximately 350 000 ha .

It has the geographical advantage of being close to the Capital, Kinshasa, and is easily accessible by road.

This Bombo-Lumene area development project involves the rehabilitation and enhancement of this site by building a tourist center, eco-lodges, a sports hall, restaurants, offices, bars and terrace. The infrastructures of this complex will be powered by a renewable energy system.

The area is in natural reserve and centered on ecosystems, agrosystems and rural tourism.

Investment range (€): over 500,000

Type of partnership proposed: Public/Private

Supporting documentation: Project proposal

DEVELOPMENT & ENHANCEMENT OF KUNDELUNGU PARK

Sector and sub-sector: Ecotourism, Agroecology, wildlife Conservation

Geographical scope: National

Public/private: Public

Short description: DRC is a country rich in natural resources that possesses high number of species and over 50% of Africa's tropical forests. This project aims to revive sustainable tourism and ecotourism activities, enhance the touristic sites and position the country as a new tourism destination. The project is focused on the natural park of N'sele, 50 km from downtown Kinshasa, 30 km from Ndjili Airport.

The objective of this project is to develop the Natural and Animal Park of N'sele by building a tourist center, eco-lodge, sports hall, restaurants, offices, bars and terrace around the Park. The infrastructure of this complex will be fueled by renewable energy system and three other major pillars: Green Tourism, Sustainable Fisheries and Agro-Industry. The project will thus focus on cultural and local tourism based on the country's fauna and flora, encourage the involvement of the local communities, and is envisaged to create more than 200 jobs and provide economic benefits to 11 villages surrounding the park. A percentage of the revenues attained will be devoted to corporate social responsibility initiatives.

The Ministries responsible have mobilized human and financial resources. A team of conservationists and eco-guards, agro-ecology team, some buildings have been set (few tourism facilities, offices, toilets..etc.)

Investment range (€): over 500,000

Type of partnership proposed: Public/Private

Supporting documentation: Project proposal

DEVELOPEMENT OF KUNDELUNGU WILDLIFE PARK

Sector and sub-sector: Ecotourism, Wildlife Conservation

Geographical scope: National

Public/private: Public

Short description: : DRC has several parks across the country. This project focuses on the National Park of Kundelugu created in 1970 for the conservation of Zebras and cheetahs. This park is dedicated to promoting responsible and sustainable ecotourism for the promotion of fauna and flora as well as the cultural tourism. The project encourages the involvements of the local community in the planning, enhancing and development of the Park. The projects aims to construct the infrastructure needed to meet the demands of the tourist. This includes: visitor center, eco-lodges a sports hall, a restaurant-bar and an entertainment and leisure activities (hot air balloon, Zipline, cycle tourism).

The park is set in an area extremely rich in biodiversity and nature reserve with huge tourism potential which remains untapped due to the lack of adequate infrastructure. The Park includes *Lofoi* waterfalls (Highest in Africa) and other animal sanctuaries home to gorillas, Elephants buffalos, chimpanzees, bonobos and others. The park has an area of 220,000 hectares.

The main aim of this project is to position the National Park of Kundelugu as a major national tourism destination in the country.

Investment range (€): over 500,000

Type of partnership proposed: Public/Private

Supporting documentation: Project proposal

DEVELOPEMENT OF THE MATEBA ISLAND

Sector and sub-sector: Ecotourism, Wildlife Conservation

Geographical scope: National

Public/private: Public

Short description : This project focuses on a Park that is very easily accessible, located near the cities of Boma and Moanda with more than 5 million inhabitants. The park promotes responsible and sustainable ecotourism through the fauna, flora and animal park of Mateba

He devotes himself to promote sustainable and responsible ecotourism through the discovery of the fauna, flora and animal park of Mateba as well as the culture of the local populations by the local, national and especially for the education of young people.

It allows the involvement of local people in its planning, its exploitation, its development, thus contributing to their well-being.

The development and enhancement of this Park consists of the construction of tourist infrastructures including a tourist center, eco-lodges, a gym and a restaurant-bar. This infrastructure complex will be powered by a renewable energy system. The maintenance of infrastructures in place and the services therein will contribute to the creation of jobs for local communities.

Investment range (€): over 500,000

Type of partnership proposed: Public/Private

Supporting documentation: Project proposal

REPUBLIC OF GUINEA



RECONSTRUCTION WORKS OF CITÉ NIGER

REHABILITATION OF UPPER NIGER NATIONAL PARK

Sector and sub-sector: Tourism, infrastructure, national park management, eco-tourism

Geographical scope: Faranah region

Public/private: Public

Short description: Aimed at promoting the region for international tourists, and enhancing the biodiversity in Upper Niger national park, the project is divided into two components:

- Construction works for the Cité Niger (around 666 667.61 USD)
- Rehabilitation of the Upper Niger national park, including: construction of infrastructure in and around the park (access routes, trails, ecolodges, observation sites, entry gate,...); rehabilitation and sanitation of surrounding areas (waste management, establishment of sanitary norms,...); development of alternative activities for the benefit of local communities (gardening, breeding,...); construction and equipment of the park (reception and information centre, sanitary installations, signalisation,...); acquisition of promotion and communication materials (audiovisual materials, folders,...); database for visitors and tourists to gain access to practical information about the Cité and Upper Niger national park complex. (around 4 000 000 USD).

Investment range (€): 182 003.00

Type of partnership proposed: Public Private Partnership

Supporting documentation: Methodological Note

SUSTAINABLE TOURISM DEVELOPMENT PROJECT IN BADIAR NATIONAL PARK

Sector and sub-sector: Sustainable and Eco-Tourism, Wildlife Tourism

Geographical scope: Badiar National Park, Prefectures of Gaoual and Koundara

Public/private: Public

Short description: This project aims at assuring a better valorisation of the biological diversity of the Badiar national park through the promotion of eco-tourism in the prefectures of Gauoual and Koundara. The goal is to make sustainable tourism development a driving force of poverty reduction for the surrounding communities by creating employment opportunities and develop competitive and profitable products related to eco-tourism, which is also an effective way to contribute to the preservation of biological diversity in a space which has a rich and diversified touristic, ecological and sociocultural potential.

The project is divided into four segments: the elaboration of a regulatory framework for sustainable tourism development; support the valorization of products related to biodiversity; strengthening the intervention capacities of the actors, the reception and service infrastructures; and developing good practices of ecosystems management axed on the promotion of sustainable tourism.

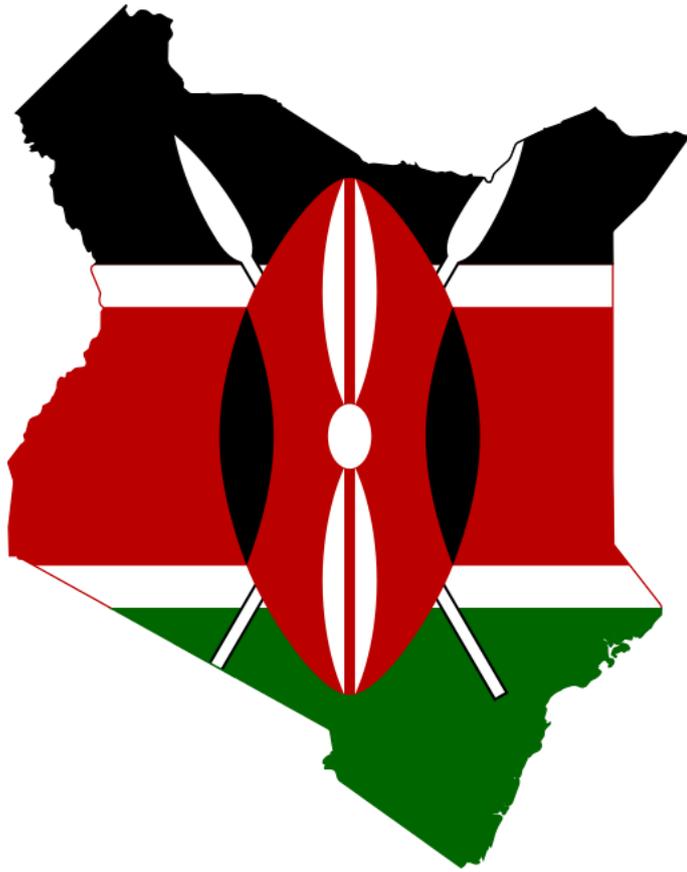
Investment range (€): Around 4 071 000

Type of partnership proposed: Public Private Partnership

Supporting documentation: Project form, project card, project proposal



KENYA



SHABA RIDGE HOTEL

Sector and sub-sector: Tourism, Hotel Sector

Geographical scope: Isolo Town

Public/private: Private

Short description: : The proposed Shaba Ridge Hotel aims to attract Isiolo residents, tourists and travelers on transit with a quality hotel and restaurant services. The hotel will provide consistency in its food and service. The hotel will offer African and Continental dishes in a pleasant and relaxed atmosphere. Plenty of choices for both vegetarian and non-vegetarian clients will be offered. High emphasis will be made on the freshness and quality of ingredients, the hygiene of the service area and superb customer service. The hotel will have indoor dining area and adjacent outdoor terrace space to serve as smoking area. The major beneficiaries will be the people of Isiolo County, the visiting tourists and the travelers along the Isiolo- Moyale highway.

The development will boost the tourism sector as well as create employment for the youth in Isiolo and Meru counties. The hotel will host travelers to various parts of Northern Kenya while providing the much needed conference facilities in the area.

The project further promises to give its guests reasonably priced accommodation few hours' drive from the national parks and other tourist attractions..

The construction of the hotel and external works will be done by a contractor selected through competitive bidding. This will ensure adherence technical specifications and respect to the project timelines.

The project will take 12 months to complete. Marketing will start as soon as the project is launched.

Investment range (€): around 1 377 254.86 EUR (168,284,325 Kes)

Type of partnership proposed: Public Private Partnership

Supporting documentation: Methodological Note

LAKE VICTORIA REGION INTEGRATED PROJECT

Sector and sub-sector: Eco-Tourism, Community-Based Tourism, Nature-Based tourism, Rural Tourism

Geographical scope: Regional - Kisumu County

Public/private: Public/Private

Short description: The project aims to support development of tools, techniques and a distinctive methodology to help enhance the competitiveness of Lake Victoria region as a low carbon tourist destinations and adoption of clear strategies based on SCP, innovation and resource efficiency for low carbon tourism planning and product development; Provide business opportunities for joint eco-lodge ventures and exchanges on investment in the Lake Victoria Region. and low carbon tourism planning to reduce loss of biodiversity, conserve ecosystems, preserve cultural heritage, improve sustainable livelihoods.

The project aims to diversify and complement the Kenya mainstream tourism brand by introducing new products and brand namely (Nature, tribes, History, Culture & sports) to ensure that its tourism benefits are fairly and geographically distributed. This project therefore integrates Community-Based Tourism, Eco-tourism, Nature-Based tourism, Rural Tourism, Historical Tourism, Cultural Heritage Tourism, Agro-Tourism, Soft Adventure, Water Sports and Mice.

This project is part of an ongoing programme under the Kenya 10 Year Framework of Programmes on Sustainable Tourism Development Programme (K10YFPSTD) managed by the K10YFPSTD Consortium in collaboration with the 47 Counties. The Lake Victoria Region has been identified as the pilot area with Kisumu County as the regional economic hub for demonstration before replication.

Investment range (€): from 500,000

Type of partnership proposed: Public Private Partnership

Supporting documentation: Methodological Note

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THE W-THEME PARK

Sector and sub-sector: Eco-tourism, Hotel construction

Geographical scope: Kinale Forest

Public/private: Private

Short Description: The project is an eco-friendly theme park, developed by a private company, set on pristine forest; Kinale Forest, on top of the Kikuyu Escarpment that overlooks the edge of the Great Rift Valley, 40km to the west of Nairobi, Kenya's capital. The project is therefore set in a strategic location, comprising a diversity of landscapes and high concentration of wildlife

The site will have a 20 acre wildlife conservancy, a botanical garden, water canals and a dam. It will also have accommodation, water recreation activities, conference facilities as well as a recreational facilities. Due to the nature of the site-its abundance in flora and fauna it may also set a minor wildlife conservancy stocking ruminants such as giraffe, antelope, gazelles, warthogs and zebras. A small orphanage for other animals require attention will be set up with ponds crocodiles. In addition, the site will host a special botanical garden in memory of the gallant Wangari Maathai, the Nobel Laureate and protector of forest cover in East Africa.

The accommodation will consists of a total of over 160 rooms including luxurious duplexes, standard and masters suites.

The project will thus provide comparative advantage as it meets the demands of different target groups international and local tourism, students on field trips for wildlife conservancy, adventure tourists, business travelers, corporate organizations. This is a viable project that will attract local, regional and international visitors.

The project developer has already mobilized an estimated 30% of the investment needed.

Investment range (€): around 16 million

Type of partnership proposed: Private Partnership

Supporting documentation: Project Proposal

THE FUN VILLAGE MEGA PROJECT

Sector and sub-sector: Eco-tourism, Construction

Geographical scope: National

Public/private: Public/Private

Short Description: The Project aims to transform 100 acres of prime commercial property into a world class Amusement and Heritage Park within the outskirts of Nairobi metropolis (40 km from Nairobi City Centre). It will be the first of its own kind in Africa. Fun Village will be positioned from the onset to be accredited by IAAPA (International Association of Amusement Parks and Attractions) and make it a MUST-SEE tourist attraction (for both local and international tourists) and provide wholesome entertainment for the whole family. Fun Village will feature the following attractions:

☑️ A Theme Park for indoor and outdoor fun activities

☑️ A Water park with wave pools, water slides, interactive pools, lazy river and relaxation pool

- An Adventure/action park for team building activities, honeymoon destinations, bush dinners and Tented Camps
- A Botanical garden to relax, celebrate weddings and physical exercises
- A Heritage park to celebrate our cultural diversity
- A Solar farm for generating green energy
- An African Heritage-themed 5-star hotel

Fun Village will kick off development phase in the first quarter of 2018 as the feasibility studies have been completed and designs are already under way. This will be a phased approach that will last three years.

The project initiators have already acquired the land and mobilized a percentage of the investment needed

Investment range (€): around around 132 million

Type of partnership proposed: Public Private Partnership

Supporting documentation: Project Proposal



MALI



TOURISM ENHANCEMENT PROJECT NIGER RIVER IN BAMAKO

Sector and sub-sector: Eco-tourism, Community based tourism

Geographical scope: National

Public/private: Private

Short Description: The Niger River, the third largest river in Africa after the Nile and the Congo, crosses the city of Bamako. The project aims to construct boat docks and the acquisition of two boats of 20 to 30 seats each for cruises throughout the year on the Niger River in Bamako and its surrounding.

The implementation of this project will revive tourism in the area and will contribute to the promotion of ecotourism as an alternative form of tourism. The project is envisaged to provide about 100 jobs directly, reduce poverty in the local communities.

The project is an entirely new initiative and should boost the local economy capitalizing on the river's tremendous untapped potential in agriculture and tourism

The project will provide new opportunities for the creation of tourism agencies, tourist guides, restaurants and will positively affect the local populations bordering the river.

Investment range (€): around 65,000

Type of partnership proposed: Private Partnership

Supporting documentation: Project Proposal



MOROCCO



MARCHICA COASTAL RESORT

Sector and sub-sector: Eco-tourism, MICE Tourism

Geographical scope: Nador City

Public/private: Public

Short Description: The project is located in Nador City, a coastal city and provincial capital in the northeastern Rif region of Morocco. The City represents a model of sustainable tourism development in an area.

the project is part of a bigger project considered as one of the biggest lagoons of the south shore of the Mediterranean Sea.

The project aims to develop a resort with an area of 145 hectares, with a golf academy, a marina, residential buildings, leisure areas and 5` Hotel.

The project developer has already mobilized a portion of the budget needed.

Investment range (€): around 300,000

Type of partnership proposed: Public Private Partnership

Supporting documentation: Project Proposal



NAMIBIA



C'EST SI BON HOTEL FACILITIES EXPANSION

Sector and sub-sector: Tourism, Hotel Sector

Geographical scope: National, Municipality of Otjiwarongo

Public/private: Private/ Private

Short description: The project aims to expand the hotel facilities of *C'est bon* Hotel, which initially opened its doors in 2001 includes today more than 60 Luxury and Standard rooms and three conference venues.

which opened its doors in 2000 with 21 rooms and has today expanded to include more than 40 luxury rooms and 20 standards rooms and three conference venues and a Hotel.

C'est Si Bon Hotel

The project aims to expand the Hotel facilities to include a **three star hotel consisting of** 150 double en-suite rooms, Restaurant seating 250 pax, Modern Kitchen facilities and to renovate the existing reception, veranda seating, a casino and a bar, swimming pool, Landscaping including a fish/swan pond

The new Hotel will add to the current facilities of the existing Hotel and fill the short comings in the region for a world class conference / banquet hall, luxury rooms and suites. The focus will be on international / local tourism, corporate market and conferencing with the following characteristics:

Otjiwarongo is on route to the world famous Etosha pan and the lush green Caprivi Strip.

Due to the geographical location of the town, it's also the vocal point for conferences and workshops. The corporate market normally uses Otjiwarongo as their base when visiting the Otjozondjupa region.

Investment range (€): about 8 milion

Type of partnership proposed: Public Private Partnership

Supporting documentation: Business Plan

KAOKOLAND LUXURY CAMP/LODGE

Sector and sub-sector: Tourism, Hotel Sector

Geographical scope: Outjo

Public/private: Private

Short description: the project is situated in a Farm near Outjo in Kaokoland, which is the gateway of Etosha National park. it is situated in a key tourist destination in Namibia and home to one of the last remaining wilderness areas in Southern Africa. It includes incredible mountain scenery, a refuge for the rare desert dwelling elephant, black rhino and giraffe.

the project aims to put up a luxury a luxury tented camp/lodge with Spa and "bush restaurant". The land size is 5000 hectares, with many animals to be found in the area, and with an easy access to Etosha National park.

Investment range (€): TBA

Type of partnership proposed: Public Private Partnership

Supporting documentation: Business Plan

MANAGEMENT OF HOTEL IN WALVIS BAY

Sector and sub-sector: Tourism, Hotel Management

Geographical scope: National, Municipality of Otjiwarongo

Public/private: Private/ Private

Short description: The project is part of a newly constructed Hotel situated in Walvis Bay, a city in Namibia and an important centre of tourism activity in Namibia, as the city includes the artificial Bird Island, the sand dunes and abundant birdlife.

The Hotel is looking for a well-established company to operate and manage the Hotel.

Investment range (€): TBA

Type of partnership proposed: Private Partnership

Supporting documentation: Business Plan



NIGER



DRILLING OF PASTORAL WELL TO PROVIDE ACCESS TO WATER

Sector and sub-sector: Eco-tourism, Community based tourism

Geographical scope: Tahoua region of Niger

Public/private: Public/Private

Short Description:The project aims to provide access to drinking water for pastoralists in a village of 3,0000 inhabitants and 52.000 animals living in the Sahel, where the nomadic community of Niger reside. The project is community based. the wells are to be drilled in that area to provide water for the inhabitants and the animals.

The project developer has already mobilized a portion of the budget needed.

Investment range (€): around 100,000

Type of partnership proposed: Public Private Partnership

Supporting documentation: Project Proposal



RWANDA



DEVELOPMENT OF COMMUNITY BASED TOURISM

Sector and sub-sector: Community-Tourism, Education

Geographical scope: Local and national (on the long-term)

Public/private: Private

Short description: The Community-Based Tourism initiative implemented nearby National volcano park aims to educate and train Community-based Tourism stakeholders on the benefits of conservation of natural and/or cultural resources, including biological diversity, water, forests, cultural landscapes, monuments, etc; for economic and conservation purposes. The initiative will train more than 200 women and 121 youth grouped into business clusters.

This project aims to highlight sustainable tourism best-practices, to train community-based tourism stakeholders and provide them with tools to respond to the conservation challenges. Women groups around Virunga massifs area will be trained in market linkages and product branding for a maximum quality of service related to community based tourism, and thus boosting up tourism across the country. The other part of the project aims at planting 30,000 agro-forestry and multipurpose trees to address environment and climate change issues. The initiative will also contribute to conflict reduction amongst the society by promoting cohabitation.

Investment range (€): less than 250 000

Type of partnership proposed: Equity Participation, Technical Partner

Supporting documentation: Project Proposal

HOT SPRINGS ECO RESORT

Sector and sub-sector: Tourism, spa hotel, ecotourism

Geographical scope: Regional - Rubavu District

Public/private: Public

Short description: The Hot Springs Eco Resort is located in Rubavu on a peninsula that features natural qualities. The Hot Springs Resort is planned to be fully developed and integrated into the spa and wellness concept. The Hot Springs Resort is to cater for high-end international customers, who are passing through Rubavu as part of the Volcano National Park and Gorilla tours.

The major USP will be the spa, which will be fed from the hot springs for its wet zone equipments such as pools, treatment tubs and Jacuzzis. A jetty on the lake is to house water sporting facilities and boats/cruise vessels

Investment range (€): 30 million

Type of partnership proposed: Joint Venture, Public entities (Hotels, Tour and travel operators).

Supporting documentation: Investor memorandum

HOTEL STRIP

Sector and sub-sector: Tourism, hotel construction, ecotourism

Geographical scope: Regional - Rubavu District

Public/private: Public

Short description: The hotel strip will comprise of a mixed-use entertainment and leisure development that accommodates lodging, public areas, retail, spa, casino, and event facilities for banqueting, events and conferences. The hotel strip will be a destination in its own right offering space for a large hotel and retail complex, which will cover a broad range of market segments.

Based on preliminary research the following calculation proposes a development of 3 hotels, different in number of rooms, level and functionality.

Investment range (€): between 10 and 20 million

Type of partnership proposed: Joint Venture, Public entities (hotels, Tour and travel operators).

Supporting documentation: Investor memorandum

5* GOLF RESORT & RESIDENTIAL VILLAS

Sector and sub-sector: Tourism, luxury resort.

Geographical scope: Regional - Karongi District

Public/private: Public

Short description: Karongi is a city in Karongi district, and the capital of the Western Province in Rwanda. A deluxe Resort with approximately 60-100 rooms at a 5* level and 30-40 residential villas set nearby, managed by the hotel. Beside the Golf facilities the hotel will provide typical resort facilities (spa & Wellness, gym etc.), but will also offer a high level cuisine and Food & Beverage outlets plus conference facilities.

Rwanda will position itself as a prime Golf destination in East Africa attracting a new clientele to the region through the golf course plus a luxurious 5* Resort. This new development will be a favourite addition to tourists visiting Volcanoes National Park wishing to extend their stay in Rwanda

Investment range (€): between 25 and 50 million

Type of partnership proposed: Joint Venture, Public entities (hotels, Tour and travel operators).

Supporting documentation: Investor memorandum

GICUMBI DISTRICT VACATION VILLAGE

Sector and sub-sector: Tourism, Leisure development

Geographical scope: Regional - Gicumbi District

Public/private: Public

Short description: The vacation park is a lucrative concept for the Gicumbi District and gears towards families, singles and groups of friends that enjoy an eventful and nature-orientated lifestyle. The increasing demand for domestic and regional travel as well as the need for nature and landscape is an integral part of the leisure concept. Tree population and water play a major role in the concept's design

Investment range (€): less than 250 000

Type of partnership proposed: Equity Participation, Technical Partner

Supporting documentation: Project Proposal

LAKE BURERA LODGE

Sector and sub-sector: Tourism, luxury resort.

Geographical scope: Regional - **Burera District**

Public/private: Public

Short description: Lake Burera is easily accessible in one hour from Kigali by domestic visitors, tourists from neighbouring country such as Uganda and international visitors. Volcanoes National Park has established itself as a tourism highlight in East Africa and as a main reason for visits to Rwanda. The unique experience of Gorilla tracking attracts 25.000 – 30.000 visitors a year spending US\$ 1500, 00 for a Gorilla permit. The demand has been steadily increasing over the years.

Investment range (€): between 2 - 10 million

Type of partnership proposed: Joint Venture, Public entities (hotels, Tour and travel operators).

Supporting documentation: Investor memorandum

KARONGI LAKESIDE RESORT

Sector and sub-sector: Tourism, luxury resort, Hotel construction

Geographical scope: Regional - Karongi District

Public/private: Public

Short description: In the center of Karongi city, in close proximity to the business centre and opposite the Environment Museum an absolute prime site is available for development of a hotel, lakeside lodge or resort.

The site offers direct lake access and a total land of up to 37,000 sqm is available. Rwanda is positioning itself as a prime destination in Eastern Africa attracting a new upscale clientele to the region.

Lake Kivu has been demarcated as a priority area for tourism development with a number of new tourism products under development such as Gishwati Mukura National Park, Water Sport activities as well as hiking and biking trails have been developed, As well as numerous restaurants, tented camps and other accommodation offers.

This new development will close a gap as until today Karongi is missing an upscale hotel which would be the ideal stop over for any tourist travelling along Lake Kivu as well as a sought after destination for visitors from Kigali.

A deluxe Resort with approx. 60 – 100 rooms at an upscale 4- 5* level managed by a renowned professional operator. Beside the accommodation the hotel will provide typical resort facilities (Spa & Wellness, Gym etc.), but will also offer an extensive range of water sports activities as well as hiking and biking tours, organized by the hotel. Thus the hotel will become the ideal place to stay and to explore the magnitude of tourism attractions along the Lake Kivu. The Resort will also offer spacious facilities for conference and events, weddings and private parties

Investment range (€): between 25 and 50 million

Type of partnership proposed: Joint Venture, Public entities (hotels, Tour and travel operators).

Supporting documentation: Investor memorandum



SUDAN



INTISHAR FOR TOURIST PATCHES

Sector and sub-sector: National Tour Operator/Travel

Agency Geographical scope: National

Public/private: Private

Short description:International Private Company with an Initiative of promoting inbound travel to Sudan providing diversified leisure activit tourist attraction in the following areas : Local Customs, Nile River, Museums, Shopping, Night Life, - Hunting, Desert, Cultural.

The agency promotes the exchange of tourist groups and organizes trips and recreational programs.

Forms of collaboration sought includes Technology Transfer, Equipment Purchase and Market access.

Investment range (€): from 50,0000

Type of partnership proposed: Joint Venture, Sub-contracting **Supporting documentation:** Investor memorandum



SOMALIA



SUSTAINABLE TOURISM CENTRE IN BENADIR REGION

Sector and sub-sector: National Tour Operator/Travel Agency

Geographical scope: National

Public/private: Private

Short description: The project aims to promote the potential of rural tourism which integrates eco-tourism, homestay tourism, water-based tourism and cultural heritage tourism development in the 17 Districts forming Benadir Region of Somalia. The Final beneficiaries include 51 Local communities located close to cultural heritage tourism destinations in the Benadir Region. More than 2,000 women, youth and men per destination will be able to directly improve their livelihoods from this project.

The centre will offer spaces for training, making, display and sale points for eco products that will in turn provide funds for ecological conservation, to directly benefit the economic development and empowerment of local communities.

Somalia Tourism Association carries out a baseline study for the identification, planning, monitoring and implementation of the development project. This will include a comprehensive assessment of the existing and untapped community based tourism assets level of community awareness, involvement, and policy gaps.

Main objectives:

- Capacity building for the local communities in production of handicrafts, cultural performances, dance troupes, cuisine, tour guiding, historical profiling, story-telling, documentation etc.
 - Offer Market for eco products and investment opportunities to locals and international investors to come into the country and establish businesses.
 - To diversify, integrate and promote sustainable tourism to generate business opportunities suited to local environments and communities while preserving the local cultures and protecting the natural environment.
 - Identification, inventory and mapping of Eco tourism sites, tangible heritage sites and profiling of intangible heritage.
 - Co-ordinate visits to the villages and generate income by encouraging environmental conservation through sustainable consumption and Nature based enterprises(NBEs)
-

Investment range (€): TBA

Type of partnership proposed: Joint Venture, Sub-contracting

Supporting documentation: Investor memorandum



ZAMBIA



KAFUE NATIONAL PARK ECO-TOURISM DEVELOPMENT PROJECT

Sector and sub-sector: Tourism, infrastructure development

Geographical scope: Regional

Public/private: Public

Short description: Zambia offers various lucrative investment opportunities including tourism. The Kafue NP is known as the Wilderness Adventure Park or the untamed Kafue where the cheetah roams, because of its vast wilderness area and adventure atmosphere.

The objective of the project is to develop of a 250-bed flagship lodge on the shores of Lake Itezhi-Tezhi. The lodge will be a family-focused facility and offer additional services incorporating appropriate experience adventures in the activities like 4 x 4 safari vehicles, walking safaris, sunset boat cruises, bird watching on the Lake Itezhi-tezhi, canoeing, fishing, camping and picnic, sundowners, bush dinners, breast fast on the islands and rocky outcrops with breathtaking views.

Investment range (€): between 0 and 250 000

Type of partnership proposed: Hotel investment groups, joint venture with Tourism Development Investment Corporation or build-on-transfer kind of collaboration.

Supporting documentation: Project proposal

LIVINGSTONE CONVENTION CENTRE AND HOTELS

Sector and sub-sector: Tourism, infrastructure development

Geographical scope: Regional

Public/private: Public

Short description: The south Luangwa national park, the second largest of the 20 national parks in Zambia is located in the Luangwa valley in eastern Zambia. It has one of the largest concentrations of wildlife and among the most popular tourist destinations in Africa. A unique feature about the Luangwa valley is its game viewing walks and drives with bush camps along the way. The south Luangwa national park has probably the largest variety of animals and bird life in Africa.

To build an ultra-modern multi-purpose conference facility to house a 3,000 seater convention centre with auxiliary meeting rooms, banquet halls, 5 star hotel, 3 star hotel, shopping arcades, restaurants and entertainment Centre with the capacity to host mega events

Investment range (€): between 0 and 250 000

Type of partnership proposed: Hotel investment groups, joint venture with Tourism Development Investment Corporation or build-on-transfer kind of collaboration

Supporting documentation: Project proposal

NATIONAL PARK LUXURY HOTEL PROJECT

Sector and sub-sector: Tourism, infrastructure development, luxury eco-resort

Geographical scope: Regional

Public/private: Public

Short description: The south Luangwa national park, the second largest of the 20 national parks in Zambia is located in the Luangwa valley in eastern Zambia.

This project is aimed at uplifting the target area as a tourist destination for the country and local population to benefit from the wealth created. Focusing on developing a 4-5 star 120 bed up market hotel, contributing to the target of increasing tourists arrivals to the South Luangwa National Park.

Investment range (€): between 0 and 250 000

Type of partnership proposed: Government, Private sector, Tourists both foreign and local communities

Supporting documentation: Project proposal

MULUNGUSHI INTERNATIONAL CONFERENCE CENTER DEVELOPMENT

Sector and sub-sector: Tourism, Business tourism, Hotel sector

Geographical scope: Lusaka

Public/private: Public

Short Description: Redevelopment of the existing Mulungushi International Centre (MICC) in Lusaka into an Ultra-modern International Conferencing facility. Infrastructure or works required: refurbishing the existing infrastructure, developing a 5000 capacity Auditorium, Exhibition Centre, Business Park and Office Block, a five (5) star hotel and three (3) Star hotel, multi-Storey Car Park and nature park.

Investment range (€): 339 million

Type of partnership proposed: Public Private Partnership

Supporting documentation: Submission form

LONG ACRES LODGE REDEVELOPMENT

Sector and sub-sector: Tourism, Hotel sector, Business tourism

Geographical scope: 20 km from Lusaka Airport

Public/private: Public

Short Description: Redevelopment of the Long Acres Lodge into ultra – modern commercial facilities such as a 5 – Star hotel, shopping mall, office park among others.

This project is aimed at uplifting the target area as a tourist destination for the country and local population to benefit from the wealth created. The local population may be involved by being directly employed in the hotels or may sell fresh agricultural produce to the hotel thereby increasing household incomes in the area

Investment range (€): TBA

Type of partnership proposed: Public Private Partnership

Supporting documentation: Submission form
