

# TIFA

TOURISM INVESTMENT  
FORUM AFRICA



Supported by



# Report

# 2023



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# 1. EXECUTIVE SUMMARY

The inaugural Tourism Investment Forum Africa™ was hosted by the Northern Cape Tourism Authority and the Northern Cape Department of Economic Development & Tourism with the support of South African Tourism's National Convention Bureau in Upington, Northern Cape from 7 to 9 June 2023. Convened and organised by Millvest Advisory with the gracious sponsorship of the Industrial Development Corporation, Tourism KwaZulu-Natal, Brand South Africa and Mitsubishi Motors, the Forum aimed to promote the host and other participating countries as viable locations for investment. For the host destination, the forum also sought to position and profile the destination as a business events destination.

The Forum was officially opened by the Deputy Minister of Tourism, Hon. Fish Mahlalela. Other dignitaries who participated in the conference programme include: the Deputy Minister of Transport, Hon Lisa Mangcu, Deputy Minister of Environment and Tourism, Namibia, Hon. Heather Sibungo, the MEC for Finance, Economic Development and Tourism of the Northern Cape, Mr Abram Vosloo and Mr Michael Segede – The Executive Mayor of Dawid Kruiper Local Municipality, South Africa.

Attended by more than 109 delegates from across the African Continent, the event also attracted delegates from the USA, UK, Australia and the Middle East. Over and above the host destination's presentation of its market ready investment opportunities, the Forum also afforded the opportunity to other countries, sub sovereigns and companies to present investment opportunities in their respective portfolios. Countries that presented investment projects and opportunities were: South Africa, Botswana, Madagascar, Mozambique, Namibia, the Kharras region of Namibia. Sub- sovereigns which presented projects were Mpumalanga and KwaZulu-Natal. State owned enterprises Transnet and ACSA also shared their investment opportunities. Global business services company Digicall Group, South Africa was one of the participating companies which also presented in one of the Investment and Business Opportunities rounds.

Key highlights of the TIFA 2023 included participation of key multilateral institutions: UNWTO (virtual), the Africa Continental Free Trade Area Secretariat (AfCFTA), United Nations Economic Commission for Africa (UNECA) and Development Finance Institutions (DFIs) such as IDC, New Development Bank and DBSA. Several private equity companies also participated.

The near term impacts of the conference include:

- Contribution to the provision of thirty eight (38) job opportunities, excluding the project management teams. The venue preparations saw ten (10) more people employed for two weeks in the period leading up to the conference.
- Eight small and medium enterprises were supported directly through purchases from the TIFA 2023 Sustainability Village
- Use of local suppliers and labour as far as possible, thus maximizing the economic contribution of the event to community of Kanoneiland.

Fifty three (53) market-ready investment opportunities with a total value of more than US\$40.8billion were presented by various countries and regions at the conference. Early indications are that some of the project owners have had fruitful discussions with the DFIs represented at TIFA and look forward to solid deals emerging from these engagements.

## 2. INTRODUCTION

The Northern Cape Tourism Authority, in collaboration with Millvest Advisory and with the support of South African Tourism's National Convention Bureau and the Department of Economic Development & Tourism, hosted the inaugural Tourism Investment Forum Africa™ (TIFA) 2023 at the African Vineyard Hotel on Kanoneiland in Upington, South Africa.

Held under the theme “**Forging Global Partnerships for Inclusive Local Economic Development Through Sustainable Investment**”, the Tourism Investment Forum Africa aimed to promote tourism investment, finance solutions and opportunities between African Countries, with the Northern Cape servicing as the “marketplace”.

Dubbed “**a global platform for local action**”, the Forum also sought to afford affords the host and other participating destinations a platform to promote their investment climate and opportunities to investors and attract the requisite investment for sustainable economic growth and development. Hence invitations were extended to other African countries, sub-sovereigns and private companies to present their investment opportunities and projects.

The Forum was comprised of a conference with panel discussions and addresses, as well as investment and business opportunities presentations by different countries, provinces and organisations. A small table exhibition component formed part of the Forum and Site visits were undertaken on the third day.

The host destination (South Africa, Northern Cape), other participating African countries (Botswana, Madagascar, Mozambique, Namibia, Tanzania), provinces (KwaZulu-Natal, Mpumalanga and Northern Cape) private companies (Digicall Group) as State Owned Companies (Transnet, ACSA) presented market-ready investment opportunities and projects in the tourism and related sectors.



## 3. EVENT OVERVIEW

### 3.1 Event Objectives

The Forum aims to promote tourism and related investment, finance solutions and opportunities between African countries and the rest of the World. Being “a global platform for local action”, the conference affords the host and other participating destinations a platform to promote their investment climate and opportunities to investors with a view to attracting the investment required to ensure sustainable economic growth and development. The specific objectives of the event were to:

1. provide an opportunity to raise awareness and provide information about the investment climate of the destination and promote the destination’s priority programmes and investment projects;
2. promote the destination as an investment destination and market its tourism investment projects;
3. connect project owners with investors through packaging and presentation of pre-selected tourism investment opportunities and projects;
4. facilitate the establishment of business contacts between stakeholders and investors which can lead to the development of concrete tourism projects;
5. create opportunities for trade, business and investment facilitation for tourism products within local host communities;
6. facilitate exchange of knowledge and insights on key trends and developments in the travel and tourism investment landscape; and
7. profile and promote the region as an attractive location for business events.

### 3.2 Attendees

The TIFA 2023 attracted 194 (in-person) and 4 (virtual) delegates and speakers mainly from Continental Africa.

Delegates included local and international private sector business leaders, government ministers, senior government officials, development finance institutions, financial institutions, private investors, investment promotion agencies, destination management organisations and members of the diplomatic corps.

The delegates came from the following countries: Australia, Botswana, Mozambique, Namibia, Tanzania, Madagascar, Nigeria, Kenya, Qatar, Rwanda, South Africa, UK and USA.



### 3.3 Media Partners

The following media were part of the media partnerships struck for the inaugural Tourism Investment Forum Africa™ were:



### 3.4 Sponsors and Partners

The TIFA 2023 was made possible by the support of the National Convention Bureau, the Northern Cape Tourism Authority, Department of Economic Development and Tourism, the IDC, Tourism KwaZulu-Natal and Mitsubishi Motors. Many other organisations partners offered support in various forms who deserve acknowledgement and mentioning.



### 3.5 Highlights

TIFA 2023 attracted a significant number of continental delegates and speakers, chief amongst which was the Africa Continental Free Trade Area (AfCFTA) delegation sent by the Secretary General of the AfCFTA, HE Wamkele Mene.

Fifty three (53) market-ready investment opportunities with a total value of more than US\$40.8 billion were presented by various countries and regions at the conference. Early indications are that some of the project owners have had fruitful discussions with the DFIs represented at TIFA and we look forward to solid deals emerging from these engagements

The near-term impacts of the conference include:

- Contribution to the provision of thirty-eight (38) job opportunities, excluding the project management teams. The venue preparations saw ten (10) more people employed for two weeks in the period leading up to the conference.
- Eight small and medium enterprises were supported directly through purchases from the TIFA 2023 Sustainability Village
- Local labour, thus maximizing the economic contribution of the event to community of Kanoneiland.
- Local suppliers were utilised for transportation of delegates, décor and branding, entertainment and facilities.

### 3.6 Media Coverage

## 4. PROGRAMME OVERVIEW - DAY 1: WEDNESDAY, 07 JUNE 2023

### 4.1 Event Introduction





**Miller M Matola – CEO, Millvest Advisory**  
(Convener: TIFA 2023), South Africa

A brief introduction to the inaugural Tourism Investment Forum Africa™ was presented, highlighting that the forum seeks to be a global platform that fosters inclusive economic growth through promotion and facilitation of local and foreign direct investment into the priority sectors of the host destination, chief amongst which is tourism. Delegates were thanked for having “chosen to care and to come”.

## 4.2 Welcome Message

**Mr. Michael Segede – The Executive Mayor of Dawid Kruiper Local Municipality, South Africa**

The Dawid Kruiper Municipal area has a strong resource base that supports a variety of economic sectors, including agriculture, tourism, manufacturing and, lately, the renewable energy industry.

An initiative by the Department of Economic Development is to create a Upington Industrial Park. The park will culminate into Kathu and Namaqualand industrial corridor. The various levels of the Industrial Park include the option of enhancing supplier and enterprise development, strengthening the capacity of the township and rural capability for industrialization as well as leveraging issues of corporate social investment amongst others are possible options that must be leveraged if township economies are to be revived.



The main objective for the proposed Upington Industrial Park is to establish an industrial eco-system that will not only revitalize the economy of the local townships but for the region and the province as a whole.

**“ The project is intended to develop the necessary skills of local SMME’s through the proposed incubator whilst reviving and generating the much-needed job opportunities.**

Upington falls within the Northern Cape Solar Corridor and one of South Africa’s Renewable Energy Development Zones (REDZs). The town experiences an ideal level of solar 7 irradiation (power per unit area received from the sun in the form of electromagnetic radiation) for solar energy production. The town’s energy supply is mostly provided by the national grid, with energy demands set at approximately 2 400MW. Two-thirds of residents are serviced by the local municipality, with the remaining 25% served by Eskom.

Upington in particular is positioning itself to provide businesses and investors with prime locations for renewable energy plants.



### 4.3 Introductory Remarks

**Mr. Abraham Vosloo** - Member of the Executive Council for Finance, Economic Development and Tourism, Northern Cape Province, South Africa

Tourism Investment Forum Africa (TIFA) offers destinations an ideal platform to support and contribute to their investment and trade promotion efforts while actively driving business, investment, and trade opportunities within the tourism and other sectors of their economies.

Promoting the Northern Cape as an investment destination and marketing its tourism and other investment projects. Aiming to connect project owners with investors through packaging and presentation of pre-selected investment opportunities and projects. Facilitating the establishment of business contacts between Northern Cape stakeholders and investors which can lead to the development of concrete projects.

Critical nodes identified in the Northern Cape; Boegoebaai as a SADC bulk and just energy cluster, the Namakwa SEZ as an agricultural, services, sulphuric acid and zinc cluster, the Upington Industrial Park as agriculture, renewable energy, services in aviation maintenance, repairs, and overall cluster, the Kathu industrial Park as mining services and beneficiation cluster, with Kimberley being the human capital development, research, and innovation cluster, the De Aar Rail Cargo Hub as a SADC intermodal cluster and the Square Kilometre Array (SKA) for research on astronomy and related disciplines.

**“ We need to combine our efforts to ensure we lead new frontiers of energy production, for instance, green hydrogen, we need to beneficiate our own resources and support local innovation and technology development.**

**MEC. Abraham Vosloo - Finance, Economic Development & Tourism, Northern Cape Province**

### 4.4. Keynote Address



**Hon Amos Fish Mahlalela**, Deputy Minister of Tourism, South Africa

In opening his keynote address Deputy Minister Mahlalela highlighted that it is only through linking our collective resources, and maximizing the synergy of our combined actions, that we will be able to discharge the socio-economic changes our society requires. The Northern Cape is home to the Square Kilometre Array (SKA) and shares that honour with the state of Western Australia. The SKA, when completed, will be the largest radio telescope in the world split between South Africa and Australia with headquarters in the United Kingdom. This SKA initiative does not only include the three countries mentioned it is also a true global initiative with a number of other countries involved. It seeks to resolve these enduring questions:

- The Dark Ages of Space
- Einstein’s theory of general relativity
- The large-scale structure of the universe
- The Dark Matter
- The Nature of Magnetic Fields.

The Government of South Africa has invested about R152 million or US\$7.9 million on the tourism aspects of Astro-Tourism and there is a huge funding gap of about R150 million that must be closed.

In touching on opportunities in the Northern Cape Province, Hon. Mahlalela said, that the South African National Astro-Tourism Strategy states that about, “50% of the world’s population cannot see the beauty of the night sky but the African sky still remains at an advantage, by having the clearest and darkest night sky.”

“ *The Tourism Investment Forum Africa should be seen as an introduction to the ecosystem because governments often put more emphasis on demand side interventions, such as travel trade shows, with less emphasis on platforms focusing on the supply side.*

*Hon. Fish Mahlalela – Deputy Minister of Tourism, South Africa*

In conclusion, Hon. Mahlalela stated that many private sector stakeholders have indicated that they would invest more resources if some of the regulatory, financial and infrastructure barriers were addressed – these are issues such as long-term leases on state-owned land - which will unlock funding from the development finance institutions and commercial banks. It was therefore imperative that government creates an environment conducive for private sector to invest in the tourism economy.

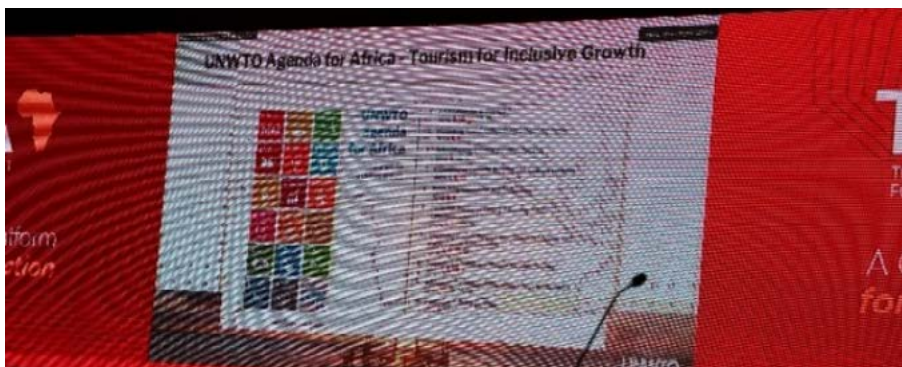
#### 4.5 Insights Presentation – UNWTO:

##### Overview of Global Investment Trends

Jaime Mayaki – Deputy Director, Regional Department for Africa, UNWTO, Spain (Virtual)

The presentation provided an overview of the global investment climate and emphasized the power of infrastructure when it comes to investment in ensuring the sustainability and competitiveness of tourism destinations. Infrastructure is the backbone of the tourism sector and it can ensure diversification of the offerings of a country and destination. Competitiveness of product offerings in a particular location.

Tourism investment is critical in that it can also impact inclusive economic growth, ensure job creation and reduction of poverty. Also covered in the presentation was the power of tourism, the importance of data access to tourism investment infrastructure and the influence of digital technology.



## 4.6 Message and Address by AFCFTA Secretariat

### MOBILIZING INVESTMENT IN THE CONTEXT OF THE AFRICA CONTINENTAL FREE TRADE AREA

*Leveraging the Africa Continental Free Trade Area (AfCFTA) for Inclusive Regional Economic Growth & Development – Bridging the Continental Infrastructure Deficit, Realising Market Access, Capital & Technology*



Emily Njeri Mburu-Ndoria - Director of Trade in Services, Investment, Intellectual Property Rights & Digital Trade of the AfCFTA Secretariat

The inclusion of tourism services as one of the priority sectors in the trade-in services negotiations by the African Union (AU) Assembly of Heads of State and Government underscores the importance of the tourism sector.

Emphasising the importance of the AfCFTA Ms. Mburu-Ndoria stated that the theme of this year for the African Union is the Acceleration of the implementation of the African Continental Free Trade Area (AfCFTA) and that 47 countries have signed the agreement.

Two key protocols were highlighted:

The Protocol of Trade and Services under which tourism is subsumed. This Protocol on seeks to facilitate the movement of businesspersons, and these include investors.

The tourism industry in Africa has been instrumental in attracting investments to the continent, with investments in hotels and convention bureaus reaching a value of \$34 billion. This influx of investments has been driven by the rapid growth of the tourism industry and the relative scarcity of tourism infrastructure, thus creating opportunities for potential investors.

While the tourism sector in Africa holds immense potential, it also faces several challenges that must be addressed to unlock its full benefits. the presence of inadequate infrastructure and services. Dangerous roads, limited access to water supply, sanitation, hospitals, and emergency services, as well as irregular electricity and inadequate building practices, pose significant challenges for tourism businesses. poor management of tourist destinations and attractions. visa application difficulties and the lack of efficient and reliable air transportation systems. lack of digitization poses a significant obstacle to the development of the tourism sector in Africa.



*Given this context, I want to inform you that we at the AfCFTA are making relentless efforts to address these challenges and establish the necessary foundation to actualize the goals and desires we have to promote Intra-African trade*

*Emily Njeri Mburu-Ndoria – AfCFTA Secretariat*

The Protocol on Investment - This protocol seeks to establish within State Parties an overall attractive investment climate conducive to the development of a more vibrant and dynamic private sector that encourages mutually beneficial partnerships by creating a framework for investment cooperation and facilitation. The Protocol establishes a balanced, predictable and transparent continental legal and institutional framework for investment, taking into account the interests of State Parties, investors and local communities.

With respect to Investment protection, the Protocol seeks to boost investor confidence through legal safeguards against political risks. On Investor obligations, the Protocol places obligations to support entrepreneurial initiatives aligned with sustainable development outcomes for host countries and communities.

The AfCFTA Secretariat therefore welcomes the Tourism Investment Forum Africa initiative and looks forward to working with the Conveners on promoting intra Africa trade and investment.

#### **4.7 PANEL SESSION 1: EASE OF DOING BUSINESS AND SMART REGULATION AS CORNERSTONES OF SUSTAINABLE INTRA-AFRICA INVESTMENT FLOWS – POLICY IMPLEMENTATION PERSPECTIVES**

*Fostering smart regulation and ease of doing business to drive private sector tourism investment in Africa – Ministerial Roundtable on Enabling*



- Hon. Heather Sibungo – Deputy Minister of Environment, Forestry and Tourism, Namibia
- Hon. Governor Aletha Frederick – Governor of ||Karas Region, Namibia
- Moseketsi Mpeta - Head: Tourism & Services, Industrial Development Corporation (IDC), South Africa
- Emily Njeri Mburu-Ndoria - Director of Trade in Services, Investment, Intellectual Property Rights & Digital Trade of the AfCFTA Secretariat, Ghana
- Manzi Kayihura – Executive Chairman: Wilderness Safaris Rwanda & Founding Member: East Africa Tourism Platform, Rwanda

**Moderator:** Naledi Moleo – SABC News Anchor

Exploring the subject of fostering smart regulation and ease of doing business to drive private sector tourism investment in Africa, this panel discussion also centred on how governments in Africa have set up regulations for the ease of access to funds.

An important point to consider is that the public sector needs to consult the private sector when it comes to policymaking and regulations. The tendency is that the public sector will set up regulations without bringing to the fore the private sector. Especially when it comes to the tourism sector, it is important for the two sectors to work together.

The Investment Protocol that the AfCFTA has set up needed an agency that would deal more closely with the private sector, and would act as a link between policy and the private sector and the public sector. Thus assisting with bringing investors on board. Working closely with the private sector then assists as then the government will know what challenges they are dealing with, and thus be able to create policies that assist.



Each country has different regulations when it comes to lending money. It may be regulations with regard to land ownership. Or it may be a requirement of what you as a business are contributing, the development aspect, not causing harm to the environment, as well as sustainability.

Due to COVID-19, a lot of lenders are jittery about lending money to businesses, and a lot of people are still trying to recover. However, the tourism sector is resilient. People are also moving into open spaces and remote working, these activities give guidance on what kind of tourism opportunities are opening up in the tourism sector in terms of business opportunities.



“  
*South Africa was the last to open its borders, however, it is surpassing other countries when looking at the numbers, which goes to show how resilient the tourism sector is.*  
Moseketsi Mpeta – IDC, South Africa

#### 4.8 Investment and Business Opportunities Presentation - Round 1: South Africa

**Kenneth Hlela** – Director, Tourism Investment Coordination, Department of Tourism, South Africa

Africa has 55 countries with a total population of 1,256 billion. Southern African Development Community (SADC) has 15 countries with a total population of 277 million.

Located at the southern tip of Africa, South Africa is one of the most promising emerging markets globally. The country enjoys a positive demographic profile, with an expanding middle-class whose spending power is growing. South Africa remains a top tourism destination for visitors from across the globe, owing to its diverse offerings and world-class infrastructure

South Africa through the Department of Tourism manages a Pipeline of Nationally Prioritised Tourism Investment Opportunities focusing on projects with the following attributes:

- High impact projects with multiplier effects, i.e. that will be able to crowd in further investment including community benefits.
- Projects with no fundamental problems such as disputes on ownership, unresolved land claims, etc., which could undermine confidence in the project.
- Projects with one or more core attraction(s) within the area.
- Projects in underdeveloped areas with high tourism potential.
- Long-term lease on the land.
- Community buy-in.

Investment-ready projects:-

- Hole in the Wall Resort Development (Incopho Coastal Developments)
- God's Window Skywalk (Motsamayi Tourism Group)
- Bakubung Smart City Development
- MontDor Orpen Lodge (MonDor, Clarens)

#### 4.9 Investment and Business Opportunities Presentation - Round 2: Northern Cape Province, South Africa

**Riaan Warie** – Acting Chief Director Trade and Sector Development, Department of Economic Development and Tourism



The Northern Cape is twice the size of Gauteng and is larger than Germany. It is the largest province in SA in land mass. Languages spoken are; Afrikaans, Tswana, Xhosa, and English. The province has a population of 1.3 million people.

Priority sectors in the Northern Cape include; mining and minerals, knowledge economy, tourism, manufacturing, energy, agriculture and agro-processing and finally, fishing and agriculture.

Mining contributes 23.4% to the Northern Cape economy and makes up nearly 7% of SA's total mining value with significant deposits of iron ore, manganese, zinc, copper, lead, titanium, pig iron, zircon, and gypsum. The availability of natural resources, labour, and infrastructure (including the Sishen-Saldanha railway line), make Sishen the country's most important iron-ore mine, where operations include extraction and four beneficiation plants.

The province is considered the largest locally found resource hub for new tech minerals in the current mining boom: zinc, nickel, lead, copper and cobalt feature prominently. These key elements are pivotal in the manufacturing of smartphones, electric vehicles, and renewable power systems.



*The Northern Cape boasts unparalleled spring flower displays, six national parks, and five provincial reserves including the Kgalagadi Transfrontier Park (with Botswana) encompassing 3.7m hectares. Hunting is a lucrative subsector, contributing to the economic development of rural communities.”*  
**Riaan Warie – Department of Economic development and Tourism, Northern Cape**

Investment Opportunities:

### Airport Investment Opportunities

- Upington International Airport
- Victoria West Aerodrome
- Springbok Airport

### High-impact, market-ready projects and investment opportunities:

PROJECT	PROJECT DESCRIPTION	INVESTMENT DETAILS
<b>Big Hole Precinct Kimberley</b> Sectors: Infrastructure, real estate and construction	Further development of the Big Hole Precinct (BHP) in Kimberley to create design and synergy between the Big Hole Museum, Protea Hotel Kimberley, Mittah Seperepere International Convention Centre, Kumba Skate Plaza and Frances Baard Flagship Visitor Centre.	Promoter: NCEDA Value: TBA Investors: Public-private-partnerships (PPP)
<b>Galeshewe Tourism Precinct Galeshewe, Kimberley</b> Sectors: Infrastructure, real estate and construction, business services, facilities management	Development of a tourism precinct in the township of Galeshewe in the Kimberley, Northern Cape, with an historical and social focus.	Promoter: NCEDA Value: TBA Investors: PPP
<b>Riemvasmaak Riemvasmaak, ZF Mgcawu District</b> Sectors: Tourism (biodiversity economy)	PPP concessions for lodge developments in the Kgalagadi Transfrontier Park.	Promoter: SANParks Value: TBA Investors: PPP

PROJECT	PROJECT DESCRIPTION	INVESTMENT DETAILS
<b>Riemvasmaak</b> <b>Riemvasmaak, ZF Mgcawu District</b> Sector: Solar energy	Development of community solar-power energy grid.	Promoter: Dawid Kruiper Local Municipality  Value: TBA  Investors: PPP
<b>Eiland Holiday Resort</b> Upington Sector: Leisure tourism	Expansion and refurbishment of the Eiland Holiday Resort. This opportunity has been taken.	Promoter: Dawid Kruiper Local Municipality  Value: TBA  Investors: PPP
<b>Augrabies Falls National Park Suspension Bridge</b> <b>Augrabies Falls National Park</b> Sector: Leisure tourism	Design and build visitor suspension bridge across the gorge near Augrabies Falls.	Promoter: SANParks  Value: TBA  Investors: PPP
<b>Dawid Kruiper Rest Camp</b> <b>Kgalagadi Transfrontier Park</b> Sector: Leisure tourism	Develop a 10-unit rest camp on Sand Dunes overlooking the Orange River.	Promoter: SANParks  Value: TBA  Investors: PPP
<b>!Xaus Lodge</b> <b>Kgalagadi Transfrontier Park</b> Sector: Tourism	Refurbishment and expansion of the lodge. Addition of two wilderness camps	Promoter: Transfrontier Park Development  Value: \$870 000  Investors: PPP
<b>TFD Lodge</b> <b>Kgalagadi Transfrontier Park</b> Sector: Tourism	Development of a second lodge on community land.	Promoter: Transfrontier Park Development  Value: \$1.6-million  Investors: PPP
<b>Kalahari Gateway Lodge</b> <b>Tweerivieren, near Kgalagadi Transfrontier Park</b> Sector: Tourism	Development of a luxury lodge and restaurant outside the Kgalagadi Transfrontier Park, near Tweerieveren.	Promoter: Transfrontier Park Development  Value: TBA  Investors: Private
<b>Klipkraal Solar Project</b> Klipkraal, <b>ZF Mgcawu District</b> Sector: Energy	Development of solar energy farm: 10 x 1000MW.	Promoter: Dawid Kruiper Local Municipality  Value: TBA  Investors: Private
<b>Victoria West Aerodrome, rehabilitation and development</b> <b>Victoria West, Ubuntu Municipality</b> Sectors: agriculture, drone facilities, export through aviation	Rehabilitation and development of existing Aerodrome to service businesses, tourism and projects within a 300km radius of Victoria West. Develop the Aerodrome with a fire station to service the aerodrome and the local municipality.	Promoter: Sustainable Tourism Partnership Programme  Value: R10-million – R100-million  Investors: Grant and equity funding
<b>Steam train tourism development</b> <b>Kimberley</b> Sector: Leisure tourism	Revival of the steam-train tourism industry of the province to deliver a tourism mix of diamond and mining history. This opportunity has been taken.	Promoter: Northern Cape Department of Economic Development  Value: TBA  Investors: PPP
<b>Upington International Airport Industrial Park</b> <b>Upington</b> Sectors: Aviation, transport	Parking and storage of aircraft, stripping of aircraft and recycling of spare parts for maintenance purposes.	Promoter: Airports Company South Africa (ACSA)  Value: TBA  Investors: Private, PPP

PROJECT	PROJECT DESCRIPTION	INVESTMENT DETAILS
<b>Upington International Airport Industrial Park Upington</b> Sectors: Transport, trade	Expansion of cargo facility for import and export purposes.	Promoter: ACSA Value: TBA Investors: Private
<b>Upington International Airport Industrial Park, Upington</b> Sector: Manufacturing	Establishment of an electronics hub.	Promoter: ACSA Value: TBA Investors: Private. PPP
<b>Upington International Airport Industrial Park, Upington</b> Sector: Energy	Development of a solar farm within the Airport Industrial Park precinct.	Promoter: ACSA Value: TBA Investors: Private. PPP
<b>Upington International Airport Industrial Park Upington</b> Sector: Automotive	Facilities to support vehicle testing by OEMs.	Promoter: ACSA Value: TBA Investors: Private. PPP
<b>Conference Facilities</b> Sectors: Trade, business events, tourism	Establishment of meeting facilities in two district municipalities: Pixley ka Seme District Municipality JTG District Municipality.	Promoter: Northern Cape Department of Economic Development Value: \$290 000 - \$870 000 Investors: PPP
<b>SKA Information Centre, conferencing facilities and accommodation Sutherland, Karoo Hoogland District</b> Sectors: Technology and innovation	SKA Science Exploratorium: The establishment of a multi-purpose facility including a Science Visitor Centre, SKA Information Centre, conferencing facilities and accommodation.	Promoter: Northern Cape Department of Economic Development Value:TBA Investors: PPP
<b>Boegoe Bay Deepwater Port Development Port Nolloth, Richtersveld</b> Sectors: Oceans economy, port and rail, infrastructure	Deep-water port development comprising two berths: one drybulk-export berth and one break bulk berth, supported by a 550km railway line, bulk services and associated social infrastructure.	Promoter: Northern Cape Development Agency Value: \$10-billion Investors: PPP
<b>Kathu Industrial Park Kathu</b> Sectors: Real estate, construction, hospitality	Development of an industrial park to stimulate sustainable long-term economic development for the Northern Cape region. Opportunities: Bulk infrastructure, internal roads, water reticulation and tenant facilities (warehouses, industrial buildings and mini factories).	Promoter: Northern Cape Development Agency Value: \$100-million Investors: Debt, equity
<b>Namakwa Special Economic Zone Aggeneys, Namakwa District</b> Sectors: Mining, manufacturing, automotive-battery production, paper bleaching, fertilisers, explosives and paint	Building a zinc-concentrate treatment plant for concentrate produced at Gamsberg and the provision of ancillary services to the mining operations. Offtake agreements for by-products and manufacturing and green energy and potential storage.	Promoter: Vedanta Mines Value: \$1.3-billion Investors: Private debt. Equity
<b>Springbok Airport Springbok, Namakwa</b> Sectors: Infrastructure, real estate and construction	The construction of a new terminal building which includes restaurants, car rental companies, commercial banks and kiosks. 150 direct and 350 indirect jobs.	Promoter: Northern Cape Development Agency Value: R58.8-million. Investors: PPP. Equity partners/investors. Property developers

#### 4.10 Investment and Business Opportunities Presentation - Round 3: Mozambique

**Nuno Maposse** – Senior Expert, Investment Promotion Agency, Mozambique

Mozambique has established a favourable legal framework for investment and pursuit of business opportunities in the tourism sector in Mozambique.

The country has investment guarantees which include, amongst others, legal protection of all property rights, equitable compensation in case of expropriation, and free remittance abroad.

Tax incentives for tourism include; duty-free import of capital goods and related equipment and spare parts. VAT tax exception on import of equipment and respective spare parts for tourism and hotel development. Fiscal Credit for 5 years and accelerated depreciation rates are also applicable for relevant investments.

Investment opportunities in the tourism sector in Mozambique include:

- Crusse Jamali - Integrated Tourism Region
- Katembe Integrated development
- Inhassoro Anchor Project
- Ponta Dabela Eco-Resort

#### 4.11 PANEL SESSION 2: TOWARDS NEW AND INNOVATIVE MODELS OF SUSTAINABLE PROJECT FINANCING

*Creating Opportunities for Local and Foreign Direct Investment through Innovative Financing Mechanisms and Instruments*



- Katlego Mphahlele – Senior Dealmaker Industrial Development Corporation (IDC), South Africa
- Dr. Geoffrey Manyara - Economic Affairs Officer in charge of Tourism for United Nations Economic Commission for Africa (UNECA), Rwanda
- Vivian Ramathuba - Senior Professional, New Development Bank, Africa Regional Centre
- Chuene Ramphele - Group Executive Infrastructure Development Division at the Development Bank of Southern Africa
- Stephen Kimingi - MD, Tajiri Capital, Nigeria (virtual)

**Moderator:** Naledi Moleo – News Anchor, SABC

This panel, which focused on Creating Opportunities for Local and Foreign Direct Investment through Innovative Financing Mechanisms and Instruments, highlighted that Africa as a whole has a lot of investment opportunities, and there are low barriers to entry.

In South Africa, the statistics show that domestic tourism far surpasses what it was before COVID-19. There are investment opportunities in the field, looking at for example leisure activities.

Sustainable infrastructure and renewable energy are areas of interest to institutions such as the Development Bank of Southern Africa. This includes amongst others: digital infrastructure, water infrastructure and social infrastructure. There are limitations, at the moment because most of the FDI business is concentrated on a few countries, such as Egypt and South Africa.

Sustainable tourism is the main focus and in this regard climate resilient infrastructure is of importance.



*Globally the capital investment in the tourism industry stands at about a trillion dollars, and Africa only accounts for only 3% of that. So, it shows that we are way behind when it comes to investment. This is a huge opportunity.*  
**Dr. Manyara - UNECA**

There is a need for innovative ways of financing the tourism sector. An example was made of Thailand; one country which is making more money out of tourism than the whole of the African continent put together. This has to do with the low level of tourism investment in Africa. Sports tourism, is something that was touched on. Africa needs to start creating confidence in the tourism sector for investors to come in.



It was further noted that agriculture is a focus when it comes to investment for most investors. Skills development and the beef industry were also mentioned as areas of interest.

#### **4.12 Investment and Business Opportunities Presentation - Round 4: KwaZulu-Natal Province, South Africa**

**Nhlanhla Khumalo** – ACEO, Tourism KwaZulu-Natal, South Africa

KwaZulu-Natal is the second largest province in the country. Rich in natural resources as well as heritage sites, such as the Drakensberg World Heritage site. There are more than ninety two (92) nature reserves in the province.



Some market-ready investment opportunities showcased included:

- Shakaland Cultural & Adventure Resort - Close to economic centres, land has been secured, and market assessment has already been done. (Investment Value R75.4 Million)
- Durban Eye Ferris Wheel - Located in an area where there are other tourist attractions. design development and land have been secured. (Investment Value R380 Million)
- Amatata Mountain Tourism & Cultural Centre - (Investment Value R52Million)



#### **4.13 Investment and Business Opportunities Presentation - Round 5: Namibia**

**Richwell Lukonga** – Chief Operations Officer, Namibia Investment Promotion & Development Board, Namibia

The Namibia Promotion and Development Board is a new entity established in 2021, the main mandate is to promote investment into Namibia.

Namibia is a big country with a small population. A country that has stable electricity. The country has political stability. It has easy access to four other countries, and its port in Walvis Bay offers the shortest sea route as compared to Durban. Travel opportunities are plentiful in terms of the Nomad Visa that Namibia issues.

Investment opportunities in the tourism sector:

- Renewable energy, green hydrogen (Karas Region)
- Tourism opportunities in terms of accommodation
- Oil and gas
- Minerals



#### **4.14 Investment and Business Opportunities Presentation - Round 6: Botswana**

**Patience Chika** – Acting Executive Manager: Investment & Product Development, Botswana Tourism Organization

The tourism industry in Botswana has grown to become the second largest contributor to the economy after mining. This sector is therefore being highly prioritized. There has been an 8% increase in all tourist arrivals post COVID-19. There are diverse product offerings with pristine wilderness areas which include, the world’s largest delta, the Okavango Delta, the Chobe National Park, and the Makgadikgadi Pans which are the size of Portugal, just to name a few.

Some of the reasons advanced for why investors have to consider Botswana include the fact that the country has a stable economy, a low tax regime and one of the fastest economic growth rates in the world, with GDP growth projected to moderate at 4.2% in 2022.

The Botswana government has a vision of positioning the northern towns of Kasane and Kazungula as a tourism hub of note, with Botswana’s first Green City. Located at the heart of the KAZA Transfrontier Area which aims to become Africa’s largest eco-tourism/wildlife destination covering five countries. The project will see the introduction of a single visa agreement (UniVisa) which will significantly facilitate cross-border visits by foreign tourists in the region.

Chobe National Park is an asset that brings in inventors and tourists to the country, with the largest population of elephants in the world. Recently the Kazungula bridge was completed thus facilitating the free flow of trade between Botswana, Zambia, and other countries further south of Africa

The four sites the country would like to bring attention to investors are:

- Residential Eco-Estates and Spa Hotel
- Kasane Waterfront Central Tourism Hub and Marina
- Conference & Events Centre
- Kazungula Waterfront Tourism Leisure Hub
- Gaborone Tourism Precinct
- Khuis Tourism Park
- Phuduhudu Cultural Village



#### 4.15 Investment and Business Opportunities Presentation - Round 7: Mpumalanga Province, South Africa

**Pinda Qutywa** – Executive Manager:  
Commercialization, Mpumalanga Tourism & Parks Agency, South Africa

Mpumalanga has seventeen (17) nature reserves. However, there are seven (7) that are of priority when it comes to investment opportunities.

#### Investment Opportunities

- Blyde River Canyon - the cable car project - (est investment value, R300 million)
- Blyde River Canyon - Pothole Hotel, situated near a world wonder (est investment value R280 million)
- Blyde Nature Reserve - hydropower station
- Nkangala region - 2 nature reserves, Mdala Nature Reserve and Mkhombo Nature Reserve investment opportunities in conferencing and accommodation (est investment value, R100 million)

#### Business opportunities:-

- Boat cruise operators
- Floating restaurants operators
- Hiking trail operators
- Upgrading an old military base into a hotel
- Heritage sites in Mpumalanga

#### 4.16 PANEL SESSION 3: OPTIMISING GREEN ECONOMY INVESTMENT OPPORTUNITIES AND ENHANCING ESG PERFORMANCE IN PPP PROJECTS:

*Leveraging Public-Private Partnerships to develop sustainable nature, heritage and agritourism-based economies on the continent.*



- Glynn O’Leary – CEO, Transfrontier Parks Destinations, South Africa
- Pinda Qutywa – Executive Manager: Commercialization, Mpumalanga Tourism & Parks Agency, South Africa
- Kgatliso Manake – Investment Associate – Northern Cape, National Empowerment Fund, South Africa
- Thami Mabija- Head of Department, Economic Development and Tourism, South Africa

**Moderator:** Naledi Moleo – News Anchor, SABC

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Exploring ways to enhance the potential of public private partnerships to create sustainable partnerships between investors and communities to build sustainability in the rural tourism sector was the central theme of this session. It was noted that community involvement in biodiversity projects was critical and working with community trusts was one way of ensuring meaningful community engagement and involvement.

Communities are keen on getting involved in tourism so bridging the gap with communities, spending time with them, and showing them how their products, or assets can bring them value is important. Over and above tourism partnership opportunities, the observation was made that opportunities exist for pursuing other green businesses such as solar and wind power.

Scepticism was also discussed, and an example was given of a community in the Northern Cape that had an opportunity to host a film company from the United States of America, that wanted to film a cowboy movie. The community said declined and so the film company moved on to another country, which resulted in a missed opportunity.



*We can be sceptical about investors, but we must also learn how to secure the land, they didn’t have to sell the land, and it could have been leased.*

**Kgatliso Manake, NEF, South Africa**

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Mr. Kwakye Donkor – CEO, Africa Tourism Partners



Wrapping up the day by thanking the MEC, the Mayor and all the stakeholders in the province for hosting the TIFA 2023 and welcoming all those that were there, Mr. Donkor highlighted a few key points that stood out throughout the conversations and discussions of the day.

Highlighted key points included:

- Sustainability - environmentally, and economically sound investment is key for development.
- Sound governance principles that can facilitate investment in Africa are required.
- Tourism is pervasive - it touches on all other sectors. If an investor chooses the mining sector or the transport sector, there will be a need for hotels, restaurants, and the like.
- Gastronomy, science, and tourism can partner. There is a need to look at tourism in an unconventional way. Investors should look at synergies that give product offerings to tourists that are packaged differently.
- Tourism investment is also dictated by the kind of infrastructure present in the country. There is engineering in tourism, this is an opportunity to look into.
- An understanding of the AfCFTA protocols is important since tourism falls under trade in services.
- Achievement of the Single African Air Transport Market for Africa (SAATM) is critical for increased intra Africa trade and investment.
- Tourism is not about bricks and mortar, culture and heritage are elements that make up tourism. Engaging with rural communities is important as they are the ones that sit close to the natural assets.
- The countries and provinces are ready for investment. Policy makers need to ensure removal of barriers, red tape as well as inordinate and non-harmonised paperwork.
- There is a need for all of us to be innovative to ensure sustainable investment.



*The main important thing is private, public, and community collaboration. Why?...because someone owns the land, someone has to bring the money, and then someone has to help them get ready to get the investment.*

**Mr. Kwakye Donkor**

## 5. PROGRAMME OVERVIEW - DAY 2: THURSDAY, 08 JUNE 2023

### 5.1 ADDRESS: ADVANCING AFRICA'S ECONOMIC INTEGRATION AGENDA

*Fostering intra-Africa trade and tourism through integrated and multimodal transport systems throughout Southern Africa and Beyond*

**Hon. Lisa Mangcu** – Deputy Minister of Transport, South Africa

Transport is a big catalytic enabler of business and so the integration of transport to facilitate business is very important. Getting to where we need to be either locally provincially or across the borders should be a seamless and affordable experience for commuting public.



SADC member states have developed policies and strategies for fostering regional integration in support of economic growth and development in all sectors including tourism. The creation of an integrated multi-modal transport network is key to the success of Africa and ultimately the AfCFTA.

Cross-border transport needs to be improved. Investment in infrastructure has lacked behind in South Africa over the past decade, especially in rail, public transport, and road transport infrastructure. The railway has suffered for many years due to a lack of investment, lack of maintenance, critical activities, and general inefficiencies. To mitigate this the government of South Africa has adopted the national railway policy to guide the organisation and reform of the rail sector, providing among other things, third-party access to the rail network.

**“** *For the first time, we are going to see private investors being able to have access, so they can break the current monopoly. Now I see a situation where we will see more trains transporting tourists across the country, across our borders, and we will be able to see more freight trains moving our goods... our farm products.*

The government of South Africa has committed itself not only to building new infrastructures but to also recover infrastructure lost due to lack of maintenance, theft, vandalism, and the recent floods that swept away critical transport infrastructure over the last three years.

This financial year, the government has allocated a budget of R42.6 billion to fund efforts, to construct, upgrade and maintain national and provincial road networks. The N2 Wild Coast Project will unlock a huge potential on the coast between KZN and the Eastern Cape, which will benefit the tourism industry. Construction of the Msikaba cable-stayed bridge was underway and it is expected that the bridge would be open in 2025. One completed, the bridge would be the longest and tallest bridge on the African continent. Being on a scenic route, the bridge was expected to be tourist attraction, creating a number of tourism opportunities.

Another key mobility infrastructure project highlighted was the upgrade of the Huguenot Tunnel, which will make it the longest tunnel in Africa. It would also be an attraction to many, especially engineers.

Tourism is one of the fastest-growing sectors in South Africa, contributing close to 3,7% of the GDP. It is a sector that brings great economic value to the country and it is intricately interconnected with the transport sector. The cross sectoral engagement that the Tourism Investment Forum Africa is encouraging is important and commendable.



## 5.2 INSIGHTS EXCHANGE: FORWARD KEYS

*Access and Connectivity as Investment Opportunities within Africa – An Overview of the African Air Transport Landscape*

**Shingai George** – Insights Expert / Data Analyst, Forward Keys, Spain

Access and connectivity as investment opportunities within Africa was the focus of this presentation, which gave an overview of the African air transport landscape, and highlighted that most major airports are seeing a recovery or are approaching recovery. Looking at the overall ranking, the top airports have maintained their positions. The list is dominated by East and West African airports. In Southern Africa, Cape Town has increasingly shown itself as a rising star in boosting capacity into the SADC region. While there are some movements at the bottom half of the list, all airports there are still close to 2019 levels.

In highlighting key learnings presented; Improved air connectivity with key source markets as a critical element to the success of a destination. Travel to Africa is seen to be rebounding. Connectivity however still depends on connecting hubs. In ending his presentation Mr George pointed said,



*The matter of sustainability will continue to gain importance. The industry must be attentive to changing consumer trends and buying habits.*

### 5.3 Investment and Business Opportunities Presentation – Round 8: Airports Company South Africa (ACSA)

Clayton Karna – Manager: Upington International Airport, South Africa



The presentation highlighted the ACSA vision for Upington Airport post COVID-19, noting that the main focus is to maintain what the airport has and eventually look to expand.

Upington was the airport of choice in the region due to the following:

- Upington has the longest civilian runway in the Southern Hemisphere.
- There is ample space for development (80 hectares)
- There is a solar plant situated at the airport that generates enough electricity to sustain the airport.
- The airport is not slot operated

**“ Expansion is in the pipeline, there is an area in the airport that has been earmarked for a solar plant. We are looking for investors that will be on a long-term lease, with a guarantee of return on investment.**

There is an aviation park project that is in the pipeline which will be used for the storage and maintenance of aircraft. There is no facility of this sort in Africa. They are only found in Europe. ACSA is ready to enter into long-term lease agreements with investors to set up these facilities in Upington.

Investment Opportunities:

- Parking and storage of aircraft project: includes the parking and stripping of aircraft and the recycling of spare parts for maintenance purposes;
- Cargo hub: increase of cargo facility for import and export purposes including truck stop
- Car rental facilities: providing improved facilities for car rental companies
- Electronics hub
- Solar farm project



#### **5.4 Investment and Business Opportunities Presentation - Round 9: Transnet, South Africa**

**Thabo Seshoka** – Senior Manager: Heritage, Hospitality & Tourism, Transnet

South Africa is an ideal investment destination for heritage railway tourism due to the high number of interesting and scenic routes that our railway networks transverse. Transnet aims to position heritage assets as tourist attractions with a view to contribute positively to this space. Transnet is also looking to partner with local communities so they are able to utilise their heritage sites thus contributing to socio-economic empowerment.

Investment opportunities include:-

- Blue Train-Luxury on Rail - Transnet is seeking opportunities and partnerships to expand its operations into neighbouring countries such as Botswana, Namibia, Zimbabwe, Zambia, and eSwatini.
- Re-use of heritage buildings such as lighthouses into tourist attractions
- Museum and heritage sites such as “museopreneurs”.



*We are sitting with these sites, and we want to start seeing them create opportunities and we want to start seeing them generate revenue.*





## 5.5 PANEL SESSION 4: ACCESS, CONNECTIVITY AND MOBILITY OPPORTUNITIES

*Creating conditions for a successful African transport sector to drive intra-Africa trade and tourism through infrastructure investments.*

- H.E. Major General Gaudence Salim Milanzi - High Commissioner, The United Republic of Tanzania, South Africa & SADC
- Caroline Ungersbock – CEO, Sustainable Tourism Partnership Programme, South Africa
- Clayton Karna – Manager, Uppington International Airport, South Africa
- David King – Access Strategy Manager – Wesgro, South Africa

**Moderator:** Aaron Munetsi – CEO Airline Association of Southern Africa

The importance of access, connectivity, and mobility in Africa and in particular the tourism sector was the central focus of this panel discussion. Emphasis was made on the point that access and linkages are important to enable economic growth and job creation. Connectivity in terms of people to people and country to country relations is important. Thirty six (36) countries have signed up with the Single Africa Air Transport Market which makes up 84% of African air travel.

Mobility brings investors in, and this in turn means nurture. Investors will actively be involved in making sure that the projects they have invested in become a success.



The issue of visas is intertwined with bilateral agreements between countries, which more often than not are restricting travel instead of making travel in Africa smoother. It was noted that intra-Africa trade is only 12%, while intra-Europe and intra-Asia trade is 60% and 40% respectively.



*It seems we as Africans are more focused on other continents, we need to start looking at trade within our own continent.*

**David King**



### 5.6 ACTION LEADERSHIP CASE STUDIES

*Unlocking new investment opportunities in African connectivity and mobility services*

- André Compion – Managing Director, Fly Namibia
- Dean Snyder - Founder & Chief Executive Officer, Decanus Airlines Pty Ltd, South Africa
- Shingai George – Aviation Expert, Forward Keys, Spain

**Interviewer:** Naledi Moleo – News Anchor, SABC

This panel discussion explored the experiences of established and new players in the African aviation market to understand the opportunities in air access and how they have taken advantage of these opportunities. It was noted that there are many opportunities in the aviation sector. Partnering with the tourism industry is a strategy that airlines can take to bring tourists into African countries. However pricing is still prohibitive due to lack of direct access and connectivity.

The price of flying on the African continent is 19% higher than anywhere else in the world, due to lack of competition. The regulatory environment in this sector is not very conducive for new entrants to come into the market. As a new entrant in the industry, getting funding can be tricky and the process of setting up an airline is long.

There is an appetite for investors to delve into this sector. The airline industry is very sensitive to shocks, for instance, COVID-19, and the rise of oil prices. Investors would also look at the risks that need to be mitigated.



*No matter how young you are, if you have a dream or a vision about something, let no one tell you it is not possible. It is possible.*

**Dean Snyder – Decanus Airlines**



### **5.7 Investment and Business Opportunities Presentation - Round 10: Tanzania**

**Dr. Thereza Israel Mugobi** – Director of Tourism, Ministry of Natural Resources and Tourism, Tanzania Board

Tanzania is looking to diversify its tourism offerings by focusing on positioning Tanzania as a MICE destination. Tanzania is also looking to position itself as a beach destination as well as a cruise ship destination.

Events that Tanzania is looking into hosting include, The Swahili International Expo to be held in October 2023. An International Investment Summit is also being organised, to be held in October 2023.

The Royal Tour is a documentary that was produced to showcase Tanzania's offerings, from the culture to the food, the history as well as the environment, giving a vivid overview of Tanzania's attractions. Due to this documentary, there has been an influx of tourists into the country.

Investment opportunities in Tanzania include:

- Infrastructure
- Tanzania Investment Centre
- Agricultural opportunities; sugar cane plantations, cotton, tea, coffee, cashew nuts, wheat plantations, and cassava farms



*I urge you all to come and invest in Tanzania. - Dr. Thereza Israel Mugobi*



## 5.8 Investment and Business Opportunities Presentation - Round 11: Madagascar

**Johary Rajosefa** - General Coordinator of Projects, Ministry of Tourism, Republic of Madagascar

Madagascar is the fourth largest Island in the world. With approximately 5000km of coastline. It is a French speaking country. The country

experiences two seasons, winter and summer.

There are 33 national parks in Madagascar. There are a number of natural wonders. The eastern part of Madagascar is the most humid, and it hosts rainforests. To access the country is mainly by air. Madagascar has always been known for its flora and fauna. However now the government's strategy is to develop new high-end product offerings and promote investment in hotels, MICE, beach resorts, and sports.

Investment opportunities include beach resorts, hotels, and eco-lodges some located on little islands around Madagascar. Leisure centres, shopping centres, and marinas are also areas that Madagascar is looking for partnerships and investors to buy into.

Investment opportunities:

<p><b>Ehoala Park (Ehoala, Taolagnaro)</b></p> <ul style="list-style-type: none"> <li>▪ Hotel Club</li> <li>▪ Beach Resort</li> </ul> <p><b>Nosy Lava (Morombe)</b></p> <ul style="list-style-type: none"> <li>▪ Upscale hotel development</li> <li>▪ Robinson Crusoe Island Hotel</li> <li>▪ Andariroi Lodge – ecolodge</li> </ul> <p><b>Nord (Ambilobe)</b></p> <ul style="list-style-type: none"> <li>▪ Hotel club</li> <li>▪ High end ecolodge</li> </ul> <p><b>Begavo village (Manmbato, Brickaville)</b></p> <ul style="list-style-type: none"> <li>▪ Ecolodge</li> <li>▪ Marina</li> </ul> <p><b>Harena II, Jeremie III &amp; IV (La Digue, Mahajanga II)</b></p> <ul style="list-style-type: none"> <li>▪ Hotel club</li> <li>▪ Beach Resort</li> </ul> <p><b>Har &amp; Mia (Katsepy, Mitsingo)</b></p> <ul style="list-style-type: none"> <li>▪ High end ecolodge</li> <li>▪ Water activities</li> </ul> <p><b>Isabella &amp; Isabelle (Evatraha, Taolagnaro)</b></p> <ul style="list-style-type: none"> <li>▪ High end ecolodges</li> </ul> <p><b>Le Lagon Bleu (Mahambo, Fenerive-Est)</b></p> <ul style="list-style-type: none"> <li>▪ Extension or improvement of an existing hotel</li> <li>▪ Marina</li> </ul>	<p><b>Makomba I &amp; II (Evatraha, Taolagnaro)</b></p> <ul style="list-style-type: none"> <li>▪ High end ecolodge</li> <li>▪ Heliport</li> </ul> <p><b>Manmbina (Marofarihy, Toamasina II)</b></p> <ul style="list-style-type: none"> <li>▪ Hotel club</li> <li>▪ Beach Resort</li> </ul> <p><b>Nosy Arenas (Tetezambato, Ambaja)</b></p> <ul style="list-style-type: none"> <li>▪ Beach Resort</li> <li>▪ High end ecolodge</li> </ul> <p><b>Bora Island Project (Ambodifototra, Nosy Boraha)</b></p> <ul style="list-style-type: none"> <li>▪ Beach ecolodge</li> </ul> <p><b>Hotel Restaurant Belle Vue (Ambolimailaka, Toliara II)</b></p> <ul style="list-style-type: none"> <li>▪ Hotel Takeover</li> </ul>
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*The government has set up the Economic Board of Madagascar which is a one-stop shop to streamline procedures with inventors, on that note I invite you to choose Madagascar. - Johary Rajosefa*

## 5.9 Investment and Business Opportunities Presentation - Round 12: Kharras Regional Council Namibia

**Ralph Sachika** - Director: Planning & Development Services Karas Regional Council, Namibia

The Karas region is 161 000 square kilometres. It borders the Northern Cape. It is scarcely populated, and this is an advantage. There is tranquillity and serenity when you are in the Karas region because the population is not as dense as other attractions in the world such as The Great Wall of China.

The Karas region boasts the Quiver tree as it is only found in this region as well as the Northern Cape. Abandoned colonial houses where diamonds were discovered can be found in the Karas region. The Namib horses run wild in the region. The brown hyena is also a creator of the Karas region which is a marvel to see as it is a rare find. Windsurfing is an activity the Karas region offers.

Projects of interest mentioned include:

- A green hydrogen project that is taking shape in the Karas region (estimated investment value, ND10.6 Million)
- Fish River Canyon developments - (estimated investment value, ND80 Million)
- Glass manufacturing plant - (estimated investment value, ND350 Million)
- Exploration for light crude oil discovered in the Orange Basin



## 5.10 PANEL SESSION 5: SCALING UP INVESTMENT IN HOSPITALITY VENTURES ACROSS THE CONTINENT

*Beyond De-Risking Hospitality Ventures – Building Partnerships to Catalyse Sustainable Investment in the Hospitality Sector Across the Continent*



- Johary Rajosefa - General Coordinator of Projects, Ministry of Tourism, Republic of Madagascar
- Lily Rakorong – CEO, Hospitality, Tourism & Hospitality Association of Botswana
- Tshifhiwa Tshivhengwa – CEO, Tourism Business Council of South Africa (v)
- Ayodeji Dawodu – Director - CEEMEA Fixed Income, Banc Trust & Co. Investment Bank, UK (v)

**Moderator:** Samantha Muna – Director, Trianium Hospitality, Kenya

This session discussed opportunities and factors that have been put in place for companies to scale up in the tourism sector and encourage more investment into the hospitality industry in various countries.

Africa as a tourism destination has a lot of untapped potential. Rules of trade and licensing regimes need to be harmonised for businesses to be able to flourish. There needs to be integration between one country and the next so that the rules and regulations are not far apart. This will then make mobility seamless for tourists and investors that are moving from one country to the next, thus fostering regional integration.

There needs to be an increase in education around the economics of tourism investment to commercial banks. The government also needs to participate heavily, incentives could be put in place such as lowering tax rates. Loan guarantees could be increased in terms of availability.

Land rights is another topic that was touched on with regard to cross-border investments.

“

*Intra Africa investment in tourism remains an explored avenue that can unlock great economic opportunities for the region.*

*Samantha Muna*



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### 5.11 Investment and Business Opportunities Presentation - Round 13: Digicall Group, South Africa

**Musa Sambo** – Executive & Senior Partner, Digicall Group, South Africa

In developing nations, the service sector outperforms any other sector regarding GDP contribution. Digicall is a white-walled incident manager and an outsourced call-centre operator and management firm.

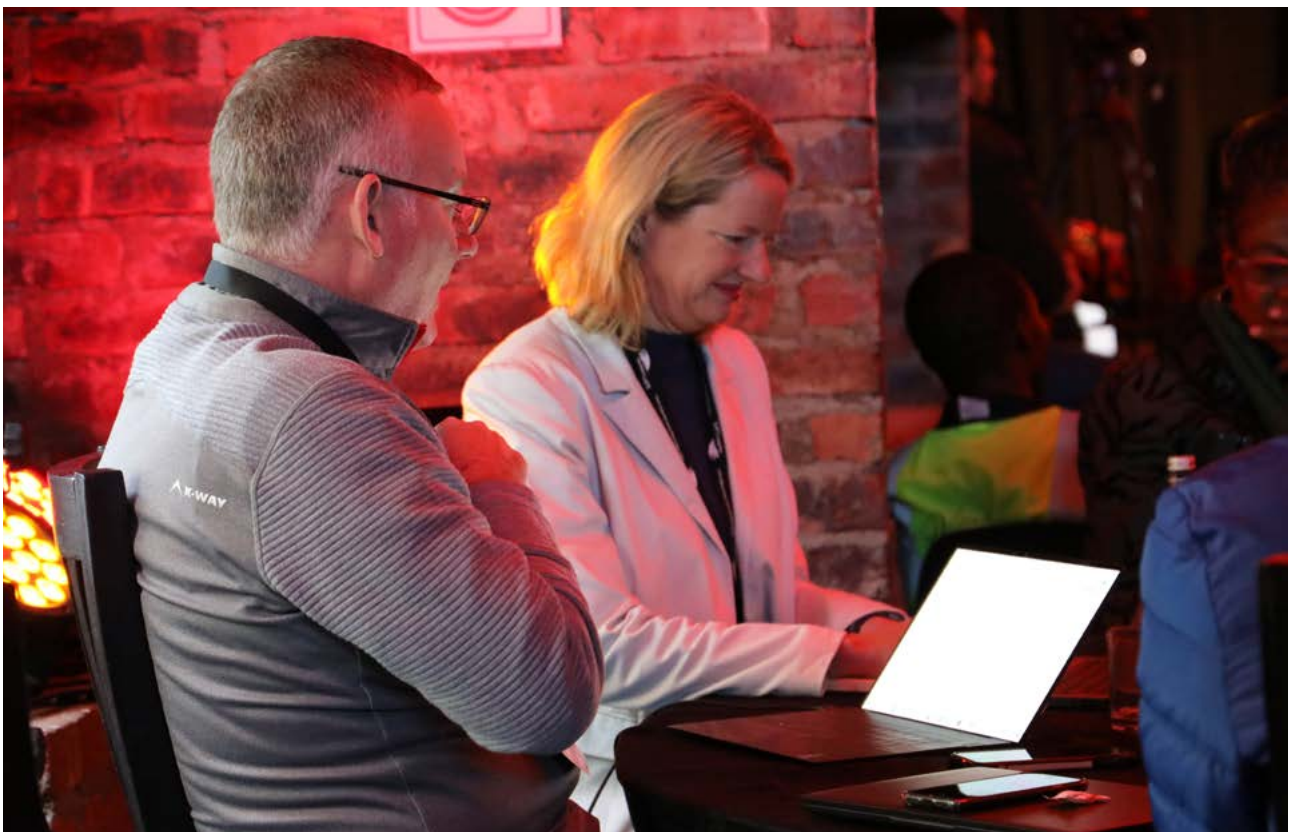
In the tourism industry, Digicall creates the rails for universal African continental travel and medical insurance to support any travellers coming into the African continent coming with or without prescribed travel insurance. They are continuously looking at opportunities to converge different lines of work and services.

They manage the communication of The Transport Information Centre in Cape Town managing the communication for My Citi Bus, Metro Rail, and Golden Arrow bus company. Their robust contact centre capabilities in Australia, the UK, and SA gives them an extensive reach to customer buying patterns, debt handling patterns, and using tech to manage the gap between diverse languages within the regions they service. This investment is driven by time which ultimately results in Money. But the basis for all of this to happen lies with those who are capable of having the right level of authority and the desire to see the continent progress.



*In your industry are you a floppy disk manufacturer that became the biggest CD manufacturer, that is now the biggest cloud storage provider?*

**Musa Sambo**



## 5.12 PANEL SESSION 6: TECHNOLOGY, DIGITALIZATION, AND INNOVATION: CRITICAL DRIVERS OF NON - TRADITIONAL INVESTMENT IN THE TRAVEL & TOURISM SECTOR

*Scaling up the Contribution of Technology, Digitalization, and Innovation: Creating New Opportunities and Competitive Locations and Place Brands for Intra-Africa Trade and Investment*



- Desire Loumou – Senior Expert: Trade in Services, Directorate of Trade in Services, Investment, Intellectual Property Rights and Digital Trade, AfCFTA Secretariat, Ghana
- Linda Balme – Commercial Manager, Travelstart, South Africa
- Mirabell Mayack - Senior Director: Governmental Affairs & Strategic Sales, African Investment Intelligence, UK
- Dr. Ridhwaan Suliman – Senior Research Associate CSIR / University of Johannesburg, South Africa
- Toni Gumede – Manager, Office of the CEO, Brand South Africa
- Adebayo Adedeji – Group CEO, Wakanow, USA

**Moderator:** Naledi Moleo – News Anchor

How COVID-19 changed digital platforms and the learnings that have helped improve the way business is run and investments being made into the travel technology sector, were some of the issues covered in this panel discussion.

Brand Africa is a concept that was discussed. Bringing all the African countries together and shaping the African brand as a unit. The tapping of the bank card to make payments is something that was created in Africa, however, no one really knows about this because we failed to tell our story well. Africa needs to be more bold and proactive about shaping its narrative and changing the perceptions that are out there about Africa.

COVID-19 accelerated the adoption of digitization and digital technology. AI has made traveling easier, one is able to create an itinerary and it can be instantaneous. There are mobile education platforms. There is advanced data analytics that can assist in understanding market trends, which in turn helps one personalise trends for a consumer. There is technology that allows us to support sustainable and responsible tourism.

There are risks when it comes to technology, it is not foolproof, it remains in the heads of those who control it. Data privacy and data security are issues to consider when it comes to technology. Things of concern include cyber security as well as the great digital divide, we already have an economic divide. For instance, during the lockdown, some children had easy access to online learning, yet many did not have the opportunity.



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*We cannot be naive and be lulled into a sense of normalcy, travel tourism, hospitality, and also investment need to be aware of the geo-political situation, aware of the challenges facing us, locally, regionally, globally, and be at the forefront to be able to adapt and to be able to tackle these challenges.*

*- Dr. Ridhwaan Suliman*



## 5.13 PANEL SESSION 7: BUILDING INDUSTRY RESILIENCE AND COMPETITIVENESS THROUGH SOFT INFRASTRUCTURE INVESTMENTS

*Building Resilient and Sustainable African Economies: Practical Interventions to Drive Inclusive Investment in Tourism Skills and Capabilities*



- Melvin Hachuma – CEO, Bremsons Investments & Advisory, Australia
- Prof Kamila Swart-Arries - Professor of Sport Tourism and Event Marketing, Hamad Bin Khalifa University, Qatar
- Dr. Wian Stander - Wellness Doctor, African Vineyard Wellness Centre, South Africa
- Professor Diane Abrahams – Director, School of Tourism & Hospitality, University of Johannesburg, South Africa

**Moderator:** Sizwakele Ndlovu – Presenter, Travel Bound, Zimbabwe

Soft infrastructure is what keeps us going in terms of the economy, social cultures, and standards, this can be through our education and health system, legal, and security.

Soft infrastructure is important as it is people-based, and people are the ones that eventually build the hard infrastructure, so investing in soft infrastructure is key. When talking about tourism there is a need to upscale the soft skills. This is a sector of leisure, those serving need to be able to relate with tourists coming into their space, starting from the airport the trickling down in the tourism value chain. The hard skills are transactional, policies and procedures that are required so as to deliver the services being offered.



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*Is it standard to have people in immigration and customs to be mean, and sour?*

**Sizwakele Ndlovu**

Having interactions is important as it adds to the tourist’s experience, its things like customer service, communication, adaptability and flexibility, language skills, and cultural sensitivity. There are touchpoints in the tourism industry. Entry points, customs, and immigration are the first service providers that tourists interact with. There is a need for these people in these offices to be educated on treating their customers with grace.



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*The soft infrastructure is important in that it brings out the value of human capital, showing the value of people, making people the focus, making people a priority. At African Vineyards that is what we have done in focusing on the well-being of people and merging that with the serene surroundings. - Dr. Wian Stander*



## 5.14 PANEL SESSION 8: UNLEASHING THE VIRTUOUS CYCLE OF BUSINESS TOURISM THROUGH STRATEGIC CONVENTION & EVENTS INDUSTRY INVESTMENTS

*Growing Africa's Share of the Global Events Market through strategic investment in the convention and events industries*



- Glenton de Kock – CEO, Southern African Association for the Conference Industry (SAACI), South Africa
- Claude Pretorius – Chief Commercial Officer, Cape Town ICC, South Africa
- Esmaré Steinhöfel – Regional Director-Africa, ICCA, South Africa
- Ernest Kelly - Managing Partner, Ernest D. Kelly, LLC, USA
- Sharron Lewis – CEO, Northern Cape Tourism Authority, South Africa

**Moderator:** Mr. Kwakye Donkor – CEO, Africa Tourism Partners, South Africa

Products that could be explored within the MICE include mining, renewable energy, ocean economy, adventure tourism, biodiversity, wide open spaces as well as business convention centres.

There are opportunities in bringing business events to small and rural areas as this will enable the community and uplift that community. Examples in the Northern Cape include Kimberly, Khatu, and Sprinbok.



Bleisure, seems to be a culture that is emerging. There is a need for investment in accommodation and the road system so that rural areas that are potential locations for business conventions, seminars, forums, and summits are accessible.

A conversation was had on the power of hosting events in cities in boosting the economy of that city.



*The turnover from events hosted at the Cape Town Convention Centre in 2022, was R127 Million Rand. and that has had a knock-on effect on the economy of 4 Billion Rand.*

**Claude Pretorius**

Partnerships and collaborations are important especially when doing events as it benefits all sectors across the economy. We are all integrated, not just in tourism, but in the business component, the MICE component, and all the reference points of businesses.



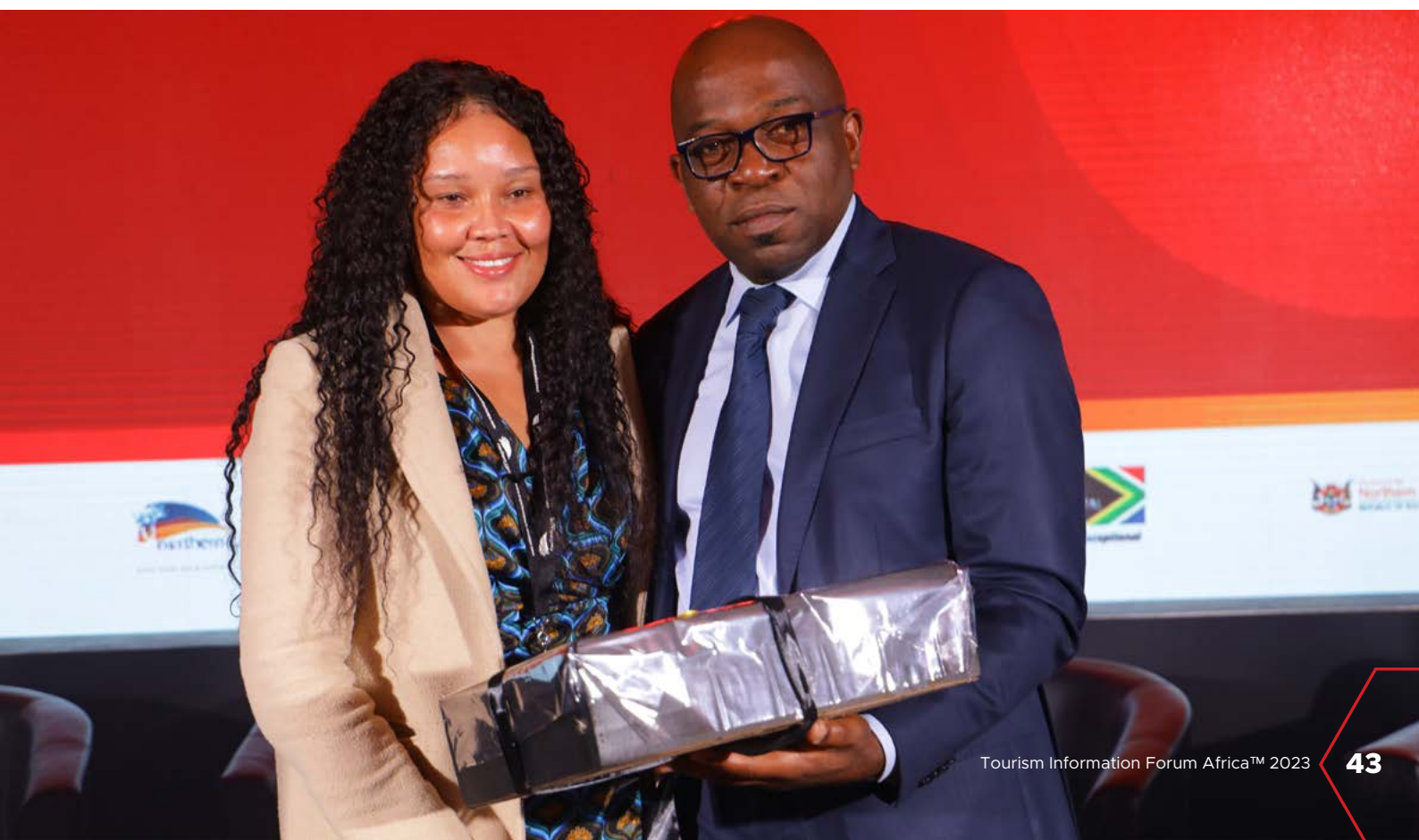
## 5.15 Vote of Thanks

**Miller M Matola** – CEO, Millvest Advisory, South Africa

In closing the conference, the conveners thanked all the delegates who had decided to come their various countries to join the inaugural Tourism Investment Forum Africa, noting that they could have chosen to be anywhere else in the world, but they elected to be here on Kanoneiland for the Forum. Words of gratitude were extended to everyone else who had “chosen to care and to come”; the host destination, the venue, the sponsors and all partners and the team who helped to make the event a success.



MTN South Africa graciously presented some gifts to the speakers and other partners.

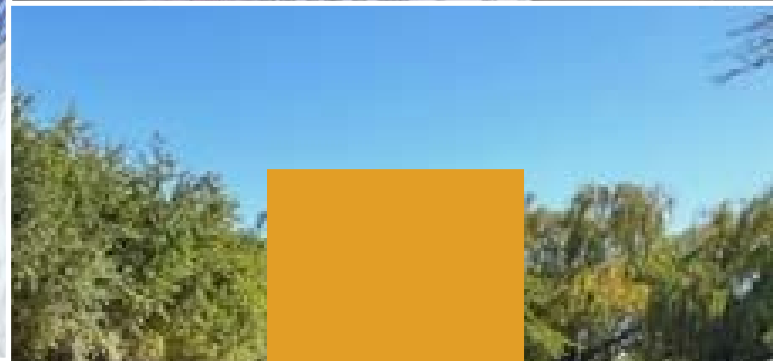


## 6. PROGRAMME OVERVIEW - DAY 3: FRIDAY, 09 JUNE 2023

### 6.1 Project Site Visits

On 9 June, 30 delegates visited the following project sites:

- Upington Aviation Park
- Upington Airport Solar Farm
- Revitalisation of Upington Industrial Park
- Upington Eiland Holiday Resort
- North Riverbank Development.



## 6.2 Media Tour

A media tour was undertaken for the media by the Northern Cape Tourism Agency to the Augrabies Falls National Park.



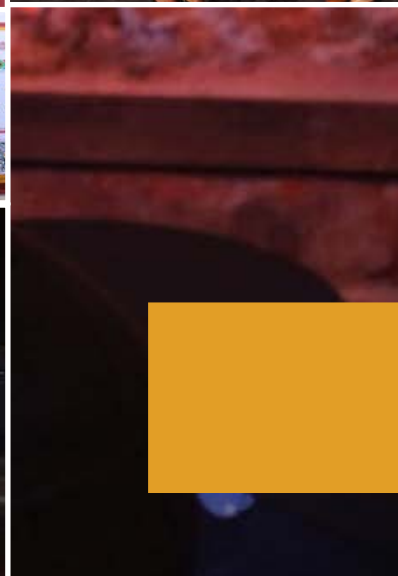
## 7. CONCLUSION

Overall the inaugural Tourism Investment Forum Africa was a success despite challenges of access and connectivity. The Forum shone the spotlight on precisely these critical issues which are the undergirding of any successful programme aimed at cross border movement of people, trade, and capital.

Delegates from across the continent joined the event despite the challenges in connectivity and access. Limited seats and frequencies presented a challenge for delegates and a significant number of registered delegates could not get to the host destination due to lack of flights and the number of connection involved for some of the delegates. Regardless, the destinations which showcased their investment opportunities at the Forum served as proof that African destinations are aggressively focusing on the supply side of the tourism value chain to ensure local economic development and benefits through sustainable tourism investment.

Participation by AfCFTA also demonstrated the important role that is placed on intra Africa trade and investment; and within that tourism as part of the trade in services protocols. The total number, value and cross sectoral nature of market ready projects presented at the Forum is also indicative of how pervasive tourism is and how it can contribute towards development in other sectors.









[www.tourisminvestmentforum.africa](http://www.tourisminvestmentforum.africa)

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