

INVEST IN EENHANA

Town Investment Profile

2021-2025



Things are happening in Eenhana, come to the Green Side.

Regional Perspective

Ohangwena Region is the 2nd highly populated Region in Namibia.

Regional Administrative Capital

Ohangwena Region is one of the fourteenth (14) regions in Namibia. With the population of **245 446 people**, Ohangwena Region is the **second highly populated region** in Namibia following **Khomas Region** which houses the **Capital City, Windhoek**.

The Region forms a long, narrow stretch to the south of the Angolan border and Eenhana, the Regional Capital of the Region is situated at the center of the region, centrally located on the Cuvelai Basin which stretches from South Central Angola to the Etosha Pan. The area occupies a broad plane of low relief averaging $\pm 1100\text{m}$ above sea level. The second town, Helao Nafidi, lies on the B1 road bordering Angola to the North.

Eenhana is one of the four administrative Regional Capitals in the Oshiwambo speaking Northern Regions of Namibia, others being Omuthiya (Oshikoto), Oshakati (Oshana) and Outapi (Omusati).

Eenhana was declared a settlement and an administrative center of the Ohangwena Region in 1992 under the Local Authorities Act, Act 23 of 1992. It was later proclaimed as a Town on the 15th April 1999 and became Autonomous on the 01st July 2002. Before Independence, Eenhana was mainly just a strategic military place for the then South African Defense Force to facilitate easy incursions into Angola and there were no public infrastructure in place except for the secondary and combined school.

Eenhana is one of the fastest growing towns in Namibia.

Population and Growth

In **2001**, the population of Eenhana was estimated to at **2814** people and according to the Census report of **2011**, Eenhana had a population of **5528** people. However, **2014** in house statistics indicates that the population of people residing in the town's formal and semi-formal set up now totals **10120 people**. This estimation was reached at using the ratio of 4.4 people per household (census 2011 report) against the 2300 residential erven (1700 formal and 600 informal) in the town.

- Growth

Eenhana, being one of the fastest growing Towns in Namibia, continues to receive an influx of people on a daily basis. This is necessitated by the expansion of public service institutions such as the decentralization of many Government functions to the region. Also, the now expanding private sector services in town means jobs are available to the locals hence a lot of people are coming to the town in search for employment opportunities and better living conditions. The town serves an additional 14000 people within the immediate surrounding areas, a mostly rural set up of villages which accommodates over 50 primary schools, 6 clinics and 4 constituency offices. For Eenhana, being the Regional Capital and the only urban centre on the central eastern part of the Region, any new development or investment covers a catchment area and the general populace well above the number as stated above and stretches over 100km to Okongo settlement in the East of the region, serving a population of approximately 125 000 people.

- Expansion

By **2017**, the population of Eenhana is estimated to almost double with an expected **28600** people, making it **38720 people**; taking into consideration the current pace of growth and expansion in the residential development, which will expand the town's current **2300** residential erven with an **additional 6500** more erven bringing the total number of houses to **5265** by the end of 2017 or the beginning of 2018.

Such statistics is a clear indication of the rapid expansion, growth and development that the town is experiencing within a short span of time, making it one of the fastest growing towns in Namibia.

The table below indicates the existing residential developments and population per Suburb as of July 2021:

<u>PROJECT</u>	<u>NUMBER OF PLOTS</u>	<u>AVERAGE HOUSEHOLD RATIO</u>	<u>TOTAL NO. OF PEOPLE PER SUBURB</u>
ATUSHENI VILLAGE	209	4.4	920
FORMOOSA ISLAND	193	4.4	849
EENHANA PROPER	625	4.4	2750
EENHANA EXTENSION1	222	4.4	977
EENHANA EXTENSION 2 (LOW COST)	415	4.4	1826
ENHANA EXTENSION 3	300	4.4	1320
OMHITO PROPER (DBN/ETC)	100	4.4	440
OMHITO EXTENSION 2&3 (LOW COST)	202	4.4	889
OMHITO EXTENSION 6	15	4.4	66
NHE 1	102	4.4	449
EENHANA EXTENSION 5(NHE)	279	4.4	1228
<u>TOTAL</u>	<u>2662</u>		<u>11 714</u>

NB: *the figures above does not include informal settlements and squatters, even though they also contribute a substantial number to the population of Eenhana.*

The table below indicates the upcoming and on-going developments, and the projected population after completion:

<u>PROJECT</u>	<u>NUMBER OF PLOTS</u>	<u>AVERAGE HOUSEHOLD RATIO</u>	<u>EXPECTED TOTAL NO. OF PEOPLE</u>
ATUSHENI VILLAGE	21	4.4	92
FORMOOSA ISLAND	75	4.4	330
EENHANA EXTENSION 7	180	4.4	792
EENHANA EXTENSION 14 &15	500	4.4	2200
OMHITO EXTENSION 4 (O B DAVIDS 2)	200	4.4	880
OMHITO EXTENSION 1	300	4.4	1320
OMHITO PROPER (DBN/ETC)	78	4.4	343
OMHITO EXTENSION 2&3 (LOW COST)	428	4.4	1883
OMHITO EXTENSION 6	226	4.4	994
OMHITO EXTENSION 7 &8	350	4.4	1540
EENHANA EXTENSION 10	320	4.4	1408
EENHANA EXTENSION 11	280	4.4	1232
EENHANA EXTENSION 12	269	4.4	1184
<u>TOTAL</u>	<u>3,227</u>		<u>14,198</u>

Infrastructure & Services

Road Networks and Connectivity

Eenhana is connected to two (2) major road arteries all of which plays a major and pivotal role in connecting the town to the rest of the country easing transportation and easy movement of goods and people to and from the town and the region.

- The main road that runs through the town stretches over a distance of 49km joining the B1 (Ondangwa-Oshikango) at Onunho in Helao Nafidi and 10 km to Oshikango into Angola. It then stretches over a 380km distance to Rundu and then towards Katima Mulilo on the East as an extension to the Trans –Caprivi Highway into Zambia and Zimbabwe. This road plays a major linkage into Southern Angola via Katuitui and Calai border posts in the Kavango region and it serves as a gateway into other SADC countries along this corridor connecting into the Democratic Republic of Congo and many other countries.
- The second important road connects Eenhana to Ondangwa through Onandjokwe and covers an estimated distance of 74km on the South.

Air Transportation Network

Eenhana has a secure and heavy-duty airfield that is accessible by domestic aircrafts directly from any departure point in Namibia. This strip was developed as a military airfield for the South African army during the colonial era and has a sufficient runway to accommodate small to medium aircrafts and it is currently serving as the airport of choice for many private air commuters into the region as well as the preferred landing field for the Former President Hifikepunye Pohamba and many other commercial flights coming into the region.

Local Public Infrastructure Network

The town has adequate services and public amenities as provided for by the Town Council. 90% of the occupied suburbs are serviced with sewer, water, roads and electricity. The town currently has 7 suburbs consisting of about 1700 formal erven and 600 informal erven. Some of the major streets in town have been surfaced. The town also has oxidation ponds connected to the main sewerage system as well as a waste management facility.

Other public facilities include:

- NaTIS One Stop Centre
- Eenhana Open Market
- San Community Centre and School
- Eenhana Community Centre
- Ohangwena Community Radio
- Hilde Mowah Shimbode Expectant Mother's Centre
- Parks, public toilets and cemeteries

Government Services

Eenhana also is host to mostly all government services and Ministries due to its status as the regional capital. The town is home to the Ohangwena Regional Council, the administrative authority of the region and various other government institutions. The following are some of those institutions:

- Ministry of Education, Regional Education Directorate
- Ministry of Health and Social Services
- Ministry of Home Affairs, Min. of Labour
- Ministry of Agriculture, Water & Forestry
- MAWF Extension services and Veterinary Clinic
- Ministry of Works & Transport
- Ministry of Veterans Affairs, Min. of Environment & Tourism
- Ministry of Trade & Industry
- Ministry of Gender Equality & Child Welfare

- Ministry of Information & Communication Technology
- Ministry of Justice
- Ministry of Safety & Security
- Ministry of Youth, National Service, Sport & Culture

SOE & Private Service Providers

State Owned Enterprises includes:

- Telecom Namibia
- Namwater
- MTC
- Social Security Commission
- Namibia Fish Consumption & Promotion Trust (Fish Shop)
- NDC Eenhana Business Park

Private and commercial service providers include:

- All 4 commercial Banks
- Grocery shops (OK, Shoprite U-Save, Woeremanbrock and Osave)
- Construction and consultancy companies
- 4 Guesthouses/Bed & Breakfast outlets
- 3 Private Doctor consulting and 2 dentistry
- 4 pharmacies
- Garages and tyre repairs
- Restaurants, cafes, pubs and small shops
- 3 filling stations
- Real Estate Developers
- A private Hospital

Education & Training

The town is host to many government and private sector education and training institutions. Since the Regional Education Directorate's relocation from Ondangwa in the Oshana region, a lot of education and training activities and services are happening in the town and region. For Eenhana, the following schools and institutions are fully operational:

Tertiary Education

- Unam Center for External Studies
- Eenhana Vocational Training Centre

Secondary and Primary Education

- Haimbili Haufiku Sen. Secondary School
- Eenhana Secondary School
- Eenhana Primary School
- Paulus Hamutenya Primary School
- Nanhapo Primary School
- Usko Nghaamwa Special School
- P H Muandingi Junior Sec. School

Other Training Institutions and Private Schools

- NAMCOL Centre
- Tate Institute of Technology
- Mouwa English Private School
- Ben Hauwanga Private School
- Eben Ezer Private Academy

Business & Investments

Industry Overview

The town's economy is dominated by the retail industry with a variety shopping outlets and grocery markets, real estate development, service providers and construction as well as urban agriculture. This makes up for about 60% of the town's economy, the rest; 35% is mainly public service and 5% is mainly informal trading constituted by a number of hawkers and street vendors.

Key Investments

Key private sector investments in the Town are as follows:

- Development of Atusheni Village by Greywall Properties
- Construction of Greenwell Complex by Greywall Properties
- Eenhana Town Square by Nett Investments
- Eenhana Greenside Hospital
- Monte Carlo Guesthouse & Conference Centre
- Litu Guesthouse and Conference Centre
- BH Complex
- Build it-Eenhana
- Special Shopping Complex
- O Save Mini Market
- Eenhana Filling Station
- Engen Filling Station
- Metro Cash and Carry

Key Government and SOE investments are as follows:

- NDC Eenhana Business Park and apartments
- Eenhana Convention Centre
- Eenhana Shrine
- Eenhana Sport Complex
- Eenhana Slaughterhouse

- NHE Apartments and Housing development

Key Industries

Key industries in the town include:

- Housing development/Real Estate development
- Retail
- Services
- General Construction

Investment & Business Potential

Eenhana offers a number of untapped business and investment opportunities mainly in the areas of education and training, housing development, manufacturing and processing, commercial services, transportation and haulage as well as warehousing for exports and imports.

Incentives for Investment

Eenhana offers incentives for development, employment creation, education, and training as well as in the field of innovation and environment protection. Incentives vary from tax rebates, tax breaks, land price reduction and other negotiable arrangements pertaining to easing access to land for investors.

Marketing and Promotion

As part of the town's local economic development, Eenhana has created the annual Eenhana Trade & Business Expo as a tool to promote and market the town as an ideal investment destination.

Communication Network

Eenhana is connected to the world via:

- landline telephones,
- mobile network (MTC & TN Mobile),
- 3G connectivity as well as Wi-Fi services
- Postal and courier services

Tourism & Hospitality

Whilst still an infant industry, tourism is taking place in the Region and with the development of the Eenhana Shrine, Omauni Conservancy, King Mandume Museum and other tourism related sites. The Trans-Caprivi Highway extension from Rundu to Eenhana has given tourism a boost as it created a direct link and as a result, a significant number of tourists are travelling through Eenhana either to or from Ruacana/Epupa and subsequently into Zambia or Zimbabwe.

The envisaged establishment of the Ohangwena Tourist Route, a route that will see many tourists taking the Trans-Caprivi Highway via Eenhana to Ruacana and Epupa Falls, Eenhana will be in the spotlight as the getaway to the region and beyond, putting Ohangwena on the map of places to see in Namibia.

Tourism in Eenhana is focused on attracting visitors mainly through the three following sectors:

- Business Tourism: As per the nature of business tourism, Conferences, exhibitions, incentive travel, corporate hospitality, outdoor events and individual business travel account for a growing share of total inbound tourism into the town. This is made possible through the creation of the Eenhana Trade & Business Expo which attracts scores of business people to the town on an annual basis.
- Cultural Tourism: this sector is expected to yield a significant 20% of the total inbound tourism in the town by 2015. This is facilitated by the rich history of the liberation struggle as portrayed by the Eenhana Shrine and the town's rich cultural heritage.
- Sport Tourism: the completion of the Eenhana Sport Complex is expected to boost sport tourism in the town by leaps and bounds with an estimated turnover of about 15% of the total inbound tourism in the town by 2015.

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