



Oranjemund

TOWN TRANSFORM  
AGENCY

**OMD**is  
Building Futures

# ORANGE RIVER CONCESSION LODGE DEVELOPMENT

In the Tsau //Khaeb (Sperrgebiet) National Park

#InvestNamibia



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## BUSINESS INFO SESSION

**Date:** Friday, 31 May 2024 **Time:** 09h00 to 13h00 **Venue:** Cricket Club  
**Director of Proceedings:** Ms. Johanna Iieka-Nangolo

### PROGRAM

<b>08:30 am</b>	<b>Registration of Attendees</b> - Ms. Meameno Vatileni
<b>09:00 am</b>	<b>Prayer &amp; Scripture reading;</b> - Pastor Roberto Beukes
<b>09:10 am</b>	<b>Welcoming remarks;</b> His Worship the Mayor of Oranjemund; - Hon. Elias Kosemba
<b>09:50 am</b>	<b>Overview of the Open Day Session;</b> - Ms. Aunle Gideon
<b>10:00 am</b>	<b>Presentation by DBN</b>
<b>10:50 am</b>	<b>Q &amp; A SESSION</b>
<b>11:00 am</b>	<b>Presentation by BIPA</b>
<b>11:50 am</b>	<b>Q &amp; A SESSION</b>
<b>12:00 am</b>	<b>Remarks by the Oranjemund Constituency</b> - Hon. Lazarus Nangolo, Regional Councilor of Oranjemund constituency
<b>12:00 am</b>	<b>Vote of thanks</b> - Ms. Selma Stephanus
<b>12:20 am</b>	<b>Light Lunch</b>

**db**  
Development  
Bank of Namibia  
Expect more.

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**bipa**

FOR MORE INFORMATION PLEASE CONTACT MEAMENO 081 160 2251

**bipa**  
CONTACT MEAMENO 081 160 2251

OMDis Town Transform Agency (“OMDis”) has been created as a Section 21 Special Purpose Vehicle. Its sole purpose is to proactively accelerate transform - the economic diversification of Oranjemund - to ensure the town’s sustainability by 2030 and beyond mining. It serves this purpose alongside the efforts of other Town Transformation stakeholders.

The team’s core activities include Economic Research, Industry and Business Case Development, Funding and Investment facilitation, SME Development and Entrepreneurship promotion.

# Value Proposition

## OMDis' mandate:

1. Support existing businesses to become more sustainable
2. Develop new SMEs and a culture of entrepreneurship
3. Create new large industry platforms that can support the economy alongside or instead of mining



# Value Proposition



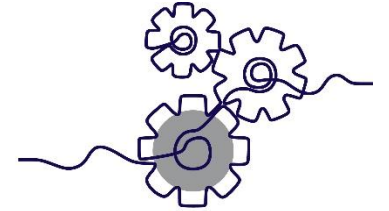
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Tourism



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Agriculture



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Manufacturing



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Property  
Development



**OMD*i*S**

Entrepreneurship &  
SME's Development



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Art Centre

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# Meet the Team



**Tony Bessinger**  
**General Manager**



**Aunie Gideon**  
**Business Development Manager**



**Ronel van der Merwe**  
**Brand & Strategy Manager**



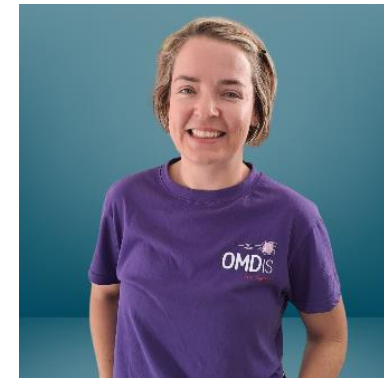
**Tommy West**  
**Agriculture Manager**



**Meameno Vatileni**  
**SME Development Coordinator**



**Selma Stephanus**  
**Office Manager & Marketing Coordinator**



**Mia Nel**  
**Art Centre Coordinator**

## Tsau //Khaeb (Sperrgebiet) National Park

The Tsau //Khaeb (Sperrgebiet) National Park (TKNSP) is located in the south-western corner of Namibia, between about 26° and 28.5°S and 13° and 17°E. It is about 320 km at its longest (running NNE-SSW) and up to about 100 km wide (e-w) and covers an area of about 1.8 million ha.

TKNSP is bounded by the low water mark on the Atlantic Ocean in the west, the Orange River in the south, the Namib-Naukluft Park in the north, mainly freehold farmlands to the east and connects with the Ais-Ais Richtersveld Transfrontier Park. Four urban areas are located within or adjacent to the TKSNP: (i) Lüderitz, (ii) Oranjemund, (iii) Aus and (iv) Rosh Pinah.

The Orange River Concession within the TKNSP combines two adventure zones northeast and east of Oranjemund, namely the Guided Adventure Zone north of the main road into Oranjemund and the River Adventure Zone between the main road and the Orange River.

Access will be from Oranjemund town and off the main access road from Rosh Pinah into Oranjemund. The concession falls within the diamond mining licence area and access will therefore only be controlled under the rules and regulations of the park



## Orange River Concession Lodge Development Project Description/Overview

- Act as catalyst to allow tourists and local travelers to experience unique ecological features and history
- Concession area is 22 150 hectares (guided tours – 22000h and adventure river zone – 2150h)
- Offering & variety of activities – Desert hiking, River Kayaking, 4x4 Desert Activities, River Fishing, Star gazing, desert sundowner, desert dining & unique camping
- Electricity will be provided in eco – friendly manner with a solar farm with eco award standards
- 4 Star Hohenfels Lodge
  - Design will be incorporating the police station ruins with main complex
  - Reception, swimming pool and curio shop
  - 50+ seat restaurant & kitchen facilities
  - 25 Luxury Chalets
  - Camp site – 10 campsites with ablutions



### REGION

Kharas



### LOCALITY

Oranjmeund



### TOTAL CAPEX REQUIRED (USD)

4,621,556 USD



### TOTAL WORKING CAPITAL REQUIRED (USD)

889,921 USD



### REVENUE STREAM 1

Food and Beverages



### REVENUE STREAM 2

Accommodation



### REVENUE STREAM 3

Events and conferencing



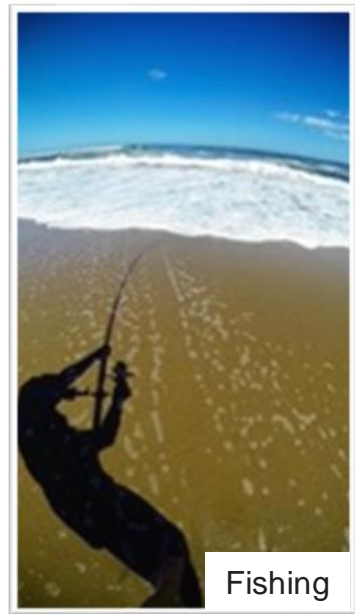
# Project Presentation

## Orange River Concession Lodge Development Project Description/Overview



# Project Presentation

## Orange River Concession Lodge Development Activities



## Orange River Concession Lodge Development

The Concession has been awarded to OMDiS by MEFT, and the contract has been signed. The performance guarantee is to be paid in the next month. An Environmental Impact Assessment will start within the next two months. Refinement of the existing business case underway.



### Target Market

National, International and self-drive tourists  
Business Tourism



### Infrastructure

Chalets, Camping, Glamping, Restaurant,  
Conferencing



### Infrastructure

Creation of employment, Improving the economic status of the town of Oranjemund which is determined to establish a sustainable tourism industry.




### Additional Information





Required funding : USD 4,621,556 (CAPEX)

# Financial Performance

## Year 1-3






OPERATIONAL YEARS		YEAR 1	YEAR 2	YEAR 3
	Sales	456,501	806,485	1,032,301
	Expenses	418,459	494,543	570,626
	Gross Profits	38,042	311,942	461,675
	EBITDA	542,506	570,505	588,570
	Net Profit	-504,464	-258,563	-126,895

## Profitability Indicators





	Net Present Value (NPV)	3,043,339
	Internal Rate of Return (IRR)	18%
	Payback Period	10 years
	Discount Rate	18%

# Financial Performance

## Year 4-6






OPERATIONAL YEARS		YEAR 4	YEAR 5	YEAR 6
	Sales	1,354,894	1,774,266	1,935,563
	Expenses	722,793	760,835	798,876
	Gross Profits	632,101	1,013,431	1,136,687
	EBITDA	614,377	647,927	660,831
	Net Profit	17,724	365,504	475,856

### Profitability Indicators





	Net Present Value (NPV)	3,043,339
	Internal Rate of Return (IRR)	18%
	Payback Period	10 years
	Discount Rate	18%

# Financial Performance

## Year 7-9






OPERATIONAL YEARS		YEAR 7	YEAR 8	YEAR 9
	Sales	2,051,697	2,174,799	2,305,287
	Expenses	838,820	880,761	924,799
	Gross Profits	1,212,877	1,294,038	1,380,488
	EBITDA	670,121	679,970	690,409
	Net Profit	542,756	614,068	690,079

### Profitability Indicators





	Net Present Value (NPV)	3,043,339
	Internal Rate of Return (IRR)	18%
	Payback Period	10 years
	Discount Rate	18%

# Financial Performance

## Year 10-12

	YEAR 10	YEAR 11	YEAR 12
 Sales	2,443,604	2,590,220	2,745,634
 Expenses	971,039	1,019,591	1,070,571
 Gross Profits	1,472,565	1,570,629	1,675,063
 EBITDA	702,063	207,217	219,651
 Net Profit	770,502	1,363,412	1,455,412

### Profitability Indicators

 Net Present Value (NPV)	3,043,339
 Internal Rate of Return (IRR)	18%
 Payback Period	10 years
 Discount Rate	18%

# Project Presentation

## Orange River Concession Lodge Area







Oranjemund

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**THANK YOU**  
Tony Bessinger

One-one engagements with the project promoters, can be arranged via the Bench B2B App or by contacting Ms. Selona Kamendu at +2648 1425 499 (Whatsapp) or at [selona.kamendu@nipdb.com](mailto:selona.kamendu@nipdb.com)

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