

Introduction

Western Provincial Administration will be hosting the Tourism, Trade and Investment Expo from 19th to 25th September, 2022. The Expo is an initiative of the Western Provincial Administration designed to provide a framework and showcasing opportunities for investment to spur economic development, encourage entrepreneurship, value addition and trade in the Province in order to achieve sustainable development and inclusive growth.

Theme

The Expo will be held under the theme: **“Rapid economic transformation through increased home-grown entrepreneurship, value addition and trade”**. The theme is underpinned by three thematic areas that are considered fundamental to the development trajectory of the people of Western Province. These thematic areas are as follows:

- **Home-Grown Entrepreneurship:** Focus on encouraging local participation and building partnerships for investment through home-grown innovations.
- **Value Addition:** Focus on establishing industries that add value to local primary products along the target value chains.
- **Trade:** Focus on promoting local trade and exports through trade facilitation.

Objectives

The objectives of the Expo are to: showcase investment opportunities to would be investors; optimize opportunities for Individuals, SMEs and institutions by ensuring their active participation in programmes running alongside the Expo; utilize the highest advantage of entering into the international market; and enhance business partnerships between local companies and other enterprises from across the globe.

Location

Western Province is the largest administrative region in Zambia with the total land area of 126,386 square kilometre. The Provincial Headquarter of Western province is Mongu which is located about 600 km from Lusaka the capital city of Zambia. The Province is located on the Southern part of Africa between the longitude 22° and 25°30 East and latitude 13°45” and 17°45” South. It shares boundaries with Angola to the West and Namibia to the South. Internally, the Province is bordered to the east by Central Province, to the north by North-Western Province and to the southeast by Southern Province.

Why invest in Western Province?

Western Province has investment opportunities in mineral exploration, rice and wheat production and processing, cassava production and processing, cashew nuts processing, citrus fruits, Livestock, fish production and processing, timber, Sugarcane, honey value addition and investments in clean and renewable energy. The potential for tourism provides investment opportunities in accommodation and conference facilities, game ranching, crafts and artifacts. The Province has fertile arable land, and also adequate ground and surface water (Rivers, Lakes and Waterfalls). Further, the climatic conditions are favorable for most agricultural and livestock production.

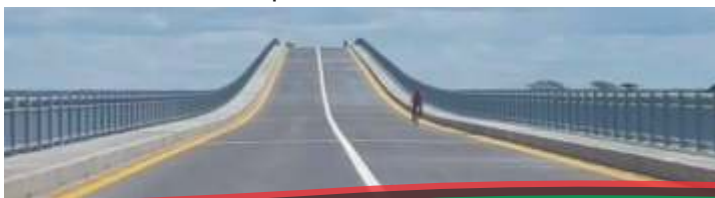
Aquaculture industry

The Province has potential for commercial fish farming as it has perennial streams and rivers. The Barotse Floodplains fishery provides habitat for an approximately 80 fish species. The investment opportunities in the fisheries subsector include establishment of fish cages which can easily be done on a commercial scale.



Infrastructure Development

With nine newly created Districts, the Province provides green-field opportunities in infrastructure Development such as Low-Cost housing for new government staff. Hotels and lodges to support a growing tourism sector as well as conferencing facilities driven by demand from an emerging trade facilitation sector as well as prospects of international trade through the Sikongo-Angola Border-gate, Sesheke-Namibia Border-gate, thus enhancing the Provinces’ geographic location dividend which has not been fully exploited hitherto. Rural roads development and the provision of supportive facilities in a budding Education and Health sectors for an emerging business-class is a low-lying fruit for long term investment in the Infrastructure Development Sector.



in Tourism



Kuomboka Ceremony. The Annual movement of the Litunga (King of the Lozi People) is a spectacle that brings together Tourists from far and wide. The Ceremony presents investment opportunities to complement and extend tourist stay on the South-West tourism circuit.



Simalaha Community Conservancy. Simalaha wildlife sanctuary was established in 2013 with a view to recreate a corridor for wildlife which had been wiped out by poaching. It is a unique initiative where animals live together with people. Western Province provides the flora for such undertakings for would be investors. The area has available land for establishment of hotels and lodges which can boost tourism.



Liuwa Plains National Park. Home to the second largest Wildebeest migration in the world. Liuwa National Park provides a unique experience of the co-existence of Humans and wildlife. The Park is situated 65 kilometres west of Mongu District. The Park is open to both low and high cost travel accommodation development to service tourists that either choose to stay in the Park or the Kalabo Town.



The Nayuma Museum. Provides a unique time-travel through the cultural heritage of the Lozi-People of the Western Province. From the Royal lineage to ethnography of the people. The museum offers an exclusive preview of the Lozi-culture past and present. It is situated adjacent the Limulunga Palace home of the Kuomboka ceremony. It is a perennial tourism attraction open to supportive services such as a restaurant to provide local cuisine and complete the cultural experience.

in Agriculture

The Livestock subsector

Western province, has great potential for beef and dairy production due to abundant land, natural pastures, water and people are traditionally cattle keepers. Cattle rearing is a major agricultural activity and the province currently has a cattle population of approximately six hundred thousand (600,000). The province has a carrying- capacity of close to ten million (10, 000,000) cattle given the availability of land and natural pastures found in the region.

Cashew-nut subsector

The nature of soils supports the growing of cashew nuts which is famously known as green gold. The sector offers investment opportunities in wine making, jam and juice production as well as cashew-nut butter. Currently, the price of cashew is more than that of copper per ton at international markets. The current tree population exceeds 7 million with a capital boost through a 55.4 million dollars Cashew infrastructure Support Programme.

Rice Production

Rice is one of the cash crops predominantly grown in the Barotse floodplains in Western province. The average annual production stands at 14,470 metric tons with the area of 17,622 Hectares planted by 26,542 households. About 6.96 million hectares of land in Western province is available for crop production especially rice.

Irrigation Potential and Wetland Agriculture

The Province is Home to a number of wetlands largely dominated by the Zambezi Floodplain which spans over 250 km and averaging 30km in width. The major river is the Zambezi which meanders a total distance of just under 500km through the Province. These rivers provide the potential for commercial irrigation.

in Manufacturing

The Province is endowed with various commercial tree species such as Rosewood and Teak enough to sustain value addition in production of wood products for export. According to the Department of Forestry, annual harvest volumes exceed 100,000m³ per year.



Land Administration

Western Province is by far the largest region in Zambia with a size of 126,386 KM² and Copperbelt Province being the second. It encompasses the traditional area known as BarotseLand. Land is administered through a well-organised traditional governance system. The Barotse Royal Establishment (traditional leadership) has been yearning for socio-economic transformation for the benefit of the local people and the country as a whole.

Further, the traditional leadership implements an open-door policy to land administration. This is because it believes that land is a form of capital which if well exploited can trigger socio-economic development. The BRE calls on the investors within and outside Zambia, to invest in the Province by taking advantage of the availability of land and other natural resources the province is endowed with. "We have a mature, straight-forward and systematic land administration in Western Province. There should be no problem for those wishing to invest in our province. In the past, the BRE has given out land for missionary work and businesses", says Mukela Manyando who is the Ngambela (Prime Minister). The people of Western Province are peaceful, friendly and loving people.

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TOURISM, TRADE & INVESTMENT



EXPO 2022 MONGU

WESTERN PROVINCE



19th - 25th SEPTEMBER, 2022