

MASTER DEVELOPMENT PLAN FOR ONGWEDIVA TRADE CENTRE

1. INTRODUCTION

1.1 Overview

The Ongwediva Trade Centre is located in Ongwediva, on the main road Ondangwa, Ongwediva and Oshakati, MR 92 and 800m from the traffic junction of Ongwediva. The Centre hosts the Ongwediva Annual Trade Fair (OATF) which has over the past 5 years developed into a leading trade and exhibition event on the Namibian Business Calendar. The OATF is also the single biggest event in Northern Namibia that has drawn an overwhelming participation from both local and international exhibitors.

1.2 Background and status of the Ongwediva Trade Centre

In 1998, the Ongwediva Town Council together with the Development Fund of Namibia (DFN) established the Ongwediva Trade Centre; and were the sole shareholders in property holding company in the name of NAMFAIR. Under the auspices of the Development Bank of Namibia; DFN at its management meeting held on Monday, June 19, 2004, resolved to appoint the Ongwediva Town Council as a managing entity of the Ongwediva Fair Centre.

The framework, under which the managing entity shall operate, entailed inter alia the following:

- (i) Organisation of fairs at the centre;
- (ii) Serve as facilitator for the utilization of the centre;
- (iii) Marketing the Centre for maximum utilization;
- (iv) Responsibility of meeting obligation/s or attending thereto of NAMFAIR in terms of serve accounts and the general upkeep of the centre.

Pursuant to the terms of the Development Bank of Namibia's Act, Act 8 of 2002, Section 21(2), the Minister of Finance transferred all assets, liabilities, rights and obligations of the Development fund of Namibia (DFN) to the development Bank of Namibia (DBN) on July 14, 2005, subject to certain conditions.

Condition 2 stipulates that:-

“that the shareholding in Namfair (Proprietary) Limited, comprising 72 (seventy-two) ordinary fully paid shares of N\$1,00 (One Namibia Dollar) each, numbered from 1 to 72, be transferred by Development Bank of Namibia to the Ongwediva Town Council as a donation”.

1.3 Current Situational Analysis and expected output

Ongwediva Trade Centre, by virtue of its strategic location, excellent infrastructure, services and facilities, it is believed to have the potential to develop into a leading and self reliant business and entertainment centre.

Activities undertaken at the Centre ranges from music shows, festivals, conferences, workshops and meetings throughout the year.

The total coverage area of the Centre is 25 000 m² and consist of the following: Offices, Conference Hall, three Exhibition Halls, Entertainment Kiosks, Ablution Blocks and a vast open space both for parking purposes and for future extension of the centre.

Despite the excellent opportunity that the centre presents as an viable and profitable business entity for the Town Council of Ongwediva, the Ongwediva Trade Centre has been operated in isolation from the overall business of the Council and outside the context of the constitutional basis for and status of Local Authorities in Namibia with reference to the role of the Management Committee, Procurement Procedures, Joint Business Ventures and Auditing of accounting records of Local Authority Councils. This scenario has a long-term impact on the efficient and effective management of the Centre.

Ongwediva Town Council is currently undergoing a study that is intended to the subsequent implementation of the:

- Develop a coherent and defensible basis for decision making, in light of the future consequences;
- Development of a policy framework (strategies) for sustainable development of the Centre;
- Promotion of meaningful economic activities at the centre.

2. STRATEGIC & DEVELOPMENTAL AREAS UNDER CONSIDERATION

Ongwediva Town Council has been busy with consultations that carefully analyses the current set up of NamFair, evaluating various options for management and operations of the Centre with emphasis on the following aspects:-

- 2.1 Company Structure
- 2.2 Institutional and Management Structure
- 2.3 Financial Management, Control and Reporting
- 2.4 Technical Institutional Framework
- 2.5 Regulatory Framework
- 2.6 Marketing and Promotions
- 2.7 Development Planning