



# BUSINESS ATLAS OF WINDHOEK

DEPARTMENT OF ECONOMIC DEVELOPMENT & ENVIRONMENT  
CITY OF WINDHOEK



IN COOPERATION WITH POLYTECHNIC OF NAMIBIA



## WINDHOEK BUSINESS ATLAS: INSIGHTS, PERSPECTIVES AND BENEFITS

A presentation by  
Dr. Eric Yankson

Department of Architecture & Spatial Planning  
Namibia University of Science and Technology

# Outline: Windhoek Business Atlas

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- Insights: background, rationale, history and revitalisation
- Perspectives: planning, GIS, business
- Benefits: local economic development, business development, investment and tourism

# Objectives



- ❑ To elaborate on the insights, perspectives and benefits associated with the Windhoek Business Atlas Project
- ❑ To obtain inputs, critiques, comments and suggestions from the audience through an interactive question and answer session

# Windhoek Business Atlas

- Seeks to provide readily available data through maps, tables, infographics and other tools
- Offers a snapshot of the Windhoek economy
- Provides a spatial distribution of business and industrial establishments in Windhoek
- A marketing tool to potential investors and tourists

# Project Background

- Windhoek: Namibia's commercial and administrative hub
- Great competition to attract foreign direct investment
- The Local Economic Development Strategy for Windhoek (2010-15)
- Lack of data on Windhoek's business activities: impediment to realising investment and industrial potentials of the city

# Project Background (Cont'd)

- ❑ Local Economic Development needs base data on business location, employment characteristics etc.
- ❖ *Where do people work? (How do they get there? Transport planning?)*
- ❖ *Which sectors of local economy are growing?*
- ❖ *Where? (Sufficient infrastructure? Environmental issues?)*
- ❖ *Which businesses can link with each other? (Clusters?)*

# Windhoek Comprehensive Industrial Survey 2012: Objectives

- Identifying Windhoek's economic sectors
- Determining the types of industries in each economic sector
- Developing and understanding local supply chains
- Ascertaining the size of employment
- Identifying locations of different industrial activities
- Determining the various types of business activities present in Windhoek


# Windhoek Comprehensive Industrial Survey 2012: Objectives (Cont'd)

- Identifying current regulatory frameworks for business activities in Namibia
- Examining investment opportunities
- Determining compliance of business activities with applicable laws and regulations
- Ascertaining the number of registered and unregistered business activities
- Establishing a business data base



# Survey Interviews

- ❑ Data was derived by interviewing more than 5,000 different businesses on various aspects such as:
  - ❖ *Company address details*
  - ❖ *Employee details*
  - ❖ *Services*
  - ❖ *Legal requirements*
  - ❖ *Problems encountered by the company*



### Industrial Study 2012

The City of Windhoek in its quest to create a conducive business environment has decided to embark on a comprehensive industrial study. The purpose of the study are to inform future policy developments on how to best meet the needs of the business, local and global economy as well as to ensure a controlled businesses environment with specific aims as follows:

- Promote industrial competitiveness;
- To identify local economic geographic and potential growth sectors; and
- To understand the local economy and its role in stimulating business development and investment in the City.
- To ensure that all businesses operating within the jurisdiction of Windhoek comply with the provisions of the regulations relating to the registration of businesses, GN 202 of 2006;
- To ensure that all business activities within the City of Windhoek are conducted within the framework of all the relevant laws, regulations and standards

It is with the above in mind that all business operators are urged to partake in this very important exercise. All information submitted will be treated confidentially and will not be disseminated to third parties.

For further inquiries do not hesitate to contact Ms. Naita Kamho, Section Head: Research & Information Management at Tel: 290 2024.

### Questionnaire for business owners (Manufacturing)

Date	
Name of enumerator	
Questionnaire number	
Zone	
Period in Zone	

**A Company Details (By all)**

1) Erf Number, Street & suburb (Physical Address):  
\_\_\_\_\_

2) Complex name & unit number:  
\_\_\_\_\_

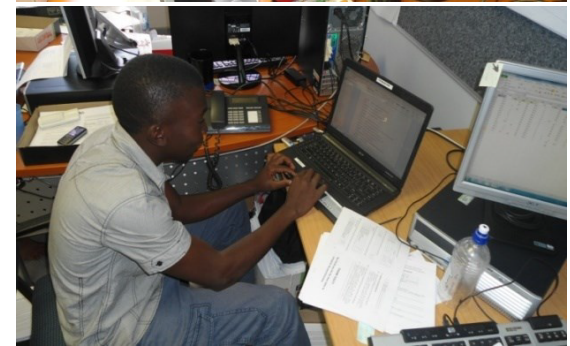
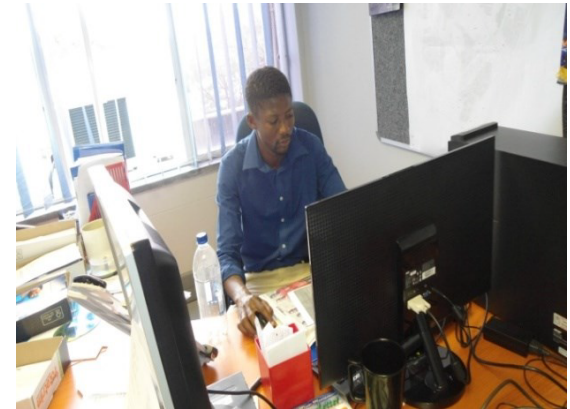
3) Business Trade Name & Nature:  
\_\_\_\_\_  
\_\_\_\_\_

4) Name of respondent:  
\_\_\_\_\_

# Data Entry and Analysis



- ❑ Carried out by students from the Polytechnic of Namibia
- ❑ Data stored in excel database
- ❑ Data verification and correction
- ❑ Data aggregation and spatial analysis
- ❑ Mapping all the results
- ❑ Presenting results by their locations and other geographical scales



# Windhoek Business Atlas History

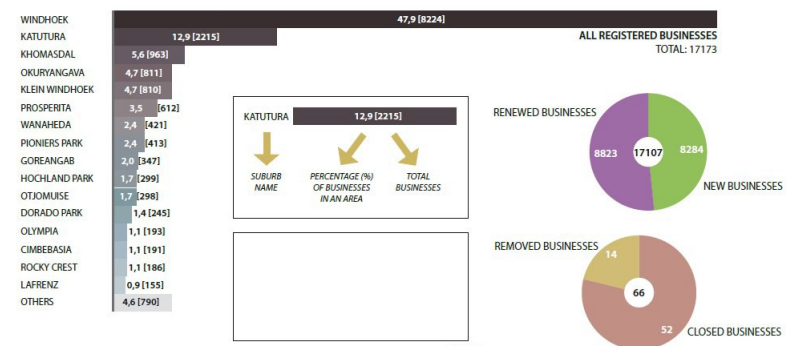
- Developed based on the results of the Comprehensive Industrial Survey in 2012
- Birthing: City of Windhoek and Department of Architecture and Spatial Planning, NUST
- Data collection: student assistants
- Data analysis and mapping: Dr. Robert Riethmueller and student assistants

# Why an Atlas?

- Data gaps exist with respect to the operation of businesses in Windhoek: business is about “space and location”
- A useful resource for marketing the business and economic potentials of Windhoek
- Something “handy”!
- Can be distributed in analog and digital forms
- Will generate new questions and insights

BUSINESS ATLAS OF WINDHOEK: NUMBER OF REGISTERED BUSINESSES IN 2014

12



# Current State of the Project

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- Project has largely been dormant since completion of first phase
- Reason: departure of original team members
- Implication: benefits derived from project have been partial and short-lived

# Need for Project Revitalisation

- Dormancy of project
- Continuous existence of data gaps
- Constitution of new project team: June 2017
- Main actors: City of Windhoek and NUST
- Initial team members: Dr. Eric Yankson, Ms. Jane Gold and Ms. Naita Kamho

# Revitalised Project: Main Activities

- Updating the existing industrial geodatabase to provide up-to-date geocoded data
- Surveying industries in Brakwater and Döbra areas, SUNGATE and other areas
- Spatially analysing and presenting data in the form of various thematic maps
- Updating and expanding the Business Atlas with new chapters e.g. on public transport
- Designing an online version of the Business Atlas

# Project Workplan Summary

Key Tasks or Activities	Timeline	Expected Outcomes	Data Source and Evaluation Methodology	Lead Organisations	Comments
<ul style="list-style-type: none"> <li>•Field surveys</li> <li>•Data collection and analysis</li> <li>•Geocoding</li> <li>•Mapping and report writing</li> </ul>	<ul style="list-style-type: none"> <li>•April 2018 – October 2019</li> </ul>	<ul style="list-style-type: none"> <li>•Reliable industrial geodatabase</li> <li>•Up-to-date geocoded data</li> <li>•Reliable and up-to-date industrial data on the Brakwater and Döbra areas, SUNGATE and other areas</li> <li>•Illustrative and informative maps and graphics</li> <li>•An online atlas easily accessible to investors, tourists and the general public</li> </ul>	<ul style="list-style-type: none"> <li>•Primary data sources</li> <li>•Location-based and GIS analysis techniques</li> <li>•Quantitative and qualitative analytical techniques</li> </ul>	<ul style="list-style-type: none"> <li>•Department of Architecture and Spatial Planning of NUST</li> <li>•Department of Geospatial Sciences and Technology of NUST</li> <li>•City of Windhoek</li> </ul>	<ul style="list-style-type: none"> <li>•The geocoded data includes business registration, approved building permits, road networks, existing and planned transport infrastructure, environmental sensitivity zones etc.</li> <li>•Data covers all aspects of the business sector such as manufacturing and wholesale</li> <li>•Thematic maps would offer insights on various aspects of the business environment in Windhoek</li> <li>•Expanded and updated version of atlas would include subject matters such as public transportation</li> <li>•Online version of atlas will be available in both abridged and detailed formats</li> </ul>



# Project Timeline and Activities

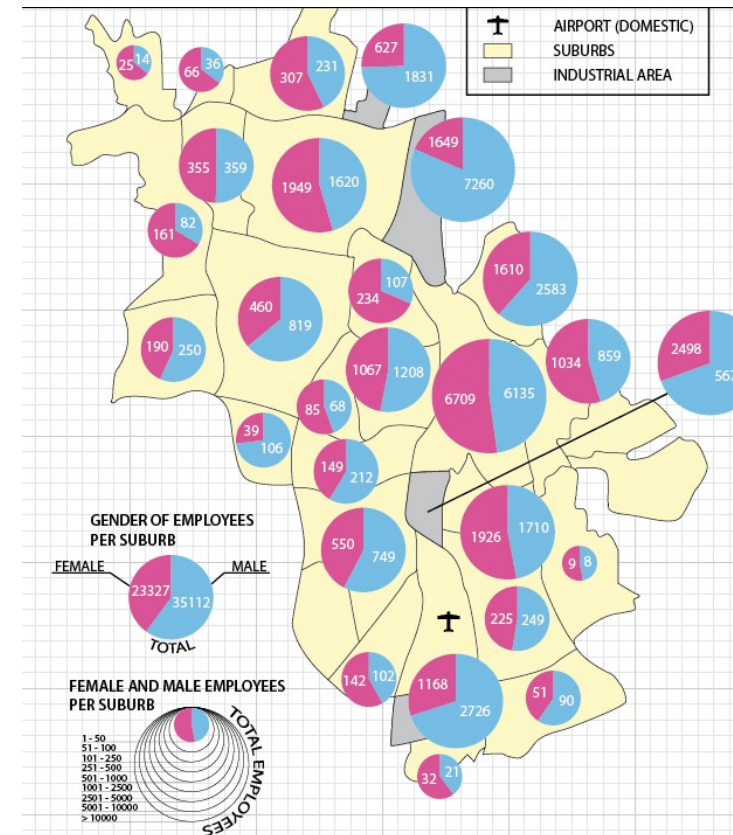
Timelines	Activities
Phase 1: August-November 2017	<ul style="list-style-type: none"><li>• Obtaining NUST institutional approval for project</li></ul>
Phase 2: November 2017-February 2018	<ul style="list-style-type: none"><li>• Compiling existing datasets from previous fieldwork</li><li>• Identifying data gaps and determining data to be gathered during revitalised project</li><li>• Assembling and training research team</li><li>• Putting together an application for funding for research project</li></ul>
Phase 3: February-March 2018	<ul style="list-style-type: none"><li>• Submitting formal application for research funding</li><li>• Making any other administrative and logistical arrangements necessary for initial commencement of project</li></ul>
Phase 4: April-June 2018	<ul style="list-style-type: none"><li>• Conducting initial fieldwork</li></ul>
Phase 5: July-December 2018	<ul style="list-style-type: none"><li>• Compiling results from initial fieldwork</li><li>• Mapping and producing initial draft of business atlas</li><li>• Submitting initial draft to City of Windhoek and other actors for comments about what needs to be improved on</li><li>• Identifying data gaps for substantive fieldwork</li><li>• Working on getting application for funding approved for substantive phase of research project</li></ul>
Phase 6: January-May 2019	<ul style="list-style-type: none"><li>• Conducting substantive fieldwork</li></ul>
Phase 7: June-October 2019	<ul style="list-style-type: none"><li>• Compiling results from fieldwork</li><li>• Submitting draft to City of Windhoek and other actors for final comments about what needs to be improved on</li><li>• Mapping and producing final business atlas</li><li>• Submitting atlas to City of Windhoek and other interested parties</li></ul>
Phase 8	<ul style="list-style-type: none"><li>• Updating atlas on an annual basis</li></ul>

# Project Funding

- Project budgeting components: logistics, data collection and analysis, administration, miscellaneous
- Initial funding from City of Windhoek
- Technical support: Department of Architecture and Spatial Planning of NUST
- Research grants

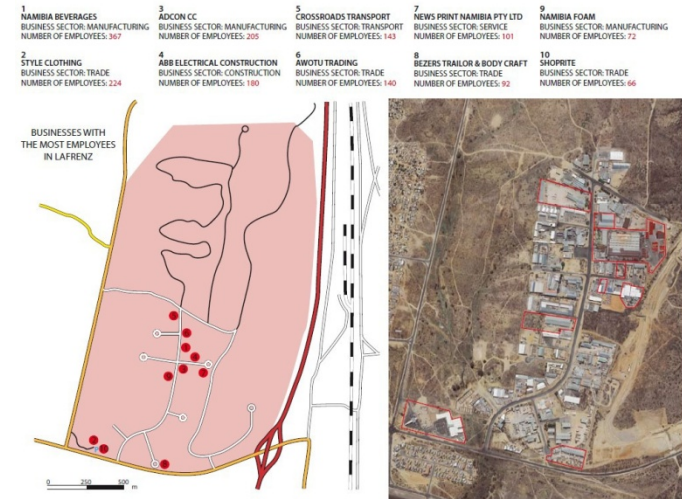
# Perspective I: The Atlas and Spatial Planning

- An atlas is a spatial planning tool
- ❖ *Location and distribution information*
- Adds value to Industrial Survey 2012:
- ❖ *Spatial dimension (where are which businesses concentrated?)*
- ❖ *Or how are they distributed?*
- ❖ *Which businesses are found in “clusters”?*
- ❖ *Proximity to public infrastructure and transport facilities such as bus stops and taxi ranks.*
- ❖ *Gender aspects in different industry sectors)*
- ❖ *Makes use of existing data sources and generates new ones*



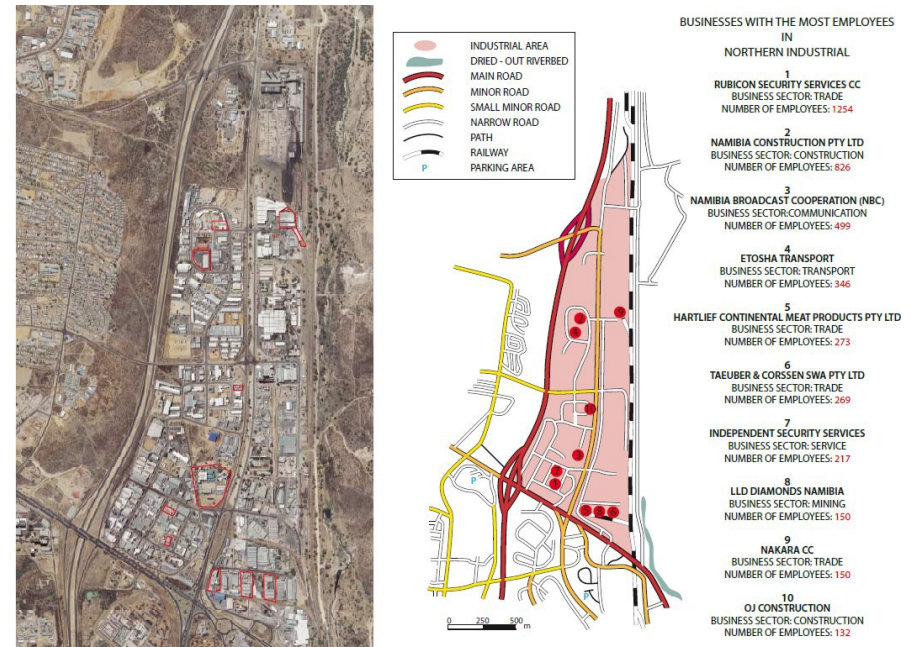
# Perspective II: The Atlas and Geographical Information Systems (GIS)

- Designing an atlas involves GIS tools and methodological approaches
- ❖ *Geocoding and mapping*
- Business GIS database
- High resolution satellite imagery (change detection; data verification; business location and property assessment)



# Perspective III: The Atlas and Business Development

- Data on business location and distribution
- Information about business environment
- Promotion tool to serve information needs of business community and potential investors
- Helps to market and sell the City
- Few reference examples only (New York and Melbourne)
- City can do something new and innovative



# Benefit I: The Atlas and Local Economic Development

- Stimulating economic progress through business development
- Positive contributions to community development

# Benefit II: The Atlas and Business Development

- A blueprint or document detailing relevant information on Windhoek's business sector
- Maps, tables and infographics providing a snapshot of the various aspects of Windhoek's business sector

# Benefit III: The Atlas and Investment/ Tourism Promotion

- An online document easily accessible to investors and tourists
- Reliable information to investors and tourists on Windhoek's business sector



# Future Intent of Atlas Project

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- Annual updating of Business Atlas: mini-surveys
- Digital version of atlas

# Questions and Answers

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# References and Acknowledgements

- City of Windhoek. (n. d.). *The City of Windhoek Local Economic Development Strategy, 2010-2015*.
- City of Windhoek Comprehensive Industrial Survey 2012
- Dr. Robert Riethmueller and 2012 research team
- Dr. Robert Riethmueller (2016): Lecture – Applied Regional and Economic Development (The need for employment and business data; Business data sources; Business Atlas City of Windhoek)
- Ms. Jane Gold and Dr. Eric Yankson, NUST
- Ms. Naita Kamho, City of Windhoek
- Photo Credits: “Cover Business Atlas Windhoek” (Robert Riethmueller)
- Other Photo Credits: Dr. Robert Riethmueller (2016): Lecture – Applied Regional and Economic Development