A warm welcome

The mayor of Emnambithi/Ladysmith, Cllr. D.C.P. Mazibuko welcomes you the investor to this wonderful town, where people who take up residence in this prime growth region remain for many years to come.

VISION

“By 2021, Emnambithi/Ladysmith will be KZN’s vibrant, industrial, commercial trade and tourism inter-link, where all residents enjoy a prosperous, caring, safe and secure environment which promotes cultural diversity”.
Contents

A Prime Investment Region .........................2
Emnambithi Ladysmith Municipality ............3
Strategically Positioned .........................4
Transport Facilities ..............................5
Economy .........................................6
Industrial Incentives .............................7
Investment Opportunities ......................8
Major Industrial Players ........................9
Tourism Industry .................................10
Safety and Security .............................11
Urban Design Framework ....................12
Municipal Role ................................14
Contacts .........................................15
Emnambithi/Ladysmith is a First World commercial and industrial environment - possessing all the essential features that make it a prime investment region.

It is:
... one of the largest growth points in the province, with a population of 300,000 people, offering viable and attractive investment opportunities.

It has:
... skilled and semi-skilled labour housed close to all new business and industrial enterprises.

... an abundant source of fresh water from two major rivers, the Klip and Tugela.

... an available and sustainable, competitive electricity supply.

... back-up power during peak periods from the Ingula Pumped Storage System, which harnesses water from the mighty uKhahlamba Drakensberg mountains.
Emnambithi/Ladysmith forms part of the Uthukela District Municipality, with Emnambithi/Ladysmith, Ezakheni, Steadville and Colenso/ Nkanyezi as the main urban areas.

Emnambithi/Ladysmith is the primary urban area, located along the N11 National Route, 20 kilometres off the National N3 route. Emnambithi/Ladysmith is 370 kilometres from Johannesburg and 250 kilometres from Durban.

The priority development key issues for Emnambithi/Ladysmith are: physical infrastructure and services; social development and services; economic development; land reform, environment and land use management; institutional development; financial development, and democracy and governance.
Strategically positioned

Population of 300 000

The town’s strategic position gives it a competitive edge in serving South Africa’s key domestic markets.

It is linked through:

...the arterial N3 freeway
to the busiest port in Africa,

Durban, and Gauteng,
the commercial heartland of the continent.

... the N11 provincial road
to towns and communities in the northern KwaZulu-Natal, making it a vital development corridor.
Emnambithi/Ladysmith is thus centrally located with respect to the important development corridor and transport routes in the region. Consequently, freight and logistics are a growing sector. It is generally accepted that the corridor will increase economic opportunities in and around Emnambithi/Ladysmith leading to growth of the town and increasing migration and commuting.

It is on the brink of developing

**a major dry port**

for containers and goods that will serve the country’s interior as well as Lesotho, Swaziland and other SADC countries.

It has:

... a sophisticated railway network.

... a licensed aerodrome,

the only one in the whole of northern KwaZulu-Natal, that is strongly supported by business and tourism using helicopters and light aircraft.

... an active taxi industry

transporting communities to outlying areas and beyond.
A thriving, friendly town on the banks of the Klip River, Emnambithi/Ladysmith is the commercial centre for a large farming district and serves as a major shopping centre for towns such as Colenso, Glencoe, Bergville and Dundee.

As Emnambithi/Ladysmith is the economic hub of the municipality, the banking sector is strong. Emnambithi/Ladysmith boasts a strong and diverse manufacturing base and Investors are offered the choice of a number of new sites in four serviced industrial parks, Colenso, Ezakheni, Danskraal, Nambithi, the largest being the Ithala Industrial Estate, a short distance from the CBD.
Industrial Incentives

... assistance with rezoning and EIA applications for those investors seeking new sites on vacant land for industry.

... hosting of visiting local and foreign business delegations interested in the Emnambithi/Ladysmith region as an investment destination.

... attractive incentives, within a maximum 5 year period, to support and encourage new investment, which include:

- refund of the Building Plan Approval fee
- a rates rebate during the first 5 years of the business.
- special concessions and electricity rebates determined by the size of the venture and employment opportunities created.

... investor protection in a country that ranks as one of the top 10 in the world in good governance and safeguarding investor rights. It is also one of the least costly countries in the world to establish a business.
Investment opportunities

**Industrial Sector**
There are business opportunities for:-
Automotive Parts and Components, Electronics,
Engineering, Chemicals, Wood Products,
Food Products, Clothing, Textiles,
Footwear and Leather.

One of the biggest investment opportunities
lies in the industrial park known as:

**Extension 15...**
which has development plans extending over a period
of 25 years that include space for a large shopping
mall, a housing estate, warehouses and factories.

**Mining**
It is a region rich in coal deposits where there are
opportunities worth investigating for the opening
of new mines or the re-opening of closed collieries.

**Agriculture**
The municipal area is generally characterized by good
potential agricultural land that needs to be preserved
and used solely for food production purposes. Mixed
agriculture is practiced in the area i.e. Cattle, maize
and vegetables, Soya Beans, Lucern,
animal food-pallets, sweet-chilli.
Major industrial players

**Apollo Tyres South Africa (Dunlop)**
Manufacturers of high performance steel radial passenger vehicle tyres - an international company with strong and historic links to the country’s transport industry.

**Zorbatex Textiles**
Manufacturers from cotton yarn to finished product of domestic textiles – such as towels and baby nappies.

**Defy**
Defy Manufacturers of domestic appliances such as refrigerators and freezers.

**Lasher Tools**
Manufacturers of tools and garden implements, among other products.

**Canvas and Tent**
a preferred supplier to the United Nations and the British Army for military tents.
Tourism Industry

KwaZulu Natal is a premier tourist destination for the domestic and international market and the area around Emnambithi/Ladysmith has a thriving tourism industry.

It is a town steeped in history, on the famous KwaZulu-Natal Battlefields Route. Thousands of visitors are drawn annually to its historic sites, all of which are well documented in the Emnambithi/Ladysmith Siege Museum.

Emnambithi/Ladysmith serves as a gateway to the central and northern uKhahlamba Drakensberg World Heritage site.
Police stations that have a proper infrastructure are situated in various areas and surveillance cameras are in a process of being extended in industrial parks and townships.

We boast a National Defence Force, 5 Sai Base, which is used to train national soldiers for peace missions in the African Regions.

Traffic Department is responsible for traffic calming measures and law enforcement, ensuring a smooth flow of traffic to support our investors.
Urban Design Framework

Ladysmith’s vision is to be KwaZulu Natal’s vibrant, industrial, commercial, trade and tourism inter-link where its residents enjoy a prosperous, caring, safe and secure environment that promotes cultural diversity and a high quality lifestyle. Its popularity as a sought-after place to live and work is evident from the many new quality homes springing up in new suburbs.

It enjoys:

...leafy suburbs
in close proximity to all amenities.

...clean and well constructed homes in the outlying areas
with access to the available municipal services.
Decent social facilities
There are schools, hospitals, soccer, rugby, cricket, athletic, swimming, hiking, and various big 5 private game reserves surrounded by Spionkop Dam and Chelmsford Dam and the Municipality enjoys a cordial relationship with all stakeholders including business chambers. Places of worship serve the spiritual needs of all its residents; there are also flourishing modern retail outlets.

Creating a sense of place
Emnambithi/Ladysmith evokes a sense of belonging, a sense of uniqueness, a sense of identity, a settlement with a legible urban structure, and quality urban spaces and places.

Ensuring Accessibility
The road layout and the location of facilities are concerned with matching the circulation needs of the end-user.

Establishment of structure
i.e. creating a development structure which facilitates the integration of the various functions of local and wider contextual development, contributing at the same time to place-making, legibility, development certainty and efficiency.

Unique character
We acknowledge and build on the existing uniqueness of the area and its community: reinforcing existing qualities, contributing to identity and variety, including the identification of unique investment opportunities for communities and ensuring that levels of access are maximised for the greatest number of people.

Ensuring Efficiency
Emnambithi/Ladysmith utilises land efficiently, provides services efficiently and recognises the functional relationships between the different spatial elements of the settlement; whilst on the other hand the settlement presents choices, pertaining to urban living environments, housing options, transport modes, and the like.
Municipal Role

Assist with incentive and export marketing incentive
Assist foreign investors with business permits
Provide reliable information to investors
Assist investors to locate suitable premises
Assist investors to access project and operational finance

The Provincial Economic Development Department has identified suitable premises in Emnambithi/Ladysmith for the provision of Service Delivery Networks in the form of One-Stop-Shops to provide information and business support to emerging entrepreneurs. This, amongst other things, includes information on how to start new businesses, expand existing operations, accessing various financial schemes and marketing opportunities locally and internationally.
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