



WELCOME TO IROLEY

AFRICA'S NEXT SMART CITY

Djibouti Telecom, the stated owned telecom operator has started a very advanced project that will be unique in this part of the world. The idea is to set up a new Smart City in Djibouti, which will be the home for more than 100,000 people and 1,000 companies. The city will be a state of the art Smart City, using all available technologies to create a sustainable and modern city in Africa. Irole project is design to be economical, ecological and socially sustainable.

The main drivers for the Smart City of Irole are sustainability and to establishment an ICT platform that gives high flexibility, open standards and capacity to enable a variety of Smart City Services, such as:

- High speed Internet Access, via Optical fiber infrastructure, 3G+/LTE and public Wi-Fi,
- Voice service, via broadband access (VoIP) and mobile network (3G),
- High resolution broadcast and Video on Demand Services,
- Smart Building,
- Public Safety,
- Smart Lighting,
- Smart Grid,
- Smart Transportations.

The objective of this project is to stimulate economic growth with new sustainable businesses, jobs and opportunities. The city will bring together many sectors:

- Center for Trade, logistics and IT sectors serving East Africa,
- Innovation and hi-tech,
- Technical Park for Smart City Suppliers,
- Incubator and IT-training Center,
- Stimulated ICT sector,
- Ecological sustainability.

The objective is also to reduce cost and environmental impact, by being smart and eco, through:

- Low use of energy, material, water and other natural resources,
- Renewable energy,
- Efficient transportation and building solutions,
- Smart waste handling,
- Sustainable production and consumption,
- Social sustainability.



NATIONAL INVESTMENT PROMOTION AGENCY

INVEST IN DJIBOUTI



1) REAL ESTATE DEVELOPMENT



Recognizing the importance of the housing sector in developing countries and the improvement of the living conditions of the population, the government of Djibouti has prepared a plan of action to boost this sector through the Ministry of Housing, Planning, Environment and Spatial Planning, and the Djibouti Real Estate Company.

Achievements have been made thanks to the assistance of partners concerned with the development of the country, including International and Pan-Arab Funds for Development, which have enabled the government to achieve the first phase a new city comprising 842 dwellings as well as, a second phase development of 642 housing units.

Demand for housing continues to rise. With an average annual growth of around 4.5% resulting from both the combined effects of population growth and internal migration, housing needs are estimated at more than 5,000 new units per year.

Besides the government has initiated a new project "zero slums" related to the rehabilitation of Djiboutian suburb.

To overcome this situation, the government has set consistent targets:

- To manage urbanization and to promote balanced urban development,
- To improve the lives of people in poor neighborhoods and foster their access to basic services by carrying-out a social housing program in collaboration with financial partners,
- To complete social housing for families with low income in inland districts of the capital in phases with the assistance of institutions,
- To encourage qualified companies with local and foreign experience in the field of housing estate development, servicing and construction,
- Imported equipment and materials will be exempted from customs duties.

The real estate market presents a large opportunity for businesses and investors willing to invest in Djibouti. The growing population and diversification of their needs as well as the growing share of international companies coming to the strategically located Djibouti offer the chances to prosper while the city is growing.

The government encourages investors, but not limited, of the following :

Medium standard houses
Luxury tourism

Shopping Malls
Residential houses

Exhibition Center
High standing Villas



11) TELECOMMUNICATION



The telecommunications sector represents a wide range of products and services tailored around which three areas: fixed telephony, mobile phones and the Internet. The country's geographical position and its policy of regional integration, make the area a transit line telecommunications by the presence of underwater cables, interconnection between Europe and Asia, and thus entail a network development international making Djibouti a telecommunications hub.

At continental level, Djibouti Telecom is part of the thirty operators System submarine cable in eastern Africa (EASSy), a project of submarine cable capacity in linking the town of Mtunzini in South Africa to Port Sudan with straps to Mozambique, Madagascar, Tanzania, Kenya, Somalia and Djibouti. Valued at USD 235 Million, this project will connect more than 250 million customers. On land, the fiber optic cable linking Djibouti to Ethiopia is being installed. It will allow the interconnection of Ethiopia to the systems of submarine cables.

These cable systems are compatible with existing ground stations, to ensure reasonable safety of certain traffic flows to Europe and Asia. The platform of international satellite transmission also enables operators to interconnect countries in the sub-region. Tanks to the underwater cable EIG-Europe/India Gateway, Djibouti Telecom will be carrying traffic to Great Britain and India.

SEA-ME-WE2 / SEA-ME-WE3 / Câble Aden – Djibouti / Câble Addis-Abeba /Djibouti (10 Gb/s) / EIG-Europe India Gateway (12802 Gb) / Eassy (320 Gb) / Projet d'un câble de 20km reliant Djibouti à la Somalie (Loyada). Both HUBs are themselves powerfully and directly connected to the network, respectively, North American and South East Asia.

Through this connection Djibouti Telecom will:

- Enable capacity without restriction up POPs in London, Mumbai and Marseille,
- Sell capacity without restriction operators in the Region,
- Receive free capacity at future extension of the cable,
- Assign his right to participate at any time to other international operations,
- Benefit terminations traffic from foreign operators towards the countries of the region,
- Collect traffic out of the region to move towards international operators,
- Organize the group to Djibouti in data traffic generated by the operators of the region to deliver on key "POP" international,



10) DJIBOUTI BUSINESS DISTRICT

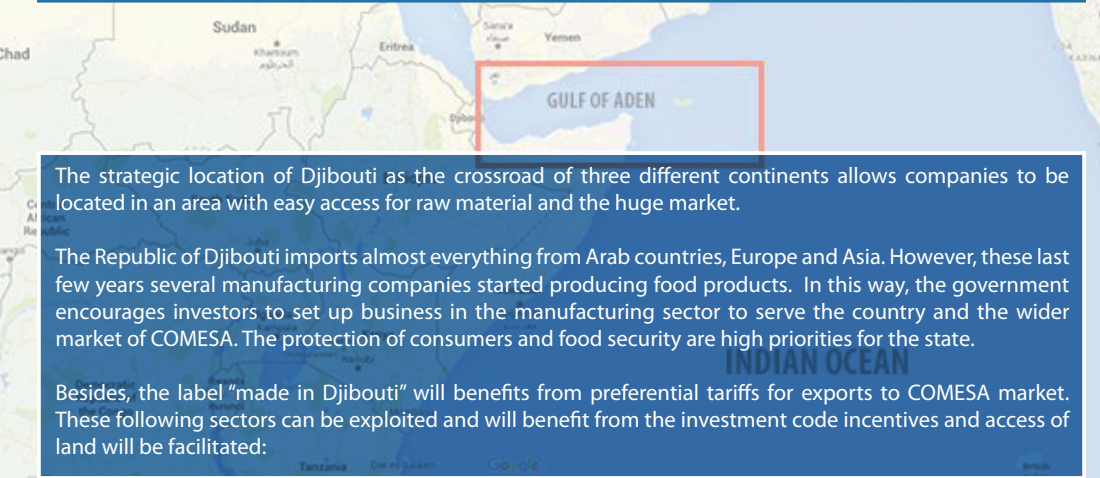


This project is related to the development of a satellite city in an area of approximately 1 million square meters in the heart of the city center. The city will be developed in different phases with the aim to:

- Create a new urban lifestyle for the people of Djibouti
- Provide accommodation for thirty thousand residents
- Transform Djibouti's tourism with a world class cruise liner terminal
- Deliver a world class central business district at the cities heart



2) MANUFACTURING AND DISTRIBUTION OPPORTUNITIES



The strategic location of Djibouti as the crossroad of three different continents allows companies to be located in an area with easy access for raw material and the huge market.

The Republic of Djibouti imports almost everything from Arab countries, Europe and Asia. However, these last few years several manufacturing companies started producing food products. In this way, the government encourages investors to set up business in the manufacturing sector to serve the country and the wider market of COMESA. The protection of consumers and food security are high priorities for the state.

Besides, the label "made in Djibouti" will benefit from preferential tariffs for exports to COMESA market. These following sectors can be exploited and will benefit from the investment code incentives and access of land will be facilitated:



3) ENERGY OPPORTUNITIES



The production, distribution and marketing of electricity are carried out by the public company "Electricité de Djibouti (EDD)". EDD offers three tariffs: .

Domestic fees: DJF 58 (USD 0.33)

Commercial fees: DJF 73 (USD 0.41)

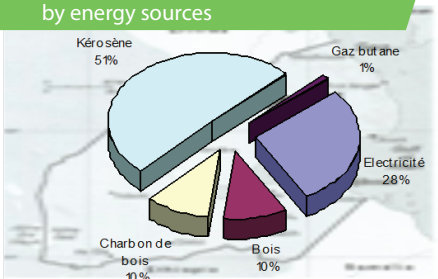
Industrial & Touristic activities fees: DJF 37 (USD 0.21)

The Energy sector is one of the strategic areas of the country. The economic growth of the republic of Djibouti and geographic expansion resulting from rapid urbanization of the capital and other regions, have literally exploded the demand for energy.

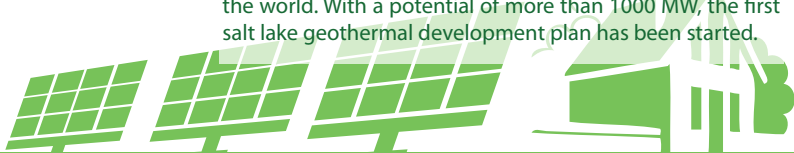
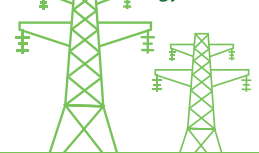
Djibouti has a population that is less than one million people and the entire country's peak energy demand stands at 70 MW of electricity. Currently, as much as 65% of the nation's power comes from energy systems in Ethiopia.

Due to the ports and free zone development the needs of energy will be more than 3 700 MW for the next 10 years.

Energy consumption of households (%) by energy sources



The region is suffering from underpower electricity that blocks development in most of the COMESA countries. Djibouti, with its wide variety of energy, promotes among the private sector to invest in the renewable energy.



a) The wind energy potential

The country has a considerable wind potential, especially on sites Ghoubbet, Assal, Gali Maab Wein and Bada, as has been confirmed by a study funded by the Presidency of the Republic of Djibouti in May 2002. It is estimated to be 4000 to 5000 H/year of wind power knowing that, in general, if we can wait 2000H/an, the project is profitable.

b) The solar potential

In the past, with support from the Center for Studies and Research of Djibouti, several studies and pilot projects were launched, especially in the field of solar photovoltaic. The Djiboutian Agency for the Social Development (ADDS) is the only body that has recently begun to equip schools, drilling wells and homes with solar photovoltaic panels.

The potential, however, is immense because, according to some experts, "each year, each km² is exposed to solar energy is the equivalent of 1.5 million barrels of oil." Djibouti has one of the highest exhibition of sunshine (2 300 kW/h per m² per year) and solar radiation (3 500 hours per year) in the world.

In reference to the "Promotion of Solar Energy" project sponsored by UNDP, a diagnosis made recently demonstrated ignorance of the technology by potential users and decision makers.

c) Geothermal Energy :

The geothermal electricity generating program is also the number one priority of Djibouti's government and the geothermal potential is acknowledged as one of the largest in the world. With a potential of more than 1000 MW, the first salt lake geothermal development plan has been started.

9) INFRASTRUCTURE

TRANSPORT AND LOGISTIC



The Djiboutian economy is based around services and the tertiary sector represents about 82% of GDP. Located in one of the world's busiest shipping routes, the Republic of Djibouti has attracted massive investments that focus, especially around the port platforms and modernization of road links. The country is the natural gateway of COMESA, a market of 400 million inhabitants.

The transport and logistics is the backbone of the Djiboutian economy. The country has an outstanding deep-water port complex, dry port and free zones. The Republic of Djibouti aspires to become a genuine hub for goods and services between, on one hand, Africa, the Middle East and Asia and, secondly, Europe and the Atlantic Ocean through the Mediterranean and the Suez Canal.

The investment made by DP world has played a key role in developing the port of Djibouti and helping to implement proven methods of good port management.

The port of Djibouti represents to Ethiopia a landlocked country of nearly 90 million inhabitants, the main gateway for access to the sea nearly 85% of the traffic of the port of Djibouti is linked to the Ethiopian transit. The port complex also contributes substantially to the national economy by generating nearly 20% of GDP and creating around 15,000 direct and indirect jobs.

Regarding future prospects, trade with Ethiopia should continue to grow strongly, with regard to the strong economic growth of the country, which reached 10% per year and is expected to continue over the next decade.

In addition, Djibouti is strengthening its position as a regional center for multimodal transport, the diversification of its trading partners (including South Sudan), and the establishment of new transport infrastructure. Currently several ports are under construction:

- Port of Tadjourah for potash export from Ethiopia ,
- Port of Goubet for salt export,
- Multipurpose port of Doraleh,
- Livestock port in Damerjog.

8) BANKING AND INSURANCE SERVICES



Djibouti disposes of a stable financial sector with a market that goes beyond borders. However, the country still lack for a specialised banking services providers that respond to the increasing demand of the local population and businesses. Authorities encourages private sector into the investment, but not limited, of the following

- Establishment of more facilities and customers oriented banks,
- Establishment of Investment Banks that provide funds to sectors that are placed priority by the government namely, the agricultural sector and industrial sector,
- Private and local partnership to develop the microcredit and microfinance sector,
- Mutual Fund Agencies,
- Portfolio Management Agencies.

In Djibouti, like most developing economies, the insurance sector is still limited and mainly concerns non-life insurance (property and casualty), in which the car is dominating compulsory insurance. Conversely, personal insurance remains marginal and is generally limited to borrower insurance required by banks for granting loans.

The insurance sector is monopolised by two institutions with a limited range of product. The increasing needs of the population and business present opportunities for new investment.

- Diversified Insurance product



Source: Salaam African Bank

4) TOURISM



"Portion of the moon on the earth's crust" "apocalyptic Landscape" "Geological paradise splendour of underwater sites", all the adjectives have been used to describe this part of earth always changing. Far from being inhospitable, unique geological sites in the world have always attracted scientists and adventurers in search of unusual and exotic world.

The Republic of Djibouti has a great potential in tourism, with unique sites, the seabed beaches of all beauties. The average stay of tourists is about ten days, and the main tourist activities are deep-sea diving, sport fishing, trekking, walking, exploration of the nomadic world, ornithological observation, and of course, beach and sun.

Despite the vast opportunities for discovery the tourism sector stays still unexploited.

Investment opportunities exist:

- Development opportunities in Sea Safari: Situated at the intersection of the Red Sea and the Indian Ocean, the country presents one of the fascinating places in the world for scuba diving with its variety of Fauna and Flora,
- Building Hotels/Bungalow/ and Touristic Villas in the key touristic areas (Maskali island, Moucha Island, Day, Lac Abheh, Goubet, Lac Assal, Randa),
- Building health resort and spas in Obock by using its thermal springs and emanations of sulphurous vapors, known in the region for their therapeutic properties,
- Creating parks, Marinas, and divertissement centre for tourist and local population Divertissement.

5) MINING

The local landscape of Djibouti is composed of plain, plateaus and mountain that present a variety of natural resources. Due to lack of technology and expertise, the mining sector is still virgin. The government encourages private sector into exploration and investment, but not limited, of the following:

- Cement Production,
- Marble Production,
- Gold Exploration and exploitation Industry,
- Perlite and potash exploitation,
- Rock polishing Industry.

6) THE SALT LAKE



LOCALISATION

One hundred and fifty meter (150 m) below the level of the sea, the Assal Lake is located about 100 km in the west of Djibouti-town, in a huge depression of 115 km². The Assal lake is made up by 54 km² of bitter (saturated in salt: 25% of NaCl) and a huge loads of gem salt.

The salt, key product of the lake is located in the middle of the new economic pole of the Assal Lake. The tanks to the infiltration of the Goubet water and hot sources of water, more than six million tons of salt are brought there every year. This resource of salt would be inexhaustible, if the production equals to the annual renewable provision. This huge and worldwide known reserve of salt was estimated at more than one billion tons and the deposit is continually in reconstitution. The thickness of the crust vary between 20 and 80m and the volume of the bitter in the pore, the caverns and the cracks or fissures present inside and under the salt crust represent 1.9 billion of m³. The salt naturally produced in the Lake Assal is a sea salt.

The new investors in that field are welcomed and more and more encouraged by the government, in order to undertake and realize projects with equity capital or financing through the institutional backers.



7) FISHING



Despite significant potential the fishery sector contributes negligibly to the development of the primary sector. The Republic of Djibouti has a coastline of 372 km long and abundant fishery resources estimated at about 50,000 tonnes per year.

The primary sector, including agriculture, livestock, forestry and fishing, has recorded an annual growth of 3.5% of GDP. However, this is an area deemed with high priority by the Government in its strategy against poverty and improving food security.

Traditionally, fisheries practiced in Djibouti are a food fish. With 372 km of coastline, the area of continental shelf Djibouti exploited by fisheries is about 2 276 km². The fishing zone exploited by the artisanal fisheries is those in sandy facies, where the continental shelf widens. The potential fish with sustainable levels of exploitation are estimated at 9 300 tons for demersal fish and large pelagics and 22 000 tons for small pelagic, domestic production varies between 1 600 and 1 900 tons per year. There are huge opportunities in:

- Fishing processing,
- Export of sea products,

