



THE INVESTMENT PROSPECTUS

2019 - 2020

ST HELENA ISLAND





HIS EXCELLENCY GOVERNOR DR PHILIP RUSHBROOK

Quote provided on completion of document



CHIEF SECRETARY SUSAN O'BEV

Quote provided on completion of document



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Introduction

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DISCLAIMER

This Investor Prospectus is a live document and all content is subject to change without prior notice. Any process described serves as a reference guide only and is indicative of best effort service times only. All content in this document and on Enterprise St Helena's website, more generally, is for information purposes only. It is very important to do your own analysis before making any investment. You should take independent financial, and if necessary, legal advice from a professional relating to investment and independently research to verify any information that you might find on our website, whether for the purposes of an investment decision or otherwise.

Enterprise St Helena will not be held responsible for any loss or damage you may incur as a result of relying on information contained in this document and by proceeding to engage without first contacting them, you are deemed to acknowledge this.

ABOUT ENTERPRISE ST HELENA

Established as a statutory body at arm's length from the St Helena Government (SHG), Enterprise St Helena (ESH) is the lead body responsible for promoting and enabling private sector development on Island. ESH is focused on promoting the growth of the economy of St Helena, through the development of local businesses, and through tourism and investment promotion.

Further information can be found at <http://www.investinsthelena.com/>

ESH is the single point of contact for investment enquiries and can be contacted via info@esh.co.sh or +290 22920.





ABOUT ST HELENA ISLAND

WHERE WE ARE

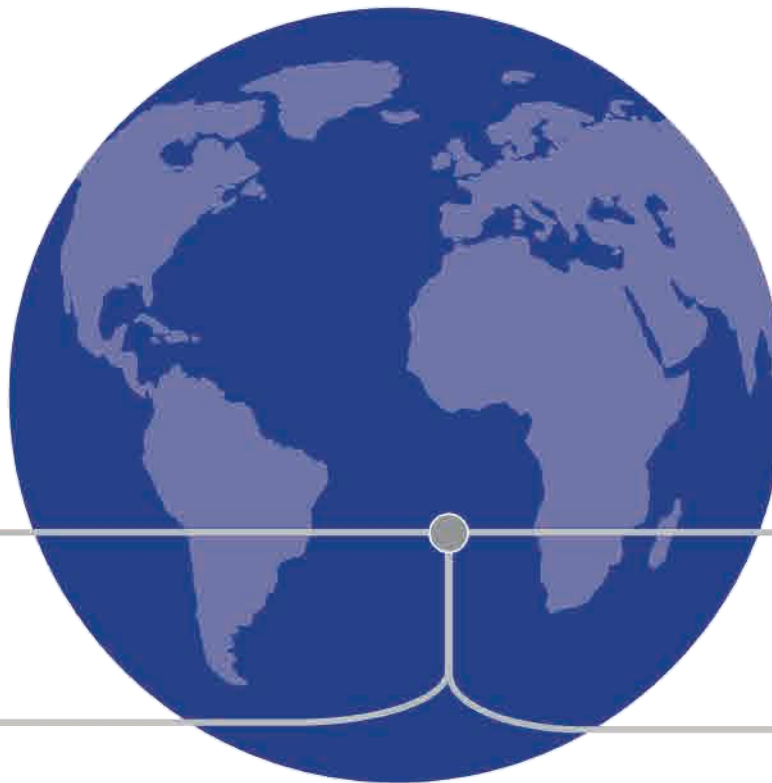
St Helena Island is a British Overseas Territory situated in the South Atlantic Ocean, at 15° 56' south and 5° 45' west with a population of 4,425 (June 2019)

The nearest land:

- Ascension Island is 703 miles (1,131km) to the North West.
- South-West coast of Africa (Namibia) is 1200 miles (1931km)
- South America (Brazil) 1800 miles (2896km)

WEATHER & CLIMATE

For most of the year, temperatures range between 70-80°F (20-27°C) but nights and early mornings can get cooler in the months of June, July and August. Rains usually begin from March to May and again from July through to September, with April and August the wettest months.



THE PEOPLE

St Helenians, known as "Saints", are mainly descended from Europeans, Chinese labourers, slaves from Madagascar, Asia and Africa and prisoners of war. The most notable prisoners to have lived in St Helena are the French Emperor Napoleon Bonaparte, Zulu King Chief Dinizulu and the Boer prisoners of war.

This history of diverse cultures has shaped and developed the foundations of who the Saints are today. Saints are recognised for their hospitable nature and friendliness – everyone waves and greets each other, even passing cars.

The language spoken on St Helena is English, but the Saints also have their own unique dialect.

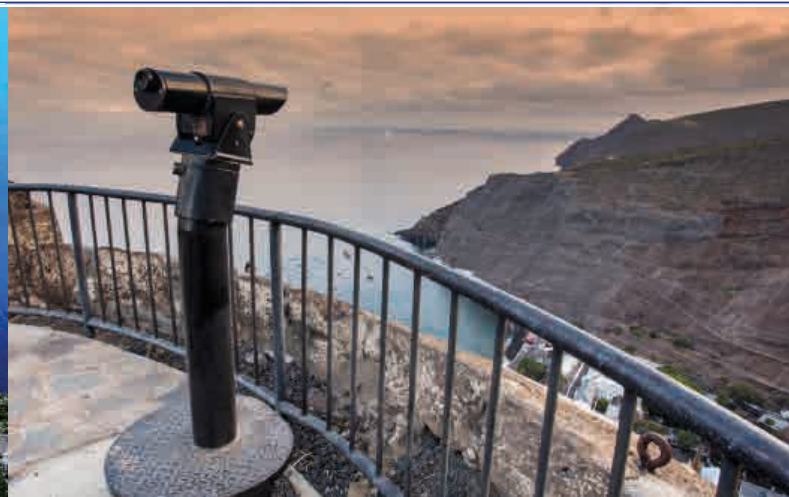
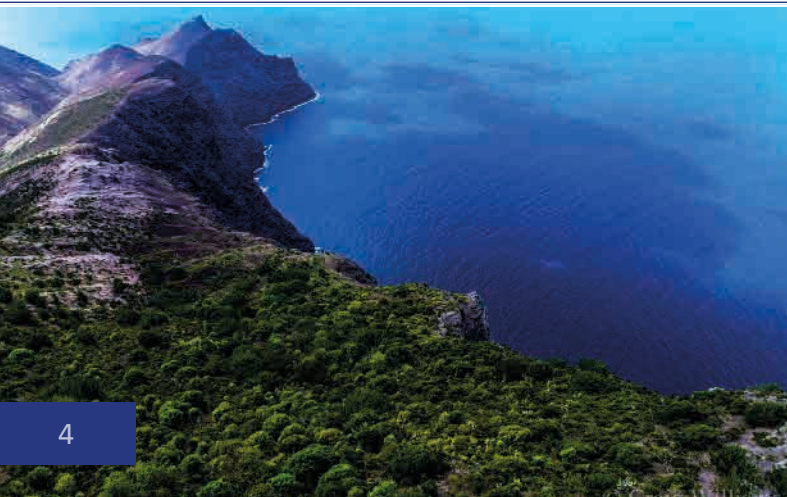
ST HELENA CURRENCY

The currency on St. Helena and Ascension Island is the Saint Helena Pound (SHP), which is equivalent to the British Pound (GBP). The SHP and GBP Sterling are accepted on both islands, but SHP is not accepted outside of St Helena and Ascension Island.





OUR GOAL - OUR VISION



OUR GOAL

To develop St Helena industry, promote sustainable and green growth, increase the skilled workforce and ensure that everyone on St Helena prospers from sustainable economic development

(St Helena Island 10 Year Plan 2017 – 2027)



OUR VISION

To achieve development which is economically, environmentally and socially sustainable by increasing standards of living and quality of life; not relying on aid payments from the UK in the longer term; whilst affording to maintain the Island's infrastructure; achieve more money coming into St Helena than going out and sustain and improve St Helena's natural resources for this generation and the next.

(Sustainable Economic Development Plan 2018-2028)



INVEST ST HELENA

WHO ARE WE?

St Helena is on a journey towards becoming a globally connected green and blue-island destination with a vibrant tourism and digital-driven economy. As a developing island-state, St Helena offers a unique opportunity for you to invest NOW, and benefit from being a first-mover.

Accessibility and Connectivity

We are accessible via air every Saturday from O. R. Tambo International Airport, Johannesburg, South Africa, and from Cape Town International Airport every Tuesday from December 2019 to February 2020, with private charter also an option. Boasting favourable sea conditions for most of the year, St Helena is also easily accessed by visiting Cruise ships and private motor yachts, with a steady flow from the international yachting fraternity.

A Vibrant and Growing Private Sector

We have resilient local businesses that innovate and create to adapt to the existing infrastructure; local produce is among the freshest and flavourful available;

and planned connectivity to the subsea cable during 2021 will amplify the opportunity for growth.

WHO ARE YOU? - RESPONSIBLE, SUSTAINABLE AND EQUITABLE INVESTORS

You are interested in exploring opportunities and establishing relationships that will lead to growth-markets, increased exports, reduced reliance on imports, and sustainable increased revenue sources.

If you have an adventurous spirit, relish the opportunity to engage with local experts, and want to be a part of a globally connected green and blue-island destination with a vibrant tourism and digital-driven economy, then St Helena is your place to do business.

Become a part of our inclusive, responsible and sustainable development aspirations.



WHERE WE ARE..

- Population = 4,425 (2019)
- Opportunities to invest NOW and be a first-mover
- £5m+ Visitor Economy
- Launch of the St Helena Research Institute (SHRI)

- St Helena connects to fibre-optic subsea cable

- 100% self-sufficient renewable energy

2019

2021

2022

2030

2050

WHERE WE'RE GOING..

- St Helena as a premium brand – £5m pa economy in goods exports, research and development and tele-business
- £10m pa visitor economy

- Population (internal market) = 8,000
- A globally connected green and blue-island destination with sustainable and low impact tourism
- A Tourism-Driven Economy – £15m pa Visitor Economy

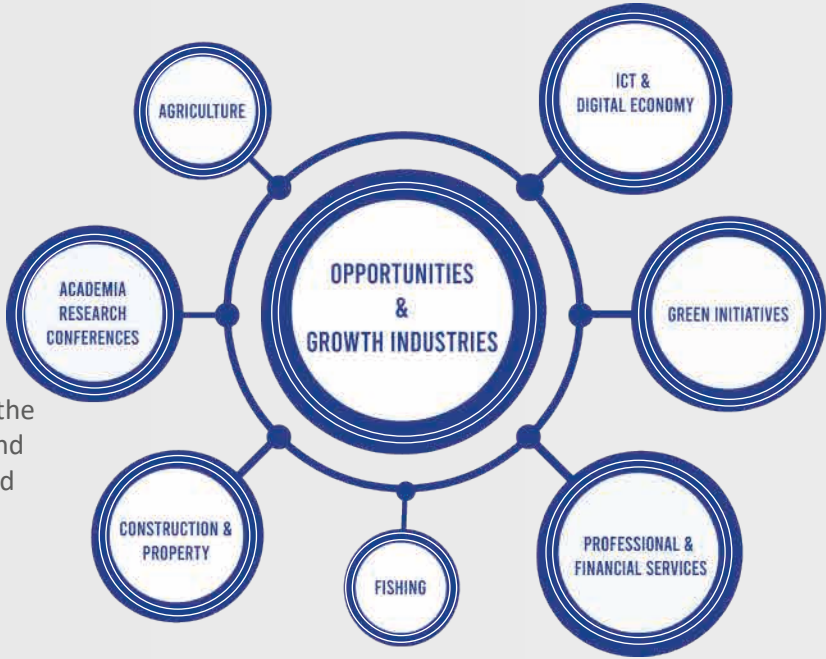
OPPORTUNITIES AND GROWTH INDUSTRIES

There are a range of sectors with growth potential in import substitution and export opportunities. Connecting to the fibre optic subsea cable during 2021 will further enhance opportunity.

Agriculture and fishing have significant potential to reduce the island’s trade deficit. Green initiatives, ICT and the digital economy, professional and financial services offer valuable businesses opportunities.

As well as ‘pure’ business investments there are opportunities for demonstrator projects, research and innovation within new and developing sectors, and philanthropic activities that could pave the way for other small-island states.

Routes to land and properties are available to enable the strategic development of some of these focus areas and are complemented by specific targeted investment and tax incentives.



With an appetite for local and external organisations to mutually benefit from increased capacity; networking and new partnerships, the landscape for development and growth opportunities is exciting.

KEY STATISTICS

- Imports from South Africa - £9.0m
- Imports from UK - £8.0m
- Imports from other countries - £2.3m
- Imports of food and live animals - £4.2m

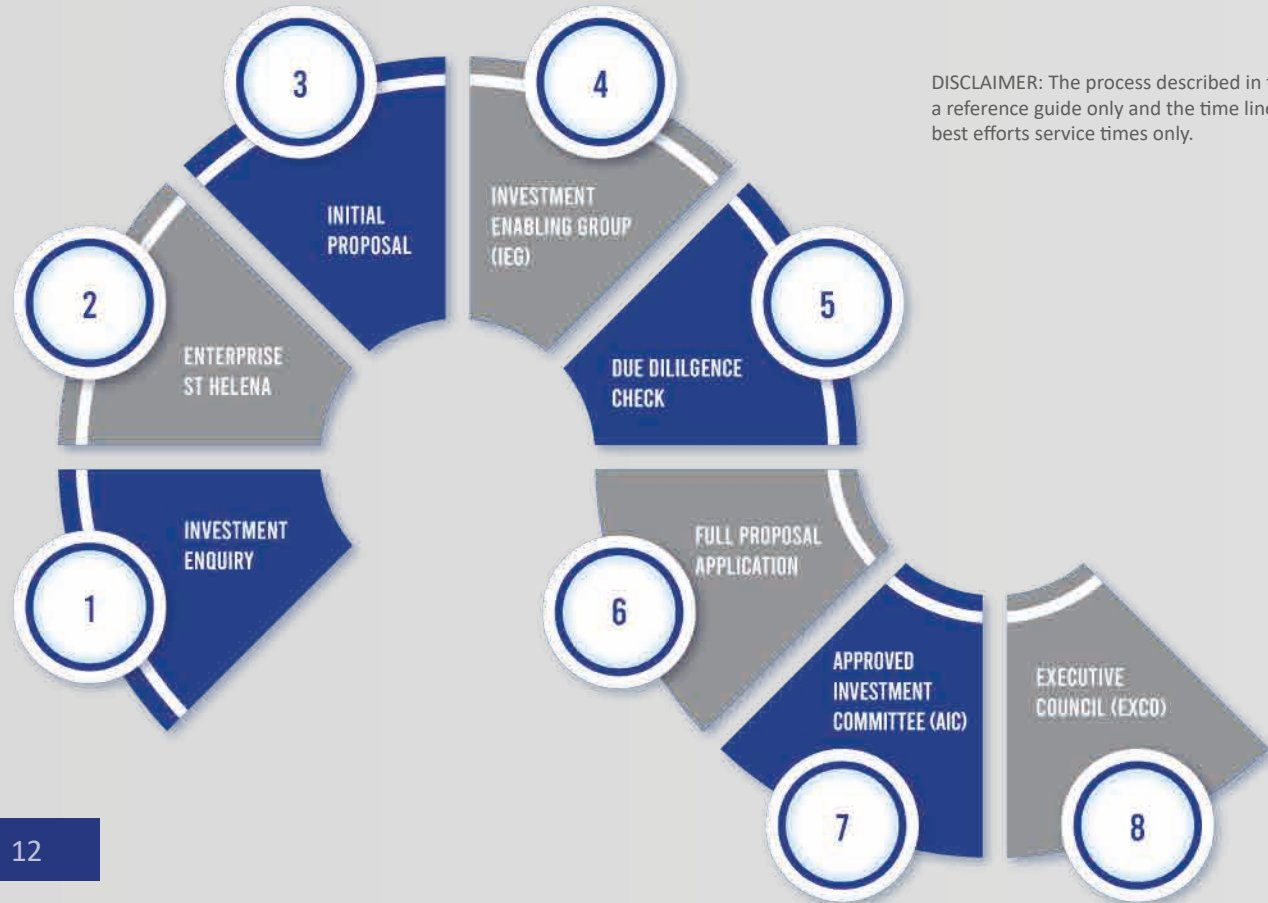
Annual Expenditure Per Household 2017/18

Food	£4.1k	34.4%
Miscellaneous goods and services	£1.6k	13.2%
Transport	£1.6k	13.1%
Housing	£1.4k	11.6%
Household energy	£0.9k	7.5%
Household goods and services	£0.8k	6.5%
Alcohol and Tobacco	£0.8k	6.3%
Communication	£0.8k	6.3%
Clothing	£0.1k	1.1%
Total	£11.9k	100.0%

For more statistics visit - www.snthelena.gov.sh/statistics



PATH TO INVESTMENT

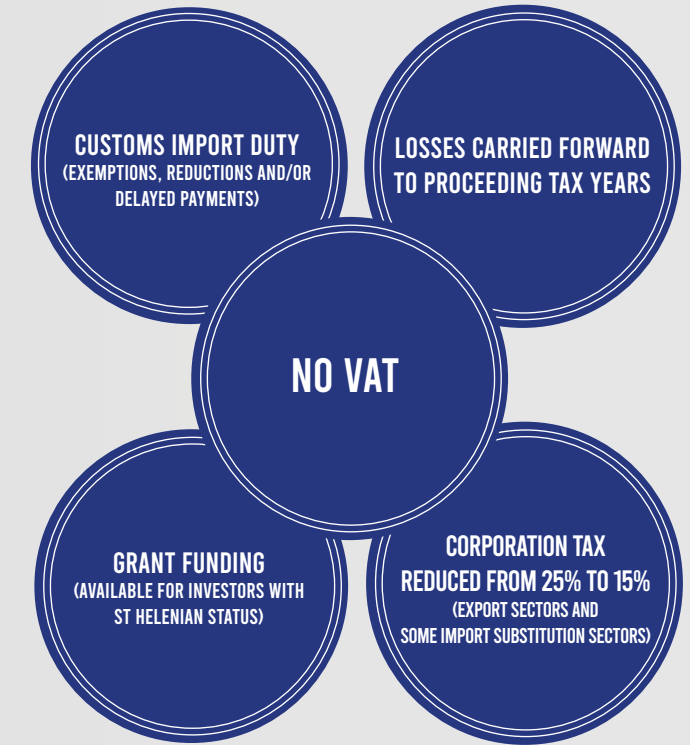


DISCLAIMER: The process described in this schematic serves as a reference guide only and the time lines given are indicative of best efforts service times only.

INVESTMENT AND TAX INCENTIVES

Investments by new or expanding enterprises that will benefit the economy of St Helena can apply for various incentives, providing proposals are adequately financed and meet the following objectives:

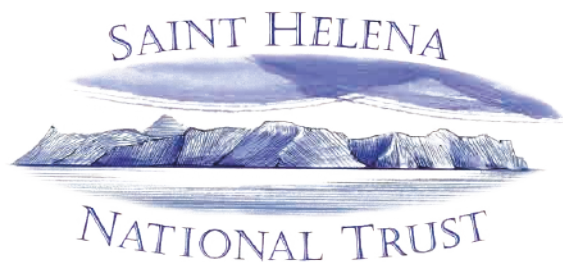
- Is sustainable: economically, environmentally and socially
- Reduces the island's dependence on imported goods, increase exports, increases retention of money on St Helena
- Employs local people, where appropriately skilled staff are available
- Adds to the range of products and services on offer to residents and visitors
- Offers value for money to SHG and ESH, where grant funding and/or tax incentives are given





St Helena Government

ACADEMIA, RESEARCH AND CONFERENCES



St Helena is poised to offer a variety of opportunities to the international research and academic community. The commercial air service allows the island to host academic conferences conveniently, enhance global academic links. St Helena invites researchers, archaeologists and conservationists to work in partnership with us.

Extensive potential for research in social technological, economical, environmental and political themes, exists in parallel to unique biodiversity, natural capital and history.

The St Helena Research Institute (SHRI) is a new organisation based on the island. The institute is affiliated to the St Helena Lifelong Learning Centre, dedicated to supporting basic, applied and experimental research development in St Helena. Predicated on ethical and responsible research that respects and protects the people, heritage and environment, foundations have been laid for purposeful, meaningful and equitable development opportunity.

Opportunities

- Sustainable research and data capturing, archiving and sharing
- Significant local expertise available
- Desk, laboratory, storage space and low-cost accommodation available
- Potential conference and convention locations available
- No work permit is required for voluntary and research work in St Helena



AGRICULTURE



Agriculture remains an area of significant growth, over £4m worth of food was imported in 2018/19. With plans for both increased population and visitor numbers, there are major opportunities within this sector to reduce the trade deficit and improve food security.

St Helena Coffee is a rare strain of the original Green Tipped Bourbon Arabica coffee introduced in 1733. It is currently produced in small quantities for export and local consumption. Over £100,000 of St Helena Coffee was exported in 2018/19, and retailed at Harrod's at a premium. The opportunity exists to grow more and roast more, for both local and domestic markets.

Claimed as disease free, the production of St Helena Honey and Queen Bees for export is another opportunity for further potential investment.

"There are several excellent opportunities for the development of agri-business on St Helena. The production of field vegetables, salad crops and fruit could be significantly scaled-up to supply the on-island market demand. Opportunities also exist for the export of produce, including an expansion of coffee and honey production, and potentially vegetables to Ascension Island. St Helena has a sub-tropical climate, good soils and a strong infrastructure. An investment in appropriate technology, supply chain management and market development would pay dividends"
Leigh Morris (Internationally recognised Horticulturist)

2018/19 Imports

- Fruit - £156K
- Meat - £689K
- Vegetables - £209K

Opportunities

- Bees and honey
- Coffee
- Sustainable forestry and timber production
- Fruit tree propagation
- Availability of shares in Solomon and Company Plc, a local enterprise with production assets and interests available.
- Land and potential strategic assets available for new and existing primary/secondary production



CONSTRUCTION AND PROPERTY



St Helena's construction industry demonstrates resilience, ingenuity and capacity. The range of small, medium and large-scale projects, from single dwellings to the building of St Helena's award-winning airport and the Rupert's Jetty, is a testament to existing capabilities.

As the island aspires to increase its resident population and visitor economy, opportunities exist within this critical industry for current and future government, commercial and private infrastructure needs. Including the development of future residential and commercial trading zones.

Alternative and new environmentally-friendly sustainable construction technologies, products and materials are strongly encouraged.

Opportunities

- Alternative and environmentally-friendly construction techniques, products and services
- Minerals and rocks
- Current and future development projects
- Potential industrial spaces available
- Professional support services – advisory, conveyance, technical, legal etc.



FISHING



This critical sector has earning potential with the right investment into the industry, and most importantly, the fishermen themselves.

As the historic cornerstone of the St Helenian community, fishing has been and always will be a fundamental part of the island's culture. The fishery has provided sanctuary and security for generations and is an important source of income and employment.

Further opportunities exist for both new and resident operators.

The St Helena Fisheries Co-operation (SHFC) provides an on island fish processing facility where there is an opportunity for an investor to take over this function or re-develop it accordingly.

Opportunities

- Exclusive Economic Zone (EEZ) extends to 200miles offshore
- World's largest one-by-one (OBO) fishery
- At present, remains largely unexplored and unexploited
- Regular flights offers the opportunity to airfreight



GREEN INITIATIVES



GREEN TECHNOLOGY, RENEWABLES, WASTE MANAGEMENT AND RECYCLING

Opportunities

- Alternative construction aggregates, bricks and blocks
- Alternative material-manufacturing, up-cycling and craft production
- Bio-Fuel
- Bottled water and recycling scheme
- Composting
- Green technology and transport



ICT AND THE DIGITAL ECONOMY



In 2021 a subsea fibre-optic cable, will land on the island providing back-haul capacity of multiple Terabytes Per Second (TBPS) directly to Europe and South Africa.

The connectivity coupled with St Helena's remote location, will provide the island with a number of significant benefits and opportunities, including potential for the evolution of a satellite and space industry, advancements in health, education, e-commerce, and growth in the knowledge economy and communications.

Some of the exciting opportunities resulting from a globally-connected St Helena are:

- Establishing Satellite Ground Stations
- Call-Centres
- Tele-medicine
- Tele-jobs; work-from-home opportunities
- Research and Development, and Test Centres
- Potential for St Helena as a film location
- Capacity for St Helena as a new International Conference Centre; MICE
- Potential to attract and accommodate digital sun-seekers
- Space Launch
- Data Centres



PROFESSIONAL AND FINANCIAL SERVICES



With the expected growth in the private sector, inclusive of a green agenda, the digital economy and the delivery of public sector plans and projects, there is a demand for a range of professional services on the Island.

With the imminent arrival of the submarine fibre optic cable, the opportunities presented to international organisations and investors will create the need for additional professional services to be offered on St Helena.

With tourism seen as the driver for growth, the local economy will expand and increase sustainable local demand for professional services.

Solomon and Company Plc. provide agency and insurance services.

Opportunities

- Company Registry
- Consultancy and analytics across sectors of interest
- Advanced structural and intrusive ground investigations, land surveying and production of plans and drawings, architectural services including technical design
- Heritage and archaeological advisory services
- Planning and engineering services including structural, civil, mechanical and electrical, quantity surveying, project management
- Legal services, commercial and residential property advisory, financial services, advertising and marketing services
- ICT services.
- Solomon and Company Plc shares are available



TOURISM



As a cruise ship and new flight destination, the number of visitors to St Helena continues to grow as the Island establishes itself as a destination of choice for those seeking a unique experience. In anticipation of demand, a growth in the local food and accommodation industry over the past 24 months has been evident.

The Bicentenary Anniversary celebrations of Napoleon's death on St Helena, on the 5th May 2021, will be a significant event offering a memorable experience and business opportunities.

As a future Green and Blue destination, efforts towards achieving 'dark skies' accreditation and becoming a UNESCO World Heritage Site opens up a range of possibilities for tourism development and niche offerings.

Opportunities

- Sell St Helena as a new leisure and niche destination
- Hotels - New build and restoration / existing property investment
- Services - Coffee tours / endemic species tours / educational and research groups - Projects
- Products - Golf / aquatic tours / climbing / hang-gliding / survival training / rehab, health and well-being
- Training
- History and heritage, natural beauty and adventure still to be fully exploited
- Voluntourism
- Business Tourism
- Historical Restoration Projects

STRATEGIC ASSETS

A number of historic state-owned assets provide opportunity for investment.

- Bertrand's Cottage
- Cliff Top
- Longwood Dairy
- Luffkins Tower
- New Ground House
- Red Roof
- Scott's Mill
- Signal House
- St Helena Fisheries Co-operation (SHFC)
- St Helena Government's (SHG) shares in Solomon and Company Plc
- St Helena Hotel Development Limited (SHHD)
- Verandah Quarters (Lower)

[Click here to see the latest strategic assets](#)

Terms and Conditions apply. Enterprise St Helena is the first contact point for investors and can be contacted via info@esh.co.sh or +290 22920.





ADDITIONAL OPPORTUNITIES



Bottled Water

During 2018/19 over, £85,000 was spent importing bottled water to St Helena. Each plastic bottle contributes to the plastic waste which is landfilled on St Helena every year.

Underground fresh water stores are already utilised, presenting an opportunity for the provision of treated and bottled water on Island, coupled with a bottle deposit scheme.

Ship Registry and Sailing Qualifications

St Helena experiences over 600 visitors a year arriving on yachts, especially during the World Arc Rally in January. St Helena is able to offer ship registry services and provide sailing courses, while capitalising on existing interest

St Helena is a member of the prestigious Red Ensign Group allowing registration of vessels up to 150 gross tons, with an extension to 400 gross tons for pleasure vessels.

Liquor, Wines and Beers

St Helena proudly boasts having one of the most remote distilleries in the world, offering local products such as Midnight Mist (Coffee liquor) and Tungi (prickly pear liquor) and Jamestown Gin (Juniper Berry spirit) with locally sourced and grown ingredients.

Other offerings include brandy, White Lion Rum and wines. There is potential to develop viticulture on island due to the favourable climate and landscape.

Traditional Products

St Helena is home to a variety of creative arts and crafts, including jewellery making, photography and carpentry, with traditional craft-works such as flax work and lace making forming part of its unique history and heritage.

There are also crafts produced using local and recyclable materials and these crafts can be found in the Arts and Crafts shop.

STRATEGIC ASSETS

1. Bertrand's Cottage
2. Cliff Top
3. Longwood Dairy
4. Luffkins Tower
5. New Ground House
6. Red Roof
7. Scott's Mill
8. Signal House
9. St Helena Fisheries Co-operation (SHFC)
10. St Helena Government's (SHG)
11. Shares in Solomon and Company Plc
12. St Helena Hotel Company (SHHC)
13. Verandah Quarters (Lower)
14. Enterprise St Helena



REGULATORY FRAMEWORK

Investment Enabling Group (IEG)
The Investment Enabling Group (IEG) enables investment, manage practical issues and is a conduit for communication between Enterprise St Helena, the St Helena Government and the Bank of St Helena Ltd. The IEG meet every two weeks and acts as the vehicle for facilitating and recommending investment proposals for Approved Investment Status.

Enterprise St Helena is the single point of contact for requirements necessary to pursue your investment enquiry, including:

- Immigration
- Company Registration
- Land Holding
- Banking

Please contact Enterprise St Helena via info@esh.co.sh or +290 22920

Useful links -
www.investinsthelena.com
<http://www.sainthelena.gov.sh/investors/>
www.cr.gov.sh/intro.htm



EXPERIENCE ST HELENA



...BREATHE ST HELENA

Regarded as some of the friendliest people in the world, St Helena's splendid heritage, charismatic culture and natural beauty, provide an array of opportunity and wonderful experiences. The island's kaleidoscope of rich history is represented by its diverse culture. An example of this is the magnificent fusion of the island's past influences represented in the local cuisine incorporating flavours and tastes from around the world.

One can also experience thrilling adventure, where you can walk in a rainforest in the morning, spend the afternoon swimming with whale sharks and watching dolphins and whales play. In the evening you can enjoy a walk down the historic Georgian Main Street, in the footsteps of Napoleon, Halley, Captain Cook and Charles Darwin, all under one of the most magnificent dark skies in the world.

"A new adventure around every corner"

"Out of this world – unique St Helena"

"St Helena – Arrive as a stranger leave as a friend"



MARINE ENVIRONMENT



With St Helena's pristine sub tropical waters, underwater structures and an abundance of marine life (some found nowhere else on earth) St Helena's marine environment is a major natural asset.

Conditions allow seasoned travellers, explorers, scientists, researchers and novices, the opportunity to meet on and below the surface of this adventurer's playground.

- Clear and warm sub-tropic waters with 15 - 25m visibility and temperatures of 19 - 25°C
- 18th Century wrecks with thrilling scuba diving and snorkelling
- Fascinating and diverse endemic fauna and flora
- Whales, whale sharks, dolphins, rays
- Spectacular sport and spear fishing



SIMON PIERCE

The whale sharks in St Helena are the friendliest I've swum with anywhere in the world. They're extremely curious, to the extent of being quite flirtatious!

After more than a decade of researching the species, all over the world, I had my best-ever encounters at this wonderful island. The whale sharks at St Helena are a fantastic example of world-class eco-tourism with this iconic species, and I'm confident that people will come from all over the world to experience these amazing encounters. I'll be strongly encouraging them, too!

(Principal Scientist at Marine Megafauna Foundation and Vice Co Chair of IUCN Shark Specialist Group)





RAW ENVIRONMENT



...EXTRAORDINARY ENVIRONMENT

The Island's unspoiled landscape of lush green, cloud covered central peaks and breath-taking rugged coastline provide an exceptionally diverse range of habitats, and features of geological interest

St Helena is on the tentative list as a future UNESCO World Heritage Site. The landscape reflects areas coated in naked rock and coloured paint pallet deserts, with higher interiors of tropical green foliage. The landscape is one of our natural assets that will excite scientists, researchers, conservationists, and preservationists.

- The island is a result of an extinct volcano that emerged from the ocean 12 – 14 million years ago
- There is a diverse range of endemic fauna and flora
- Of the 1,547 (94%) endemic species found within the Overseas Territories, over 500 are found on St Helena
- There is spectacular scenery with Diana's Peak rising 823m above sea level
- The Diana's Peak National Park is home to many of the island's endemic plant species



HISTORY AND HERITAGE



St Helena promotes a fascinating history that touches many aspects of the world gone by. A British island initially governed by the East India Company, and later the Crown. It was a strategic port of call under the British Empire until the opening of the Suez Canal and the advent of the Steam Ship.

St Helena's heritage has a significant legacy of converging and emerging culture, and spans eras of monumental change. St Helena was a strategically-fortified island. Historic buildings, especially in the capital Jamestown, boast a distinct Georgian flavour featuring outposts with majestic views where you can reflect the change of rule and attempted coups.

- Discovered by the Portuguese in 1502 - controlled by the Dutch and later by the British
- Famous prisoners - Napoleon Bonaparte, Chief Dinizulu, Boers
- In 1840 became home to the British West African Squadron which worked to suppress the slave trade
- St Helena island was pivotal in the abolition of slavery as the location for many slaver trials
- Visiting astronomers - Sir Edmund Halley and Neville Maskelyne
- Captain Cook - explorer
- Charles Darwin - naturalist, geologist and biologist
- Oldest known land vertebrate - Jonathan the Giant (Seychelles) Tortoise estimated to be over 187 years old



(Insert Credits)