



St Helena  
Government



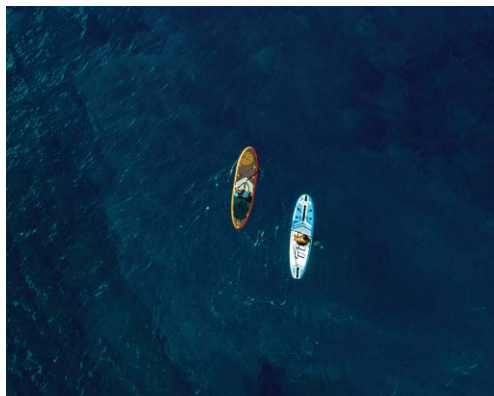
St Helena Island  
A breath of fresh air

# Investment Prospectus 2024



# St Helena

A great place to live, work, visit and invest





A great place to live, work, visit and invest





# CONTENTS

**03** Disclaimer

**04** Vision

**09** About St Helena

**10** Invest St Helena

**11** Why invest

**12** Facilitating investment

**13** Targeted sector

**15** Approved investor scheme

**16** Path to investment

**18** Investment opportunities



# DISCLAIMER

This is a live document, and content is subject to change. The processes described in this booklet serve as a reference guide only and are indicative of best-effort service times only. All content in this document and on the St Helena Government 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 and verify any information that you might find, whether for the purposes of an investment decision or otherwise.

St Helena Government 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 additional information.





---

## VISION

To create an enabling environment that allows people and businesses to thrive whilst preserving what makes St Helena unique.







## Where we are

St Helena is one of the remotest islands on Earth.

Located 1,200 miles from Africa and 1,800 miles from South America, the 47sq. mile island is a subtropical paradise alone in the South Atlantic Ocean.

Its isolated location made it a vital stopover during the shipping era, while more recently, its location has allowed its small community and globally important environment to exist in safety and tranquility, a world apart from the rest of the globe.





# Who we are

Our British Overseas Territory is a breath of fresh air in today's world, boasting clean air, a pristine ocean environment, a small and safe community (population 4,000) and a deep connection to the natural environment.

St Helena is an off-the-beaten-track, unique and unforgettable location with a culture evolved from influences of Europe, Africa and Asia. It is a place where the mountainous terrain and microclimates create an astounding diversity of landscapes all within a few minutes' drive. It is comfortably familiar yet heartwarmingly different – a world of its own.

- Extremely low crime rate
- No severe weather events
- No war, corruption or political unrest
- Small and friendly community
- Astounding natural environment
- Uninterrupted sunset ocean views
- English-speaking
- GMT year-round
- Investment-grade credit rating (BBB-/A-3 stable)
- Currency pegged to British Pound Sterling







KNOW MORE





## ABOUT ST HELENA

### British Overseas Territory

St Helena is Britain's second-oldest Overseas Territory, and one of the world's remotest islands. It is English-speaking, accepts the Pound Sterling, uses the same electrical current and sockets as the UK, and operates under a mix of UK and local law. St Helena is on GMT year-round.

### Subtropical paradise

St Helena's climate is temperate year-round (15-28°C), with 'cooler months' generally being June-September and 'hotter months' December-March.

The island has stunningly varied landscapes and globally important biodiversity. It is home to more than 500 species of plants and animals found nowhere else on Earth, as well as the last natural cloud forest on British territory.

A Category VI Marine Protected Area (MPA) surrounds the island and is nearly the size of France. Its waters are warm and high-visibility, attracting soft adventurers

and researchers alike. Only one-by-one fishing is allowed. The island is free from extreme weather and dangerous animals, and offers world-renowned stargazing under clear night skies.

### Small and safe community

St Helena is the same size as San Francisco, California — but with only 0.5% of San Francisco's population. It's a place where you can feel truly tranquil.

Plus, the small population is extremely tight-knit, safe and welcoming. The unique community of around 4,000 'Saints' (as St Helenians are known) was shaped by its 500 years of recorded history: Europeans, Chinese, Africans and many other cultures passing through the island.

Today, everyone knows everyone, and it's customary for all drivers to wave to each other as they pass. Saints aren't reliant on modern technology, instead feeling connected to nature and people. Serious crime is a rarity, and war and political unrest are essentially non-existent.



# INVEST IN ST HELENA

## Why invest in St Helena?

St Helena is on a journey to becoming a globally connected green- and blue-island destination with increasing visitor numbers. As a developing island state, St Helena offers a unique opportunity for you to invest and benefit from being an early mover.

## Accessibility

Until late 2017, the island was only accessible by sea — a five-day voyage from Cape Town, South Africa. Today, we are accessible via both air and sea year-round, with weekly flights between St Helena Airport (HLE) and OR Tambo International

Airport (JNB) and an extra weekly flight in high season from Cape Town International Airport (CPT) operated by Airlink.

## A vibrant and growing private sector

We have resilient local businesses that innovate and adapt to challenges. Local produce is valued highly and includes some of the most unique products available, such as St Helena coffee.

The island recently connected to the Equiano undersea fibre optic cable, which provides high-speed internet to the island. Significant benefits and opportunities are expected to emerge across all sectors.

## Who Are You?

St Helena is seeking investors who are interested in exploring responsible, sustainable and equitable opportunities. Investors with adventurous spirits who want to establish good relationships with key stakeholders and local businesses, leading to growth markets, increased exports, and increased revenue sources.

If this is you, St Helena is your place to do business.





# WHY INVEST

1.



Emerging world tourism and investment destination, newly accessible by air

2.



Significant opportunity to be the first market entrant in your sector

3.



Warm, subtropical climate and unspoilt beauty

4.



Extremely low serious crime rates, clean air, clear waters, and no extreme weather events

5.



Politically stable, with a legal system based on English law

6.



St Helena Pound on parity with the British Pound Sterling

7.



Greenwich Mean Time (GMT) all year round

8.



English is the spoken language

9.



Tremendous growth opportunities



St Helena Island  
A breath of fresh air



# FACILITATING INVESTMENT

In order to facilitate investment, St Helena Government aims to:

- Make St Helena a desirable and competitive destination to do business by removing barriers to investment.
- Encourage growth through export promotion and domestic production.
- Support an economy that is accessible to all potential investors and promotes investment across the economy.
- Support the locally based private sector to compete in an open economy but, where possible, avoid being overly protective.
- Promote fair, consistent and transparent decision-making.
- Accept and implement international legal norms and practices for regulating investments.







## TARGETED SECTORS

### Tourism

Opportunities for tourism-sector development exist in areas such as history and heritage, astro tourism, soft adventure tourism, wellness, walking tours, ecotourism, dark tourism, hard adventure, and ocean-based activities. Improved connectivity should entice remote workers and encourage Meetings, Incentives, Conferences & Events (MICE) and Scientific, Academic, Volunteer, Educational (SAVE) tourism.

### Film location

St Helena enjoys a landscape almost entirely free from large-scale developments; it features rolling green hills, stark coastal cliffs, paint-palette soil formations, and fern-covered misty peaks, with ocean views in nearly every direction and unique historic assets (like forts and batteries) dotting the landscape. Considering the small size of the island, the

diversity of its natural vistas (and its diversity of microclimates, including drastically shifting cloud cover) is astounding and could make it a great film location.

### Digital infrastructure

Because of St Helena's political stability, low risk of natural and manmade disasters, a stable legal system based on English law, and its remote location between Africa and South America, St Helena is an attractive place to host digital infrastructure.

The introduction of the fibre optic cable is now making further development of this sector feasible. The announcement on 1 March 2023 that OneWeb would be constructing a satellite ground station on St Helena that would utilise 10 per cent of the secured capacity of the fibre optic cable marked the emergence of a satellite ground station industry on the island, but



there is room for further development of this industry.

### Fisheries

In the 2021/22 financial year, SHG invested £500,000 in refurbishing its fish processing facility and, with the aim of modernising the sector and encouraging increased infrastructure and processes, awarded a lease to a private company. In addition to the export of frozen fish, St Helena is experiencing and encouraging renewed interest in the export of fish processed on the island.

### High-value agriculture

Targeting high-value agricultural production is critical to making the agricultural sector commercially sustainable. For example, St Helena coffee is one of the rarest and most expensive coffees in the world. The green-tipped bourbon arabica plant was imported from Yemen in the 1700s and has since remained genetically pure and free of disease. Currently, demand outstrips the supply of both bean and ground coffee in local and international markets. Protecting and promoting the purity of the coffee strain ensures its value.

Ample opportunities exist to harness St Helena's unique and pristine environment to produce other high-value agricultural products that have good potential in the global marketplace. Opportunities exist to explore the viability and feasibility of niche agricultural crops such as cannabis, high-value nuts, spices, or other high-value ingredients.

### Professional services and remote working

Flexible and remote working have become commonplace around the world. St Helena is already attractive for remote working because of its safety, lifestyle and improving accessibility. Now, with faster, cheaper internet comes a much greater possibility of attracting companies to locate themselves on the island.

St Helena can be attractive to professional services firms in the financial services and banking, accounting, auditing, and investment and legal service industries.

Other remote working opportunities exist in areas such as information technology, photography, editing, translation, transcription, tutoring, research, call centres, marketing and sales.





# APPROVED INVESTOR SCHEME

## Investment and tax incentives

Various incentives are available for investments that will benefit St Helena's economy. Both new and expanding enterprises can apply for the incentives, providing the investment is adequately financed and meets the following objectives:

- Ensuring sustainability (economically, environmentally and socially).
- Increasing exports, and/or increasing retention of money on St Helena.
- Employing local people where appropriately skilled staff are available.
- Adding to the range of products and services on offer to residents and visitors.





# PATH TO INVESTMENT

## 1. Initial contact

A potential investor makes initial contact with St Helena Government's Investment Coordinator via [invest@sainthelena.gov.sh](mailto:invest@sainthelena.gov.sh).

## 2. Proposal submission

A proposal and capital item list are sent to the St Helena Government Investment team to review.

## 3. Presentation to AIC

After feedback the investor's proposal is presented to the Approved Investor Committee (AIC) for endorsement.

## 4. Due diligence

Due diligence checks are undertaken and the investor is informed of the outcome in writing.

## 5. Awarding of certificate

The investor is formally awarded 'Approved Investor Status' with a certificate outlining what investment incentives have been approved. The Investment Coordinator alongside the AIC monitors the approved investment activities.



# INVESTMENT







# INVESTMENT OPPORTUNITIES


## 1. Jamestown Wharf redevelopment


Port operations are about to relocate from Jamestown, leaving an exciting opportunity for a redevelopment of the port area. This provides opportunity for restaurants, tourism-based retail, boutique accommodation and marine businesses.





 **Property area**  
Various – from storage sheds to customs terminal building

 **Location**  
The Wharf, Jamestown

 **Leasehold / Freehold**  
Leasehold

 **Reserve price**  
Various – available on request

 **Release dates**  
Available currently

 **Preference for use**  
Commercial





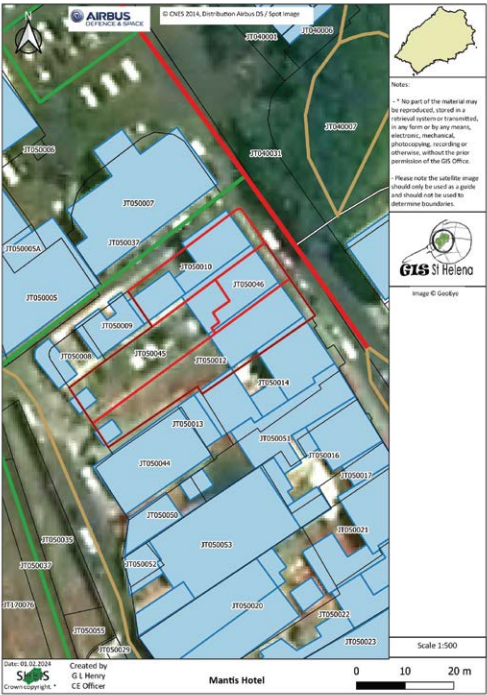
2. St Helena Hotel Development Limited

*The 30-bedroom luxury boutique Mantis Hotel opened in November 2017. The hotel comprises a combination of restored historic buildings and a new contemporary extension to the rear.*

*The hotel is located in the heart of the capital, Jamestown, a few minutes' walk from the seafront, swimming pool, museum, Jacob's Ladder, public library, archives, shops, bars, restaurants and transport links.*

*The Mantis Hotel was developed by the St Helena Government to provide an international standard quality boutique hotel. Currently, it is operated by the Mantis Hotel Group on behalf of the government.*

*There is an opportunity for an investor to acquire the hotel business, including the property.*



-  **Property area**  
0.277 acres in total
-  **Location**  
Jamestown
-  **Leasehold / Freehold**  
Leasehold
-  **Reserve price**  
Available on request
-  **Preference for use**  
Hotel accommodation



3. Land available for development

St Helena Government offers opportunity to purchase bare land for development. An example of this is near High Hill, which offers over 4 acres of land for development of housing or tourism-based business.



Property area

4.26 Acres



Location

Near High Hill, Blue Hill



Leasehold / Freehold

Leasehold or Freehold



Reserve price

Available on request



Release dates

August 2023



Preference for use

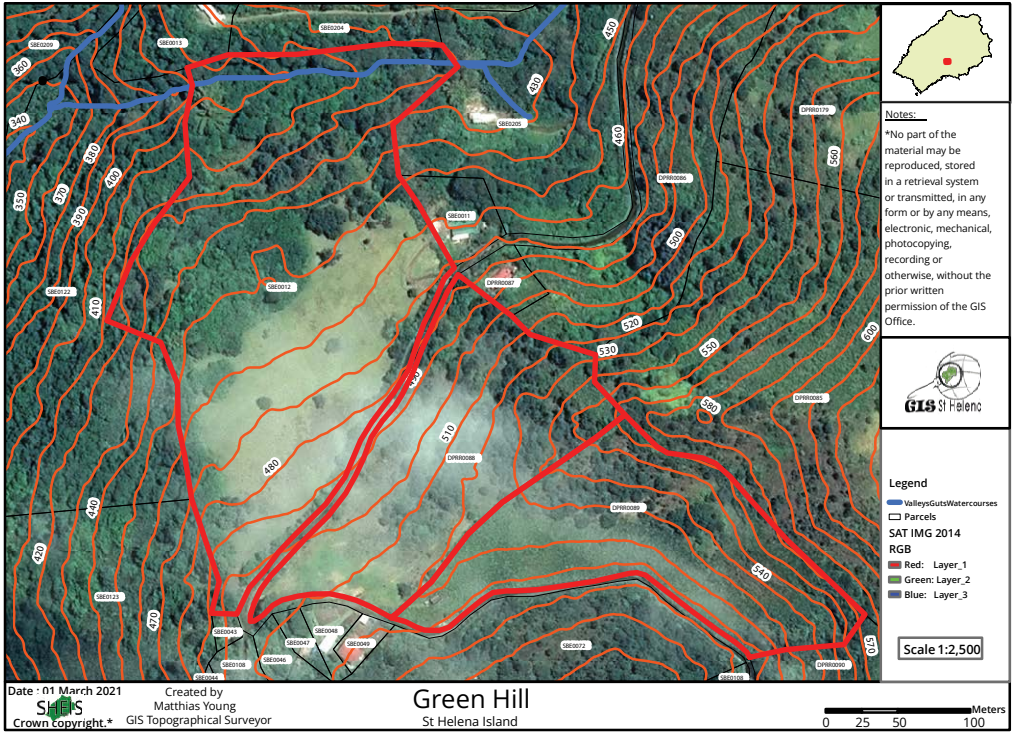
Commercial or Residential development







4. Green Hill

Another opportunity available for purchase is Green Hill. Located in the Green Heartland area, the site is suitable for eco-tourism development. There is also potential for boutique accommodation/lodge as well as agriculture (coffee plantation).







**Property area**  
12.3 Acres




**Location**  
Green Hill, Sandy Bay




**Leasehold / Freehold**  
Leasehold or Freehold



**Reserve price**  
Available on request



**Release dates**  
August 2023



**Preference for use**

- Commercial
- Residential
- Agricultural



## Historic government properties suitable for business opportunities

*St Helena Government has several historic properties for sale / long-term lease. These culturally important buildings are either ready for accommodation / hospitality / tourism activities or are suitable for conversion.*



### Bertand's Cottage (currently under lease)

*Completed in 1816, this country-style cottage with private garden areas overlooks farmland, with Flagstaff and Longwood Barn creating a distinctive skyline in the distance. It was constructed to accommodate General Henri Bertrand and his family, who followed Napoleon to St Helena, to accompany him during his exile.*



**Property area**

0.59 acres



**Building**

Grade 2 Listed Heritage  
Building circa 200m<sup>2</sup>



**Lease term**

199 years



**Reserve price**

£695,000



**Preference 1**

Commercial activities  
(subject to planning  
permission)



**Preference 2**


Residential






Luffkins Tower

*With its significant recorded history and heritage, including being one of the oldest listed buildings outside of Jamestown, Luffkins Tower as it stands today is a secluded, early-19th-century country manor. Nestled within a small forest, this flagship property opens up to incredible panoramic views of Mount Acteon and Diana's Peak, spanning across to Flagstaff, the Barn and finally overlooking James Bay.*




Property area

1.0 acres




Building

Grade 3 Listed Heritage  
Building circa 296.7m2




Lease term

199 years




Reserve price

£246,100



Preference 1

Commercial activities  
(subject to planning  
permission)




Preference 2

Residential




Red Roof

*This remarkable colonial house was built in 1870 for the Commanding Officer of the Royal Artillery. Later, during WWII, the house was used as a mess for sergeants stationed on St Helena. With incredible uninterrupted ocean views, this double-storey manor with large front verandas is set at the rear of an expansive front garden that poses excellent potential.*




Property area

0.56 acres




Building

Grade 3 Listed Heritage  
Building circa 340m2




Lease term

199 years




Reserve price

£194,300



Preference 1

Commercial activities  
(subject to planning  
permission)



Preference 2

Residential





## Ladder Hill Development

*These properties at the top of Jacob's Ladder hold significant historic and cultural interest. The first fortification was built in 1790 and subsequently extended in 1797. Further expansions occurred during the 19th century, culminating in its description in 1883 as the 'principal Fort on the Island'.*

*Notably, these properties offer breathtaking views of sunsets and a bird's-eye perspective of the main settlement in James Valley. An exciting opportunity awaits investors to evaluate the potential for a mid-to-high-end hotel or resort in this area.*

*Although still in the early vision and design phase, the St Helena Government is seeking interest from parties who recognise the extraordinary development possibilities here.*



Artist impression of a proposed development idea for Ladder Hill



Signal House

*Signal House may serve as part of the Ladder Hill Development, but may also be invested in separately. Originally constructed sometime between 1863 and 1877, the property comprises of two main components. The Signal Room, perched directly at the cliff's edge, offers panoramic views and served as a lookout point.*

*Behind it lies The Bungalow, a simple one-storey cottage with a charmingly haphazard layout. The property features an older stone-built section and a 20th-century block addition at the back. Notable features include a cannon in the front yard and a flagpole at the back. Investors can explore its unique potential for development.*



-  **Property area**  
0.22 Acres
-  **Reserve price**  
On request
-  **Leasehold / Freehold**  
Leasehold
-  **Preference for use**  
Commercial / Residential





Ladder Hill Fort

Ladder Hill Fort can also be invested in individually. This historically significant property, dating back to the late 18th century, witnessed its initial fortification in 1790. Subsequent extensions occurred in 1797 and during the 19th century. By 1883, it had earned the distinction of being the ‘principal Fort on the Island’.

Most of the buildings now serve as government housing and warehousing. From carefully chosen viewpoints, visitors can enjoy stunning sunsets and a bird’s-eye view of James Bay. The majority of the area is open to the public, inviting exploration and appreciation. Investors keen on unlocking its potential will find this property intriguing.



Property area  
1.7 Acres



Leasehold / Freehold  
Leasehold

OPTION 1



Reserve price  
On request



Preference for use  
Commercial / Residential







Preference for use  
Commercial /  
Residential





5. Agricultural Land redevelopment

*St Helena has relatively limited arable land, so targeting high-value agricultural production is critical to making the agricultural sector commercially sustainable.*

*Opportunities exist to harness St Helena's unique and pristine environment to produce other high-value agricultural products that have good potential in the global marketplace. The government will continue to explore with investors the viability and feasibility of niche agricultural crops such as cannabis, high-value nuts, spices, or other high-value ingredients.*











## St Helena Government

St Helena Government's Export, Trade and Investment team is the single point of contact for facilitating investment. We are able to guide you through the investment process from first contact until your business is operating.

e: [invest@sainthelena.gov.sh](mailto:invest@sainthelena.gov.sh)

t: +(290) 22470