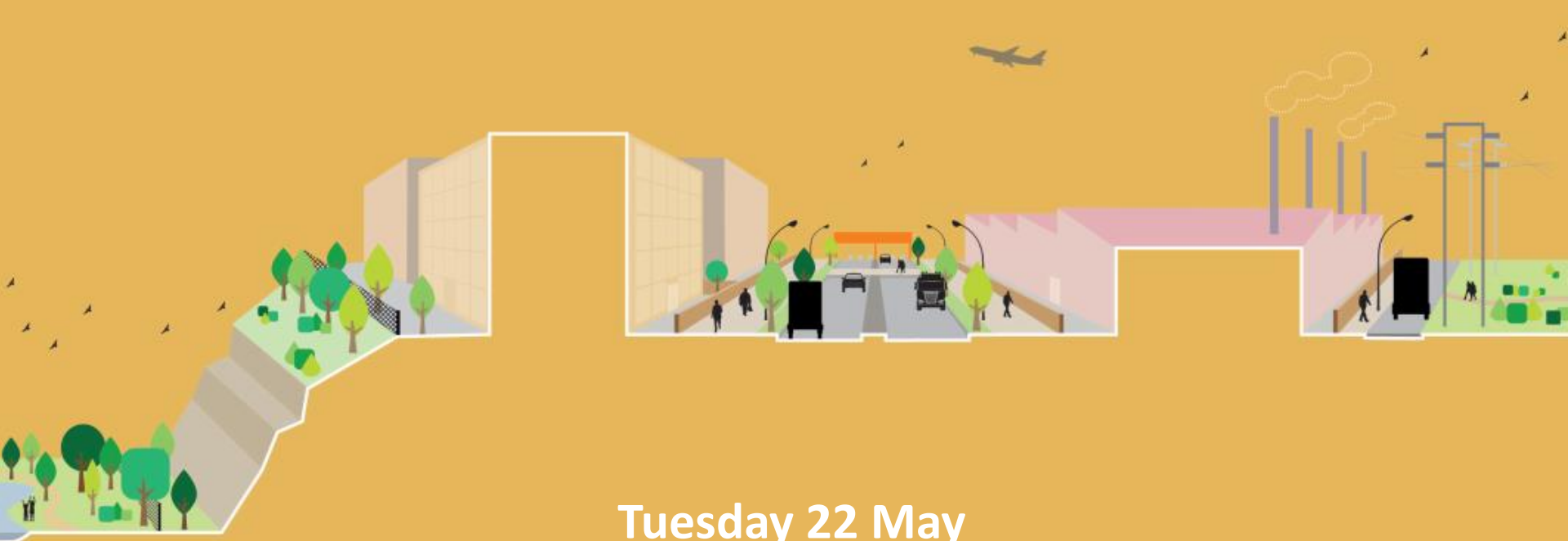


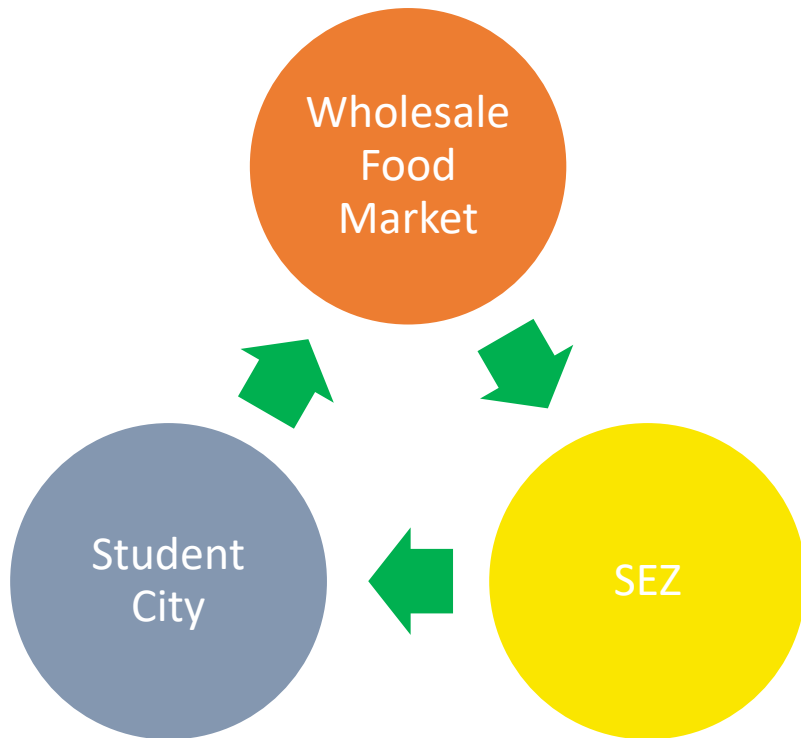
# NDARUGU METROPOLIS



Tuesday 22 May

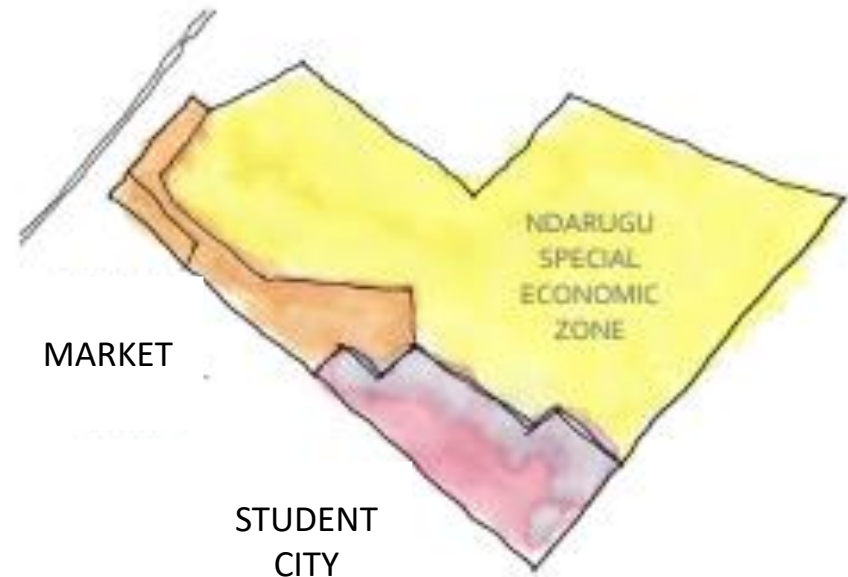
# The Masterplan

## The Concept



THE CONCEPT MODEL FOR DEVELOPMENT IDENTIFIES THREE DISTINCT BUT INTERRELATED AREAS OF ECONOMIC ACTIVITY:

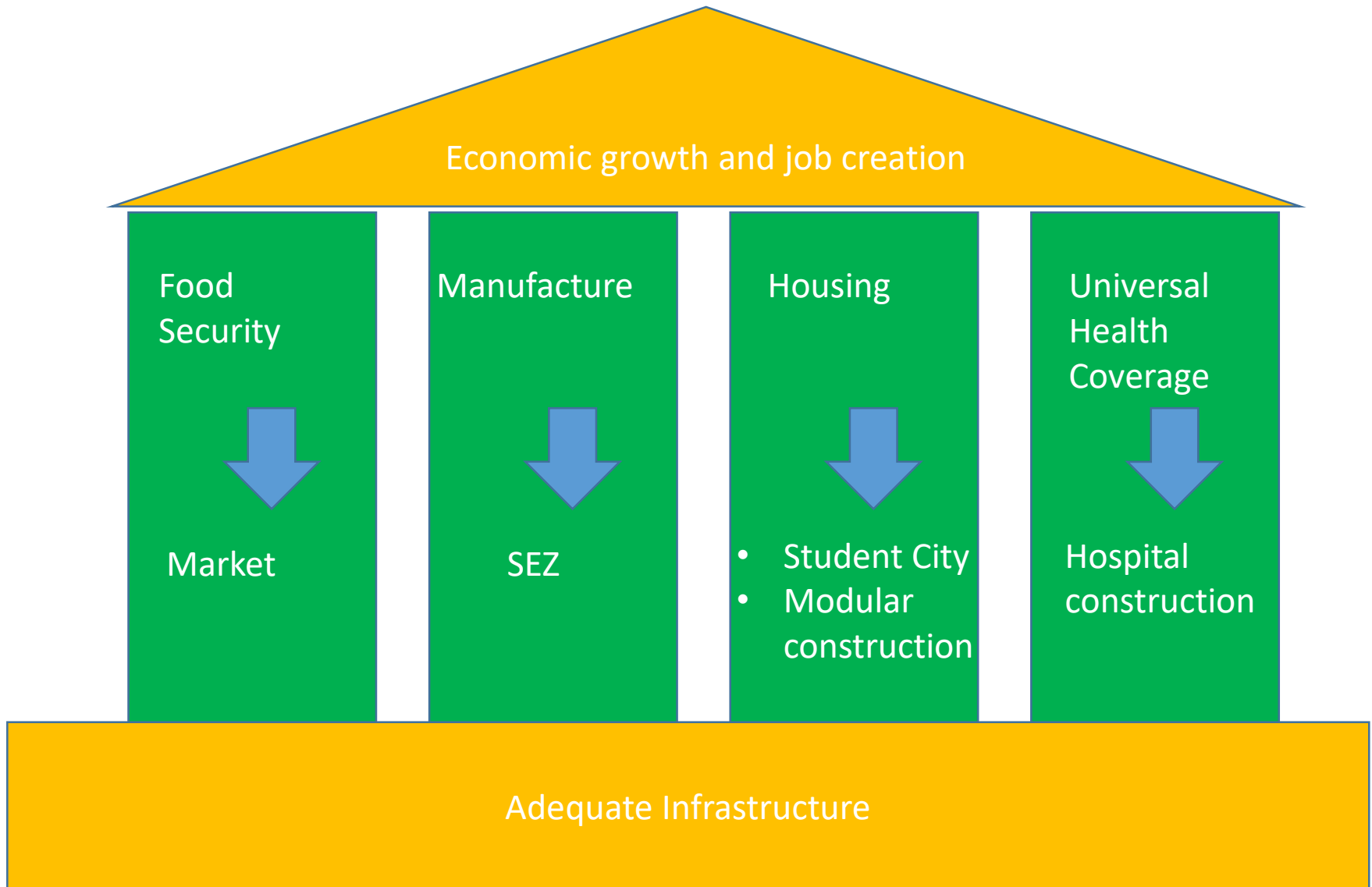
## The Plan



EACH 'ZONE' HAS SPECIFIC REQUIREMENTS WITH REGARD TO ACCESS, CONNECTION, SPACE AND SECURITY. WHEN APPLIED TO THE SITE, THE ZONES ARE ORGANIZED BY ALIGNING THESE REQUIREMENTS WITH THE PARTICULAR CHARACTERISTICS OF AN AREA.

# The Alignment to the 4 pillars: A vision 2030 project

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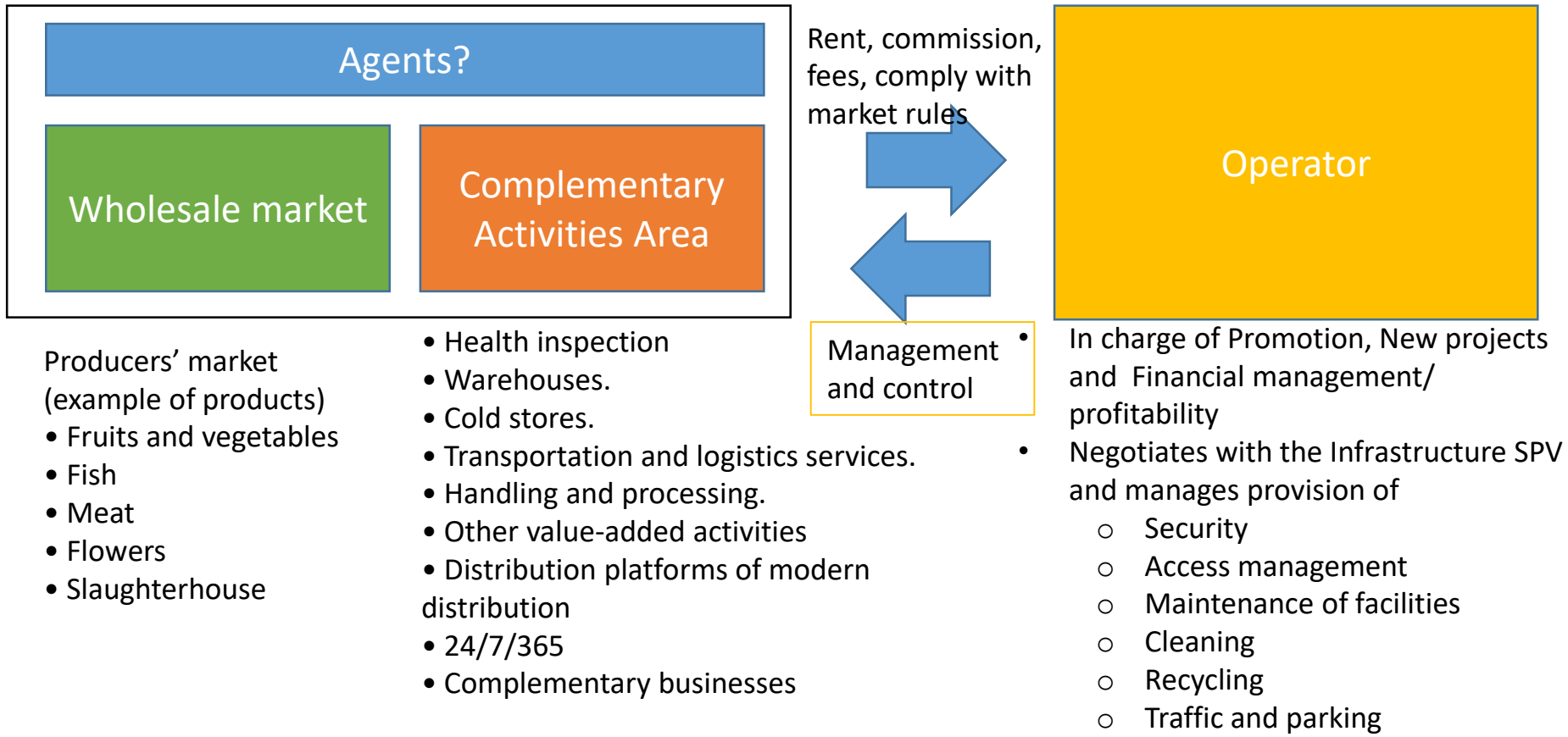
# Wholesale food market

*A modern and efficient wholesale food market will enable efficiencies in the food supply chain and increase revenue for the farmers. Establishing strong linkages with producers helps to:*

- *make agriculture more competitive and marketable*
- *guarantee to the maximum possible extent both food security and food safety*
- *to develop the activity (companies and jobs) around the food sector along the whole value chain.*

*Wholesale Markets can play a key role in these areas for improvement: they are not the only “magical” solution but they are definitely a necessary part of the solution.*

## The Model



# SEZ

The Special Economic Zone main theme is agro-processing, we envision 4 main drivers based on the availability of the raw materials as follows: Tea; Pulses and Nuts; Dairy; and Animal Feed. There will be an area designated to other activities.

## Raw materials

Identification of available raw material: the SEZ needs to make logistic sense to the companies

***Tea; Pulses and Nuts; Milk; and Animal Feed.***

## Storage

- Setting-up storage facilities.
- Partnership with a logistics company to ensure collection of the materials
- Sinergy with the market

## Value Addition

Identifying value-addition activities and companies to carry the value addition activities (process the raw materials)

## Sales

Identifying targeted markets, potential buyers

1

2

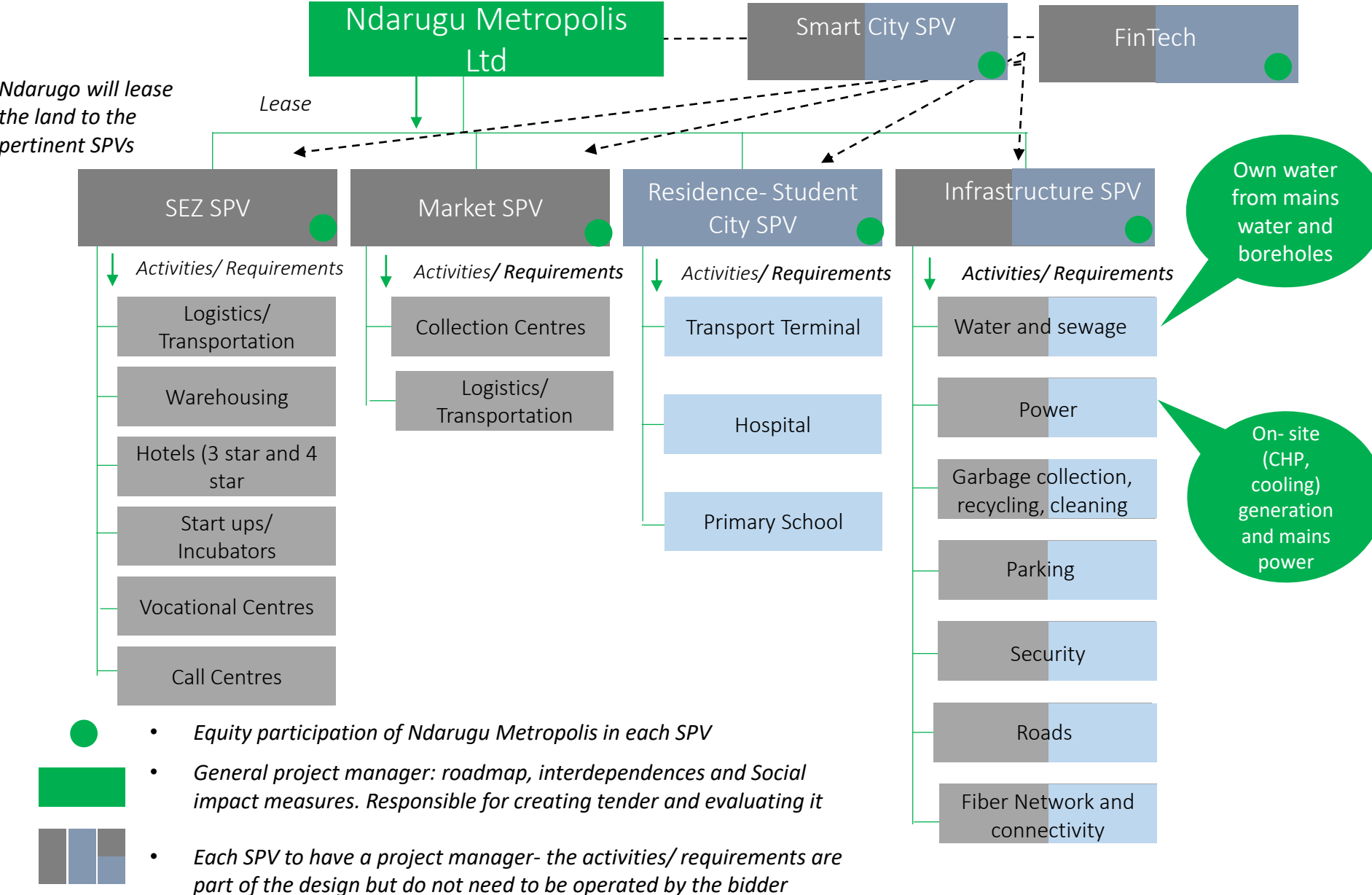
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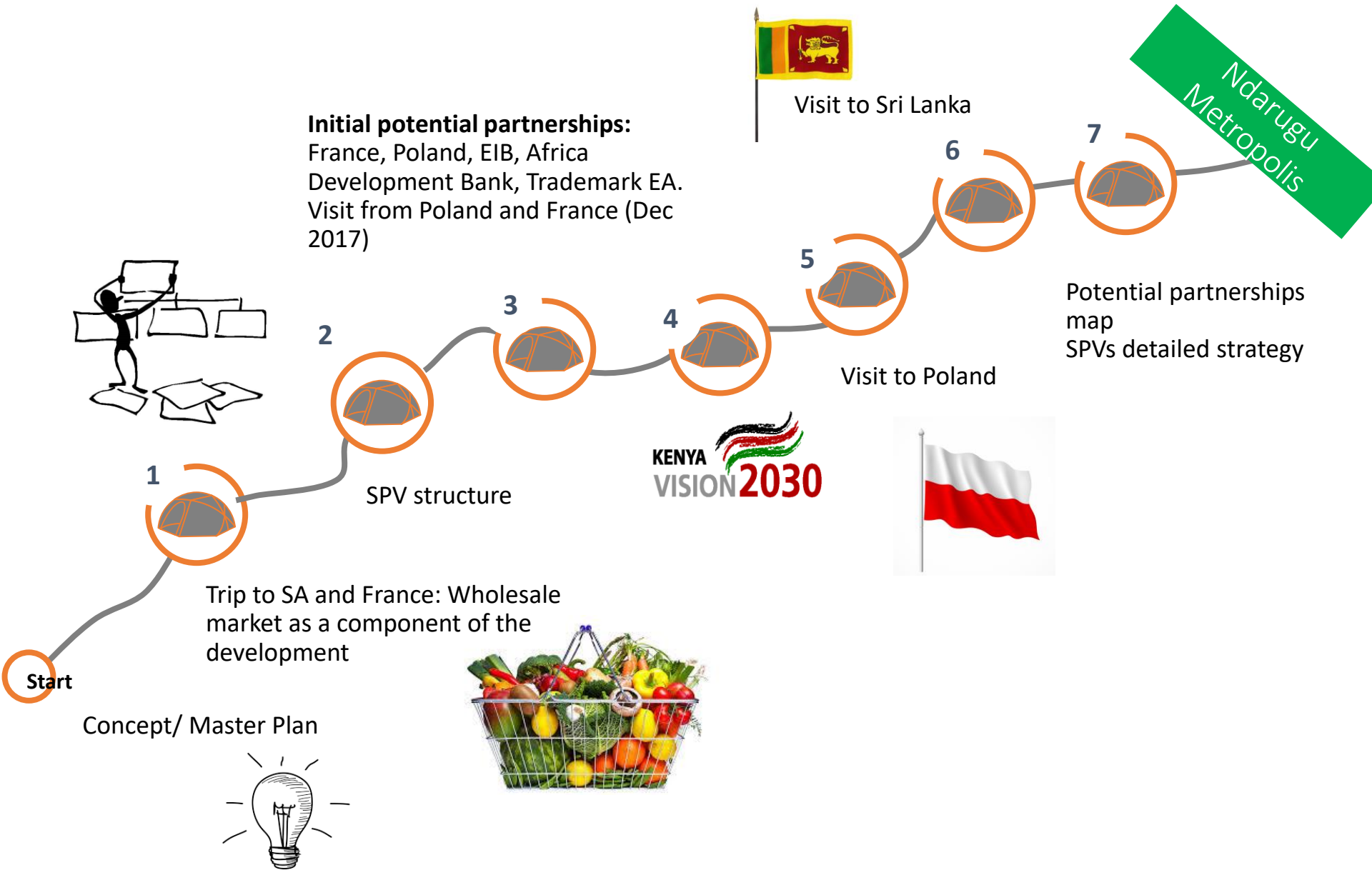
Enablers

- Adequate infrastructure
- Advisory services to help incoming companies “navigate the red tape” and set their operations in the country.
- To attract more companies to the SEZ and to increase shareholder value, Ndarugu Metropolis can choose to co-invest with one company in each of the sectors.

# Structure



# Progress to date



# NDARUGU

## METROPOLIS

