

# SANMA

SANMA province is the main port of export of Vanuatu’s primary sector products, an agricultural powerhouse as well as having some of the best tourism sites in the pacific island countries.



## PROVINCIAL HIGHLIGHTS

Comprises over 1/3 of Vanuatu’s land area

Contains the longest road networks in the country

Claims the best & one of the longest wharf in the Pacific

A hub for the Northern provinces

## Areas of Opportunity

### Agro-business

**Copra and Cattle** – Sanma Province remains Vanuatu’s powerhouse for copra and cattle production. Espiritu Santo, Malo and Aore are well known from history as hosts to Foreign-owned coconut

plantations and cattle farms. They still are and they are responsible for the bulk of Vanuatu's principal domestic exports. For example in 2014, copra and coconut oil contributed 79 percent of total domestic exports while exports of beef veal increased 44 percent over the previous year.

Authorities of the Sanma Province, key business players and community leaders are aggressively pursuing Government's Overarching Primary Sector Policy for increased production and quality of high valued products. Replanting of coconuts and introducing of new cattle breed will see increased productivity from existing commercial farms. As part of this development, small-holder farmers from nearby communities are also included with support from these commercial farms by supplying them with coconuts and cattle including capacity building programs.

But you also have the **virgin forests for timber** and related products and **sandalwood products**. Sanma Province hosts Vanuatu's main research centres and project sites aimed at expanding the country's production capacity in forest products.

**Cocoa** - with current average export quantity of 1,500 tonnes per year (2010-2015) and Sanma Province the main supplier, there is excellent potential for increased production of this product. The availability of land coupled with soils and climatic conditions suitable for cocoa beans, Sanma Province offers great investment opportunities for this product.

### **Small to Medium Scale Value addition Industries**

With the only province having the abundance of land area for potential developments, establishing small to medium scale processing industries, Espiritu Santo offers the best location for this purpose.

**Vanuatu Economic/Industrial zone** – The first ever industrial zone for Vanuatu will be hosted by the Sanma Province. Progress is underway in this development; the site has been identified, sub-divisions of the site is already completed, essential services have commenced and launching of the project by the Government soon.

The intention of this initiative is to facilitate integrated farming systems (production, harvesting (post-harvest), processing and marketing.

**Timber Processing Factory** – being the hub of the country's Northern Province, a timber factory located at the province can buy timber products from the surrounding islands. With Santo being the biggest producer and supply of high yield forest products, Sanma Province offers the best location for the establishment of a timber processing plant.

Other small to medium scale value addition industries with potential in the Sanma Province include but not limited to:

- Virgin coconut oil manufacturing
  - Water bottling
  - Coffee Industry
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## Tourism

Tourism developments in the Sanma Province may not be of the same pace as in the Shefa Province, but has huge potential for the industry to expand. Excellent sites for 4-5 star resorts and hotels targeting high-end markets remain untapped and combined with improved infrastructure, Sanma Province can become Vanuatu's best hot spot for tourism.

While progress is underway in developing 15 plus rooms boutique type bungalows, negotiations with international brand hotels (Warwick and IHG) for major resorts with 150 rooms are also taking place.

Average number of visitors to Sanma Province is 600 per month with trends showing strong growth potential in the medium to long term.

Based on a tourism market-gap analysis, the following tourism accommodation options have been identified:

- Boutique site x 5
- Resort style with conference facilities
- Business/leisure hotel
- Luganville, 4 star family based resort

## Advantages of investing in Sanma

### Key Features



## Sanma's large land mass

### AN UNLIMITED LANDSCAPE OF OPPORTUNITY

Sanma Province, host to Vanuatu's northern town is well known as an American base during the 2<sup>nd</sup> world war. Much of the developments at that time have contributed to where it is today and is recognised as the country's industrial region.

Having the largest province in terms of land mass (1/3<sup>rd</sup> of Vanuatu's landmass), it has the potential to accommodate a wide range of investment activities. Especially large scale investment with a strong focus in primary production for value addition for export can be assured to be well accommodated.

As an American base during the 2<sup>nd</sup> world war, stories and historical sites provide some of the best tourism attractions in the pacific region. The unlimited landscape provides excellent opportunities for the tourism industry.

The improvement of government support services through existing institutions and other authorities will enable established industries to expand and attract new business and investment.

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## Has the longest road networks in the country

Claiming the longest road networks in Vanuatu means despite the location of your investment in the province, your products and services are guaranteed of reaching their final destination for consumer needs.

The tar-sealed road to the Eastern part of Santo have contributed to the success of businesses current undertaking activities outside of Luganville. Recent plans to improve road networks to the southern part of the island see more developments in this part of the island.

The existing road networks provide easy and quick access to current government and donor-funded projects in the remote parts of the province, especially in the primary sector (Livestock and Forestry). Further expansion of existing projects or developing new production supply project sites in the remote areas of the province will see further extension of existing road networks, thereby making Sanma Province a favourable location to do business.



## Host to one of the best and longest wharf in the pacific

The recent completion of a close to 300 meters long wharf on Santo will make Sanma Province a gateway to international multi-purpose vessels. While this facility will enhance Sanma's exporting ability, other potential business activities are abundant.

Vanuatu's cruise tourism industry is booming and current trends have indicated that the likelihood of this maintain an upward trend. The wharf facility will see many more cruise ships berthing in Sanma, thus enabling more tourism business opportunities.



## A hub for the northern islands and provinces

Sanma Province has once been recognised as a base for foreign fishing vessels, boatbuilding and marine engineering with a strong focus on heavier engineering repairs and offloading of tuna fishes caught in the Vanuatu waters. It is well positioned to capitalise on foreign vessels fishing under Vanuatu Government License. The demand for import substitution by local value added products,

particularly marine products will enable the fishing industry to expand and attract new business and investment in the province.

Sanma province's strategic location has been and remains important in terms of trading with the northern provinces, namely Penama, Torba and Malampa. As the country's main export base, Santo is the principal market for products from the 3 provinces.

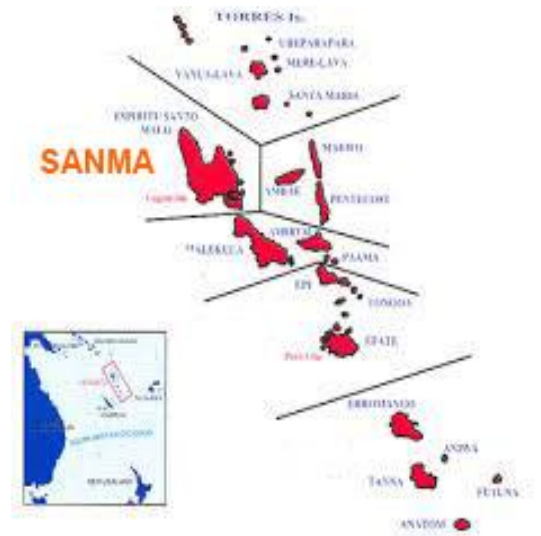
The Pekoa International airport will be upgraded to cater for bigger international air crafts. This is mean spill over effects to the other province from the tourism growth in the Sanma Province looks very promising.

The Sanma Province is host is host to the working population of the 3 other provinces. From current records, the population of Luganville is 20,000 most of whom are from the 3 provinces. The improvement of infrastructure facilities through improved air, shipping and energy services, there will be new business and investment and more employment opportunities for the 3 other provinces.

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# Demographics

	Espiritu Santo	Aore	Malo
Land size	3,955.5 km2 (1,527.2 sq mi)	57.6 km2 (22.2 sq mi)	180 km2 (70 sq mi)
Population	39,606 (2009)	556 (2009)	4,273 (2009)
Number of airports	1		
Number of Hospitals	1		



## WHO HAS INVESTED IN SANMA PROVINCE?

### Vanuatu Utilities & Infrastructure



As a wholly owned subsidiary of Pernix Group Inc., Vanuatu Utilities & Infrastructure Limited (VUI) ventured into The Republic of Vanuatu in January 2011 when a Memorandum of Understanding (MOU) was signed with the Government of Vanuatu for the Luganville Electricity Concession on the island of Espiritu Santo, Vanuatu.

### Vanuatu Palm Oil Limited



Vanuatu Palm Oil is ...:

### Two canoe – Beachfront Resort



Two Canoes is a new, ecologically, culturally and environmentally responsible mini resort development that incorporates appropriate modern building technology to minimise its environmental footprint but to also mitigate against Vanuatu’s natural perils (cyclones, earthquakes and tidal surges). The retreats design, elements and furniture reflects this "modern" approach and provides an overall comfortable experience for our targeted markets.





### **SINO Van Fisheries Limited**

Granted approval in 2005, the Sino Van Fisheries Ltd...



### **UNELCO Vanuatu Ltd**

Established in Vanuatu in 1993, this French company has been remains Vanuatu's main supplier and distributor of water and energy services to the residents of Vanuatu.



Working together to improve developments and livelihoods of the people of the Sanma Province

## **CONTACT US**

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