

Namibia's Diamond Town is Open for Business

Agriculture - Tourism - Property - SMEs - Art

OMDiS
Building Futures

A town transforming

For over 80 years Oranjemund grew in secrecy, locked behind the restricted Sperrgebiet diamond zone. But what happens long-term, when diamonds become harder to find?

In 2017 the town was opened to a surprised world, revealing this green oasis in the desert, with infrastructure and facilities unmatched by 99% of small towns across sub-Saharan Africa.



It was clear that Oranjemund needs a diversified economy. While the life of mine has been extended to 2042, the town and its citizens will benefit from multiple sources of activity and income.

OMDis has been set up as a business development agency to prepare the town to transform its economic base.

We developed a strategy of mutually supporting opportunities that are now being activated.



Agriculture



Tourism



Property Development



Small Business



Art

Fast, affordable fibre connectivity was identified as a foundational priority for the town to position itself as a smart town, equipped with reliable, high-speed internet infrastructure.

To make it happen, OMDis partnered with Telecom to fund the infrastructure costs. This investment enabled cost-effective access for both local businesses and residential customers. The cost of fibre connectivity in Oranjemund is now approximately 30% lower than any other town in Namibia.

This booklet is an overview of the business and investment opportunities. Separate booklets for each are available on request.

OMDis Team

March 2026

Opportunities for property development

Oranjemund is becoming many towns in one. A working town, a tourism and adventure sports town, an agricultural town, an art town and a safe retirement town. It has been called the most liveable town in Namibia.

Privatisation of mine housing has led to an ever growing demand that far outstrips supply. OMDis has evaluated new residential options, in and around town.

The fascination of a town closed to the public for over 80 years, the events and festivals, the new concessions for a unique set of adventure sports, all boost the growing tourism industry. B&Bs are growing, plans for a boutique hotel in the middle of town are well advanced. There's space for a lodge, campsite and small conference centre in Hohenfels along the Orange River.

Agriculture needs packing sheds and beneficiation plants.

Our growing arts community needs more premises.

The town has everything to keep retired people fit, happy and part of the community - everything that is, except a retirement village. It's another area of unmet demand, initially from retiring employees who enjoy this green oasis in the desert.

OMDis can show you greenfields and brownfields options.

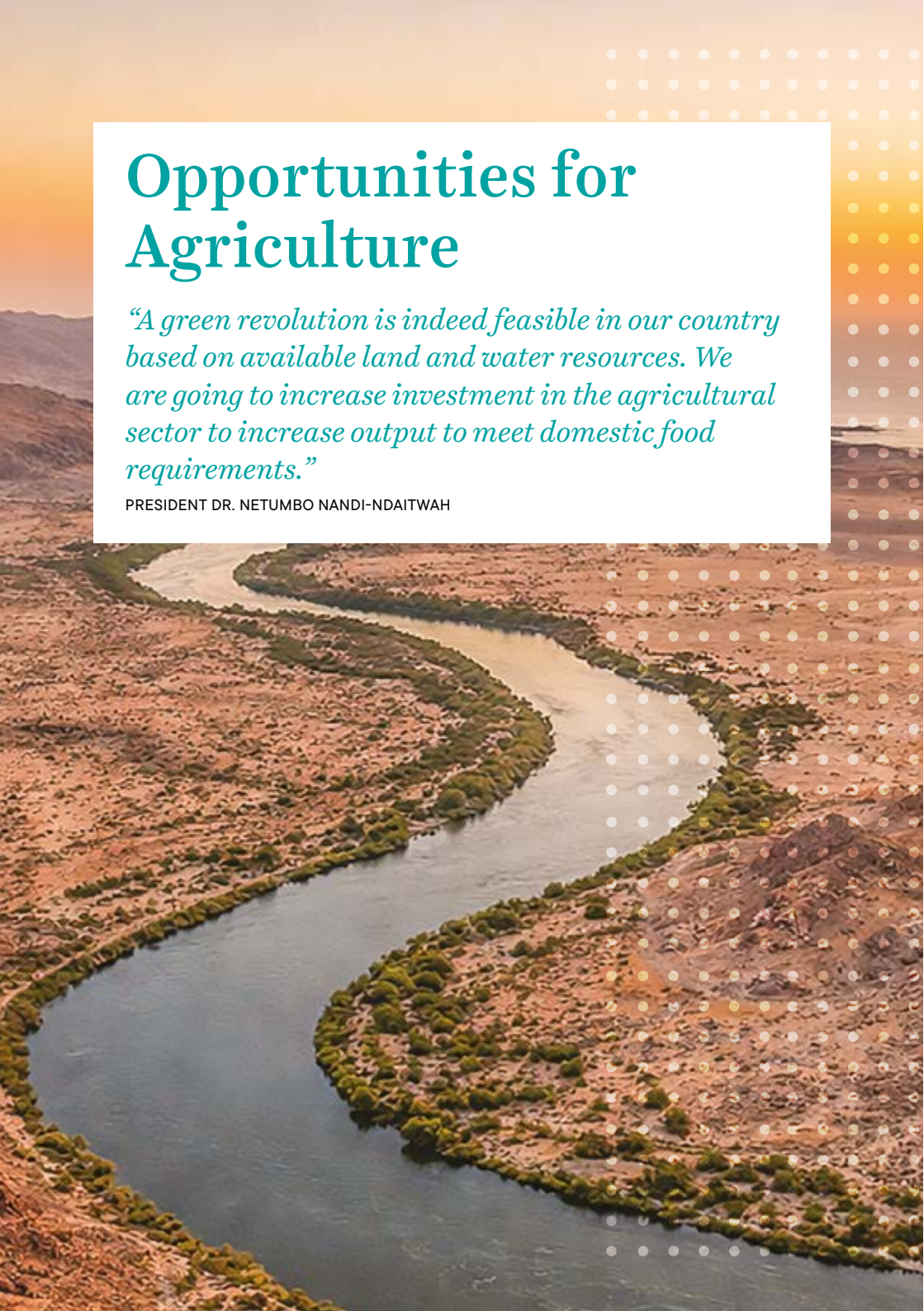
The land is here, the demand is here... are you?



Opportunities for Agriculture

“A green revolution is indeed feasible in our country based on available land and water resources. We are going to increase investment in the agricultural sector to increase output to meet domestic food requirements.”

PRESIDENT DR. NETUMBO NANDI-NDAITWAH



In drylands, rivers are the lifeblood of agriculture and Oranjemund is blessed with the Orange River. For many years, Oranjemund was fully sustainable, growing its own food, running a dairy farm and abattoir.

We can re-create our self-sufficiency, contribute to employment and food security, even export, to South Africa and beyond.

OMDis has identified 500 hectares of good arable land, commissioned in-depth reports on 10 potential types of agricultural product and ranked them on a risk/reward axis. A further 34 hectares can be connected with hospitality options, for a lodge by the river, with a farm-to-fork experience.

The Oranjemund Nursery, which already provides the town with a rich variety of vegetables, can grow seedlings in tunnels for the large agricultural endeavours, cutting costs while developing an integrated ecosystem.

The region's aridity, and sandy soil composition, are stop signs for pests and diseases, encouraging light intervention and organic farming. Beneficiation, such as peeling and slicing, bottling and canning, making chutney and sauces, turning fresh grapes into raisins, almonds to almond milk, or branded honey health and skin products, add margin as agriculture turns into agribusiness.


Opportunities with Art

Over 25 pieces of public art, spread across the town, bring inspiration to residents and tourists. The diamond mining heritage, the desert expanse, copies of gold coins from the Bom Jesus that was wrecked here almost 500 years ago, larger than life paintings and sculptures of the iconic oryx, jackals, herons and ostriches, murals on walls and covering houses, transform this desert town, inviting a creative economy boom.

The Art Centre is the heart of our Art Town. We hold drawing, painting, craft and music classes here, for adults, teens, children and toddlers. The Centre's Art Gallery hosts ongoing exhibitions of art, sculpture and photography. Visiting artists and sculptors give talks and hold workshops.

We host retreats for artists and schoolchildren. People stay deep in the Tsau //Khaeb National Park, known for over 100 years as the Sperrgebiet - German for "forbidden area". Few, apart from mining employees have been allowed here. Lodgings are partially renovated houses in long abandoned mining settlements.

Inspiration is everywhere. Be moved by the stark beauty of the world's oldest desert, the changeable Atlantic, shipwrecks, deserted mining settlements and geological wonders like Bogenfels, a 55 metre high limestone arch between sand and sea.



There are opportunities to sponsor a toddlers art class, a new piece of public art, a desert retreat and artist residencies. Or introduce a jewelry design studio. Be part of this transformational journey.

The museum is not only about the past. Our journey to a sustainable future is illustrated here.

Opportunities for Adventure

Would you like a roller-coaster ride on 4-wheels? Try our dune experience with our 4x4 pro team as they zig-zag up, watch a sunset and slalom down, riding giant dunes on the edge of town.

Try out a quad bike and test your skills at dune racing. In the old days, local youth would “borrow” trays from home to sandboard for a few hours. Today, there’s more sophisticated equipment, and the high speed fun can be enjoyed by all ages.

Share our 18-hole golf course with Oryx, ostriches, jackals and springbok, all regular visitors here.

There are plans to introduce horse-riding excursions along the dunes and Orange River mouth, for more accomplished riders we are investigating long trails through the unexplored Sperrgebiet.

Roadtrippers add in kayaking or hiking trails along the Orange River, through the spectacular rock formations of the Richtersveld, enjoying great food under the stars.

Oranjemund is a town for adventures.



Opportunities for small business

“If it was not for OMDis, I don't know where I would be today. They helped me get my first client, helped me register and gave me training in running a business and marketing. Then they helped me apply for and receive several grants to buy these specialist cleaning machines. If you want to go into business, go to OMDis. You'll be in good hands.”

AQUILA HAMUKWAYA RUNS A CLEANING SERVICE CALLED SPRUCE.

OMDis is helping over 200 small and micro businesses, with training in basic business principles, marketing, networking and guiding SMEs to sources of funds.

Some of these businesses are one-man and one-woman bands; most employ up to 10 people. They support formal business and grow economic transformation, from agriculture to tourism.

We have registered over 70 new Oranjemund SMEs between 2021 and 2025. 75% are fully operational, providing employment, diversifying our economy.

Since 2021, more than 50 SMEs have benefited from OMDis negotiated grant funding.

The OMDis Online Business Platform has grown to over 200 SMEs in 16 categories, including art, agriculture, education, food, hospitality, and tourism. It's like an online Yellow Pages.

OMDis is building a new Oranjemund, from the bottom up.



Opportunities for Tourism

After 80 years of seclusion, Oranjemund has opened for tourists.

You will find a unique town where oryx walk the streets, where massive flocks of waterbirds make their home on the river mouth, where buildings are turned into works of art, where statues made from scrap metal and driftwood, are larger than life. Where prime concessions are ready to be activated.

The town is a magnet for artists and sculptors, with 25 pieces of public art in town, and special desert retreats for artists.

What really goes on in a diamond mine? Opening up is a unique opportunity for guided tours.

The museum in town traces the history of diamond mining in Namibia, geological specimens, wildlife art, and a look into everyday life. There's a special room for the Bom Jesus artefacts, retrieved from the oldest wreck ever found off the coast of sub-Saharan Africa.

OMDis has been awarded the Orange River concession in the Tsau //Khaeb National Park. The concession consists of two areas, the Guided Adventure Zone and River Adventure Zone.⁷ These concessions allow for adventure sports and the development of a tourist lodge.

And when tourists want to call home, there's lightning fast, affordable Internet.



Opportunities for events

The annual Diamond Festival has grown to embrace live music, fashion shows, a cook-out contest and Gala Dinner. It is a celebration of the past and gateway to the future.

Annual sporting events include the half-marathon, five and ten kilometres runs, with plans to include a full marathon that would be recognised as a qualifying opportunity for the Comrades and Two Oceans marathons.

On the motorsport calendar is the Oranjemund Desert 300, a challenging off-road race across sand and gravel. The Oranjemund Off-Road Club also organises regular events like Family Fun Days and dune rides.

The Oranjemund Golf Club has local and regional tournaments each year. It's a challenging course with variable wind and obstinate oryx.

More events are being planned. The new 100 km road hugging the river between Rosh Pinah and Oranjemund is ideal for a cycle sprint or ultra-marathon. Our soccer, cricket, rugby and hockey fields await their own tournaments. There'll be something happening in Oranjemund every month.

Events attract contestants, their supporters and families who are introduced to the magic that is Oranjemund. Have a thought for a new event? Let's chat.



Opportunities become reality with OMDis

People are very friendly. We greet each other here, even though we don't know each other. We just greet.

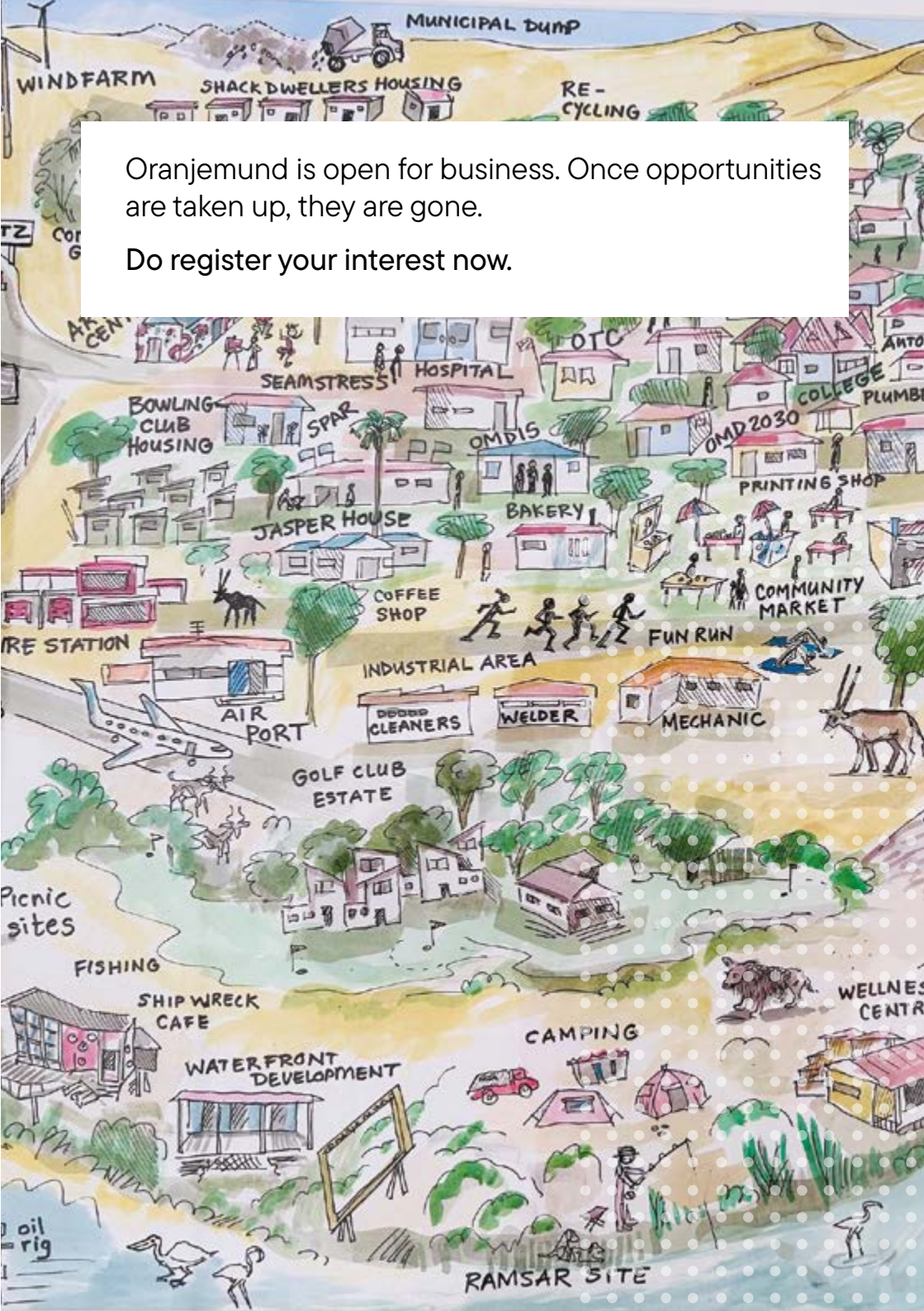
NESTORY GUSTAF, OF OCEAN PLANET

Oranjemund has well-maintained infrastructure and facilities, friendly people, opportunities for investment, as well as OMDis, the business development agency committed to sustainable growth.

Fibre connectivity was identified as a foundational priority for the town of Oranjemund to position itself as a smart town equipped with reliable, high-speed internet infrastructure. Technological advancement is critical in attracting investment and expertise to drive economic development.

To accelerate the availability of high-speed internet in Oranjemund, OMDis partnered with Telecom to fund the infrastructure costs associated with the installation of the core fibre-optic network. This investment enabled cost-effective access for both local businesses and residential customers. As a result, the cost of fibre connectivity in Oranjemund was approximately 30% lower than in any other town in Namibia.

Contact us with your area of interest and we'll send you specific booklets, as well as offering you a guided tour of the town, its surroundings and potential.



Oranjemund is open for business. Once opportunities are taken up, they are gone.

Do register your interest now.

OMDiS

Building Futures

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