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Partnerships and Strategic Plans

Executive Summary of the Investment Plan

We are a group of experienced innovators, investors, and entrepreneurs with a strong track record in research, development, media, and marketing. We are proposing a high-value investment project in Gisenyi, Rubavu District, Rwanda, focused on viticulture, grape-wine production, tourism, and international import & export trade.

Olaf Rudolfsen - Innovator & Founder - Background

More than 40 years of experience as a photographer and film director. Productions including work for BBC, CNN, and Norwegian national TV. More than 1,500 films produced, mainly travel and documentary productions, as well as a large number of commercial films. Extensive experience in web design, website development, social media content creation, and creative business marketing. Reference Website: <https://rudolfsen.com>

Our Vision

To establish one of Rwanda's first grape-wine production facility, develop a high-end tourism infrastructure, and promote the region as an international destination for premium products and experiences. We aim to work closely with locals and the Rwandan government, leveraging local resources, sustainable practices, and international expertise to generate economic growth and global recognition for the region.

Our investors Philosophy

We support projects with strong business concepts and innovative potential and are willing to provide substantial funding for ideas that demonstrate viability, sustainability, and growth potential.

Imboga International Investment ltd

This is a private limited company (LTD) already registered in Rwanda to ensure full legal compliance. The company will serve as the foundation for all business operations, partnerships, and investments in Rwanda from Norway. It is a family owned company, with a broad partnership between myself and my three sons, aged 18 to 40.

Ownership

Our company is 100% Norwegian-owned, and all shareholders are currently Norwegian citizens. The Managing Director is also Norwegian. This ownership structure is a temporary startup solution; local business partners will be invited to participate in our projects and, over time, to join the company structure

Marketing Plans

Marketing and Branding

We are building two professional websites showcasing our wine, tourism, and other offerings. These are already under production. We are producing a large number of commercial films—15–20 are already completed. Travel documentaries and social-media content targeting international audiences are the next planned steps. Ultimately, we aim to develop a strong brand positioning Rwanda as a hub for high-quality wine, wine tasting, luxury golf tourism, and wildlife safaris connected to the best hotels and travel services.

Website Already Produced

[IMBOGA.COM](https://www.imboga.com)

B2B and Export Strategy

As part of our marketing strategy, we will participate in international trade activities, such as global exhibitions, to attract international partners, potential Norwegian investors, and buyers to Rwanda.

Export opportunities to Europe

Exporting our own wine brand, along with high-quality Rwandan products such as coffee and tea, to Europe, Norway, and other international markets will be a top priority for our business operations.

Collaboration with the Norwegian fish export industry

We intend to establish a strategic collaboration with the Norwegian fish-farming industry, specifically the salmon-export sector, which is renowned for producing some of the highest-quality seafood in the world. Norwegian salmon is globally recognized and highly valued, particularly within the Japanese sushi market, where it is consistently top ranked.

Tourism Development

Creating a high-end, exclusive tourism experience centered around wine, nature, wildlife, and golf will attract international visitors and investors to the Rubavu District and help position it as a unique luxury destination.

Sustainability and Innovation

Focusing on environmentally sustainable practices in agriculture and tourism, integrating research and development for innovative wine production and luxury tourism solutions, will strengthen Rwanda's position as a competitive and sustainable travel destination.

Project Impact and Vision

Economic Growth

Job creation in viticulture, tourism, hospitality, and logistics will contribute to increased export revenues and greater international trade exposure.

Cultural and Social Development

Promoting Rwanda as a luxury travel destination will encourage local entrepreneurship and collaboration with international partners.

Innovation and Global Recognition

Introducing large-scale grape-wine production to Rwanda will fill an untapped market niche and position the country as a leader in innovative agricultural and tourism initiatives in Africa. To the best of my knowledge, there is currently no full-scale grape-wine production in Rwanda, although there is a farmer in the Huye District who is cultivating grapes. Based on climate assessments, the Rubavu District appears to offer significantly better conditions for grape production.

Grapes for the Rubavu District

Gisenyi's warm, tropical high-altitude climate is well suited for several resilient wine grape varieties found in similar regions around the world. Among red grapes, Syrah, Grenache, Malbec, and Cabernet Sauvignon perform well in warm conditions while keeping good acidity at altitude.

Mediterranean varieties such as Mourvèdre and Tempranillo also thrive in heat and produce rich, structured wines. For white wines, grapes like Chenin Blanc, Viognier, Sauvignon Blanc, and Chardonnay adapt successfully to warmer climates and volcanic soils.

Dessert-style production is possible with heat-tolerant grapes such as Muscat, Malvasia, and Gewürztraminer, which naturally develop aromatic sweetness. These varieties together offer Rwanda strong potential for producing distinctive wines shaped by the country's unique elevation and equatorial location.

Conclusion

Our group brings the experience, expertise, and capital required to make this project successful. By collaborating with the Rwandan government, we aim to create a sustainable, high-quality, and internationally recognized business ecosystem that will benefit both the local economy and Rwanda's global profile.

1 - 3 Phase Budget

Phase 1

Phase 1 focuses on research and establishing a working relationship with the Rwandan government. We will explore the possibility of obtaining a 99-year lease agreement for government-designated land suitable for wine-production facilities and vineyard development. Our intention is to collaborate closely with the authorities to identify land that aligns with both national priorities and the long-term needs of the project. A small office and an initial production hall will be constructed as part of the startup phase. For Phase 1, we require 1 - 5 hectares of land. During this period, we will import grapes and begin small-scale wine production while simultaneously preparing the land for future local grape cultivation.

Phase 1 Budget: USD 100,000 – 200,000

Phase 2

In Phase 2, we will begin developing the land for agricultural use and preparing it for full grape production. Our first production line based on imported grapes will be operational. We will scale up wine production and begin B2B marketing and sales of our new Rwandan wine brand. We will also import Norwegian salmon for the Rwandan market. Additional efforts include building partnerships and collaborations in Gisenyi and throughout Rwanda, particularly within the hotel and tourism sectors.

Phase 2 Budget: USD 500,000 – 2,000,000

Phase 3

Phase 3 involves expanding both vineyard and wine production capacity. We will broaden our import and export activities across multiple categories. Additionally, we aim to secure a 99-year lease agreement for the development of a 9–18-hole golf course with full facilities. We already have Norwegian investors prepared to participate once this stage is approved.

Phase 3 Budget: USD 2 – 20 million

Possibility for Budget Adjustments

There is room for budget adjustments depending on the level of collaboration and support provided by the Rwandan government, as well as the response and commitment from our investors to the conditions offered to this project.