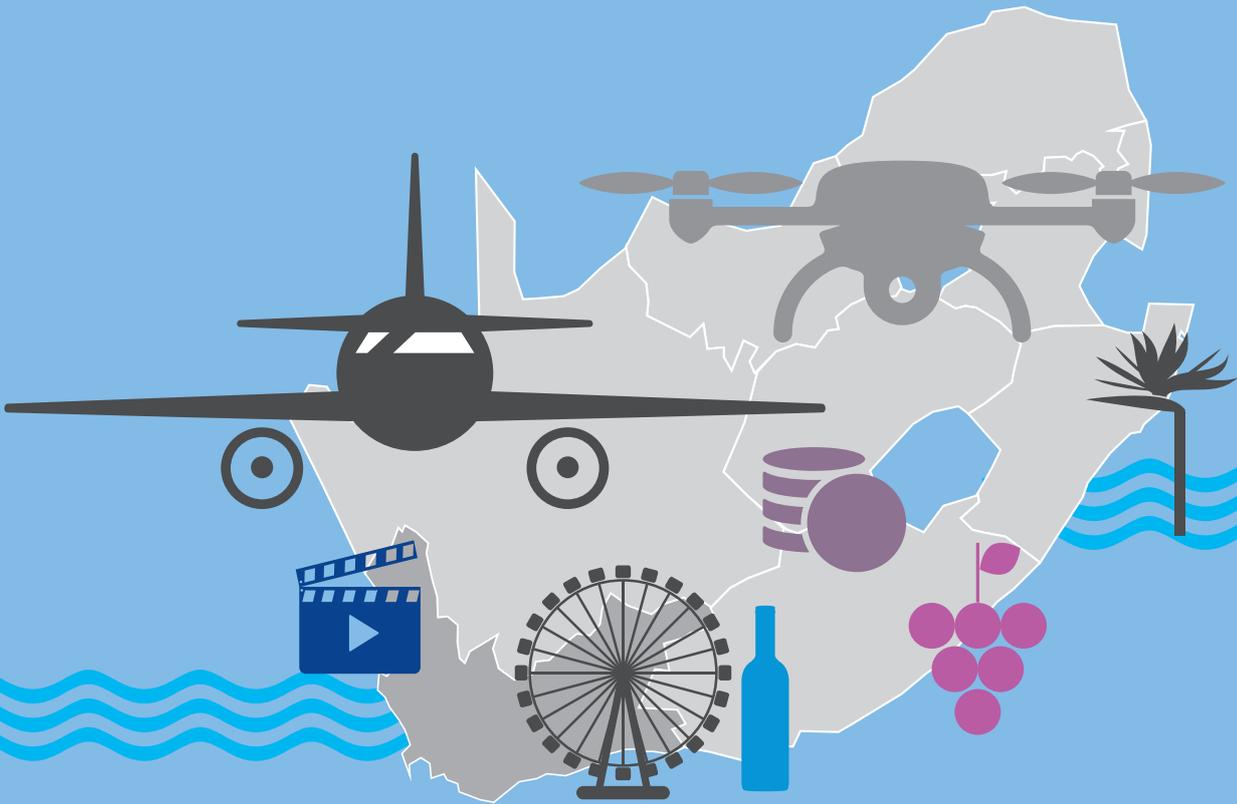


# INVEST

IN A PLACE OF MORE



INVEST IN

**CAPE TOWN**  
& THE WESTERN CAPE

A PLACE OF MORE

You might think Cape Town and the Western Cape is just a tourism destination, but there's more to it than that. The very things that make us famous are the same things that make us an economic powerhouse in Africa. Impressed? There's more.



## MORE THAN MEETS THE EYE

Yes, the Cape region is considered one of the most attractive tourist hot spots in the world thanks to its blue flag beaches, fields of Fynbos and melting pot of cultures, but there's more to it.

We're a gateway to the rest of the continent, with Africa's market expected to grow from 1.1 billion to 2.4 billion by 2050. Our region has also welcomed 299 direct investments, attracting over US\$7.6 billion worth of FDI in just under 9 years.

From our agricultural innovations and world-class infrastructure to our growing and resilient economy, Cape Town and the Western Cape boast a long list of opportunities in a variety of sectors. But, if you need more proof, we have many more reasons why you should be investing in South Africa.

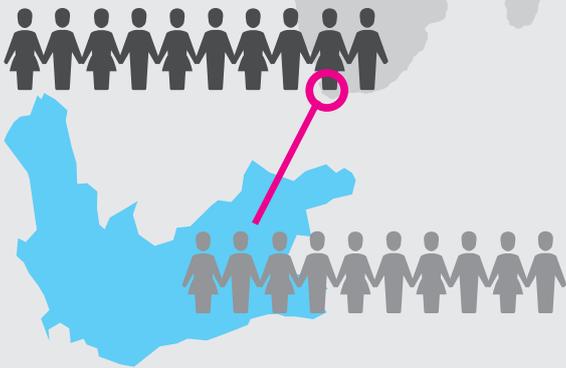


INVEST IN  
**CAPE TOWN**  
& THE WESTERN CAPE

# JOB CREATION

The Western Cape is the **8<sup>th</sup> largest economy** in Africa.

*(Real GDP using constant 2010 USD for 2016 GDP figures (Fitch))*



**Over 500 000 jobs**

have been added to the region since 2010.

*Source: StatsSA QLFS*

# RESILIENT ECONOMY

The City has budgeted over US\$1 billion for alternative water supplies over the next 5 years, making it **a leader in climate change resilience**, and future proofing it for investment.

*(City of Cape Town, 15 May 2018)*



Cape Town is the first city in the world to decrease water usage by **50%** in three years, as recognised by the International Water Association. The city is also a member of "100 Resilient Cities", an initiative pioneered by the Rockefeller Foundation.

# GROWING ECONOMY

**3.8%**

Cape Town and the Western Cape is a **gateway** to Africa.



Its market is expected to grow from **1.1 billion to 2.4 billion** by 2050.

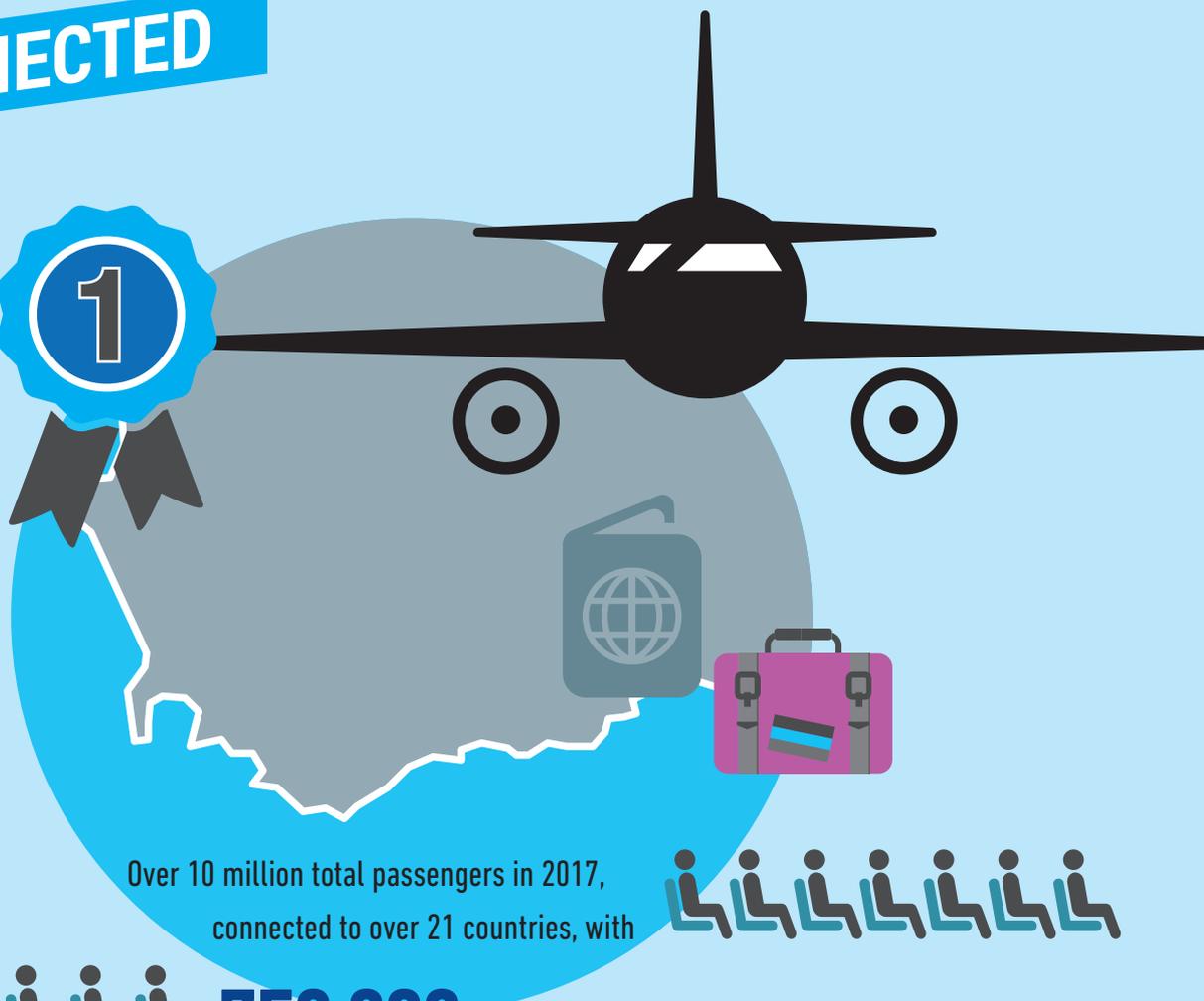
*Source: UNICEF*

Sub-Saharan Africa is forecast to be the **2<sup>nd</sup> fastest growing global region** between 2018 and 2023, with an average growth rate of 3.8%.

*Source: IMF, 2018*

# GLOBALLY CONNECTED

Cape Town International Airport is the best in Africa, winning the sought after Skytrax award for three years running.



Over 10 million total passengers in 2017, connected to over 21 countries, with



## 750 000

international inbound seats and 13 new routes added in the last three years.

## AIR ACCESS



International passenger numbers at the Cape Town International Airport terminal grew by

# 20%



in 2017 after an already impressive 16% growth in 2016, driven by the Air Access initiative\*\*.

Source: ACSA

\*\*The Air Access initiative is a partnership between City of Cape Town, Western Cape Government, Airports Company South Africa, South African Tourism, Cape Town Tourism, Wesgro and private sector partners.

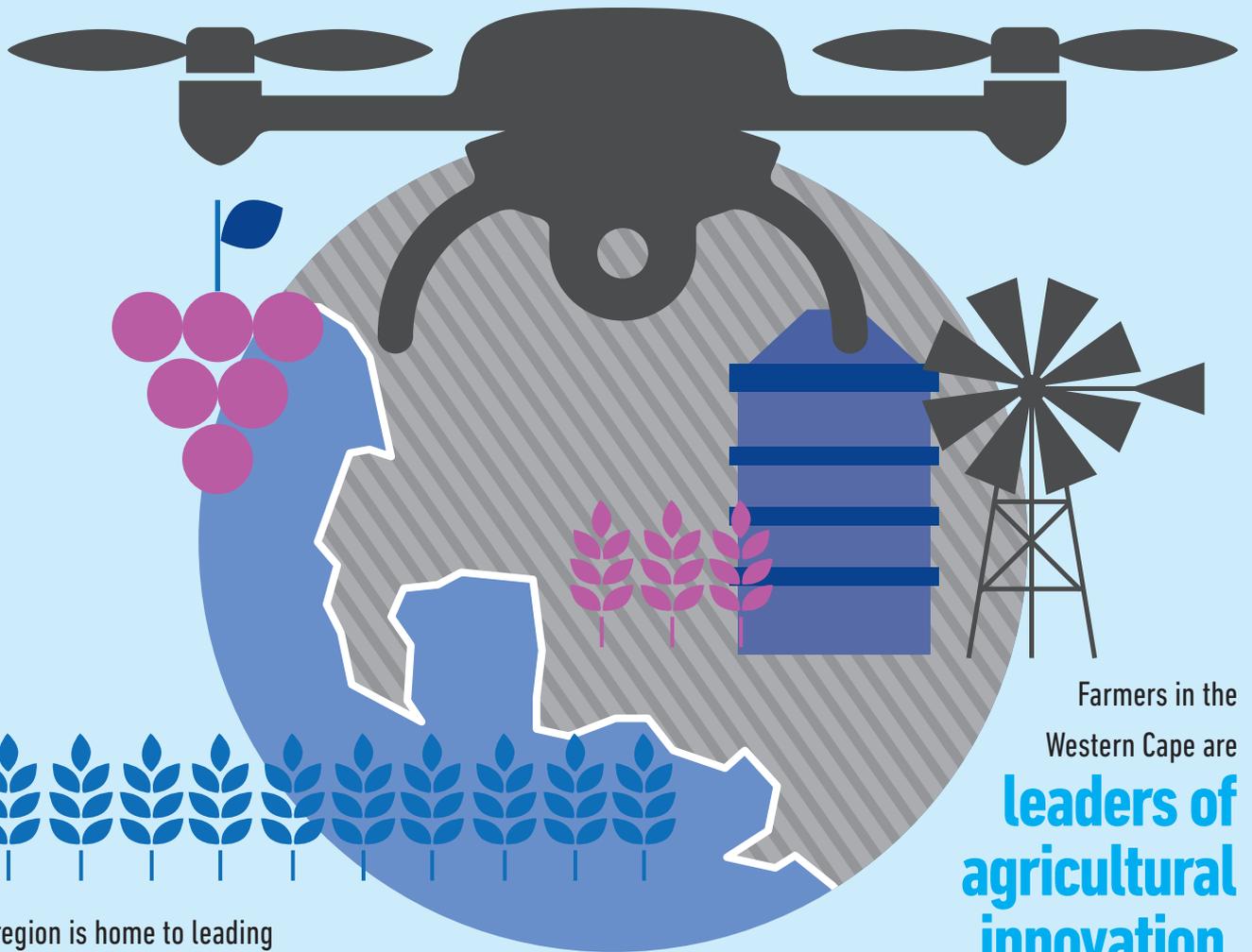
# AGRICULTURAL INNOVATION



The Western Cape is the **5<sup>th</sup> largest global exporter** in Africa of agricultural goods.

Exports valued at **US\$4.6 billion** in 2017.

*Source: Quantec*



The region is home to leading international brands like Burger King, Parmalat and GC Rieber, proving that the Western Cape has a globally competitive Agribusiness sector.

Farmers in the Western Cape are **leaders of agricultural innovation,** using drones to improve farming.

# ACCESS TO AFRICA



Cape Town and the Western Cape connects you to the rest of Africa.



Total exports from the Cape to the rest of the continent were valued at **US\$3.2 billion** in 2017 alone.

Source: Quantec

# AFRICA'S TECH HUB

Cape Town is the Tech Capital of Africa.



The Cape Town-Stellenbosch tech ecosystem in the Western Cape is the most productive in Africa, employing over 40,000 people. More than Lagos and Nairobi combined.

Source: Endeavor Insights Report 2018

# GLOBAL BUSINESS

Cape Town is home to **Amazon**, employing more than **2000 people.**



Broad-based multinational internet and media giant **Naspers** was born in Cape Town, and chooses to have headquarters here, offering services in more than **130 countries.**

# EASE OF DOING BUSINESS

The InvestSA “One Stop Shop” in Cape Town is a multi-faceted collaboration between National, Provincial and Local Government helping to **alleviate ‘red tape’ issues experienced by investors.**



Key governmental departments and agencies located under one roof servicing investors.

# TOURISM ECONOMY



The Western Cape generated over  
**US\$1.6 billion in  
tourist expenditure**  
in 2017, and supported over 300 000 jobs.

Sources: SATourism, DEDAT, 2018



# FOREIGN DIRECT

## INVESTMENT



The Western Cape welcomed  
**299 direct investments,**

attracting over US\$7.6 billion worth of FDI  
(January 2008 – December 2017)



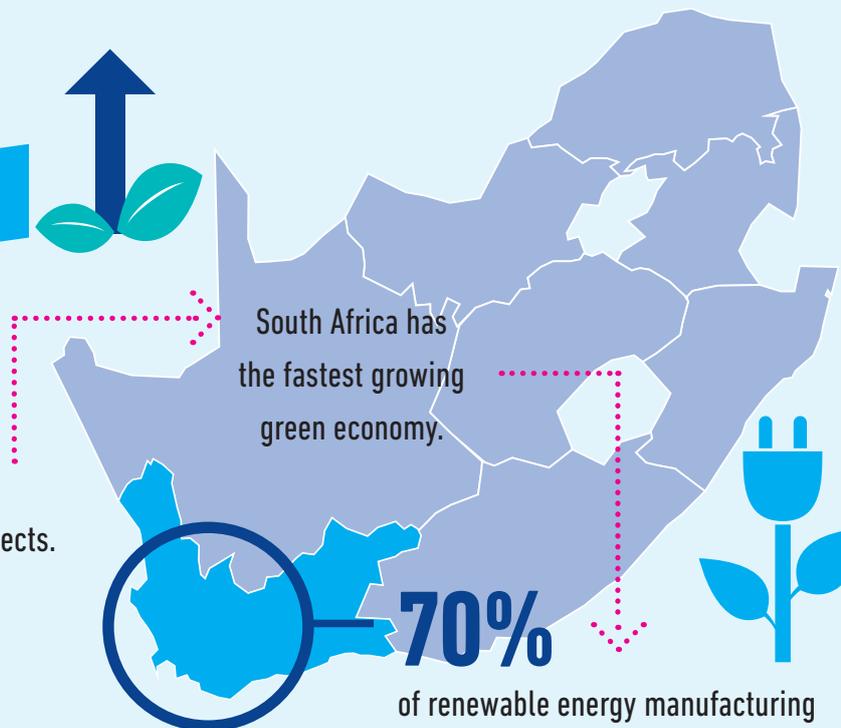
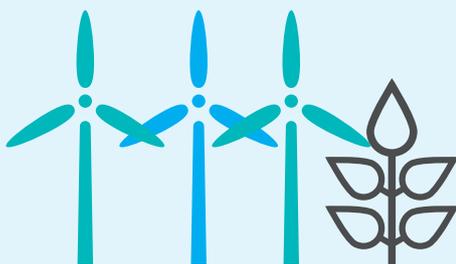
This facilitated close to **20,000**  
employment opportunities

Source: FDI markets, 2018

# GREEN ECONOMY



The Cape has already attracted  
**US\$1.2 billion**  
investments in renewable energy projects.

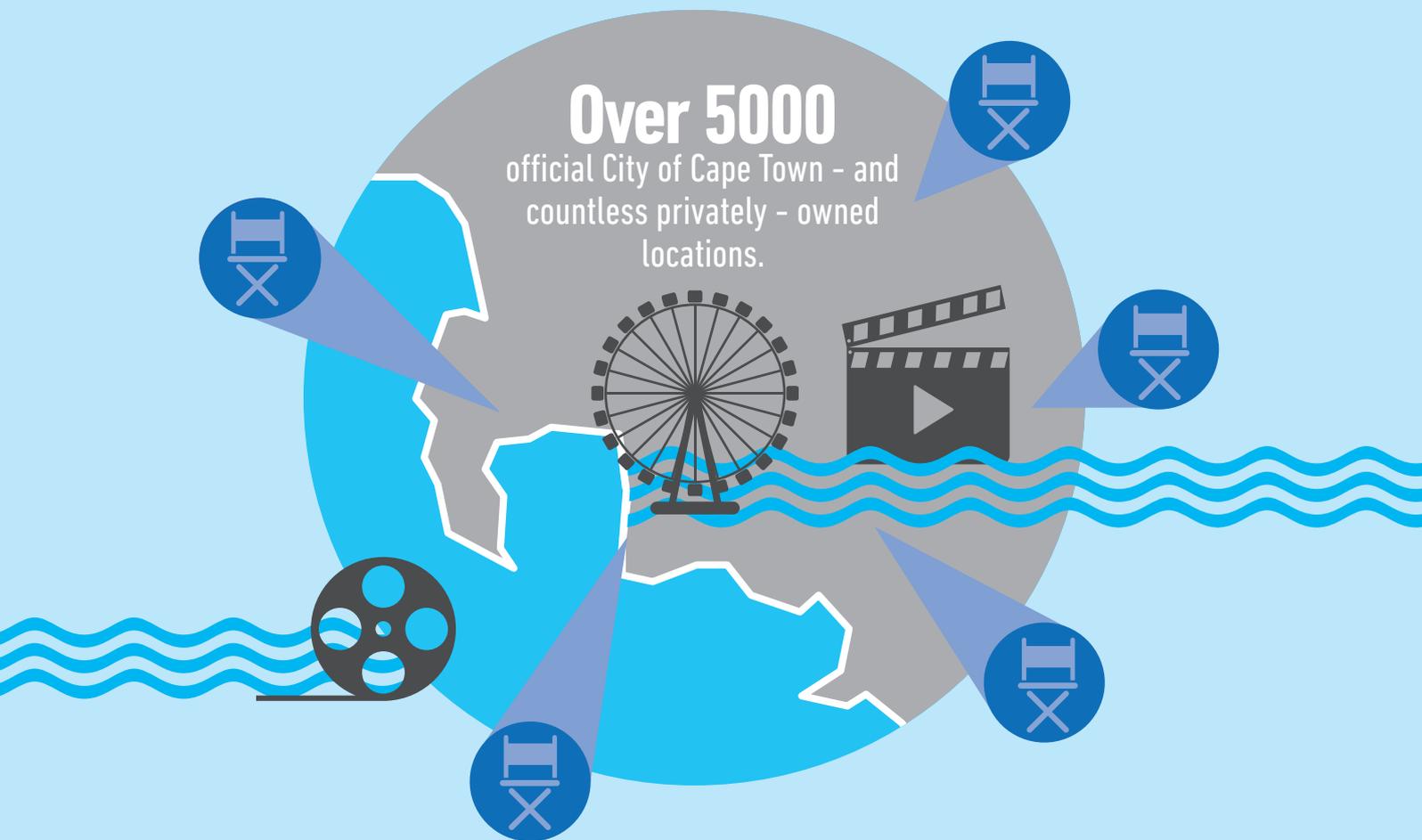


Source: GreenCape

# FILM & MEDIA PRODUCTION



Cape Town Film Studios: the first world-class, custom built, Hollywood style film studio complex in Sub-Saharan Africa. Feature films include Raider and Mad Max: Fury Road.



New-media hub of South Africa:  
home to more than half of the  
nationally registered gaming  
companies and the **largest  
animation studio  
in Africa.**

A popular commercial production destination, with **62%**  
of national shoot days located in the province

*Source: CT & Western Cape Film and Media Sector Study 2017*

# BUSINESS TOURISM

Cape Town is the **Meetings  
Capital of Africa**

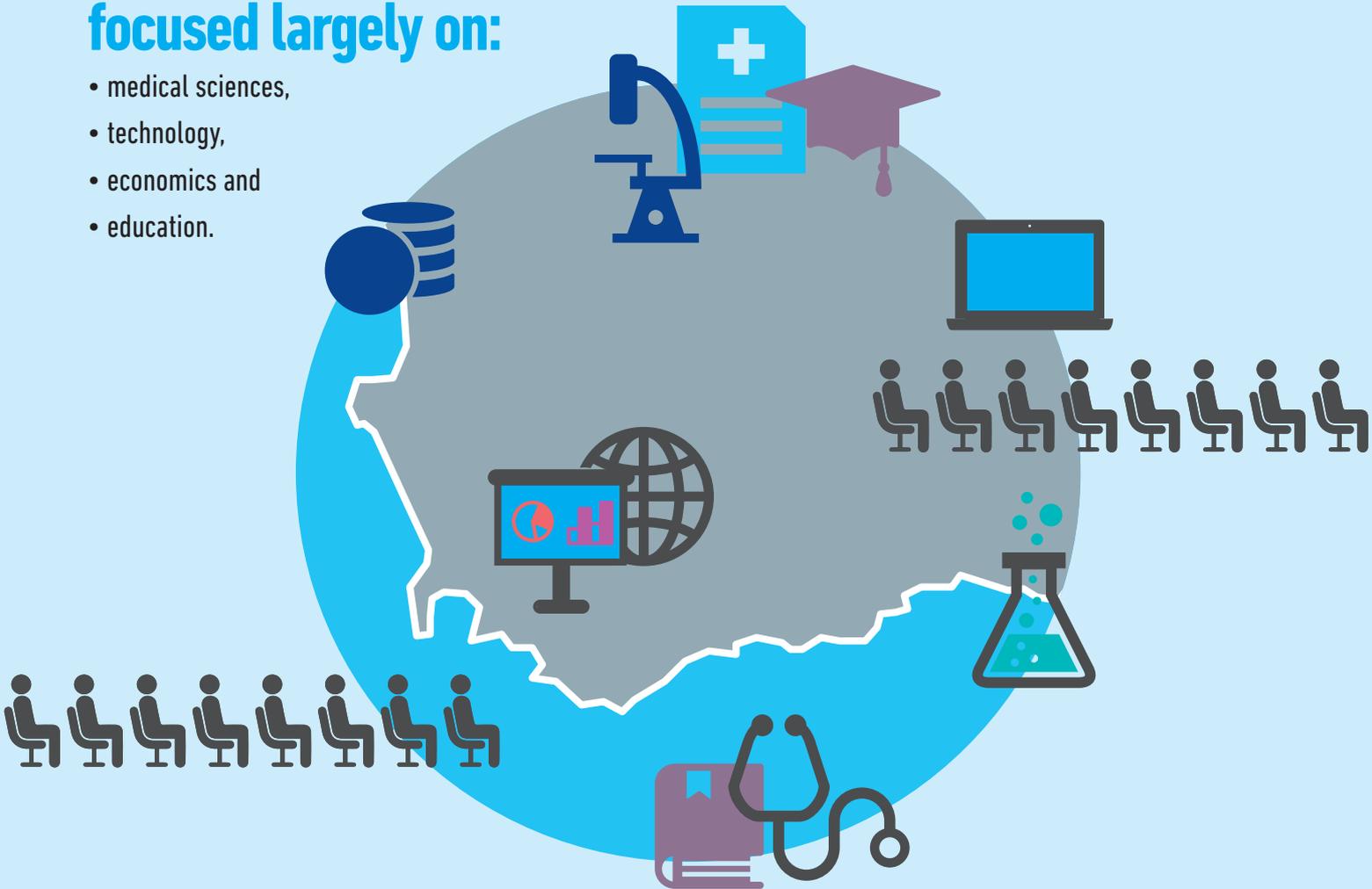
hosting the largest number of  
international association meetings on  
the continent.



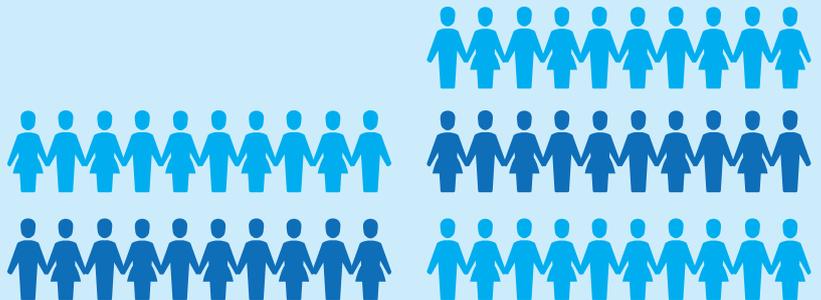
Source: ICCA 2017

## Subject matter focused largely on:

- medical sciences,
- technology,
- economics and
- education.



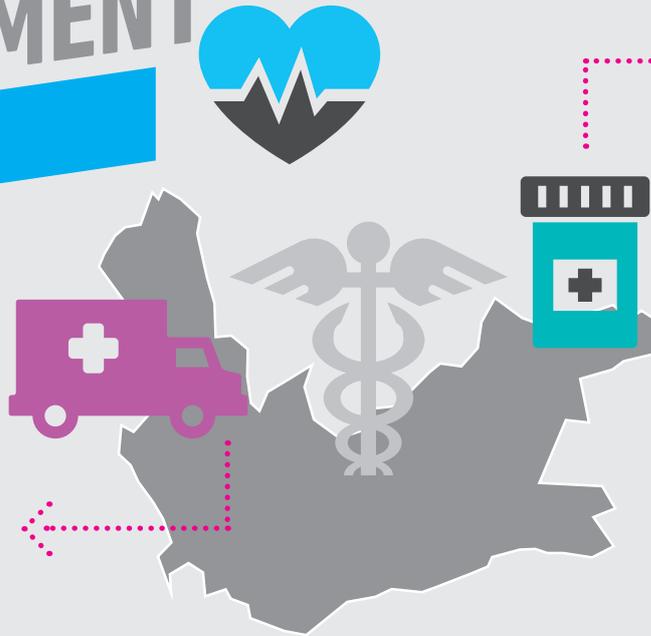
**34 000** international  
delegates attended conferences in  
the Western Cape in 2017.



**160 000** participants attended  
conferences in the Western Cape in the last  
five years. Source ICCA 2017

# INVESTMENT HEALTH

The Western Cape has spent over **US\$400 million** on health-care capital infrastructure in the last 10 years.



**20 FDI projects**

were recorded into South Africa's medical devices and pharmaceuticals sector with a total capital investment of **US\$600 million** between January 2008 and December 2017.

*Source: FDI Markets, 2018*

# WINE INDUSTRY

South Africa is ranked **8<sup>th</sup>** in the world in terms of volume

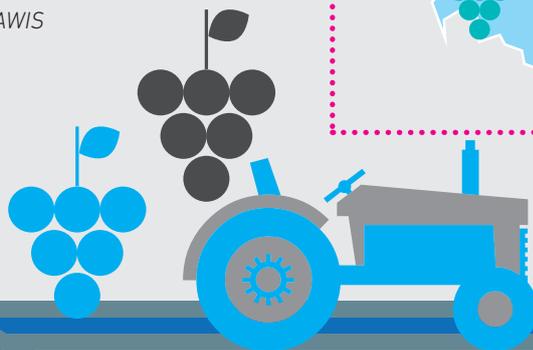
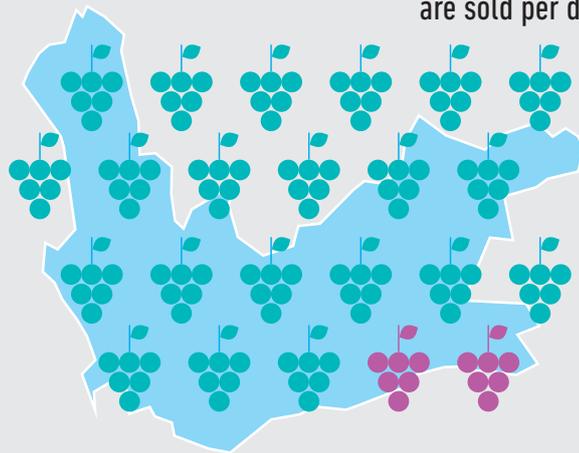


producing **4%** of the world's wine

*Source: SAWIS*



**One million** bottles of South African wine are sold per day.



**21 out of the 23**

South African wine routes are located in the Western Cape. *Source: Vinpro*

# HALAL BUSINESS

The Western Cape's halal-relevant exports accounted for **37%** of its total exports in 2017, of which **22%** was to Muslim consumers.

(DEDAT and Wesgro calculations)

حلال

**92%** growth in food

preparation exports from the Western Cape to the world.

(DEDAT and Wesgro calculations).

# CLEAN GOVERNMENT

**100%**



The Western Cape has received **100% clean audits** for public entities.

Source: Auditor General report for 2017/18

# WORLD-CLASS INFRASTRUCTURE

The Western Cape Government spent close on US\$1.6 billion on road infrastructure since 2009.



Cape Town has **848kms** of fibre-optic cables and 25 switching facilities.

Fibre-optic cables and microwave links connect

**346** Cape Town city buildings at speeds of up to 1Gbps.

# SKILLS & EDUCATION



The Western Cape has the **highest mathematics pass rate**



The province's four major universities attract thousands of foreign students.

**70%** of international students attending the universities were from other African countries.

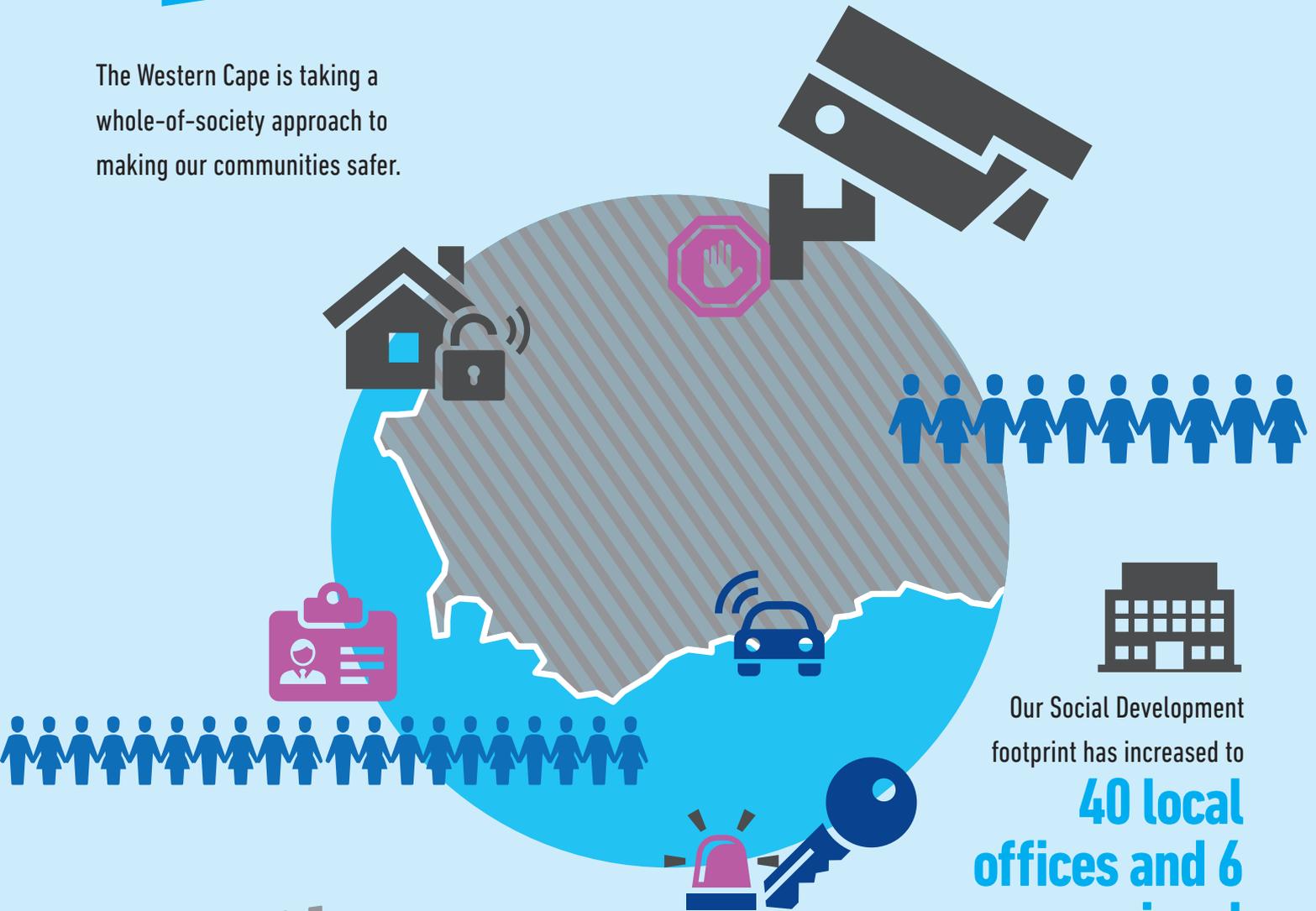
Source: CHEC

# COMMUNITY SAFETY



Our province supports Neighbourhood Watches through formal accreditation, training and resources under the provincial Community Safety Act.

The Western Cape is taking a whole-of-society approach to making our communities safer.



# SOCIAL DEVELOPMENT

The Western Cape has brought social services closer to communities.

Our Social Development footprint has increased to **40 local offices and 6 regional offices** since 2009.



Services include: social work and counselling, assistance for individuals with disabilities, the elderly and families.

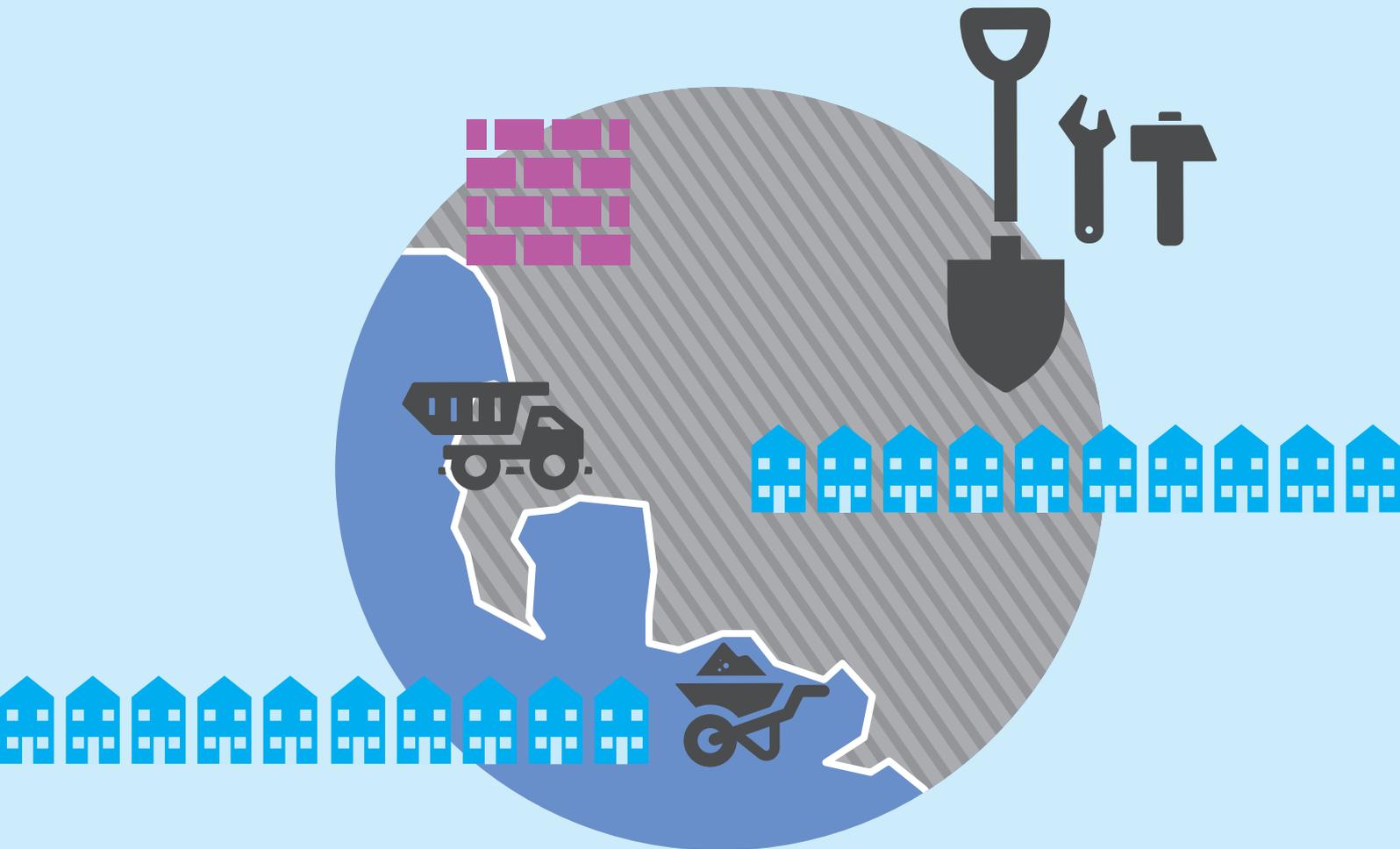
# HOUSING CONSTRUCTION PROJECTS



The Western Cape's catalytic housing projects will deliver over

**105 000 low cost houses**

by 2022.



These projects will boost the construction sector and bring working residents closer to major industrial and commercial zones.

# DEVELOPMENT PLANNING

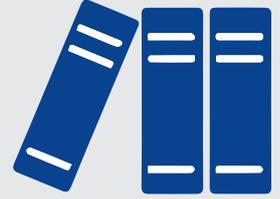
The Western Cape uniquely combines Development Planning and Environmental Affairs in a single government department.



Planning **reduces red tape** and enhances the coordination of infrastructure projects that transform the urban landscape.

# KNOWLEDGE ECONOMY

The Western Cape has the largest library network in South Africa.



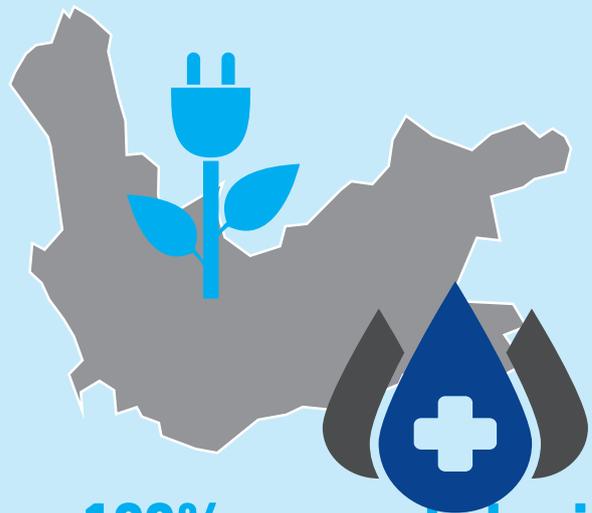
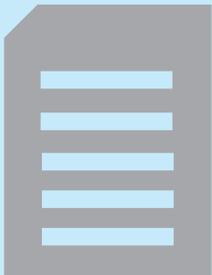
The Department of Cultural Affairs and Sport will provide

**385** library service points with **free public Wi-Fi**

by 2020, making it easier for residents to access information in the growing knowledge economy.

# ACCESS TO SERVICES

Local Governments in the Western Cape have the highest rate of **clean audits** in South Africa.



Close to **100% access to basic services** for residents, and reliable water, electricity and sewerage for industry.

*StatsSA Non-Financial Census of Municipalities 2018*

INVEST IN  
**CAPE TOWN**  
& THE WESTERN CAPE

# There is a world of reasons to invest in Cape Town and the Western Cape.

Mail [invest@wesgro.co.za](mailto:invest@wesgro.co.za) to hear more.

Calculations based on US\$1 = ZAR14

INVEST IN  
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A PLACE OF MORE



*Inspiring new ways*