CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

INVEST CAPE TOWN

WESGRO
cape town & western cape
tourism, trade & investment

INVEST IN CAPE TOWN

Market Intelligence Report
2025–2026

Contents

CAPE TOWN

THE CITY OF CHOICE FOR INVESTORS

Whether a start-up or a large, established business, Cape Town is the choice for Africa's most dynamic companies. Cape Town hosts the headquarters for South Africa's biggest retailers, asset managers, insurers and – for caffeine lovers – coffee brands. Takealot and Amazon, the two largest e-commerce companies in South Africa, have chosen to be based in Cape Town. There is a dynamic start-up culture, all the way from Mark Shuttleworth's Thawte in the 90s to almost all payment gateways in the country. And Cape Town has emerged as a centre for the green economy, attracting top renewable energy companies across the value chain. Spanning diverse industries, all of these investors have taken advantage of the fertile ground provided by the Mother City to germinate, incubate, and grow their businesses. Will you join them?

REASONS TO INVEST IN CAPE TOWN

1 Lifestyle and natural beauty

Cape Town offers a lifestyle that is the envy of the world. Every month, more and more local and international workers choose to move to Cape Town. The lifestyle, the beaches, the nature, the wine, the halaal food, and, of course, Table Mountain itself are a draw to top talent, making it an easy choice for any investors looking to set up, expand, or relocate.

2 Service delivery

The City of Cape Town has the best service delivery in South Africa, an outcome of tireless work, good governance, and repeated clean audits by the municipality. The City works to reduce red tape and make it easier for businesses to operate. The City has launched a record-breaking infrastructure spending programme to build a resilient city. In a changing world, the City is investing heavily in water supply, safety, electricity generation, and transport to ensure that Cape Town continues to provide the ideal base for investors.

3 Diversified economy

Cape Town has a strong, diversified economy, spanning from services to manufacturing and fishing. In the large tertiary sector, the business process outsourcing industry has grown remarkably over the last decade, providing services to clients across the world. Cloud service providers continue to build out their data centres in Cape Town, with established players taking advantage of a new wheeling programme to access renewable electricity. Meanwhile, Cape Town's manufacturing base provides opportunities in the green economy, food and beverages, and electronics. Boat building has also emerged as a key manufacturing industry, offering everything from small boats to luxury yachts.

4 Strong education institutions

Cape Town is home to Africa's top-ranked university, the University of Cape Town. The University of Stellenbosch Business School, the University of the Western Cape, and Cape Peninsula University of Technology round out a robust higher-education offering. The City offers some of South Africa's best public and private schools, an English-speaking population, and a high literacy rate. This creates a skilled workforce for investors looking for talent.

ECONOMY

R666 billion

GDP

Cape Town has a robust, diverse economy, underpinned by strong services growth across real estate and business services.

Source: Quantec.

POPULATION

5 million

Cape Town is South Africa's second-largest municipality, and has a population growth rate of 1,8%. Many South Africans are choosing to move to Cape Town, drawn by its robust economy and best-in-class public services.

Source: City of Cape Town.

INFRASTRUCTURE INVESTMENT

R9,5 billion

Expenditure on infrastructure by the City of Cape Town in 2024/25.
Cape Town intends to spend R40 billion on infrastructure over the next three years, catalysing economic growth and creating a resilient city.

Source: City of Cape Town, 2025/26 Capital Adjustments Budget.

JOB CREATION

388 000 jobs

Jobs added by Cape Town over the last five years.
Cape Town has the highest employment rate, highest labour absorption rate, and the lowest strict and broad unemployment rates out of any metro in South Africa. Formal jobs in Cape Town have grown by 22% since 2014, compared with 16% in the next closest metro.

Source: Stats SA, QLFS, Q2: 2025. Spatial Tax Panel, 2025.

PROPERTY MARKET

R150 billion

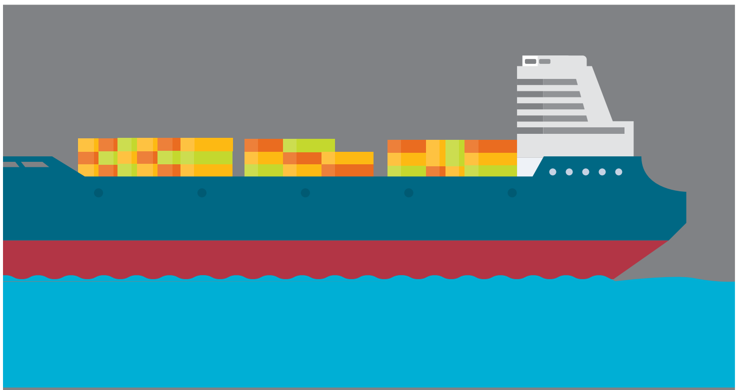
Value of buildings reported as completed between 2014 and 2023.
Between 2014 and 2023, the private sector constructed almost 97 000 residential buildings, totalling more than 10 million square metres, valued at over R71 billion.

Source: Stats SA, Report-50-11-01 – Building Statistics, 2023.

TOURISM

Best airport in Africa

Cape Town International Airport has been named the best airport in Africa for eight consecutive years.
With Cape Town Air Access, 33 new international routes and 11 new regional routes have opened over the past decade.



EXPORTS

R142 billion

Value of exports in 2024.
Cape Town's exports continue to grow, driven by strong performance in agricultural produce, engine parts, yachts and fish.

Source: Quantec.

DIRECT FOREIGN INVESTMENT

R87 billion

Estimated value of FDI from 2015 to 2024.
Cape Town has attracted significant investments in business services and data centres, both of which serve international markets.

Source: fDi Markets, a service from The Financial Times.

CAPE TOWN

A CITY OF HOPE

When we talk of building a city of hope for all here in Cape Town, we mean a place where every Capetonian has good reason to believe in a bright future. An inclusive and shared city known for its quality of life, its expanding economic opportunities and the ability of its residents to build and live lives of dignity and value.

The only way to do this is to grow our economy and create jobs at scale, so that many thousands more Capetonians are able to step out of poverty and dependence, and into the freedom and independence that comes with employment.

This is why our sole mission is to declare Cape Town open for business. To do everything in our power to make our metro the number one destination on the continent for investment, and the easiest place in which to do business. There are many different facets to this mission, and in this *Invest in Cape Town* 2025/26 report you will get a good overview of all our interventions aimed at making Cape Town a good bet for the future.

I am pleased to report that we are making excellent progress on this mission, and that confidence in Cape Town's future has never been higher. More and more large international companies are choosing Cape Town to establish a footprint in South Africa and the continent, and this growing list includes global giants such as Microsoft, DHL, Unilever, Johnson & Johnson, Burger King, and Amazon.

A glance at our city skyline with its many construction cranes will also confirm that this is a city where businesses, investors and property developers see a long-term future and are eager to be part of this positive momentum.

We also understand the importance of investing in yourself if you want others to do so too. We are in the middle of the biggest infrastructure investment pipeline ever undertaken by a city government in South Africa – R120 bn over ten years to upgrade and expand our water and sanitation network, our electricity grid, our public transport, our roads, our waterways, and our offer of affordable housing. There is no better way to assure investors that there is a long-term vision for the city, and that their investment is secure here.

Already, these investments are paying off in a big way. Cape Town has, by some distance, the strongest labour market, the lowest unemployment figures, and the most robust economy of all the metros in the country. And this strength is spread across a large number of economic sectors. Cape Town today leads the charge on business process outsourcing, film, agri-processing, tourism and many more. And I believe we have merely scratched the surface of our potential.

In the pages of this report you will see a city that is geared for incredible growth. A professionally run city that is constantly looking for ways to be even more business-friendly. A city that is making unprecedented investments in its own success – thinking, planning and building for a future many decades down the line.

We look forward to welcoming you on this journey with us.

Geordin Hill-Lewis
Cape Town Mayor

CAPE TOWN'S
ECONOMY AT A GLANCE

MACRO ECONOMY

	2022	2023	2024
GDP[1]	R597 billion	R639 billion	R666 billion
GDP (USD)[2]	$36,5 billion	$34,6 billion	$36,3 billion
Population	4,78 million	4,87 million	4,95 million
GDP per capita[1]	~R121 000	~R131 000	~R135 000
GDP per capita (USD)[2]	~$7 600	~$7 100	~$7 300

Sources: [1] Quantec, current prices; and [2] Exchange rates from the South African Reserve Bank Quarterly Bulletin.

Cape Town is South Africa's second-largest urban economy, and the largest in the Western Cape. The economy grew by 1% in 2024 to R666 billion, with per capita GDP increasing to R135 000. While its economic performance generally follows national and provincial trends, the local economy often demonstrates greater resilience through stronger growth. This has attracted residents to Cape Town from across South Africa and abroad, resulting in dependable population growth.

CITY OFFICIAL | Paul Court, Chief Economist

What is the state of the Cape Town economy?

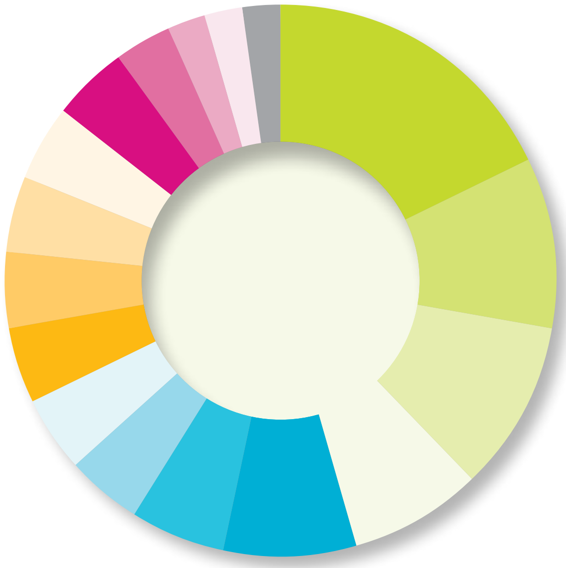
We may have a few niggles but on the whole, and when it comes to the fundamentals, Cape Town's economy is healthy. While, in many ways, affected by the performance of the national economy, which has been disappointing in the past few years, we have shown notable outperformance in a number of important economic indicators. In particular, formal employment growth in Cape Town has far exceeded other metros (according to both SARS tax data and Stats, SA). In fact, Cape Town has contributed 50% of total employment growth in the country since January 2020. This is largely because businesses and investors have a higher level of confidence in Cape Town's economy – as evidenced by a stronger business confidence index and greater investment in fixed capital – strongly bucking the national trend, reflecting a city that remains an attractive place to invest and do business.

What are the bright sparks? What sectors have you seen grow?

Cape Town has a very diverse economy. While we are predominantly service driven, we have some outstanding manufacturing industries. I think here particularly of our boat building industry which has positioned us as one of the leading locations globally for the manufacture of sailing catamarans. And our food and beverage manufacturing sector has been so impressive at weathering the tough times, continuing to grow during the many shocks that we have experienced in recent years. Our tech ecosystem also continues to go from strength to strength. We have been at the forefront of the e-commerce revolution in South Africa, driving innovation throughout the e-commerce landscape – from the dedicated e-tailers to the supermarket chains based in Cape Town which have revolutionalised home deliveries, to the payment platforms and online systems that make this all possible.

DATA DEEP DIVE | Economic breakdown by industry

Gross value added (GVA) by industry

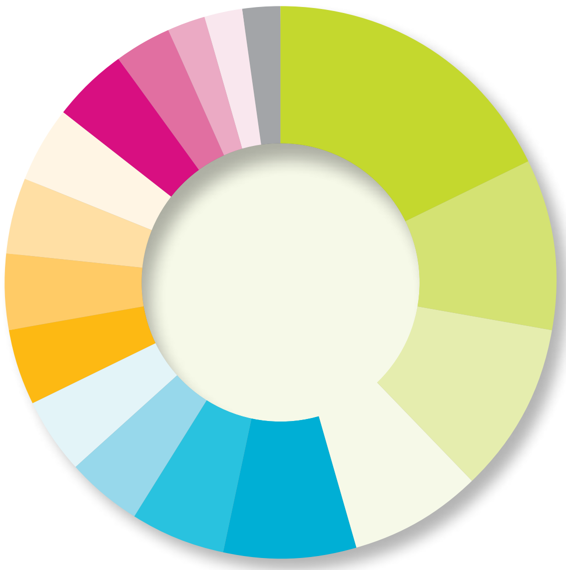


Top five industries	GVA
Real estate	R105 billion
Finance	R62 billion
Other business activities	R61 billion
Health	R45 billion
Wholesale trade	R44 billion

Source: South Africa Regional eXplorer.

Cape Town has a diverse economy, driven by tertiary-sector activities. The top 12 industries account for 80% of economic activity. The top three sectors – real estate, other business activities, and finance – tower in their economic contribution, each contributing between 18% and 10% of total economic activity.

Formal employment by industry



Top five industries	Employment
Wholesale and retail	203 674
Government	160 475
Manufacturing	152 115
Administration	135 282
Financial	85 697

Source: Spatial Tax Panel.

Over half of formal employment is in five industries – wholesale and retail trade, government, manufacturing, administration, and financial services. Administration is a particularly fast-growing industry in Cape Town, with large increases in employment across call centres, employment agencies, other business support services, and security systems services. Manufacturing, despite external pressures, has grown in size over the past decade.

FINANCIAL MARKETS

	2022	2023	2024
Bond yields, 10-year nominal (ZA)[1]	10,44%	9,88%	8,96%
Repo rate (ZA)[1]	3,75%	7,00%	8,25%
Inflation (ZA)[2]	6,9%	6,0%	4,4%
City of Cape Town Moody's opinion Long-term rating Outlook	 Ba3 Stable	 Ba3 Stable	 Ba3 Positive
Gross fixed capital formation[3]	R87 billion	R94 billion	R94 billion
Total investment as % of GVA[3]	13%	14%	13%

Sources: [1] South African Reserve Bank Quarterly Bulletin; [2] Statistics South Africa; and [3] Quantec.

Cape Town's credit rating reflects its standing as the best-run municipality in South Africa, the only metropolitan municipality to consistently receive clean audits from the Auditor-General of South Africa. This hard work is demonstrated by the recent credit rating upgrade to Ba2 stable for the City, the highest of any city in South Africa.

The City is primed to take advantage of lower borrowing costs that would result from a decrease in inflation created by the South African Reserve Bank's recently expressed intention to lower the inflation target to 3%, from the current band of 3% to 6%.

The City's infrastructure spending could catalyse greater investment by the private sector. The current level of investment for the Western Cape is around 13% of GDP, with gross fixed capital formation amounting to R135 billion in 2024.

Ba2 stable

In 2025, Moody's upgraded the City of Cape Town's credit rating to Ba2 stable, the highest of any municipality in South Africa. Moody's stated that the City combines 'robust financial performance' and 'sturdy liquidity' with a 'large and diversified economic base'.

LABOUR

	2022	2023	2024
Working-age population	3,13 million	3,18 million	3,23 million
Employed	1,53 million	1,75 million	1,76 million
Strict unemployment rate	27,2%	23,0%	23,0%
Labour participation rate	67,3%	71,5%	70,8%

Sources: Stats SA.

Cape Town's labour market is the strongest in the country, with the highest labour participation and labour absorption rates, and the lowest strict and broad unemployment rates. Cape Town has also created the most jobs over the last five years – 388 000 jobs for the second quarter of 2025.

The strong labour market has attracted workers from across the country and the world. Cape Town's population is growing at a rate of over 1,6% a year. According to tax data, these workers have taken advantage of a growth in jobs in the following industries: administration, financial services, education, accommodation, and wholesale and retail trade.

CITY OFFICIAL | Jodie Posen, Head: Economic Intelligence

What is EPIC?

The *Economic Performance Indicators for Cape Town*, or EPIC, is the City's quarterly flagship economic intelligence publication. It brings together clear insights and reliable data on Cape Town's economic performance for decision-makers, businesses, and even residents.

Why would it be of interest to investors?

EPIC serves as a vital business intelligence tool, providing data-driven insights to inform sound investment decisions. It offers a clear view of the business climate and confidence levels in the economy. The quarterly nature of the publication means that areas of emerging opportunity and short-term risks can be highlighted.

Scan here to access the latest edition of EPIC

HUMAN CAPITAL

	2022	2023	2024
HDI[1]	0,72	0,74	0,74
Functional literacy[1]	95,2%	95,4%	95,6%
Number of universities	4	4	4
University of Cape Town ranking[2] Africa World	 1st 183rd	 1st 160th	 1st 167th

Sources: [1] South Africa Regional eXplorer; and [2] Times Higher Education for 2025.

The University of Cape Town (UCT) is consistently ranked the best university in South Africa and Africa in five separate university rankings, attracting talent to the city from around the world. UCT performs strongly across several subjects; notably it was ranked 78th in the world by *Times Higher Education* in 2025 under medical and health, contributing to the medical sciences industry and supplying medical health professionals for Cape Town's many health facilities.

UCT is joined in Cape Town by the University of the Western Cape, the Cape Peninsula University of Technology, and Stellenbosch Business School of Stellenbosch University. Stellenbosch University itself is just a 40-minute drive from the Cape Town city centre. Together, these universities make Cape Town a city that attracts the country's best talent.

The high functional literacy rate, combined with a population fluent in English, has made Cape Town a prime destination for business process outsourcing (BPO). For example, Amazon, which has operated call centres in Cape Town since 2010, recently established its African headquarters in Cape Town, which includes a call centre.

EXPORTS

	2022	2023	2024
Export values[1]	R121 billion	R137 billion	R141 billion
Cape Town port exports[2] Shipping containers movements Cargo in million metric ton	 ~434 000 6,7 MMT	 ~384 000 5,0 MMT	 ~392 000 4,8 MMT
Cape Town airport exports[1] Rand value	 R9,7 billion	 R11,3 billion	 R12,3 billion

Sources: [1] Quantec; and [2] Transnet National Ports Authority.

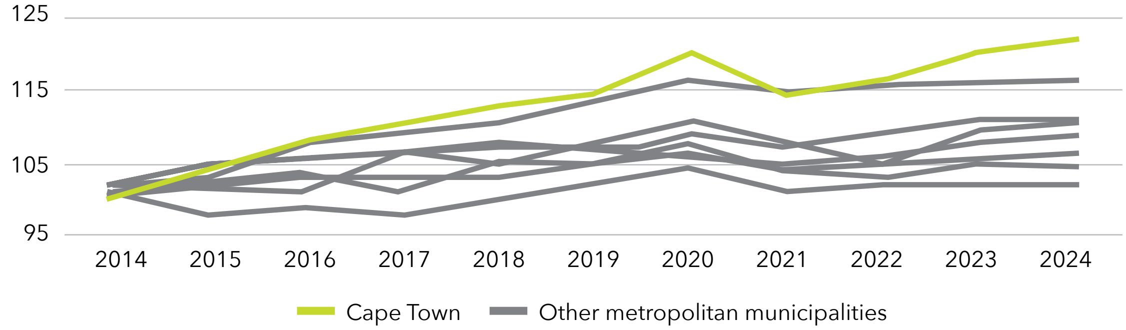
In 2024, Cape Town exported R141 billion worth of goods. Top exports include refined petroleum (mostly a re-export); seasonal agricultural produce such as citrus, apples and grapes; niche items including yachts and jewellery; fish; coal; motor engine parts; and wine. Manufactured goods account for 69% of Cape Town's exports, and agricultural produce for 23%.

Cape Town port is in the centre of the city and handles over 350 000 shipping containers for export annually. The Cape Town airport has opened up several new routes, with the support of Cape Town Air Access, a public-private partnership backed by Wesgro and the City of Cape Town. This has resulted in an increase in the value of exports from the airport, reaching R12,3 billion in 2024.

Unique exports from Cape Town include rooibos tea and Karoo lamb. Rooibos tea only grows in the Cederberg mountains in the Western Cape, and is processed in facilities close to Cape Town, with annual production at around 23 000 metric ton. Similarly, Karoo lamb is also a notable export, valued for its distinctive high-quality flavour and texture, and protected by geographical indicator status, creating international opportunities for producers.

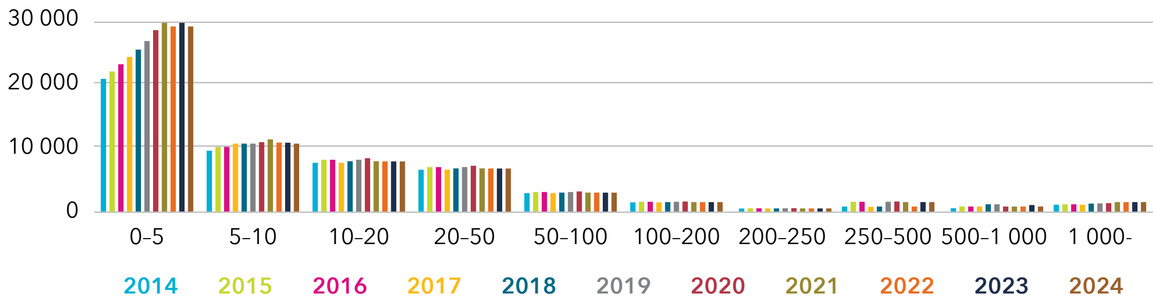
DATA DEEP DIVE | Employment, establishments and wages in Cape Town

Change in employment (2014 = 100)



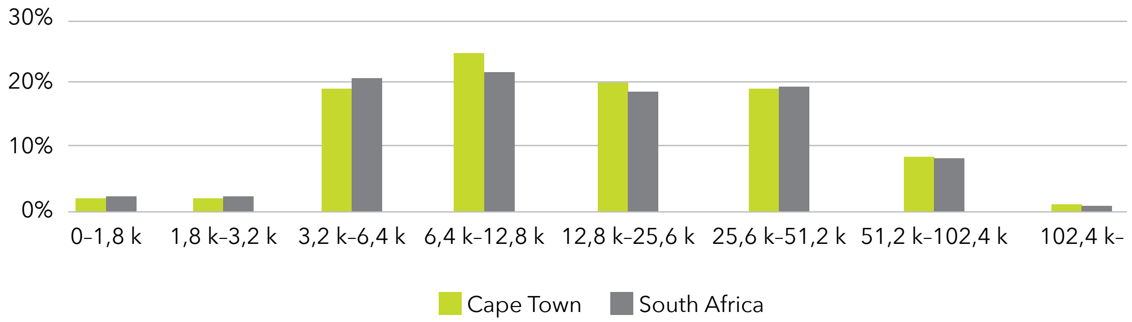
Data extracted from tax filings with SARS and published by Spatial Economic Activity Data South Africa (SEAD-SA) provide novel insights into the Cape Town economy. The data show that Cape Town has the strongest labour market in South Africa, with employment up 22% since 2014.

Establishments by number of employees



Cape Town has a large number of small, medium, and micro enterprises (SMMEs), with significant growth of firms employing five or fewer employees. There has also been growth in the number of large firms, with over 1 000 employees.

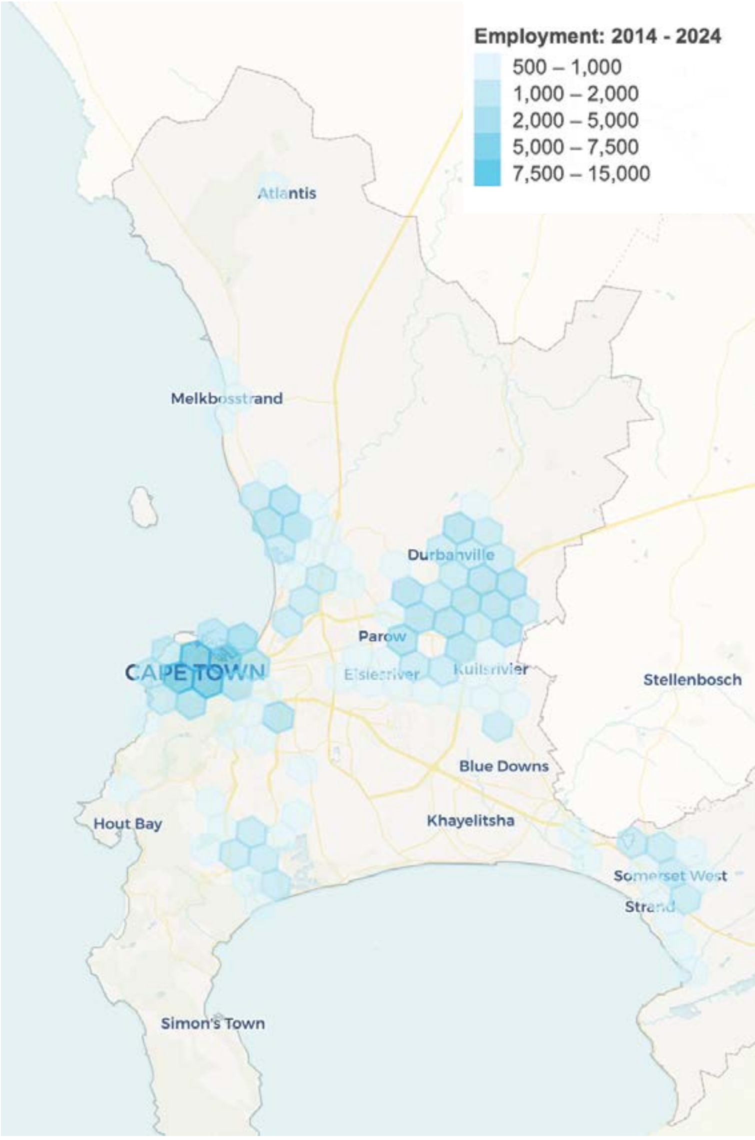
Wage bands in rand – comparison with South Africa



Just under 45% of jobs in Cape Town are middle-income, paying between R6 400 and R25 600 a month, five percent higher than South Africa as a whole. Cape Town has fewer jobs paying below R6 400 a month, and slightly more jobs paying above R51 200 a month.

Source: Spatial Tax Panel.

DATA DEEP DIVE | Employment growth across Cape Town



Using tax data from the South African Revenue Service (SARS) and Spatial Economic Activity Data South Africa (SEAD-SA), we can determine which areas of Cape Town have seen the strongest job growth over the last decade. There has been a significant increase in employment in the central business district (CBD), an area managed by the Cape Town Central City Improvement District (CCID), and widespread growth across Bellville and surrounds, some of which fall under the Greater Tygerberg Partnership. There has also been growth in Claremont, the Tokai area, and Somerset West, as well as Century City and Milnerton, the last two north of the CBD.

Note: Only top 100 hexagons in terms of job growth are included. Source: Spatial Tax Panel.

About | City improvement districts (CIDs)

What is a CID?

A city improvement district (CID) is an area in which property owners contribute additional rates to fund supplementary municipal services. The City provides all its residents with certain basic services up to an equitable standard. However, for communities who wish to enjoy municipal services of a higher level, a CID provides the option of paying for additional services, which should be affordable and sustainable.

CID supplementary services

Typically, these services deal with urban management issues, like additional public safety measures, cleansing services, maintenance of infrastructure, environmental initiatives, and social interventions.

How many CIDs are there in Cape Town?

There are currently 51 CIDs in Cape Town. Many other communities have expressed interest in establishing a CID and are at various stages in the establishment process.

PARTNER FOCUS | Greater Tygerberg Partnership (GTP)

‘The GTP’s proven, unique methodology blends placemaking, economic growth, and environmental sustainability’

About GTP

GTP is mandated to promote and accelerate the regeneration and upliftment of Bellville, an important economic area approximately 25 km east of Cape Town’s central business district. GTP works to ensure that Bellville is a prosperous, successful, and attractive commercial centre for business owners, and a vibrant, inclusive, safe and modern hub for residents, students and the general public. The GTP’s proven, unique methodology blends placemaking, economic growth, and environmental sustainability to create restored neighbourhoods people can call home.

Types of properties in Bellville

Offices, manufacturing, retail, and warehousing.

Why invest in Bellville

Bellville is an affordable and accessible urban setting, with robust infrastructure, and potential for significant growth driven by government incentives, urban renewal projects, and its status as a key business, education, and transport hub. The area offers strong demand for rental properties, a large pool of potential tenants like students and professionals, and opportunities for transforming underutilised buildings into valuable assets for both residential and commercial use.

Favourite thing to do in Cape Town

Walking on the white sand beaches in Blouberg and visiting the farms on the Durbanville wine route.

Response by Warren Hewitt, CEO at GTP.

CAPE TOWN
A BUSINESS-FRIENDLY CITY

Despite global and domestic headwinds, Cape Town's economy continues to weather the storms thanks to the City government's ongoing support for identified high-growth sectors and a foundation of sound governance.

This support takes the form of funding programmes that are administered by our special purpose vehicles (SPVs). These SPVs promote Cape Town to their respective industry's investors while also running skills development initiatives for Capetonians.

The programme's success is clear: Collectively, these partners facilitated R4,6 billion in investments that directly created 10 214 jobs in the period from July 2024 to June 2025. They have also supported the training of 2 674 people across priority sectors. This represents a significant return on investment, considering the City's funding contribution of R51 million for the 2024/25 financial year.

R4,6 billion	10 214	2 674
investments secured	jobs created	people trained

Notable accomplishments in 2024/25 by SPVs include:

- 9 185 new call centre industry jobs created and over R3,2 billion in investment attracted through our CapeBPO partnership.
- UVU Africa, a tech incubator, hosted 37 events that reached over 5 500 people, as well as trained up township entrepreneurs. They also co-launched the Biotech Growth Coalition, positioning Cape Town as a health innovation hub.
- GreenCape facilitated R332 million in green investments while creating 252 jobs and supporting nearly 80 SMMEs. GreenCape also led innovative projects in e-waste recycling and urban waste management.
- Through Wesgro initiatives, 64 trade declarations were signed while 1 639 jobs were facilitated through trade. Meanwhile, the Made in the Cape programme connected 245 local exporters to 37 buyers from 16 countries.

In tandem with this programme is the City's Ease of Doing Business initiative aimed at cutting red tape at local level. This local index is made up of ten business-facing indicators that measure our internal performance across departments – things like plan approvals, permits, and infrastructure connections.

The commitment of our officials to realise the project, launched in May 2023, is already demonstrated in several priority areas. For example, water connection approvals and connection times have improved from 17,2 days in the 2023/24 to 11,6 days in the 2024/25 financial years. Wayleave applications, which are essential for infrastructure works such as fibre roll-out and utilities, have also become more predictable and efficient, with the median turnaround times hovering between two to eight days across all departments over the same period.

Yes, there is still room for improvement, but we will continue pushing ahead to make Cape Town as business friendly as possible!

Collaboration, innovation and a passion for people lie at the heart of Cape Town's economic story. By uniting local government and the private sector, the City is setting the benchmark for building an economy that can withstand shocks and stresses.

James Vos
Mayoral Committee Member for Economic Growth

SUPPORTING SECTORS WITH SPVs

The City supports emerging and established industries as they grow, contribute to the economy, and create employment. A key mechanism for delivering this support is the use of special purpose vehicles (SPVs) that support identified priority sectors in Cape Town. The City supports ten special purpose vehicles (SPVs) across key high-growth industries, including technology, clothing and textile manufacturing, business process outsourcing (BPO), and marine manufacturing.

The City's SPVs are:

BlueCape	Cape Clothing and Textile Cluster
Cape Town Tourism	CapeBPO
Craft + Design Institute (CDI)	Greater Tygerberg Partnership
GreenCape	Economic Development Partnership
UVU Africa	Wesgro

CITY OFFICIAL | Lance Greyling, Director: Economic Development and Investment

What are your favourite programmes of Economic Development and Investment?

My favourite programmes are those which make a difference in the lives of Capetonians. In the Enterprise Development Branch, one of my favourites is the Jobs Connect programme, which helps connect jobseekers with private sector job opportunities. Whereas, in the Growth Coalitions Branch, I am excited by programmes looking at creating skills pipelines for high-growth sectors, like with BPOs. In the Area Economic Development branches, the provision of dignified infrastructure for informal traders is particularly pleasing and, in the Tourism and Place Marketing Branch, I would identify our destination marketing initiatives like our Cape Town magazine and the Invest Cape Town website. Finally in the Investment Facilitation Branch, I would have to single out our Business Retention and Expansion programme which is addressing growth constraints in our industrial areas.

What competitive advantage does Cape Town have for attracting investments?

A key competitive advantage is our infrastructure that facilitates economic growth. With an extremely ambitious infrastructure programme for the next ten years, Cape Town has a far higher business confidence index than the rest of the country, augmented by our good governance and responsiveness as a City to business challenges.

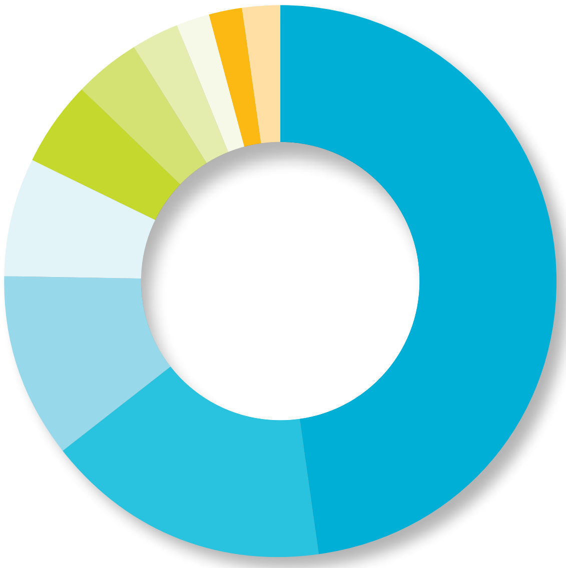
What investment trends have emerged in Cape Town?

There have been investments in technology infrastructure like data centres, investments into pharmaceutical factories, advanced manufacturing like the aerospace industry, and major expansions of service industries like tourism and BPO companies. Ultimately, Cape Town is positioning itself as a city of the future and we are attracting investments that give credence to that mantra.

INVESTING IN INFRASTRUCTURE

The City of Cape Town broke the record for capital expenditure for a South African municipality in its 2025 financial year: R9,5 billion. And this is just the beginning, as infrastructure spending will ramp up in the coming years, guided by the medium-term expenditure framework and the City's long-term plan. This translates, over the next three financial years, to R43 billion on infrastructure, creating 135 000 jobs for the residents of Cape Town.

Breakdown of 10-year planned capital expenditure by directorate



Directorate	Capex %
Water and Sanitation	49%
Urban Mobility	17%
Energy	11%
Urban Waste Management	7%
Human Settlements	5%

With a project pipeline worth R121 billion in the ten years up to 2032, the City's infrastructure spend will continue to break records, strengthen resilience, and provide a solid foundation for long-term economic growth. There will be major investments in water, sanitation, electricity, and public transport. Water and sanitation will account for 49% of the City's infrastructure spend – R59 billion over ten years – with public transport and roads accounting for 17%, and energy 11%.

Major water projects include wastewater treatment works, with construction currently under way for two vast facilities in Potsdam, which will cost R5,2 billion, and Macassar. The second phase of MyCiTi bus-rapid-transit is under construction, at a total cost of R4,5 billion. The City is investing in its electricity infrastructure, with the maintenance of Steenbras hydro pumped-storage scheme and the construction of the first-ever municipal-owned solar plant in South Africa in Atlantis, which is nearing completion.

180 million litres a day	Affordable transport for 30 communities	67 MW in solar PV plants
Potsdam and Macassar wastewater treatment works will be able to treat a combined 180 million litres a day once completed in 2030.	MyCiTi Phase 2A will provide safe, affordable public transport to more than 30 communities along the city's busiest transport corridors.	Atlantis and Paardevlei solar plants are planned to have a combined capacity of 67 MW.

MAKING IT EASY TO DO BUSINESS

The City of Cape Town recognises its responsibility to create the conditions that support and encourage businesses to flourish. To achieve its vision, the City strives to create streamlined regulations, efficient permitting processes, transparent approval procedures, and easy access to utilities. This makes it faster for developers to secure permits and financing, acquire land, and complete construction projects. It eliminates the costs associated with delays, increases investor confidence, and promotes Cape Town's overall economic growth.

As a demonstration of its commitment to make it easier to do business, the City launched its own Ease of Doing Business (EoDB) programme. With a key focus on delivering tangible results, the programme aims to entrench a culture of business-friendliness, establish public and private growth partnerships, and ensure the delivery of quality services. This involves leveraging the latest technologies to improve service delivery at every level to enhance efficiency. With these measures in place, the City of Cape Town is working towards being Africa's most business-friendly destination.

EoDB tracks performance across nine key areas, with an additional focus on digitisation:

Connecting to the water network	Getting a revenue (rates) clearance certificate	Getting an informal trading permit
Getting building plan approval	Getting electricity	Getting land use rights
Obtaining a business licence	Transferring public land	Wayleaves

EoDB has already resulted in the following tangible results, as of the end of June 2025:

24 fewer days	22 fewer days	20 fewer days	12 fewer days
to connect to the water network	to get an informal trading permit	to get a wayleave from Water	to get a revenue clearance certificate

CITY OFFICIAL | Thembinkosi Siganda, Manager: Enterprise Development

How does Ease of Doing Business (EoDB) help investors?

EoDB provides a proactive, coordinated approach to foreign investment. It introduces more efficient, streamlined and effective processes, provides certainty to investors, and reduces the cost of doing business. It also creates an interface with City staff, systems and processes that are business friendly.

What is next for EoDB?

We are focusing on scaling up a Cost of Doing Business study and ensuring that cost benefit analysis is prioritised across relevant business-facing processes. We are introducing a Doing Business Maturity assessment tool to recognise departments that have matured. And we will continue engagements with local and international communities for partnerships for benchmarking purposes.

Scan here to access the EoDB dashboard

ELECTRIFYING THE ECONOMY

The City is investing in energy security by diversifying its energy sources and facilitating private and public-sector investment into grid-connected energy generation. Guided by the 2050 Energy Strategy for the City of Cape Town, the focus is on renewable and dispatchable technologies, with an emphasis on new generation and energy storage.

The City continues to work to end load-shedding to secure the economy and support growth. Via City-owned renewable energy generation, the City has installed small-scale embedded generation (SSEG) systems at various City facilities from key office blocks, such as the Gugulethu Electricity Depot, to critical loads like the Goodwood Transport Management Centre and the Kraaifontein wastewater treatment works.

The City's first utility scale own generation site will be complete in 2026 – a 7 MW ground-mounted PV plant in Atlantis – the first for a South African municipality. And this programme will be expanded with the development of an up to 70 MW Solar PV plant on City–owned land at Paardevlei outside Somerset West.

As of 1 March 2025, the City introduced one-to-one wheeling for MV and HV customers across its electricity infrastructure. During the pilot – which included traders, generators and off-takers – over 560 MWh of electricity was wheeled across the City's grid between private-sector energy traders.

The City was one of the first in South Africa to allow SSEG over a decade ago and since then over 150 MW of rooftop PV has been installed. To continue enabling SSEG uptake the City has put in place a standardised application system and introduced the Cash for Power programme, where customers can offset against their municipal rates account and are paid for any excess electricity they feed back to the grid.

The City has also implemented the Load Curtailment Programme. The programme allows companies to be exempted from load-shedding, enabling essential machines and production lines to remain operational while non–essential equipment is switched off.

CITY OFFICIAL | Aldert Cuperus, Power System and Generation Optimisation

What is the Load Curtailment Programme?

The Load Curtailment Programme allows qualifying businesses to be excluded from load-shedding in exchange for voluntarily reducing their electricity consumption to meet a predefined curtailment target. This controlled reduction helps maintain grid stability while allowing businesses to continue operating at reduced capacity.

How does it help companies?

The programme provides participating companies with operational continuity, where businesses can remain partially operational during load-shedding, avoiding complete shutdowns. This reduces financial losses by maintaining critical operations and reducing revenue losses. It offers companies flexibility, where participants can tailor their curtailment plans to suit their operational needs.

How does a company sign up for the programme?

To join the Load Curtailment Programme, companies can indicate interest via email to Aldert.cuperus@capetown.gov.za.

FACILITATING INVESTMENT AND EXPANSION

The City is dedicated to supporting industry, large and small. In addition to the work of the SPVs, the City's Investment Facilitation Branch works with companies across the City's 33 industrial areas, while the Business Hub is open to assist small, medium, and micro enterprises (SMMEs) as they grow and expand.

The City initially launched the Business Retention and Expansion (BR&E) programme in Atlantis in 2020, subsequently expanding it to several key hubs, including Blackheath, Epping, and Airport Industria. The programme, which will be extended to several other industrial areas across Cape Town, provides support to assist businesses with growth potential, unlock investment, and accelerate job creation. The BR&E programme works with businesses to overcome obstacles to growth. This can vary from upgrading specific infrastructure, such as improved road access for trucks, to hosting a manufacturing summit.

The draft Manufacturing Support Policy, which will replace the Investment Incentives Policy, will offer financial and non-financial support to firms. The principle underlying the support is to streamline and fast-track the investment process, while reducing risks. Support includes fast-tracking of development applications, load-shedding curtailment, and the waiving of selected application fees. The support is provided to businesses within the city's industrial areas.

The City assists small and emerging businesses across Cape Town through the Business Hub, which offers support and expert advice. It provides practical advice on accessing small business funding and assists with navigating legislation and regulations at both the municipal and national levels.

PARTNER FOCUS | Atlantis Special Economic Zone (ASEZ)

About ASEZ

Anchored in Atlantis, the ASEZ is 40 km from Cape Town. Its strategic location and infrastructure provide a base for investors to access local, African, and global markets. The ASEZ powers green industrialisation, leveraging market access and national trade agreements to attract and support investors committed to sustainable industrial growth.

What ASEZ offers investors

The Atlantis Special Economic Zone offers investors a fully serviced, strategically located industrial hub dedicated to greentech manufacturing and sustainable industry. ASEZ provides excellent connectivity to African and global markets through the port of Cape Town and national road networks. Investors benefit from competitive lease rates, purpose-built infrastructure, facilitation support with local authorities and access to applicable SEZ incentives. The ASEZ's 30% local SMME construction spend target, commitment to net-zero, and embedded renewable energy generation create a cost-competitive, low-carbon operating environment.

Companies in ASEZ

ASEZ currently hosts nine active companies with a combined capital investment of R4 billion over a five-year period. Tenants include Gestamp Renewable Industries, supplier of steel wind towers; Swartland, a leading manufacturer of windows and doors; Everflo, an OEM supplying products to the European Union with pressure vessels, heating exchangers, and compressor packages; Mint and Honey, a food manufacturer producing Super Cereal and other fortified products; and Kaytech Engineered Fabrics, which manufactures geosynthetic solutions, with a factory specialising in geotextiles, geogrids and other geosynthetic products.

Response by Michael Ndiwilana, Business Development Officer at ASEZ.

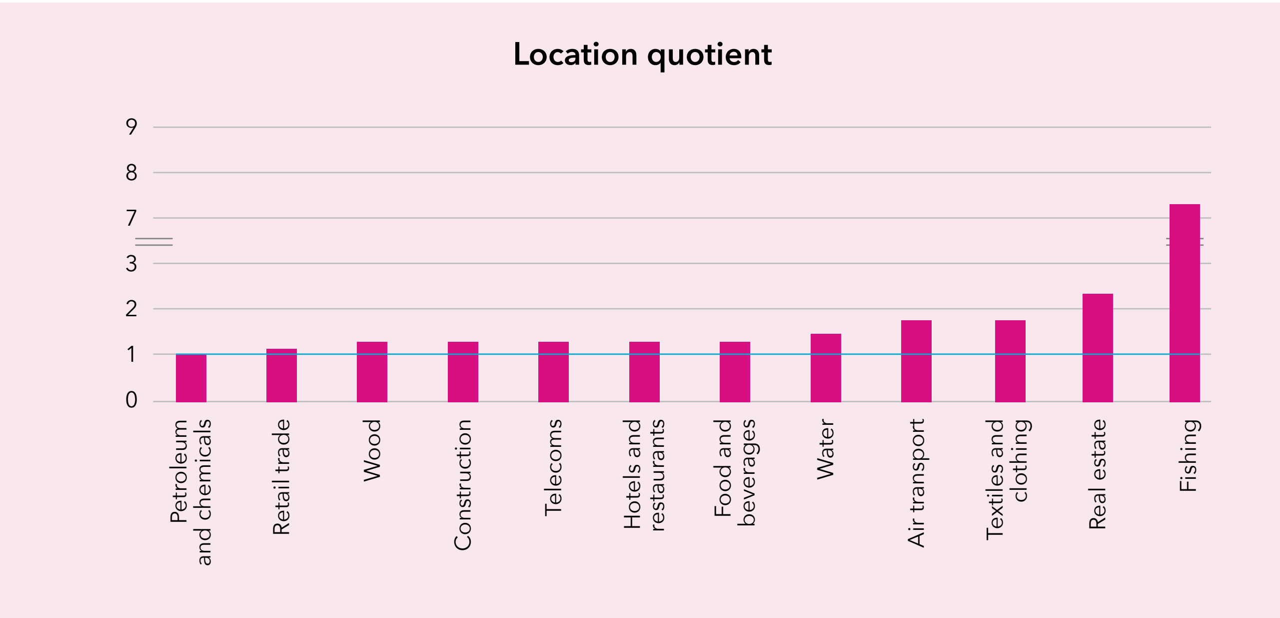
'Investors benefit from competitive lease rates, purpose-built infrastructure, facilitation support with local authorities, and access to applicable SEZ incentives.'

COMPETITIVE **ECONOMIC INDUSTRIES**

GROWING INDUSTRIES

Top location quotient	Fishing
Top gross value added (GVA) Rand growth over 10 years Percent growth over 10 years	 Real estate Telecommunication
Top employment growth Job growth over 10 years Percent growth over 10 years	 Administration Real estate

Source: Author's calculation based on South Africa Regional eXplorer.



Cape Town has 12 industries for which, compared to other South African municipalities, it has a competitive advantage, i.e. a location quotient greater than one. Fishing has an exceptionally high location quotient. Real estate, textiles and clothing, and air transport are the next three industries with the highest location quotients, showing that a diverse array of sectors in the Cape Town economy are comparatively strong.

PARTNER FOCUS | Western Cape Economic Development Partnership (WCEDP)

About WCEDP

WCEDP is a collaborative intermediary that builds trust, strengthens relationships, and enables partnerships across government, business, and civil society to tackle complex socioeconomic challenges, drive inclusive growth, and enhance resilience in the Western Cape. The WCEDP is focused on strengthening the systems that underpin investor confidence. These include but are not limited to clear regulatory pathways, a skilled workforce and coordinated platforms for collective action for industry growth.

Why Cape Town

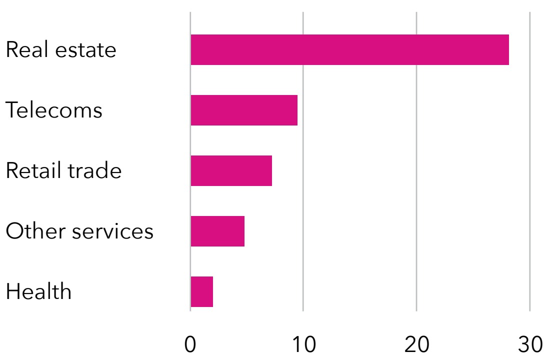
Cape Town offers a rare combination of world-class infrastructure, natural resources and a vibrant entrepreneurial culture. But what truly differentiates the city is its capacity for partnership – government, business, and civil society actively work together to create the enabling conditions that make Cape Town an attractive, resilient investment destination.

Favourite thing to do in Cape Town

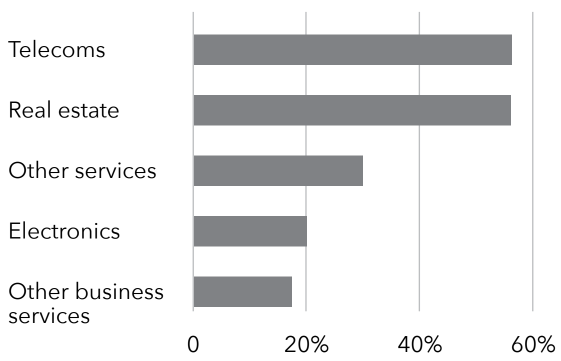
Cape Town's food markets are a favourite. They embody what makes the city unique: the perfect blending of heritage and resilience that drives creativity and connects people from different places.

Response by Nishendra Moodley, CEO of WCEDP.

GVA – 10-year real change (billions of rand)



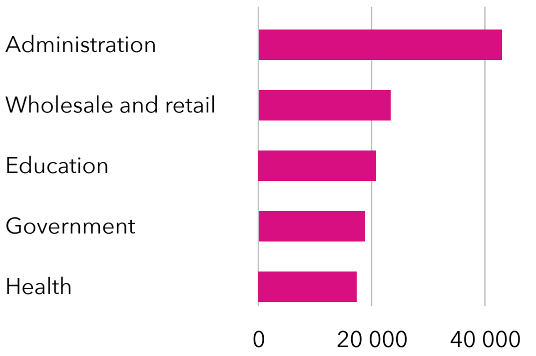
GVA – 10-year real change (%)



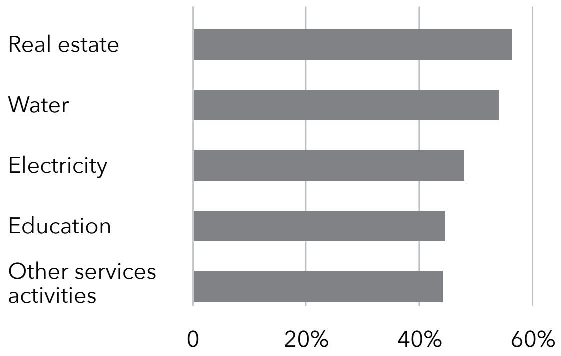
Source: Author's calculation based on South Africa Regional eXplorer.

Over the last ten years, real estate has grown by the largest amount, at almost R28 billion in terms of gross value added (GVA). GVA measures the total value of goods and services produced by an industry. Telecommunications is in second place, growing by over R9 billion to just under R27 billion. However, telecommunications grew the fastest over the past ten years, increasing by 54% in GVA, ahead of real estate's 53% growth.

Employment – 10-year change (jobs)



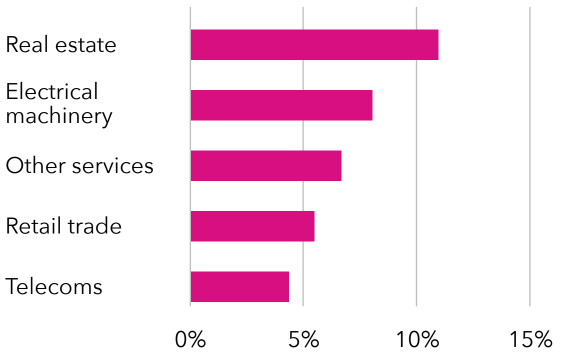
Employment – 10-year change (%)



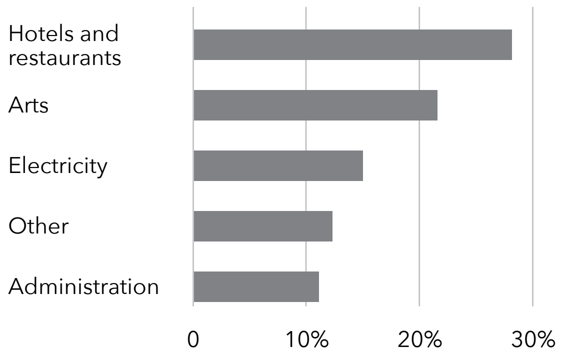
Source: Author's calculation based on the Spatial Tax Panel.

The Spatial Tax Panel reveals that employment grew the most for administration over the last ten years, from just under 100 000 jobs in 2015 to 143 000 jobs in 2024. This represents a 43% increase over the period. Wholesale and retail grew by 23 000 jobs, but only by 13%. In line with its GVA growth, real estate employed 56% more people in 2024 compared to 2015. As a low labour intensity industry, real estate only employed about 15 000 people in 2024. Education saw strong job growth, while water and electricity experienced high growth rates.

Short-term (two-year) real GVA growth (%)



Short-term (two – year) employment growth (%)



Source: Author's calculation based on South Africa Regional eXplorer and the Spatial Tax Panel.

In the short term, in terms of GVA, over the past two years, real estate has continued its strong economic growth at 12% but has only created 6% more formal jobs. On the other hand, employment in hotels and restaurants has grown strongly, bouncing back from Covid-19, with employment growth of 28%. Similarly, the arts have increased employment by 21%.

PARTNER FOCUS | Accelerate Cape Town

About Accelerate Cape Town

Accelerate Cape Town is a business leadership organisation representing top-tier corporate business in the Cape Town city region.

The work of Accelerate Cape Town

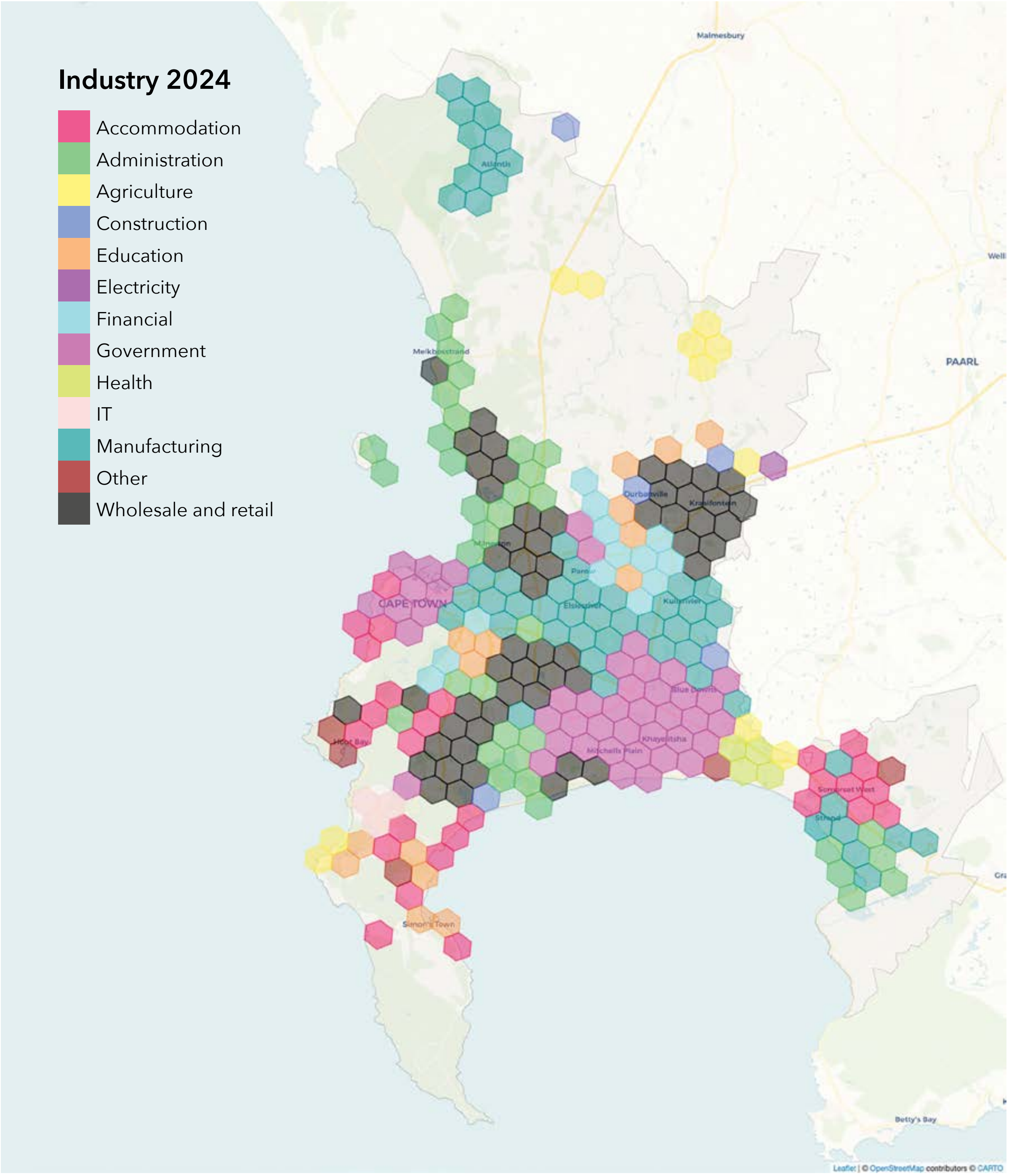
One area of focus is currently on the talent pipeline – developing a pool of tech-savvy, AI-empowered youth to address the skills gaps found in tertiary and basic education. Accelerate Cape Town assists with networking and relationship-building between various companies, government, and academia in the region to drive greater collaboration and impact. Accelerate Cape Town maintains close relationships with the City of Cape Town and Western Cape Province, providing a feedback loop with respect to economic ecosystem impediments.

Favourite thing to do in Cape Town

Spending time on any of Cape Town's incredible beaches, preferably within walking distance of our ridiculously impressive restaurants serving anything and everything from fine dining experiences to masala steak sandwiches.

Response by Ryan Ravens, CEO of Accelerate Cape Town.

DATA DEEP DIVE | Employment growth across Cape Town



Using data from the South African Revenue Service (SARS) and the Spatial Economic Activity Data South Africa (SEAD-SA), we can see which industries are dominant in different areas of Cape Town. The data show that manufacturing areas are in Atlantis, Somerset West and from Ndabeni through the Voortrekker Corridor. Wholesale and retail are distributed across the city. Education employment is centred around the University of Cape Town and the University of the Western Cape. Administration, which includes call centres and other business process outsourcing (BPO) operations, domnate around Centurty City, just north of the CBD.

Note: Only hexagons with more than 500 jobs in 2024 are included. Source: Spatial Tax Panel.

DEEP DIVES INTO COMPETITIVE INDUSTRIES

- IT AND E-COMMERCE
- BOAT BUILDING
- BUSINESS SERVICES
- FILM AND NEW MEDIA
- TOURISM
- FINANCIAL SERVICES
- GREEN ECONOMY
- FOOD AND BEVERAGES
- CLOTHING AND TEXTILES

IT AND E-COMMERCE

Cape Town is the location of choice for many of South Africa's e-commerce companies, for many tech start-ups, and for, the latest frontier, cloud service providers.

The two largest players in e-commerce are based in Cape Town, Takealot.com and the recently launched Amazon.co.za. There are also a number of smaller players that have been established in the space, including YuppieChef, which sells kitchen and homeware products, and Wootware, a retailer of computer hardware. Established retail players based in Cape Town, notably Shoprite and recently Pick n Pay, have both launched their own same-day grocery delivery services.

Competitive advantages
City of choice for South Africa's tech players
Supportive government
Lifestyle advantages attract top talent
Digital nomad visa

Cape Town is also home to many technology start-ups, several of which have gone on to find success. A particular niche that Cape Town has found itself on the forefront of is payment gateways, which securely process payments for online shopping and general payments. These include Payfast, PayGate, PayU, Peach, Snapscan, Yoco, and Ozow.

Cape Town has a thriving data centre industry. One of the originals is Amazon Web Services (AWS), which has been in Cape Town since 2004. Many pioneering networking technologies were invented by AWS in Cape Town, including its next-generation software for customer support, and the technology behind its compute service Amazon Elastic Compute Cloud (Amazon EC2).

"Cape Town...is the defacto software and technology hub in South Africa."

Hardy Pemhiwa, *President and Group CEO of Cassava, owner for Africa Data Centres*

AWS, the world's largest provider of cloud service providers has constructed an AI compute data centre in Cape Town. In total, South Africa has four compute regions. According to a paper published by Oxford researchers[1], this is the same number as Australia, and more than Japan, Korea, the UAE, and Brazil.

FUN FACT

Wondering where to start your company?

Many emerging tech companies have chosen Cape Town.

Admyt; Aerobotics; Cognician; Get Smarter; Lumkani; Snapplify; Stitch; Sweepsouth; Yoco

Africa Data Centres has a large data centre in Elfindale, called CPT1. In 2024, it added an additional 6MW of IT load, which was supported by a $300 million loan from the U.S. International Development Finance Corporation. CPT1 uses wheeled solar power through a 20-year purchasing power agreement. Africa Acess Data Centres has two core data centres in Cape Town, in Rondebosch and Brackenfell, both strategically located adjacent to major fibre routes, as well as several other edge data centres in the city.

Amazon EC2

Amazon Web Services invented Amazon Elastic Compute Cloud (Amazon EC2) in Cape Town.

[1] *Hawkins, Zoe and Lehdonvirta, Vili and Wu, Boxi, AI Compute Sovereignty: Infrastructure Control Across Territories, Cloud Providers, and Accelerators (June 20, 2025).*

COMPANY FOCUS | Simera Sense

About Simera Sense

Simera Sense is a leading global supplier of high-performance cameras for space, usually flown on satellites in low-Earth orbit. It supplies these payloads to commercials partners, governments, and academic institutions all over the world. Imaging from space is not only necessary to manage our planet, but to monitor activities and satellites in space.

Investment in Cape Town	Employees in Cape Town	Activities in Cape Town
Around R200 million over the past seven years	95	Engineering development and manufacturing

Next big project

Sub-meter resolution optical payloads (cameras) for satellites.

Why Cape Town

Besides being a cost-effective location, Cape Town is a hotbed of engineering and technical expertise, largely due to the numerous prestigious universities in the area and the rich history in space activities. There is a thriving space industry in Cape Town, driven by this expertise but also by the passion that the local people have for space, and the support received from local government.

On investing in Cape Town

Having established engineering and production sites in the UK and EU, we have first-hand experience on how much more execution capacity can be established for the same investment funds in South Africa than abroad. This helps us to stay competitive and compete at a global level.

Response by Ana-Mia Louw, Chief Operating Officer at Simera Sense.

PARTNER FOCUS | UVU Africa

About UVU Africa

UVU Africa is a non-profit systems orchestrator focused on building future-fit, inclusive societies through place-based catalytic interventions in high-growth areas. UVU Africa is strengthening ecosystem coordination through live mapping, deeper founder–investor linkages, and data transparency. We are also working to expand mid-stage acceleration and access to growth capital. Our goal is to make Cape Town the most connected and investable hub in Africa.

Advice to investors

Engage with local ecosystem builders early. They provide access to curated deal flow, talent pipelines, and policy insights. Look beyond fintech: Cape Town offers depth in biotech, climatetech, edtech, and digital public infrastructure. Partnering locally de-risks investment and accelerates market entry.

Successes

Injini, Africa's first edtech incubator, has supported over 50 ventures that are transforming access to education across the continent. Similarly, CAPACITI has trained and placed thousands of young South Africans into digital jobs. These initiatives showcase Cape Town as a launchpad for scalable, impactful innovation.

Response by Quentin Pavitt, Group Ecosystem Manager at UVU Africa.


SIMERA
ELECTR. ASSEMBLY
AB 10

BOAT BUILDING

Exports in 2024	R4,2 billion
Export growth – 10 years	217%
Employment in 2024	3 205
Employment growth – 10 years	153%

Source: Quantec and Spatial Tax Panel 2014-2024.

Cape Town has emerged as a growing manufacturing hub for boats, with Cape Town-based companies manufacturing everything from high-end superyachts to semi-rigid boats and rescue crafts. A particular niche is catamarans, where Cape Town manufacturing has propelled South Africa to become the second largest manufacturer in the world.

A major player in the industry is Robertson and Caine, a manufacturer of luxury catamarans. It produced its 3 000th boat in 2025 and has more than 2 400 employees. Southern Wind Shipyard manufactures extremely high-end superyachts, which cost around R270 million each. Exports increased to R4,2 billion in 2024, increasing an astounding 217% in a decade.

Competitive advantages
Established supply chains
Skills and expertise
Award-winning industry players
Access to Atlantic and Indian oceans

Robertson and Caine Awards
2025 Boat of the Year: Best Full-Size Multihull 45 to 50 Feet
Top 10 Best Boats 2025 Winner
2024 European Powerboat of the Year: Powercats
2022 Boat of the Year Awards: Best Cruising Catamaran Under 50′

COMPANY FOCUS | V&A Waterfront

About V&A Waterfront

The V&A Waterfront is an iconic mixed-use destination located in the oldest working harbour in the Southern Hemisphere. With Table Mountain as its backdrop, the 123 ha neighbourhood sits within the beautiful city of Cape Town, welcoming millions of people from all over the continent and the rest of the world. The V&A is a symbol of heritage and diversity, where people from all walks of life can play, live, shop, dine and work while immersed in the vibrant spirit and authentic local culture that exists in this bustling ecosystem.

V&A Waterfront investments plans

The Granger Bay development project is a transformative, 15-to-20-year, R20 billion investment in the expansion of the V&A Waterfront. It will create new residential, hospitality, retail, and leisure spaces. This includes 3,2 ha of new land reclamation, creating a sheltered bay with open-access public promenades, tidal pools, and leisure spaces.

Experience investing in Cape Town

Our experience investing in Cape Town has been extremely positive. Since 1988, when the V&A Waterfront was established to redevelop underutilised docklands, the precinct has grown into Africa's leading mixed-use waterfront development. What began with a focus on tourism and leisure has expanded into a vibrant blend of retail, offices, hotels, residential spaces, cultural attractions, and a working harbour.

Cape Town as an investment destination

What sets Cape Town apart as an investment destination is the depth and strength of its ecosystem. Beyond its natural beauty, heritage, and tourism appeal, the city has built an enabling environment where public and private sectors actively collaborate to unlock growth. The City of Cape Town itself plays a proactive role—not only as a regulator but as a partner, streamlining approvals and investing in infrastructure.

Working with BlueCape

The V&A Waterfront's future investment in the blue economy is anchored in its role as co-founder of the BlueCape initiative with the City of Cape Town, focusing on marine manufacturing, ocean sports, and the growing superyacht sector. Through BlueCape, the Waterfront is driving inclusive job creation, skills development, and transformation in the ocean economy.

Response by Petro Myburgh, Senior Manager: Sustainability at V&A Waterfront.

PARTNER FOCUS | BlueCape

About BlueCape

BlueCape is a collaborative, non-profit entity established in 2019 by key partners, including the City of Cape Town and the V&A Waterfront. Its purpose is to support businesses and investors in the ocean economy, particularly in marine-related sectors. BlueCape's overarching goals are to remove barriers to entry, promote skills development, drive transformation, and create jobs in these industries.

Emerging trends in the ocean economy

The biggest trends shaping Cape Town's marine industries are sustainability, superyacht expansion around Southern Africa, ocean sports growth, digital innovation, and inclusive skills development – all of which align with global shifts in lifestyle, tourism, and responsible investment. The strongest emerging sub-industries are eco-boatbuilding and electric propulsion systems, superyacht logistics, sports tech (foils & smart gear), and marine adventure tourism.

Cape Town as the catamaran capital

Cape Town's rise as the global catamaran capital is more than a production milestone—it illustrates how targeted policy, industry support, community engagement, and infrastructure development converge to create a world-class blue economy cluster.

Favourite thing to do in Cape Town

Kayaking beneath Chapman's Peak drive.

Response by Vanessa Davidson, Founding Director of BlueCape.

BUSINESS SERVICES

Gross Value Add (GVA) in 2024	R61 billion
Share of Cape Town GVA	9%
GVA growth – 10 years	43%
Location quotient	1,22
Employment	143 144
Employment growth – 10 years	50%

Source: South Africa Regional eXplorer and Spatial Tax Panel 2014-2024.

Cape Town has emerged over the last decade as a business processing outsourcing (BPO) hub. Underpinned by a well-educated workforce with neutral English accents, Cape Town offers investors in the BPO sector a unique combination of cost efficiency, talent, and stability. Combined with a favourable time zone – essentially identical to Europe and the UK – and a manageable overlap with the United States, many international firms, including Amazon, have chosen Cape Town as for their business process outsourcing.

Competitive advantages
Cost
Favourable time zone
Reliable infrastructure
Government and ecosystem support
Proven track record

CapeBPO, a special-purpose vehicle with the City of Cape Town, reports R13.5 billion of new investment in the sector over the last five years. This includes R3.5 billion in foreign direct investment in its 2024 financial year.

CapeBPO has worked to improve the talent pipeline for companies, growing of the demand for youth employment. CapeBPO has also partnered with the National Skills Fund and Jobs Fund to create employment for 9 300 unemployed youth in recent years. In collaboration with operators and the BPO Skills Academy, CapeBPO launched a demand-led training and placement model focused on healthcare and insurance services.

CapeBPO Annual Key Indicator Report

Scan here to read more about business process outsourcing in Cape Town

302% increase

According to tax data, employees working for call centres increased by 302% between 2014 and 2024. The number of call centre employees in 2024 was 22 640.

BPO companies with a presence in the Western Cape		
A24 Group	DXC Technology	MPC Connect
Amazon	Exigent	Odity
askOsca	EXL Shared Service	Pixelfaerie
BYC Aqua	Global Load Control	SA Commercial
CallForce	IHS Markit	Sigma

PARTNER FOCUS | CapeBPO

About CapeBPO

CapeBPO is the strategic business partner to the City of Cape Town and the Western Cape Government for the business process outsourcing (BPO) sector. It has a mandate to attract investment, grow employment, and strengthen Cape Town's position as one of the world's leading outsourcing destinations. This is done by connecting international investors and operators with the local ecosystem, facilitating site set-ups and expansions, and building a future-ready workforce through demand-led training programmes. CapeBPO works at the intersection of industry, government and education to ensure the sector delivers both economic growth and inclusive employment opportunities for thousands of Capetonians each year.

CapeBPO members

CapeBPO has just over 400 members within the BPO ecosystem in Cape Town. This network spans both the demand side and supply side of the industry. Notably, the international operator community is estimated at around 40–50 companies, while the balance is made up of a mix of domestic operators and a wide range of suppliers, including recruitment agencies, training providers, property specialists, technology partners, and other enabling services.

CapeBPO work

CapeBPO is focused on continuously improving the ease of entry, scale, and sustainability for investors in the BPO sector. Priorities include:

- Stronger talent pipelines: Expanding demand-led training academies to ensure a consistent supply of work-ready youth, including specialised pathways in healthcare, insurance, finance, and digital roles.
- Middle-management development: Building a stronger layer of supervisors and managers to improve quality, retention, and career progression.
- Mobility and safety solutions: Partnering with technology providers and the City to enhance transport and shift-safety for a 24/7 workforce.
- Digital enablement: Embedding data, AI, and automation skills to grow higher-value services alongside traditional customer support.

Response by Clayton Williams, Chief Executive Officer of CapeBPO.

FILM AND NEW MEDIA

Employment	15 054
Employment growth – 10 years	61%

Note: Motion pictures, video and television programme production. Source: Spatial Tax Panel 2014-2024.

Cape Town has established itself as a premier film destination and an emerging space for animation and game production.

Cape Town offers diverse locations, low operating costs, film rebates of between 20-25%, and easy and efficient permitting. South Africa also has nine co-production treaties with several Western countries, including Germany, the UK, Canada, Australia, and New Zealand.

Competitive advantages
Low costs
Established film studios
Great weather
Beautiful locations
National incentives and local film fund
Skilled workforce
State of the art post-production facilities

With years of production experience, Cape Town has a reliable, regularly used range of filming locations, notably Cape Town Film Studios, which has been rated as the best film studio complex of its kind in the developing world. Cape Town provides a skilled workforce, covering facilitation, production, technical services, and post-production. According to Wesgro, Cape Town boasts over 2 500 direct service providers in the industry.

Cape Town is also a popular destination for the filming of commercials, with commercials filmed everywhere from Artscape Theatre to Camps Bay beach and Atlantis dunes.

Filmmaker's Guide to the Western Cape

Scan here to read about sector support, filming location, and companies in the industry.

Cape Town is home to an emerging animation and gaming industry, with more than half of South Africa's gaming studios based in Cape Town. Triggerfish Animation, Africa's leading animation studio is from Cape Town, along with Balisti Studios, and Sunrise Animations.

Cape Town offers plenty of professional and technical prowess in game development and animation. Alongside the large firms that service international clients, many quirky and creative animation and gaming studios are also present including Studio Bo, House Down Studios and Holy Cow.

FUN FACT

Looking for something to watch?

Try one of these Cape Town productions.

District 9; Homeland S4; Mad Max: Fury Road; Maze Runner: The Death Cure; My Octopus Teacher; One Piece S1; Raised by Wolves S1-2; The Crown S1-2; The Woman King.

COMPANY FOCUS | Free Lives

About Free Lives
We are a team of local indie video game developers that create games for PC and consoles, with several popular, award-winning games.

Next big project
A video game called Stick It To The Stickman.

Why Cape Town
I would recommend Cape Town to any entity earning dollars, pounds or euros due to the favourable exchange rate. You can pay your workers decent salaries, employ more skilled workers and achieve higher output levels.

Cape Town as an investment destination
Apart from the favourable exchange rate, the natural beauty is a major plus. The Cape Town time zone allows simple online interaction for business with Europe.

TOURISM

Gross Value Add (GVA) in 2024	R11 billion
Location quotient	2,08
Employment	67 896
Employment growth – 10 years	32%

Note: For hotels and restaurants. Source: South Africa Regional eXplorer and Spatial Tax Panel 2014-2024.

Cape Town's position as one of the world's most iconic tourist destinations needs no introduction. Whether it is the natural beauty of the city, the beaches, the penguins, the food and wine or the cultural attractions, Cape Town is one of the few cities in the world that is a must visit.

Cape Town's position is reflected in the data, with an increase in the number of international arrivals, occupancy rates, revenue per room and visitors to top attractions. It is clear that there are many opportunities for investors in tourism in Cape Town.

Competitive advantages
Unrivalled natural scenery
Beautiful beaches
Great outdoor activities
Vibrant food scene
World-class wines
Penguins
Flora found nowhere else in the world

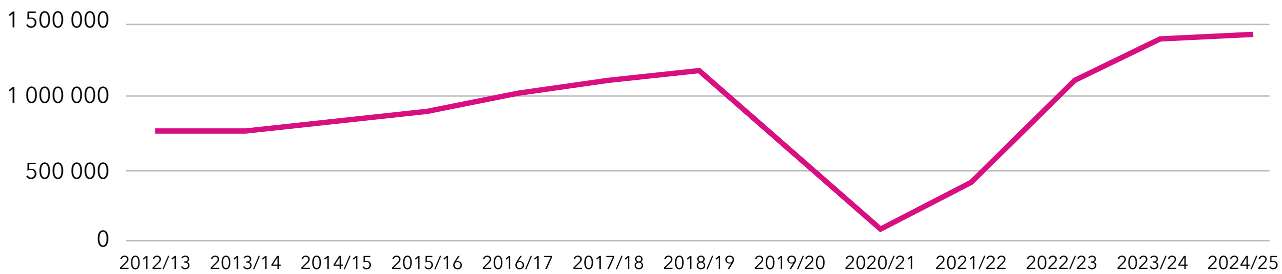
FUN FACT

9th best garden in the world

Kirstenbosch Botanical Gardens placed 9th on the New York Times list of The 25 Gardens You Must See.

The City, along with its partners, works to ensure that Cape Town maintains its position. Beyond the infrastructure investment that keeps the city attractive to tourists, the City has worked to increase the number of direct flights to Cape Town through Air Access, and lobbied to improve visa access for new markets, notably India and China.

The City and Wesgro have also worked with the Waterfront on its cruise terminal, with constant year-on-year increases in the number of cruise ships visiting Cape Town. This includes a record 22 ships in March 2025 alone.



"The 2024/25 [cruise] season, which concluded with the departure of the Crown Princess, has been nothing short of impressive, with 83 ship calls, 11 inaugural visits, and a record-breaking 22 ship visits in March alone."

Source: Wesgro Tourism Monthly Newsletter | June 2025

Cape Town International Airport routes

Intercontinental

Rest of Africa

Source: Cape Town Air Access (CTAA)

Cape Town awards

Best city in the world 2025 – Time Out
Best city in the world for the seventh time in 2025 – Telegraph Travel Awards
Africa's leading city destination 2025 – World Travel Award
2nd best value destinations in the world 2025 –UKHoliday Money Report
4th best city in the world for hikers 2025 – Urban Exploring
4th best large city in the world 2024 – Condé Nast Traveller Readers' Choice Awards
Best city for food in the world 2024 – Condé Nast Traveller Readers' Choice Awards
World's best cities for coffee 2024 – Food & Wine
Most desirable city in the world 2023 – Wanderlust Reader Travel Awards

Cape Town International Airport awards

World's best airport 2025 – AirHelp Score
Best airport in Africa 2025 – Skytrax

Cruise Cape Town awards

Africa's leading cruise port 2025 – World Travel Award
Africa's best cruise terminal 2024 – Cruise Awards

Hotels in Cape Town awards

Hotel Verde: Africa's leading green hotel 2025 – World Travel Awards
Cape Grace: Africa's leading luxury hotel 2024 – World Travel Awards
The One&Only Cape Town: Africa's leading luxury resort 2024 – World Travel Awards

Restaurant awards

La Colombe: 55th best restaurant in the world – The World's Best Restaurants
Fyn: 82nd best restaurant in the world – The World's Best Restaurants
Salsify at the Roundhouse: 88th best restaurant in the world – The World's Best Restaurants

PARTNER FOCUS | Cape Town Tourism (CTT)

About CTT

CTT, the city's official destination marketing organisation (DMO), showcases Cape Town's culture, landscapes, and experiences. Supporting over 700 partners with marketing, training, and mentorship, CTT promotes responsible tourism, sustainability, and community empowerment, ensuring Cape Town remains prominent internationally while also benefiting local communities and the environment.

Scan here to see the latest data and news on the Cape Town tourism industry

Why Cape Town

Cape Town presents a distinctive mix of natural splendour, top-tier infrastructure, and a vibrant creative and entrepreneurial spirit, making it an attractive destination for tourism investment. With a strong global reputation, year-round visitor appeal, and a supportive business climate, companies in tourism and hospitality consider Cape Town an ideal base for innovation and expansion.

Emerging tourism trends

We're seeing strong demand for sustainable travel, community-guided experiences, digital-first engagement, and wellness-oriented tourism. This is all shaping how visitors choose and interact with destinations. Eco-tourism, wellness tourism and culinary tourism are all rapidly growing sub-industries gaining momentum in Cape Town.

Response by Briony Brookes, Chief Marketing Officer at CTT.

FINANCIAL SERVICES

Gross Value Add (GVA)	R62 billion
Share of Cape Town GVA	9%
Location quotient	1,5
Employment	87 163
Share of employment	39%

Source: South Africa Regional eXplorer and Spatial Tax Panel 2014-2024.

Cape Town's financial services industry is the second largest in South Africa, at R62 billion. While all major banks have offices in Cape Town, the city shines when it comes to insurance and, especially, asset management. Cape Town hosts the headquarters of many large insurance companies, including Old Mutual Africa, Metropolitan, Sanlam, and Santam.

When it comes to asset managers, there are over 14 large asset managers with headquarters in Cape Town, which, together, manage over R4 trillion rand.

Competitive advantages
Asset manager capital of South Africa
Majority of payment gateway companies
Established expertise
Lifestyle attracts top talent

Cape Town has also emerged as the location of choice for payment gateways companies, demonstrating innovation in financial services. Most South Africans who shop online would have used a payment gateway founded and based in Cape Town. These include Payfast, PayGate, PayU, Peach, Snapscan, Yoco, and Ozow.

FUN FACT

Looking for an exit for your investment?

Several Cape Town companies have been targets for successful takeovers.

Get Smarter by 2U (United States); Elleke Hospitality by Rainbow Tourism Group (Zimbabwe); PayFast by Network International (Dubai); Mulilo Energy by Copenhagen Infrastructure Partners (Denmark).

FUN FACT

Need some finance talent to crunch numbers for you?

Over R4 trillion is managed by Cape Town headquartered asset managers.

10X Investements; Allan Gray; Camissa; Coronation; Fairtree Asset Management; Foord Asset Management; Futuregrowth; M&G Investments; Ninety One; Old Mutual Investment Group; Prescient; Sanlam Investments; Sygnia; Taquanta Asset Managers.

GREEN ECONOMY

Cape Town is, arguably, the home to South Africa's green economy. Underpinned by a commitment by the City of Cape Town to sustainability and climate resilience, there are significant opportunities for investors in renewable energy, water, circular economy, green hydrogen, electric mobility, sustainable agriculture, and sustainable aviation.

The private sector has already galvanised around renewable energy in Cape Town, with a majority of renewable energy companies based in the city. Red Rocket and Scatec South Africa, both with headquarters in Cape Town, were the only bidders appointed for projects in bid window 7 of the South African Renewable Energy Independent Power Producer Procurement Programme. When it comes to the newly awarded electricity trading licenses, nine of the 16 companies to be awarded have their headquarters in Cape Town.

Competitive advantages
Established industry
Abundant wind and solar resources
Incentives
Existing skills base
Atlantis Special Economic Zone
Strong local government commitment, underpinned by large projects

GreenCape, a special-purpose vehicle (SPV) focusing on the green economy and supported by the City of Cape Town, has identified the following three opportunities for investors: embedded solar photovoltaic (PV), large scale renewable energy, and behind-the-meter storage. GreenCape estimates embedded solar PV for agricultural, commercial and industrials users to be worth R6 billion, with a capacity of 420 MW. Large scale renewable energy is estimated at R21 billion with 1,4 GW of installed capacity, while behind-the-meter storage (C&I) is estimated at R750 millon with 170 MWh.

The City of Cape Town is supporting the Atlantis Special Economic Zone (ASEZ), another SPV, to be the first and only green tech SEZ in Africa, with a range of investment incentives for green technologies. The City is building the first city-owned and operated utility-scale solar PV plant in South Africa at Atlantis SEZ, with a seven MW capacity and at a cost of R200 million. The City has also issued a tender for a five MW battery energy storage system to be co-located with the solar PV plant to provide energy storage capacity. There is capacity to expand solar PV plants in and around Cape Town, as the Western Cape abundant sunshine and strong winds providing opportunities as electricity consumption increases and the grid expands to allow for new generation.

Water is another sub-industry with vast potential. This is underpinned by the substantial capital expenditure on water by the City. The City plans to spend 49% of its capital budget over the next 10 years on water, amounting to R46 billion. This includes large wastewater treatment works (WWTW), water distribution, and sewer reticulation. GreenCape has identified particular opportunities in local manufacturing and financing in this sector.

Over 50% of companies awarded an electricity trading license are based in Cape Town

Apollo Africa; EXSA; Enpower Trading; Etana Energy; Lyra; NOA Group; SOLA Trade Co; LinkSolar; Solis Energy Trading.

PARTNER FOCUS | GreenCape

About GreenCape

GreenCape is a not-for-profit company that drives the widespread adoption of economically viable green economy solutions in Africa. We work with businesses, investors, academia and government to help unlock the investment and employment potential of green technologies and services, and to support a transition to a resilient green economy.

Why Cape Town

For investors seeking opportunities in emerging economies aligned with a climate resilient future, Cape Town is the strategic choice. With globally recognised city-level climate plans and transparent reporting practices, the City of Cape Town is leading in Africa with a commitment to investing in pathways towards being a carbon-neutral and climate-resilient city by 2050. Cape Town is committed and accountable to investing in climate resilience; globally recognised for climate leadership, resilience building in responding to climate crisis and building pro-active plans based on the learnings; and known for its supportive and inclusive green economy business eco-system.

Investments in the green sector

Since 2020, there has been over R47 billion invested in the green economy. This includes R10 billion in renewable energy by the NOA Group, R100 million in electric mobility by Zero Carbon Charge, and R20 million in the circular economy by a circular economy SMME.

Response by Cilnette Pienaar, Head of Communications and Publishing at GreenCape.

COMPANY FOCUS | GRI Windsteel South Africa

About GRI Windsteel

We are a manufacturer of wind steel tower masts.

Why Cape Town

Cape Town is the perfect place for investment opportunity allowing businesses to success due to stable and transparent governance. There's a diverse economy and strategic location near major shipping routes, enhancing trade and logistics. We are part of the Atlantis Special Economic Zone (ASEZ), Africa's only Greentech SEZ.

Accessing skilled workers

Thanks to strong educational institutions, proactive government initiatives, and a growing pool of young professionals, our company has had quite a good experience accessing skilled workers.

FOOD AND BEVERAGES

Gross Value Add (GVA)	R27 billion
Location quotient	2,1
Employment	40 168
Employment growth – since 2014	62%

Source: South Africa Regional eXplorer and Spatial Tax Panel 2014-2024.

Despite being an established hub, food and beverage manufacturing in Cape Town has grown strongly since 2014. Many of the country's largest companies in the industry are based in Cape Town, taking advantage of the city's proximity to the vast and productive agricultural hinterland of the Western Cape.

Competitive advantages

Established industry	Rich stocks of fish
Vast agricultural hinterland	International port
Cape Town headquartered retailers expanding across Africa	

Retailers with over R434 billion in turnover and 7 000 stores headquartered in Cape Town.

Food Lover's Market; Pick n Pay; Shoprite; Woolworths

Figures exclude Food Lover's Market, as it is a private company. Own calculations using the financial statements of each company published in 2024.

The Western Cape accounts for over half of the South Africa's agriculture exports, with a Mediterranean climate that enables the production of high-value crops, including fruit and wine. The Cape Town Port plays an important role in allowing food manufacturing firms to access international markets. Combined with a growing consumer population and a relatively strong skills base, Cape Town is a competitive location in which to base food and beverage manufacturing operations.

FUN FACT

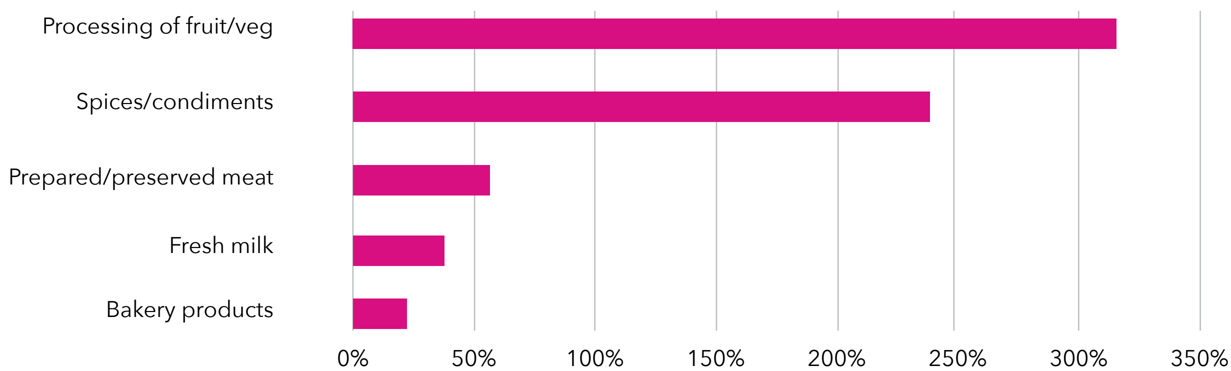
Planning your investment over a cup of coffee?

South Africa's most popular coffee brands are from Cape Town.

Bootlegger Coffee Co.; Seattle Coffee Co.; Truth Coffee Roasting; Vida e Caffé.

The strength of the industry is revealed in tax data, where there has been a 62% increase in employment since 2014, with over 300% growth in the processing of fruit and vegetables, and almost 250% increase in spices and condiments.

Percentage change in employment for selected sub-industries, 2014 – 2024



Source: Spatial Tax Panel.

CLOTHING AND TEXTILES

Gross Value Add (GVA)	R6 billion
Location quotient	2, 72
Employment	17 873

Source: South Africa Regional eXplorer and Spatial Tax Panel 2014-2024.

Cape Town has a long, proud history of clothing and textile manufacturing. This provides strategic advantages, including that many large clothing retailers are headquartered in Cape Town with a skilled workforce. With government support and the move towards localisation, there are many opportunities in the industry for investors.

Competitive advantages
Established industry
Government support
Home of many large retailers
Skilled garment workers

Clothing retailers with headquarters in Cape Town

Ackermans; Pep; PnP Clothing; Woolworths Fashion; The Foschini Group; Truworths; UNIQ Clothing; Cape Union Mart

PARTNER FOCUS | Cape Clothing and Textile Cluster (CCTC)

About CCTC

CCTC is an industry-led organisation building global competitiveness in the Western Cape clothing, textile, footwear and leather (CTFL) value chain.

Key stats

- Formal manufacturers in the clothing and textiles value chain in Cape Town: 157
- Member companies: 100
- Formal employment in clothing and textiles manufacturing in Cape Town: 17 873

Successful project

Project Present was a continuous improvement programme in the Western Cape clothing manufacturing value chain tackling absenteeism in factories. Through collective capacity building and clustering, the CCTC reduced absenteeism by 11,3% in 14 factories whose collective employment sits at 6 600, regaining 1,2 million minutes for production.

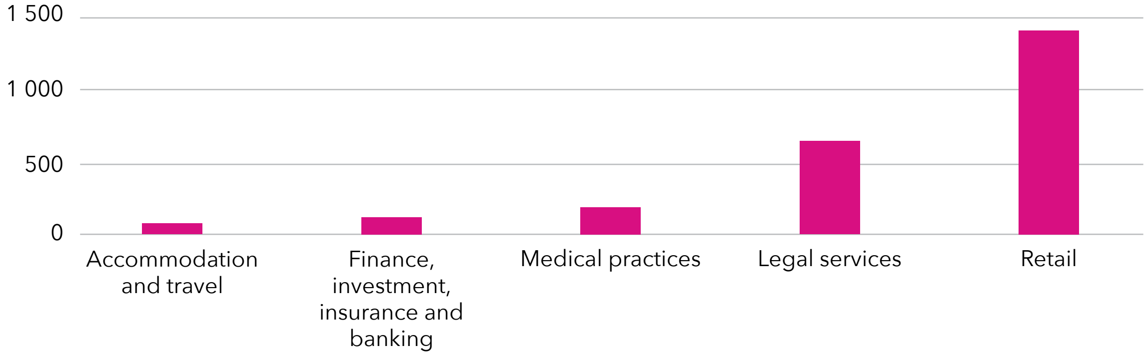
Response by Justin Snelling, Facilitator at CCTC.

DATA DEEP DIVE | Cape Town's Central Business District

3 290	1 million m²	274 000 m²	R42,5 billion
Businesses in the Central City	Commercial space	Retail space	Value of all CBD property in 2022

The Cape Town Central Business District (CBD), also known as the Central City, is a thriving commercial hub, featuring the headquarters of many large companies and numerous retailers. The Cape Town Central City Improvement District (CCID) is a public-private partnership established by property owners to enhance and supplement public services in the CBD. The arrangement between property owners and the City has resulted in a CBD with more than 3 000 entities, approximately one million square metres of commercial space, and vacancy rates of 6% for retail space and 9% for commercial property.

Top five largest industries by number of establishments



According to the CCID's flagship economic publication, State of Cape Town Central City Report 2024, the CBD is home to more than 1 300 retail businesses; approximately 704 legal firms; 252 medical practices; 192 in finance, investment, insurance, and banking; and 142 in accommodation and travel.

Top three projects completed		Top three projects under construction	
The Rubik	R600 million	City Park	R1,3 billion
The Mutual	R200 million	Ninety One	R600 million
The Cape Town Collective	R140 million	23 Lower Long	R370 million

The report states that the nominal value of all CBD property, according to the City of Cape Town's 2022 property evaluation roll, is R42,5 billion. The CCID's conservative estimate of property developments completed, under construction, planned, or proposed during 2024/25 is more than R9 billion. This includes the completed R600 million The Rubik, the R200 million The Mutual, and the R140 million The Cape Town Collective. Valued at R1,3 billion and under construction, City Park is a rejuvenation of the old Christiaan Barnard Hospital building. The mixed-use development will incorporate offices, retail, an international hotel and branded residences.

Source: State of Cape Town Central City Report 2024 – A Year in Review, CCID.

Scan here to access the State of Cape Town Central City Report

PARTNER FOCUS | Cape Town Central City Improvement District (CCID)

About the CCID

The CCID is a not-for-profit private-public company that is mandated by commercial and residential property owners to operate within a 1,6 square kilometres area in the Cape Town Central Business District (CBD), providing specific services and promoting the special-rating area to attract investment. Since its inception in 2000, the CCID has worked 24/7 to maintain a vibrant downtown that is safe, clean, and open for business.

Why invest in the Cape Town Central City

The Cape Town CBD is widely regarded as the most successful city centre in South Africa. The CBD is a safe, stable and investment-friendly business environment, presided over and managed by the CCID, in partnership with the City of Cape Town and the South African Police Service. Over 3 200 businesses operate in the CBD, including over 1 300 retailers and nearly 2 000 international and national corporate headquarters; legal and medical professionals; finance, investment and banking institutions; property developers, owners and real estate practitioners; and creatives, including architects, communications specialists and more.

Emerging trends in the Cape Town Central City

Short-term residents and the rise of aparthotels, hubs for co-working spaces (digital nomads), and increasing need for flexible office and workspace options. Commercial property owners are creating innovative and welcoming office environments. Innovative high-rise buildings are blending sustainability and technology with world class design.

Favourite thing to do in Cape Town

An early morning walk through the Company's Garden while sipping a cup of coffee.

Response by Tasso Evangelinos, CEO of CCID.

TRADE AND

FOREIGN INVESTMENT

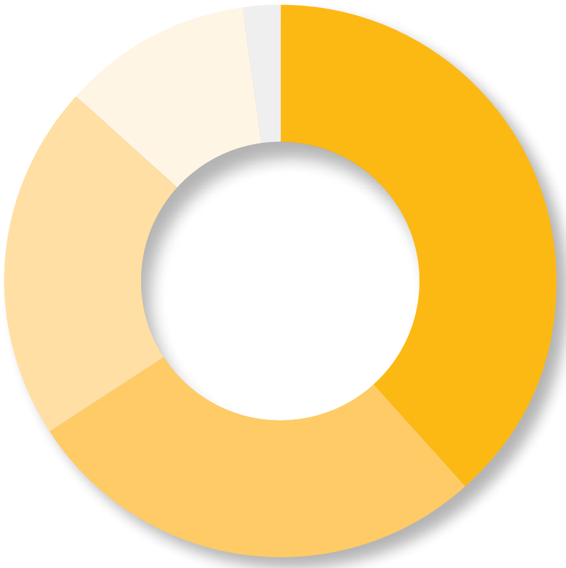
EXPORTS

	2022	2023	2024
Total exports	R121 billion	R137 billion	R142 billion
Total exports to Africa	R50 billion	R54 billion	R50 billion
Total exports to SACU	R27 billion	R29 billion	R27 billion

Source: Quantec.

At a total value of R142 billion in 2024, Cape Town accounted for 67% of the Western Cape's exports in 2024. Exports to Africa have been around R50 billion, with R27 billion worth of exports going to the South African Customs Union (SACU).

In real terms, annual exports growth for Cape Town was only 1% over the decade to 2024. Covid-19 and likely had a detrimental effect on exports, but there has been strong growth between 2021 and 2023, as supply-chains were restored and companies adjusted to the demands of .



Cape Town's global exports by world regions, 2024

Africa	35%
Europe	25%
Asia	19%
Americas	10%
Oceana	2%

Source: Author's calculations based on Quantec data.

The regions where Cape Town's exports experienced the highest growth, as measured by the annual average growth rate over the past 5 years (2020-2024) were Antarctica (68%), Asia (14%), and Europe (12%).

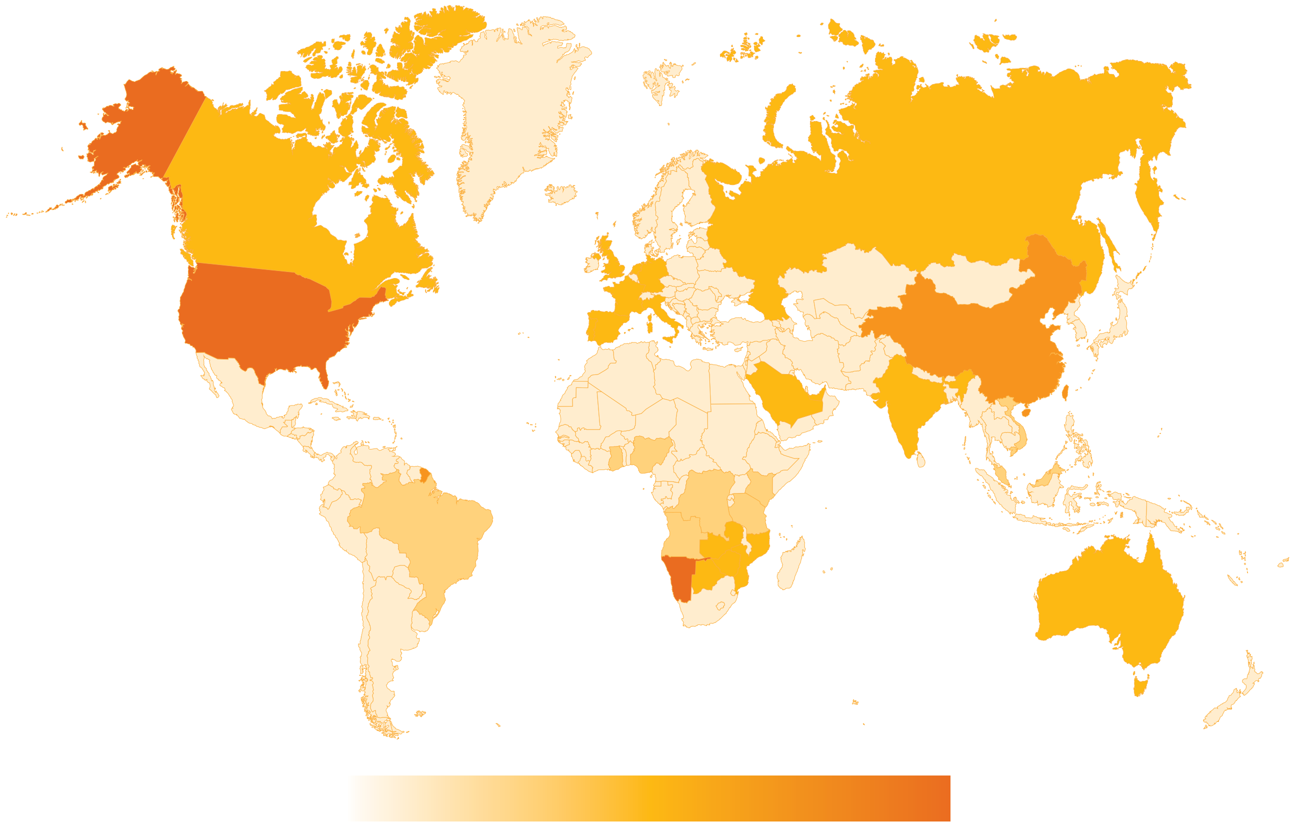
Top five destination markets for City of Cape Town's exports, 2024

Rank	Country	R bn	Five-year growth rate	Top product
1	Namibia	12	1%	Petroleum oil
2	United States	11	12%	Jewellery
3	United Kingdom	9	16%	Citrus fruits
4	China	9	24%	Niobium, tantalum, vanadium or zirconium ores
5	The Netherlands	8	20%	Grapes

Source: Author's calculations based on Quantec data.

Namibia (R12 billion), United States (R11 billion) and United Kingdom (R9 billion) were the top three destination markets for exports from Cape Town in 2024. Exports to China grew by 24% over the last five years, followed by the Netherlands and Mozambique.

Map of Cape Town's exports, 2024



Source: Map by author based on Quantec data.

Cape Town exports to a wide range of countries. Beyond the top five, there are exports to many countries in Southern Africa, Spain and Germany, Australia, India, and Saudi Arabia. Cape Town has exports worth more than R1 billion to 28 countries,

Cape Town's top 10 export products, 2024

Rank	Country	R bn	Five-year growth rate
1	Refined petroleum oil	17	8%
2	Citrus fruit	12	16%
3	Apples, pears and quinces	7	11%
4	Grapes	7	15%
5	Yachts and other pleasure and sport vessels	4	22%
6	Chromium	4	55%
7	Jewellery	3	17%
8	Coal	3	271%
9	Fish fillets and fish meat	3	6%
10	Engine parts	2	11%

Source: Author's calculations based on Quantec data.

Refined petroleum oil was the largest exported product from Cape Town, which, at a value of R17 billion, was equivalent to 12% of total export earnings in 2024. The export of petroleum oil from Cape Town is often a re-export to other African countries, particularly Namibia. Citrus fruit exports followed in second place, with earnings of R12 billion, or 8% of total export earnings. Apples, pears and quinces came third at R67 billion, or 5%. Notably, 24%, or R34 billion, of Cape Town's exports were from the agriculture and fishing.

Cape Town's share of South African exports, 2024

Country	South Africa (R million)	Cape Town (R million)	Cape Town share
Propellent powders	156	154	99%
Babies' garments and clothing accessories	232	216	93%
Fish fillets and other fish meat	2 849	2 607	92%
Fish, smoked, dried, salted, or in brine	112	101	91%
Fish, fresh or chilled	572	514	90%
Fish, frozen	2 037	1 799	88%
Yachts and other vessels for pleasure or sports	4 911	4 175	85%
Waste, parings and scrap, of plastics	362	306	85%
Jewellery	3 474	2 909	84%
Crustaceans	930	745	80%

Source: Author's calculations based on Quantec data.

The table above highlights key products for which the city is a key exporter in terms of its share of South Africa's total exports for these products (for products where trade values exceed R100 million). Cape Town dominates exports for fish, yachts, jewellery, and babies' garments–the latter three showing Cape Town's strength in manufacturing.

PARTNER FOCUS | The Craft + Design Institute (CDI)

About the CDI

The CDI's mission is to provide quality support that inspires and nurtures people to build prosperous businesses in the creative industries. For 25 years, the CDI has supported practitioners in the creative economy to move from the margins into the mainstream. With a unique combination of market, product, and business development services, the CDI helps business owners move from informality to formality. With over 8 000 (and growing) members nationwide, the CDI supports enterprises develop the right product or service for the right market and help them get there while putting in place sound business systems.

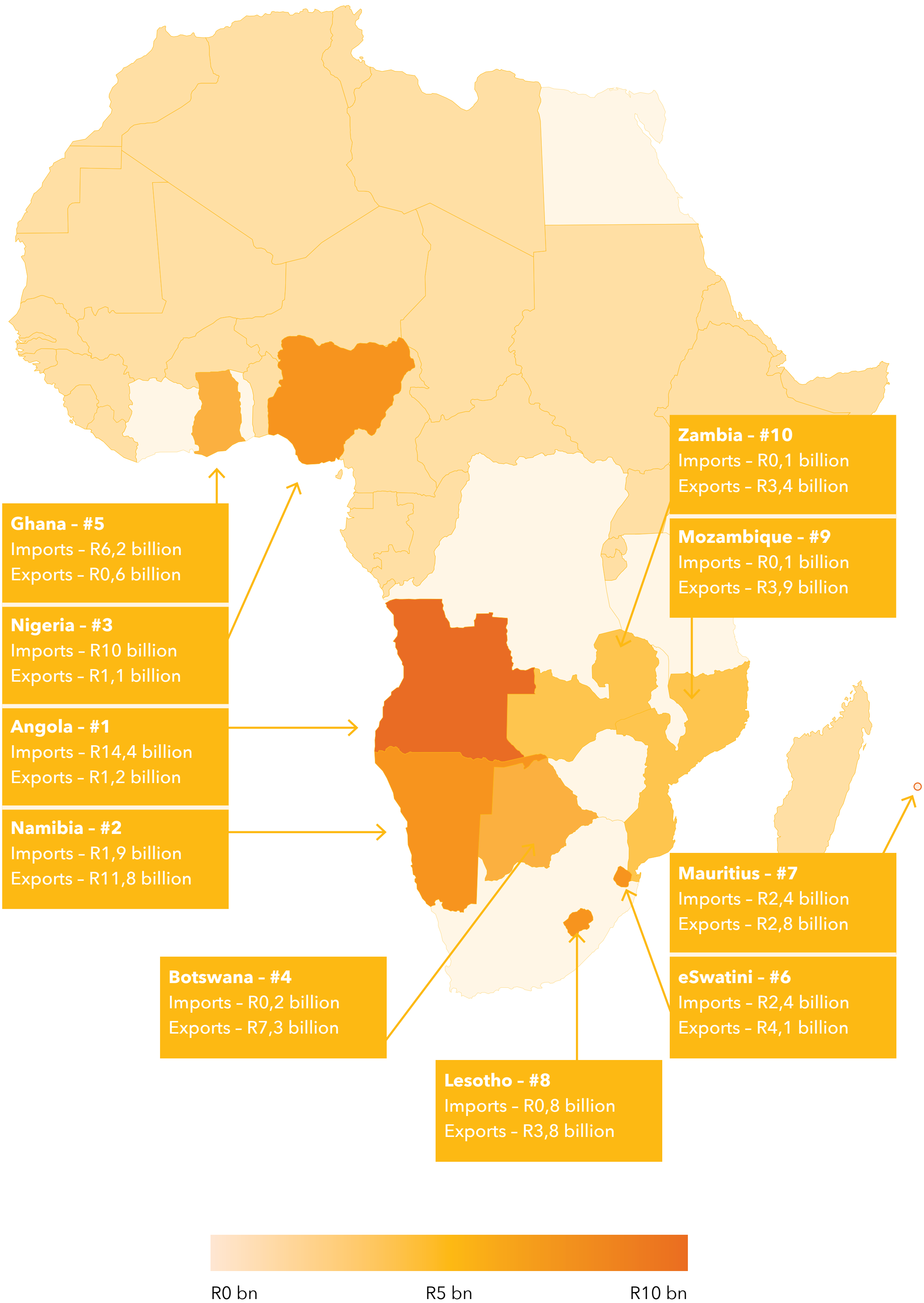
About the Next Export Development and SCALE programmes

The NEXT Export Development programme is an annual programme of the CDI to build a pipeline of export ready businesses. Showcasing at Decorex Cape Town each year, the annual showcase enables local designers to connect directly with global buyers, boost export readiness, and secure new sales and relationships. In 2025, NEXT25 featured a curated selection of leading local designers, each selected for their readiness to enter the international market. Brands on show included Barrydale Hand Weavers, Udo & Harmony, Meyer Von Wielligh, Zulu Mein, Modern Gesture Designs, Kioni Goods, and Galago among others.

With a grant from the Jobs Fund, and supported by contributions from the City of Cape Town and other funders, the SCALE programme provided capacity building, capacity building, mentoring, market access, and a small catalytic grant to 174 informal businesses. The programme has been tailored specifically to the needs of self-employed informal sector business owners with significant impact: the portfolio of businesses increased their revenue by 108%, business owners are taking home higher salaries, and 61 new jobs were created.

Response by Michael Morgan, Communications Manager at the CDI.

DATA DEEP DIVE | Africa - Top 10 trading partners



Source: Quantec.

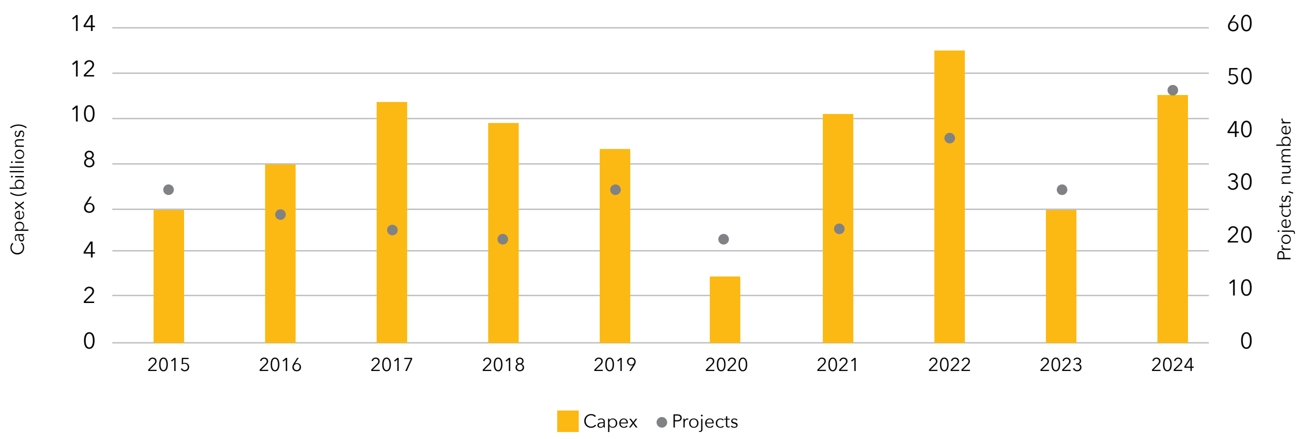
FOREIGN DIRECT INVESTMENT (FDI)

	2015-2024
Number of investments	280
Value of investments	R87 billion
Top source of FDI Country Company	 United States Africa Data Centres
Top industry for FDI	Business services

Source: fDi Markets, a service from The Financial Times. All Rights Reserved.

Over the past 10 years (2015 – 2024), a total of 280 global foreign direct investment (FDI) projects were recorded in Cape Town. The Financial Times data used to compile these total figures include estimated project information, with capex and job creation figures based on comparable projects in the same sub-sector. These projects represented an estimated total capital investment of R87 billion, which is an average investment of R311 million per project. During the period, an estimated 18 454 jobs were created (fDi Markets, 2025).

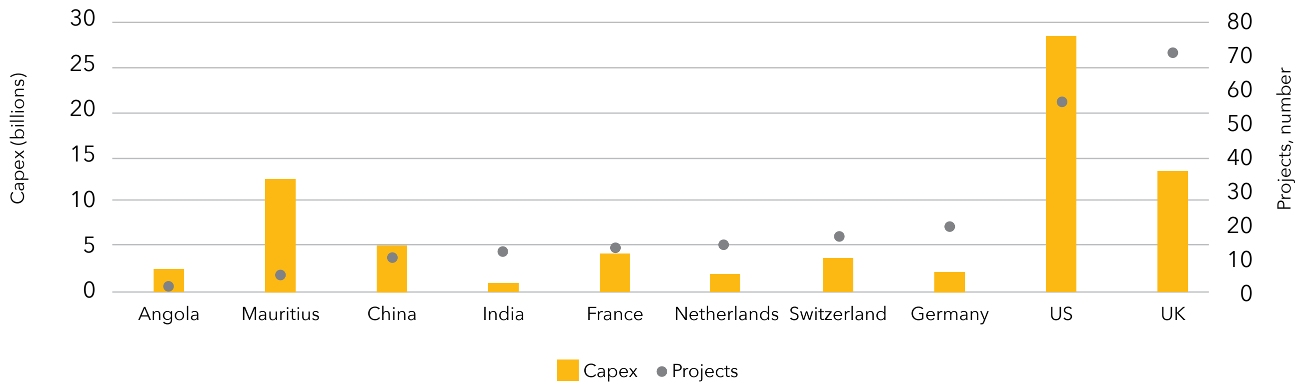
FDI inflows into Cape Town, 2015 – 2024



Source: fDi Markets, a service from The Financial Times. All Rights Reserved. Note: Capex figures estimated based on similar projects.

After a downturn in the number of projects between 2017 and 2020, there has been a strong rebound, signalling foreign investor confidence in the Cape Town economy is growing. The number of projects reached 48 in 2024, a new record. Similarly, the aggerate capex value has rebounded, with 2024 the second highest on record at R11 billion (fDi Markets, 2025).

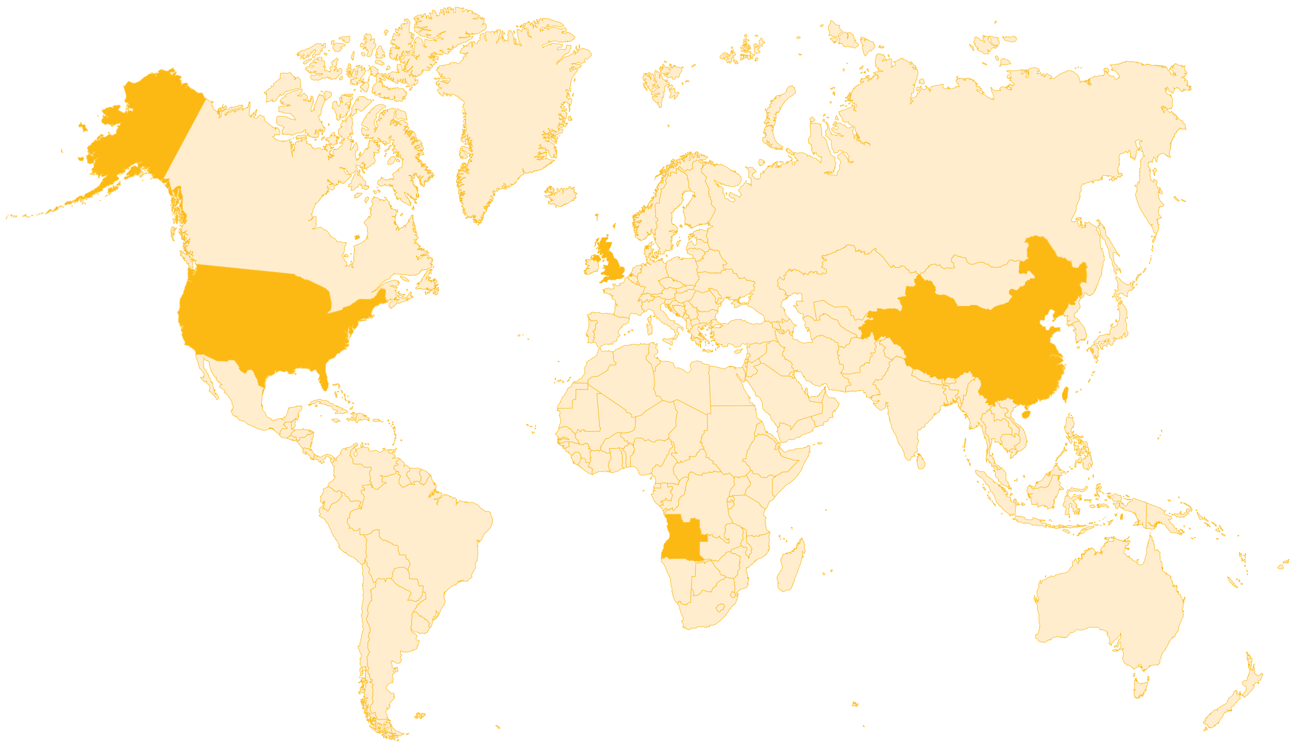
Cape Town's top 10 source markets for inward FDI, 2015 – 2024



Source: fDi Markets, a service from The Financial Times. All Rights Reserved. Note: Capex figures estimated based on similar projects.

The largest source of capex over the ten-year period is the United States, with R28 billion, accounting for 33% of total capex from 57 projects. The United Kingdom, with a capex value of R14 billion (16% of total capex) from 73 projects, is second, while Mauritius is third. France, Switzerland, Germany, and the Netherlands together account for almost R13 billion in FDI, compared to almost R5 billion from China.

Top 10 global companies for inward FDI into Cape Town, 2015 – 2024



aws	Capex: R5.7 billion Projects: 6 Jobs created: 490
Africa DataCentres	Capex: R7.3 billion Projects: 3 Jobs created: 240
amazon	Capex: R4.4 billion Projects: 2 Jobs created: 1 857
Open Access DATA CENTRES	Capex: R4.9 billion Projects: 2 Jobs created: 160
HUAWEI	Capex: R4.4 billion Projects: 1 Jobs created: 80
angola cables	Capex: R2.4 billion Projects: 1 Jobs created: 80
CLOUDFLARE	Capex: R2.4 billion Projects: 1 Jobs created: 80
HURRICANE ELECTRIC INTERNET SERVICES	Capex: R2.4 billion Projects: 1 Jobs created: 80
Microsoft	Capex: R2.4 billion Projects: 1 Jobs created: 80
Google	Capex: R2.2 billion Projects: 1 Jobs created: 28

Note: Capex figures estimated based on similar projects.
Source: Author's map using data from fDi Markets, a service from The Financial Times. All Rights Reserved.

The largest investments into Cape Town have been by technology companies, predominantly cloud service providers. Nine of the ten largest investments fall into this category, collectively amounting to over R32 billion. Cape Town continues to punch above its weight, attracting the largest cloud service provider in the world, AWS. AWS has a long-established presence in the city, having 'built many pioneering networking technologies' in Cape Town. The only exception in the top 10 from cloud services is Amazon.com, which has selected Cape Town for its African headquarters and has expanded its business process outsourcing, including call centres.

FDI by industry in Cape Town 2015 – 2024

Industry	Projects 2015–2024	Capex (R billion) 2015-2024
Business Services	66	23,7
Software & IT services	66	11,9
Communications	29	32,8
Financial Services	27	4,0
Transportation & Warehousing	12	1,4
Electronic Components	10	0,8
Real Estate	10	0,5
Industrial equipment	7	0,5

Source: fDi Markets, a service from The Financial Times. All Rights Reserved. Note: Capex figures estimated based on similar projects.

In terms of FDI by industry, software and IT services, at almost R12 billion, is second only to business services. Business services, which includes business process outsourcing, has excelled in attracting FDI, with almost R24 billion in capex across 66 projects. Cape Town's financial services industry, which has many players in the asset manager and payment gateways spaces, has attracted R4 billion over the last decade. Overall, Cape Town has secured FDI into a wide range of industries, attesting to its diverse economy.

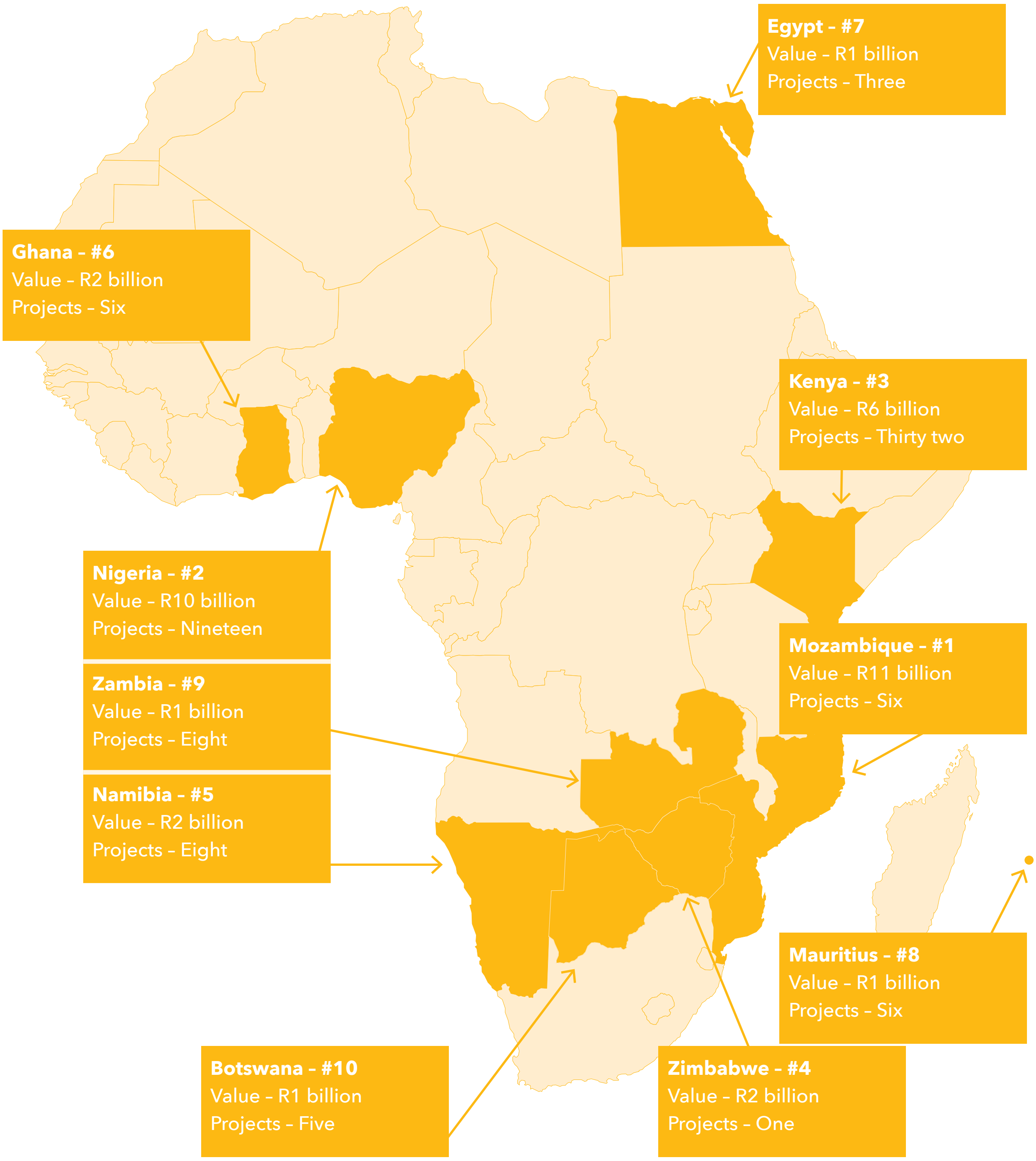
Cape Town's top 10 destination markets for outward FDI, 2015 – 2024

Industry	Projects 2015-2024	Capex (R billion) 2015-2024
United Kingdom	34	3,7
Kenya	32	5,6
Nigeria	19	9,8
United States	15	3,3
Brazil	10	1,3
Namibia	9	2,1
The Netherlands	8	2,1
Zambia	8	1,0
Australia	7	2,0
France	7	0,5

Source: fDi Markets, a service from The Financial Times. All Rights Reserved. Note: Capex figures estimated based on similar projects.

The Amazon investment into Cape Town was partly to establish its African headquarters. Companies are increasingly choosing to base their headquarters, whether for South Africa or for Africa as a whole, in Cape Town. This is visible in FDI outflows from companies in Cape Town. Four of the top ten destinations for outward FDI from Cape Town are in Africa, including Kenya, Nigeria, Namibia, and Zambia, comprising a large majority of the projects. The international nature of the Cape Town economy is shown by investments into the UK, US, Brazil, and Australia. Cape Town-based companies have also invested in the Peru, Romania, Hungary, and the Netherlands.

DATA DEEP DIVE | Africa - Top 10 outward FDI destinations



As the headquarters of many local and international firms, Cape Town provides an excellent base from which to invest in Africa. Between 2015 and 2024, Mozambique was the largest recipient of foreign direct investment (FDI) from companies based in Cape Town, with FDI worth about R11 billion. While the majority of top recipient countries are in Southern Africa, Nigeria is the second largest recipient and Kenya is third. There are 32 FDI projects in Kenya, showing that there are many smaller investments taking place. Overall, these flows demonstrate Cape Town-based companies' broad investment footprint across the continent.

Source: fDi Markets, a service from The Financial Times. All Rights Reserved.

PARTNER FOCUS | Wesgro

"Wesgro is the official tourism, trade, and investment promotion agency for Cape Town and the Western Cape. Proudly South African, we are on a mission to drive inclusive and sustainable economic growth, enhance competitiveness, and create jobs."

We achieve this by positioning Cape Town and the Western Cape as a leading regional economy; increasing foreign and domestic investment; growing exports of goods and services; and growing leisure tourism consideration in local and international markets, as well as growing business events.

Our approach focuses on:
- Building brand recognition and equity to ensure the region is top of mind as a leading business and tourism destination.
- Attracting, facilitating and prioritising investment into identified export priority areas that drive growth and competitiveness.
- Unlocking access to new markets and new buyers such as China, ASEAN, India, Brazil, and the Middle East, while maintaining a continued focus with established markets including the EU, UK, US, and Africa.
- Enhancing and replicating catalytic delivery models to deliver economic impact with partners.
- Tracking and addressing systemic challenges to competitiveness using trusted economic data, insights, and analytics.
- Driving digital transformation across all mandates, ensuring clients remain at the centre of our service.

Through these efforts, Wesgro is committed to being a future-fit, relevant, and trusted agency – turning opportunities into economic impact.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