



DATE: 12 MAY 2022

REPORT TO: ECONOMIC GROWTH PORTFOLIO COMMITTEE, MAYCO, COUNCIL

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**1. ITEM NUMBER: EG 10/05/22**

**2. SUBJECT**

**QUARTERLY PROGRESS REPORT FOR THE WESTERN CAPE DESTINATION  
MARKETING, INVESTMENT AND TRADE PROMOTION AGENCY (WESGRO)  
FOR THE PERIOD 1 JANUARY TO 31 MARCH 2022**

**ONDERWERP**

**VORDERINGSVERSLAG VIR DIE WES-KAAPSE AGENTSAP VIR  
BESTEMMINGSBEMARKING, INVESTERING EN HANDELSBEVORDERING  
(WESGRO) VIR DIE TYDPERK 1 JANUARIE TOT 31 MAART 2022**

**ISIHLOKO**

**INGXELO ENGENKQUBELA YARHOQO NGEKOTA NGOKUMALUNGA  
NEQUMRHU LASENTSHONA KOLONI LOKWAZISWA KWEENDAWO  
ZOKHENKETHO URHWEBO NENKUTHAZO LOTYALOMALI (WESGRO)  
KWISITHUBA ESISUSELA KOWO1 KWEYOMQUNGU UKUYA KOWAMA31  
KWEYOKWINDLA 2022  
N3108**

**3. DELEGATED AUTHORITY**

In terms of delegation

This report is for

- Committee name :**
- The Executive Mayor together with the Mayoral Committee (MAYCO)
- Council

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## 4. DISCUSSION

This report provides a quarterly progress performance for Wesgro for the period 1 January to 31 March 2022.

Wesgro is the official investment and trade promotion agency for Cape Town and the Western Cape.

Wesgro was established to play a key and strategic role in marketing the Western Cape investment and trade opportunities to foreign and local investors in line with the City's vision of increasing economic growth and job creation.

Wesgro's mandate is to attract and retain inward investment, grow exports and market Cape Town and the Western Cape as a lucrative business destination globally. Wesgro's mandate is vital for the City of Cape Town in that investment promotion focuses on the recruitment and facilitation of domestic and foreign direct investment into Cape Town thus helping contribute to investment, job creation and economic development. Trade promotion is export focused and aimed at growing the capacity and sustainability of Western Cape exports which also contribute to the growth of the Cape Town economy.

Wesgro offers the following **services to investors**:

Market Intelligence;  
Site Location;  
Accessing Finance;  
Location Benchmarking;  
Matchmaking;  
Incentives;  
Marketing Support;  
Retention and Expansion;  
Immigration; and  
Advocacy.

**Services for Exporters include:**

### **Inward Foreign Buying Mission**

Foreign buyers often engage in visiting markets to meet with potential suppliers of products and services. This is the perfect opportunity for exporters to engage with the buyers to negotiate sales as well as better understand the buyers' market through posing questions on:

- Market size and segmentation;

- Regulations and legislation;
- Customer needs, usage and attitudes;
- Distribution channels;
- Trends and competitor activity; and
- Strategy and performance.

The Catalytic Sectors Unit, within the Enterprise & Investment Department, identifies, funds, and oversees the implementation of strategic programs and projects in collaboration with Wesgro. The Unit also performs a monitoring and evaluation function.

The role of the Catalytic Sectors unit is to facilitate the development of the City of Cape Town's economy by encouraging the creation of a positive enabling environment to do business, developing skills, promoting investment & trade as well as job creation through supporting Cape Town's priority sectors.

### WESGRO performance for the quarter

Table 1 below highlights Wesgro's performance for the reporting period with regard to the agreed to targets and achievements.

**Table 1: WESGRO targets and deliverables**

DESCRIPTION	TARGET	Year to Date	Q1 [July - Sept]	Q2 [Oct - Dec]	Q3 [Jan - Mar]
Value of committed investments	R1,96bn – R2,85bn	R787 000 000	R780 000 000	R 0	R7 000 000
No. of direct jobs created	698 – 1 490	175	125	0	50
No. of investment projects realised	14-18	4	3	0	1
Estimated rand value of trade agreements signed	R2,97bn – R4,25bn	R1 218 614 694	R150 618 064	R35 200 000	R1 032 796 630
Number of jobs facilitated from the trade agreements signed	551 - 721	141	52	11	78
Number of trade agreements signed	45- 65	28	12	6	10
Rand value of outward foreign direct investment (OFDI) business agreements signed	R265,2m – R590m	R330 000 000	R250 000 000	R80 000 000	R 0
Number of outward foreign direct investment (OFDI) business agreements signed	7	3	2	1	0

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- 4.1. Financial Implications  None  Opex  Capex  
 Capex: New Projects  
 Capex: Existing projects requiring additional funding  
 Capex: Existing projects with no Additional funding requirements

4.2. Policy and Strategy  Yes  No

4.3. Legislative Vetting  Yes  No

4.4. Legal Implications  Yes  No

4.5. Staff Implications  Yes  No

4.6. Risk Implications  Yes The risks for approving and/or not approving the recommendations are listed below:

No Report is for decision and has no risk implications.

No Report is for noting only and has no risk implications.

POPIA Compliance  Yes It is confirmed that this report has been checked and considered for POPIA compliance.

## 5 RECOMMENDATIONS

It is recommended that:

a) The Economic Growth Portfolio Committee, Mayco and Council note the Wesgro quarterly progress report for 1 January to 31 March 2022.

### AANBEVELINGS

Daar word aanbeveel dat:

a) Die portefeuljekomitee oor ekonomiese geleenthede en batebestuur, die burgemeesterskomitee en die Raad van die Wesgro-kwartaalverslag vir 1 Januarie tot 31 Maart 2022 kennis neem.

### IZINDULULO

Kundululwe ukuba:

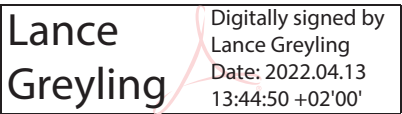
a) IKomiti yeSebe lezoHlumo kwezoQoqosho, iKomiti yeSigqeba sikaSodolophu (iMayco) neBhunga mabaqwalasele ingxelo engenkqubela yarhoqo ngekota ngokumalunga neWesgro yesithuba esisusela kowo1 kweyoMqungu ukuya kowama31 kweyoKwindla 2022.

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## ANNEXURES

### ANNEXURE A - WESGRO SECTOR HIGHLIGHTS 1 JANUARY- MARCH 2022

#### FOR FURTHER DETAILS CONTACT

NAME	Nazli Laatoe	CONTACT NUMBER	0744603205
E-MAIL ADDRESS	Nazli.laatoe@capetown.gov.za	P.P Charnelle Dunn	Digitally signed by Charnelle Dunn Date: 2022.04.11 14:25:43 +02'00'
DIRECTORATE		FILE REF NO	
SIGNATURE : DIRECTOR	 Lance Greyling Date: 2022.04.13 13:44:50 +02'00'		

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**EXECUTIVE DIRECTOR (ACTING)**


**RUBY GELDERBLOEM**

NAME

COMMENT:

DATE

SIGNATURE

	Digitally signed by Ruby Gelderbloem Date: 2022.04.13 15:24:43 +02'00'
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**MAYORAL COMMITTEE MEMBER**

NAME

COMMENT:

DATE

SIGNATURE

	Digitally signed by Ald James Vos Date: 2022.04.12 13:43:39 +02'00'
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**LEGAL COMPLIANCE**

- REPORT COMPLIANT WITH THE PROVISIONS OF COUNCIL'S DELEGATIONS, POLICIES, BY-LAWS AND ALL LEGISLATION RELATING TO THE MATTER UNDER CONSIDERATION.
- NON-COMPLIANT

NAME

COMMENT:

DATE

SIGNATURE

<b>Sarah Sanders</b>	Digitally signed by Sarah Sanders Date: 2022.04.14 08:26:39 +02'00'
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For information
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**WESGRO SECTOR HIGHLIGHTS: 1 JANUARY–31 MARCH 2022**



This sector highlights reports outlines the activities undertaken by Wesgro for the quarter in relation to the agreed to targets.

## **Investment Promotion**

### **Objective**

The purpose of the programme is to attract and facilitate foreign and domestic investment into the Western Cape and the City of Cape Town.

The Wesgro Investment Promotion unit offers a range of strategic services designed to enhance the experience of both foreign and domestic businesses and investors, including:

- Guidance regarding governmental incentives and grants;
- Site location;
- Facilitation of access to finance ('best-efforts' basis);
- Professional referral service;
- Policy advocacy, leveraging the support of the InvestSA One Stop Shop Western Cape;
- Strategic matchmaking;
- Sector-specific research via the Wesgro Research unit; and
- Intergovernmental linkages.



Highlights for the quarter include:

### Investments Realised:

New Investment Projects:

1 investment was realised amounting to a total investment value of R7 million supporting the creation of 50 jobs.

Projects Realised						
Company	Source country	Sector	Value of investment (R')	Jobs	Description of support offered	District
Khaltsha Cycles	South Africa	Manufacturing	7 000 000	50	Assisted with access to finance	City of Cape Town
<b>Total</b>			<b>7 000 000</b>	<b>50</b>		

32 new investment projects were recruited into the pipeline across the following sectors: 6 in ICT, 12 in Manufacturing, 7 in Real Estate, 1 in Agribusiness and 6 in Green Economy.

### New Pipeline Projects

New Pipeline Projects		
Project Name	Description	Sector
Sproot	The BGS Unit had an introductory meeting with Sproot which was held virtually.	Agribusiness
Banosys	The BGS Unit conducted an introductory meeting with Banosys.	Agri-Business
Ivili Textiles	New project recruited in clothing and textile	Clothing and Textiles
Alien Fuel	They are looking for funding of R52m to build 2 factories	Energy
Bourgeois Global	The client reached out to Wesgro to assist in establishing Bourgeois Global in South Africa	Green
Anaergia	Looking to partner with the city on a waste to energy plant	Green Economy
GAH Traveho	The BGS Unit had an introductory meeting with GAH Traveho. The	Logistics

	company is seeking access to finance. Telephonic meeting.		
Grandeur Interiors	The BGS Unit had an introductory meeting with Grandeur Interiors. The company is seeking support with traveling to the SheTrades Dubai Expo and was referred to the Cape Chamber.	Manufacturing	
Forest Creations	The BGS Unit had an introductory meeting with Forest Creations via telecom.	Manufacturing	
Savvy Loo	The BGS Unit had an introductory telephonic meeting with Savvy Loo.	Manufacturing	
Spinnerkopcpt	The BGS Unit had a virtual introductory meeting with Spinnerkopcpt.	Manufacturing	
Sealife Equipment	The BGS Unit had an introductory meeting with Sealife Equipment which was held virtually.	Manufacturing	
Tapestry	The BGS Unit had an introductory meeting with Tapestry. The company required assistance with market intelligence and obtaining a non-compliance BEE certificate. They were introduced to the Research Unit to gain assistance with market intelligence and were also introduced to Mazars to apply for a non-compliance BEE certificate.	Manufacturing	
Miss Concrete Pumps	The BGS Unit had an introductory meeting with Miss Concrete Pumps which was held virtually.	Manufacturing	
Echobay Trading	The BGS Unit had an introductory meeting with Echobay Trading. The company is interested in doing the Export Advancement Program. The company was introduced to the Export Unit.	Manufacturing	
SalonCare	The BGS Unit had an introductory meeting with SalonCare.	Manufacturing	
Tropilite Foods	Possible investment from an Indian confectionary company	Manufacturing	
RR Steel	RRSteel to discuss possible investment into WC	Manufacturing	
Plastic Ideas	Plastic Ideas who are looking to expand from JHB to WC	Manufacturing	

MOU Dubai FDI	Wesgro and Dubai FDI will explore signing a possible MOU for Trade and Investment to and from UAE	Multi Sectoral
JD Euroway Dubai	Wesgro will work with JD to identify possible investment opportunities	Multi Sectoral
NTZE	Wesgro and NZTE will be working together to attract investment from NZ to WC	Multi Sectoral
Seine Energy	The BGS Unit had an introductory meeting with Seine Energy. The call was conducted virtually.	Oil & Gas
Maitland Project	The Client is busy developing a mixed-use precinct in Maitland	Real Estate
Ottery Mixed Use	The client is building inclusionary housing in Ottery	Real Estate
Go-Group	Shopping center, mall been built in the CoCT and supporting with expediting approvals and investigating incentives offered by the CoCT.	Real Estate
Phillipi East District Development Project	Client seeking to acquire land with BP garage and expand the business model with retail outlets	Real Estate
Equites	Preparation phase of a few developments in the WC	Real Estate
JKO Connect	The team is exploring opening a software development agency in Cape Town	Tech
WriteMe	The team is investigating opening an outsourcing software development community supporting local CTOs.	Tech
Minecraft	The company is exploring opening a hub to training students in sustainability through gaming	Tech
Xbox	The team has announced that they will be opening a gaming camp and has requested Wesgro to support by identifying partners.	Tech

#### Outward missions:

Wesgro attended two outward missions namely the Western Cape Dubai Activation Day at Dubai Expo 2022 where Wesgro collaborated with the dtic; and the Global Investment Convention Edition V, a Virtual exhibition & investor networking event. This 'edition' specifically targeted manufacturing & tech with investors mainly from North & South America.

Outward Missions				
Portfolio Manager	Country	Month	Sector	Description
Rehana Boolay	UAE	February	Multisector	Wesgro worked with the DTIC on the visit to UAE for the WC Dubai Activation day
Sebekedi Kolo Dinesh Harry Eimear Costigan	Virtual	March	Multisector	Wesgro attended the Global Investment Convention Edition V, a Virtual exhibition & networking with 11 pre-scheduled investor meetings. This 'edition' specifically targeted manufacturing & tech with investors mainly from North & South America.

**Inward missions:**

- There were no inward missions undertaken in this quarter under review.

**Stakeholder Engagements:**

- Wesgro had engagements with COCT, DEDAT and GreenCape on how Wesgro can further market green economy for Western Cape across all stakeholders.
- Wesgro had a follow up discussion on projects which they are collaborating on with various municipalities.
- Wesgro had a meeting with the various provincial departments to discuss collaboration and policy with regards to provincial asset disposal.
- Wesgro had engagements with the CoCT to discussed Equites' challenges and how they can support in escalating the matter at both official level and political.
- CoCT's Catalytic Sectors discussion was on supporting the Cape Town / Stockholm Connect platform. The City committed R300 000 for the platform for Wesgro to administer.
- The BGS Unit had a meeting with the City's Economic Research Unit to discuss areas of collaboration.

- Wesgro had a meeting with Enterprise & Investment unit to discuss incentives offered by the CoCT and how clients can tap into them.
- Enterprise and Investment First coffee meeting to assess if there's a need to expand the meetings to include respective teams.
- Wesgro had a meeting with the City around investment conference with green economy for e-Prix to be hosted February 2023.
- The BGS Unit conducted a virtual call with the Enterprise and Investment unit to discuss areas of collaboration.
- Wesgro had an opening discussion around how investors approach City of Cape Town for land availability with the Land availability for local Renewable Energy CoCT bid.
- Site visit was conducted by Wesgro and Alderman Vos for electric mobility's Khayalitsha last-mile delivery offering.
- Wesgro hosted Mr Alderman James Vos at Solar Power Africa and introduced him to various stakeholders.

#### **Meetings with Government Ministries / SOEs:**

- Wesgro had a discussion with Department of Science and Technology (DST) on efforts DST undertakes to support tech businesses and how best to work with Wesgro.
- Wesgro had various engagements with the dtic ahead of the Dubai Expo Activation for February 2022.
- Wesgro had a catch-up discussion with Transnet on priorities for Transnet and if Private Investment partnerships are possible with the many changes taking place in the Department.
- The BGS Unit had a telephonic meeting with the dtic: Industrial Financing Division to discuss areas of collaboration and the various incentives currently being offered.
- Wesgro held a discussion with ASEZ around the potential of Golden Arrow assembling electric busses in ASEZ.
- A meeting was held between Wesgro and ASEZ to discuss the Green economy opportunities and areas of expansion for CT and WC.
- Wesgro had a discussion with ASEZ on the FDI Opportunities in the Utility-Scale renewable energy sector discussion with GreenCape sector desk head Mandisa Mkhize.
- Wesgro had a conversation regarding the effectiveness of metros in applying economic incentives to drive spatial transformation and economic inclusion.
- The BGS Unit had a meeting with the IDC to discuss areas of collaboration.
- Wesgro met with the Infrastructure South Africa to discuss projects and how Wesgro can unlock bottlenecks moving forward.
- The BGS Unit conducted a virtual meeting with the NEF around their funding programs for the year.
- A Task Team meeting for Invest SA OSS was held with Wesgro in attendance.
- Productivity SA presented its service offering to the BGS Unit and discussed areas of collaboration.

- Water Research Commission held a discussion on Wesgro's inclusion in the South African Water and Sanitation Innovator and Entrepreneur Support Forum.
- Wesgro attended GM-Forum quarterly meetings to support CEO Forum.
- Wesgro held an introduction meeting and discussing our respective mandates and how Wesgro can collaborate more with the DBSA.

#### **Engagements with Foreign Embassies, Consulates, High Commissions:**

- Wesgro met with the South African Embassy in the Netherlands to discuss their support for Wesgro's inward mission to the destination in April.
- Wesgro conducted a meeting with the Embassy of Lithuania to discuss areas of collaboration and establish a relationship with them.
- Wesgro attended the Investment breakfast and networking event hosted by the European Trade and Investment.
- Wesgro met with Embassy of Chile to discuss possible collaboration with Chile and webinar on boat building.
- Wesgro had an engagement with the European Union on various sectors namely circular economy, funding, BSF, extension on EU post Covid. Also, discussed potential projects going forward.

#### **Engagements with Business Associations/Business Chambers and SDAs:**

- Wesgro held an introductory meeting introducing the new manager for the SelectUSA programme which will support exchange of high growth tech businesses.
- Met with the British Chamber to discuss possible collaboration.
- The discussion with Business Unity South Africa revolved on synergies and partnerships BUSA and Wesgro can undertake to support tech businesses. The lowest hanging fruit is on Pioneers and the tech ecosystem mapping.
- Wesgro held an introductory meeting to Africa Energy Indaba.
- Wesgro met with the European house - Ambrosetti on collaboration opportunities between Wesgro and the European house and ways to support and bring more business opportunities to the Western Cape.
- Monthly ICN meeting. Leads generated for CoCT sustainability best practice to net zero from Sweden.
- Introduction meeting with JSE to discuss ways for both organisations to collaborate and support WC-based companies with funding - discussed potential long-term partnership.
- In-country introductions & discussion with Enginengineering from UK.
- The agency is presenting its offering at the webinar organised by the New Zealand Trade and Development Agency for tech businesses in New Zealand to invest in Western Cape.
- The BGS Unit conducted an introductory virtual call with the SA International Steel Fabricators (ISF).
- Wesgro and SA RIET discussed plans to partner hosting an event in Cape Town and feasibility at this point in time.

- Wesgro and South African Electro Technical Export Council discussed the Involvement at Africa Energy Indaba.
- Wesgro connected with the South African Electro Technical Export Council at Africa Energy Indaba and then accompanied on tour of SARETEC.
- The BGS Unit conducted a virtual meeting with SAOGA to discuss areas of collaboration.
- Wesgro met with Startup Estonia. The team is looking at attracting more tech businesses into their programme and is looking for partnership opportunities.
- Wesgro had a discussion with TIKZN on areas of collaboration.
- Potential business matchmaking opportunities for inward-bound delegates for Enlit Africa (June 2022).
- Ongoing one-on-one meetings between Wesgro and the World Bank for the desk business plan.

### Webinars/Events Hosted

The following webinars were hosted by the unit during the quarter under review:

Webinars/Events hosted			
Date	Webinar title	Description	Owner
February	Doing Business in South Africa - Industrialisation of Renewable Energy	Wesgro delivered webinar on doing business in South Africa for inbound cohort with a strong focus on Energy industrialisation and Opportunities	Lisa Johansson
February	IPA RoundTable - Startup Act	Wesgro had a discussion on how IPAs can lobby together to better support new technologies and businesses in the tech sector.	Sebekedi Koi
February	EdTech Sector Meetup	Wesgro team hosted edtech sector to discuss challenges, and opportunities and agreed to action these with support from stakeholders.	Sebekedi Koi
March	BGS Networking event	Wesgro's BGS unit hosted international embassies in SA and chamber of commerce to discuss BGS services	BGS team

### Webinars/Events Attended

Below is an extract of webinars attended by the unit during the quarter under review:

Webinars/Events Attended			
Date	Webinar title	Description	Owner
January	Africa Investment Conference 2022	Introduction to potential funders	Lisa Johansson
February	Water Resilience in Agri-processing	Presented opportunities for investment in green economy.	Lisa Johansson
February	Audi Night of Progress	Wesgro met with Minister Gwede Mantashe and other Solar stakeholders	Lisa Johansson
February	The South African Energy Transition Journey, with Andy Calitz, FutureEnergy	Introduced 5 new E-Trons to South African market.	Lisa Johansson
February	Access to Finance Webinar	Webinar focusing on access to finance offerings	Lisa Johansson
February	WAVTEQ Webinar: Round up for 2021, FDI in 2022 & Beyond.	The BGS Unit attended the Webinar: Round up for 2021, FDI in 2022 & Beyond. The webinar discussed how Investment Promotion agency can unlock winning strategies in the face of uncertainty.	Zaheer Hendricks
February	Belgian Chamber of Commerce for Southern Africa: Belgian Tuesdays	The BGS Unit attended Belgian Tuesdays at Den Anker hosted by the Belgian Chamber of Commerce for Southern Africa.	Zaheer Hendricks
February	Energy Transition series webinar	The BGS Unit attended the webinar titled "Smart Manufacturing Through The Lens of an SEZ"	Zaheer Hendricks
February	Standard Bank Economy Presentation	Webinar on current SA trends	Dinesh Harry
February	Provincial Stakeholder 4th South African	South African Investment Summit provincial stakeholder briefing with various IPAs	Nonelela Mtwana



	Investment Conference		
February	Africa Games Week	Wesgro met with several tech businesses interested in the Western Cape	Sebekedi Koloji
March	FORBES WOMAN AFRICA Leading Women Summit 2022	High-powered annual event that brings together a unique collection of female leaders from business, government, media and entertainment to promote inclusion, gender diversity and bridge the inequality gap	Zaheer Hendricks
March	SOLTRAIN	SOLTRAIN is a regional initiative on capacity building & demonstration of solar thermal systems in the SADC region	Belvana Abeli
March	In Conversation with KZN	Attended the TIKZN seminar on investment opportunities	Dinesh Harry
March	InvestSA Pre-Launch Workshop	Attended the virtual workshop with Invest SA and current partners	Dinesh Harry
March	Africa Energy Indaba	Attended the Africa Energy Indaba which covered topics of energy policy and the role of government, energy funding, green hydrogen, grid technologies, renewable and cleaner energy.	Dinesh Harry
January	Africa Investment Conference 2022	Introduction to potential funders.	Lisa Johansson
February	Water Resilience in Agri-processing	Presented opportunities for investment in green economy.	Lisa Johansson

## **Special Projects – Invest SA One Stop Shop: Western Cape**

### **Purpose**

To reduce the red tape around setting up and operating a business in the Western Cape and as a result increasing investment and jobs into the region.

The highlights for the quarter include:

### **Key Quarterly Activities**

- During the period under review, InvestSA, One Stop Shop (WC) assisted with 7 regulatory approvals namely: Cenfri (SARS); YeboTech (SARS); EMRIN (SARS); SolarMD (SARS); Trampler Technology (SARS); Rewoven (Department of Labour) and Patient Medical Care (SARS). This takes the total approvals to 19 against the annual target of between 14 – 18.
- DHA assistance request for applications and possible pending applications status.
- Declaration received from Karoo Bioscience where the OSS assisted with the Letter of Authority (LOA) from NCRS.
- OSS has conducted 28 Corporate Engagements during the quarter in an attempt to bolster its lead generation efforts
- OSS has conducted 5 meetings with SOEs, 4 with Foreign Eco Reps & Consuls and attended 6 conferences.
- Given its strategic positioning in the economy, the OSS played a role in 6 industry events. These include activities with the World Bank and the dtic's Visa and One Stop Shop national task teams.
- Events hosted at OSS included, Air Access Team hosted the CTAA Steering Committee meeting, DEDAT Workshop (Economic Sector Support Strategic Planning session), Film Unit conducted a workshop which included, Wavescape Festival Lineup, Blue Ocean Masterclass and Africa Games Week. The OSS also hosted the Thurgen University in USA MBS Students.

## **Trade Development and Promotion**

### **Purpose**

The purpose of this programme is to promote and facilitate exports of goods and services from qualified companies in the Western Cape and to facilitate and support operations and expansion of qualified Western Cape companies into the rest of Africa through investment.

The Programme is divided into two sub-programmes, namely:

**Sub-programme 1:** Trade Promotion, focussing on companies that have export experience and capacity to supply a demand for goods or services in global markets.

**Sub-programme 2:** African Expansion (Outward Foreign Direct Investment – OFDI), focussing on Western Cape companies that have export or outward investment experience and have the capacity to expand their operations into the rest of the African market.

The following services are offered:

### **Business facilitation**

The Agency's facilitation activities include:

- Business agreements and operating business agreement facilitation;
- Accessing finance;
- Investor and company matching;
- Market research and information; and
- Forging strategic collaboration and partnerships.

### **Promotion**

Wesgro offers several promotional services including:

- Buying and selling missions;
- Advocacy and specialised advisory services;
- Access to strategic networks; and
- Marketing of value-added goods and services.

In the previous 5 years, the Export Unit was tasked to also focus on the following key areas which are still being incorporated in the general export promotion activities as follows.

### **Highlights for the Quarter include:**

- The unit embarked on a total of **15** outward missions to Cote d'Ivoire, Zambia, Botswana, Rwanda, Mozambique, UK, UAE, Saudi Arabia, Bahrain, Asia, Canada, USA, China, Japan, Korea, Singapore, Thailand, Vietnam and Malaysia focussing on Agribusiness, manufacturing and tourism services Medical Devices, Fisheries/ Seafood, Food & Beverage, Fashion, Cosmetics, Wine, Edutech and Spirits. The **5** African missions comprised of both export and OFDI.

- The unit embarked on a total of **4** inward buying missions from Cote D'Ivoire, Ghana, Ethiopia, and the USA, focussing on services, wine, agribusiness, construction, energy and food. The **3** African missions comprised of both export and OFDI.
- All Africa missions include both exports and OFDI. The Africa unit embarked on a total of **8** missions (inward and outward), which include both OFDI and exports.
- The unit conducted **3** Export Advancement Programme training courses, with **23** companies in the metro, **14** companies in the Winelands and **12** companies in the West Coast District Municipality completing the course successfully. A total number of **4** companies are currently signed up for the one-on-one export mentoring programme in the Cape (Metro) and **20** companies from the Garden Route, Overberg, Winelands, and West Coast districts, whilst **7** companies signed up for the Dutch PUM business mentoring programme.
- Signed a total of **10** trade agreements. The total estimated export value is **R 1 032 796 630** and will create a total of **78** new local jobs.
- Signed a total of **0** OFDI agreements. The total estimated OFDI value is **R 0** and will create a total of **0** new local jobs.
- Hosted a total of **15** seminars/webinars/workshops were held during the quarter under review, reaching in excess of **685 exporters**, international buyers, export councils, and other stakeholders in the exporter ecosystem.

#### **Outward Missions (All Africa Missions will include OFDI):**

##### **Africa**

- 19 - 25 February 2022: Trade mission to Cote d'Ivoire: Wesgro led a hybrid mission focusing on wine promotion and tasting in Abidjan. The mission comprised a business delegation of 12 Western Cape wine exporters. 7 companies participated physically, while 5 joined virtually. The objective of the mission was to strengthen business links between the Western Cape and Cote d'Ivoire and to establish a strong network in Cote d'Ivoire for Western Cape businesses dealing in the wine sector.
- 21 - 27 February 2022: Zambia Fact-finding Export & OFDI mission: Wesgro led a physical mission to Zambia. Zambia forms part of Wesgro's international trade programme for 2021-2022. The purpose of the mission was to help identify relevant business opportunities as well as build contacts and networks. Zambia offers a huge market opportunity for a wide range of goods and services for the Western Cape, South African market. Zambia is positioned as a transport and logistics hub in Southern and Central Africa, while South Africa is an economic hub in Africa.

- 01 – 07 March 2022: Botswana Fact-finding Export & OFDI mission: Wesgro identified Botswana as a strategic market for Western Cape companies. Botswana is ranked the Western Cape's 6<sup>th</sup> largest export destination market and the 6<sup>th</sup> largest OFDI destination. The mission helped identify relevant business opportunities in the country, connect reputable business players, and build partnerships with key stakeholders.
- 26 - 31 March 2022: Rwanda Export and OFDI mission: Wesgro led a physical mission aimed at promoting and strengthening business links between the Western Cape and Rwanda, focusing on sectors including medical, agribusiness, and services. The mission comprised 12 Western Cape companies. Wesgro, in partnership with their Rwandan partners, arranged business networking seminars and B2B meetings. This mission also aimed to help outward foreign direct investment (OFDI) opportunities for Western Cape companies in Rwanda.
- 28 March - 02 April 2022: Mozambique Wine Export and OFDI mission: Wesgro led a hybrid mission comprising 12 Western Cape companies. The mission aimed at boosting Agri-processing exports, promoting Western Cape wines in key African wine growth markets. Wesgro arranged wine promotion activities, meetings with sommeliers, wine boutiques, supermarkets, restaurants, hotels, guest houses and presented South African wines to importers at a wine network evening.

## Europe

- 21 – 23 March 2022: IFE London Fact-Finding Mission: IFE London is a food and beverage trade show hosted in the United Kingdom. As IFE coincided with another EU Desk Mission; Senior EU manager attended this show as a fact-finding mission. Any potential trade leads will be recorded and facilitated with Western Cape exporters. Wesgro also used this mission to connect with buyers, to leverage Cape Trade Portal and build future UK IBM.
- 23 – 25 March 2022: BETT UK: BETT UK is an Edu-Tech international trade show hosted in London each year. Wesgro attended in-person with 5 Western Cape Exporters. Wesgro also funded 20 business-to-business meetings that was held at BETT UK with potential international buyers.

## Asia

- 15 – 31 March 2022: Virtual Fisheries Mission to the EU and Asia (China, Japan, Korea) Virtual B2B mission where ten Western Cape exporters in the seafood industry met virtually with foreign importers from EU and Asian countries. The mission was held in partnership with FishSA and focused on simplicity by marketing a booklet of the participating exporters to foreign importers and setting up B2B meetings based on buyer interest. The meetings are ongoing and will spill over into the new financial year.
- 15 – 31 March 2022: Virtual Food & Beverage Mission to Southeast Asia (Malaysia, Singapore, Thailand, Vietnam): Virtual B2B mission where 10 Western Cape exporters in the food and beverage industry met virtually with foreign importers from multiple countries in

Southeast Asia. The mission was held in partnership with South African Fruit & Vegetable Canners' Association (SAFVCA) and focused on simplicity by marketing a booklet of the participating exporters to foreign importers and setting up B2B meetings based on buyer interest. The meetings are ongoing and will spill over into the new financial year.

### **Middle East**

- 06-09 March 2022: Medical Devices Export Mission (UAE, Saudi, Bahrain): Virtual B2B mission comprising of 10 Western Cape exporters, and Middle East buyers. Between 3-5 B2B meetings per exhibitor were arranged. Meetings are ongoing and will spill over into the new financial year.
- 01 October 2021-28 February 2022: Dubai Expo 2020 (UAE): Dubai-Virtual mission on the SA Pavilion at the Dubai 2020 Expo. 21 Western Cape exporters were uploaded onto the SA virtual pavilion. The DTI coordinated B2B meetings across various sectors including the F&B and medical devices sectors. Uploaded exporters were included in the themed events which ranged from trade & investment, smme & proudly friendly and Proudly South African
- 07-15 February 2022 Dubai Expo Provincial Activation & Gulf Foods Show: The trade & investment team were involved in the planning and execution of the Western Province activation day at the Dubai Expo on the SA Pavilion-hosted by DTIC, A hybrid event was planned and executed. This event gave the trade team an opportunity to introduce the Cape Trade Portal to the UAE. In addition, stakeholder meetings were concluded, and the trade team attended the Gulf Food Show as a fact-finding mission. In total there were over 16 meetings with key stakeholders.

### **USA**

- 16<sup>th</sup>, 17<sup>th</sup>, 22<sup>nd</sup>, 23<sup>rd</sup> February 2022: Wesgro and WOSA Canadian B2B Mission: A collaborative effort by Wesgro and WOSA. Importers in Quebec met with various producers from the Cape over 4 days in the hope to export to Canada or furthering their market reach. 29 Western Cape companies met with 9 Canadian agents.

### **EAP**

- 28 – 30 March 2022: South Africa Beauty Malaysia -IBE: International Beauty Expo hosted 10 Western Cape cosmetics exporters and Malaysian importers virtually on their E-Business matching platform. Between 3-5 meetings were arranged per exporter over the next 5 months where they'll have a presence in the IBE online showroom.
- 29 – 31 March 2022: Virtual Fashion Mission to the UK: Virtual B2B mission where 10 Western Cape exporters in the fashion industry met virtually with UK foreign fashion importers predominantly in womenswear. Exporters' designs were shared with the importers and between 3-5 virtual meetings took place per exporter based on interest.
- 28 – 31 March 2022: Virtual Wine Mission to the USA: Virtual B2B mission where 10 Western Cape exporters in the wine industry met with USA wine importers. Between 3-5 virtual meetings

per exporter took place based on importer interest. This mission was held in partnership with the South African Wine Transformation Unit with a focus on black-owned brands.

### **Inward Missions (All Africa Missions will include OFDI):**

#### **Africa**

- 14- 17 March 2022 Cote d'ivoire: Wesgro hosted an inward buying mission from Cote d'ivoire in the services sector. The mission was led by Amendla International, a company seeking partnerships to supply construction and real estate services. Wesgro arranged a partnership with Western Cape service providers in the relevant fields.
- 14-18 March 2022 Ghana: Wesgro hosted an inward buying mission from Ghana in the agriculture sector focusing on wine. The buyer was introduced to Wesgro by GGDA after being disappointed by a wine producer they had set up. Wesgro was able to arrange meetings with 10 wine producers at short notice with the buyer.
- 20 – 26 March 2022 Ethiopia: Wesgro hosted an inward buying mission from Ethiopia led by the Ethiopian Chamber of Commerce and Industry. The delegation was made up of 8 businesses and officials of the Chamber. Sectors represented included agribusiness, construction, and energy. A business networking seminar was hosted at the Invest SA office, attended by 20 people. Further B2B sessions and site visits were arranged.

#### **USA**

- A representative from “Something South African”, Mr Robert Roome, a VP Sales Partner was hosted at the Invest SA office in Cape Town on the 28th and 29th March 2022. The US company is an importer and wholesaler of innovative Southern African Food brands, based in Seattle and Atlanta ([www.somethingsouthafrican.net](http://www.somethingsouthafrican.net)). Meetings were scheduled for companies to engage directly to determine whether they could be represented in market and to learn about the requirements needed for the USA. 21 companies were selected to meet with the Something South African representative at the Invest SA office.

#### **Export Advancement Programme:**

- Export Training - The course combines theory with practical assignments based on various elements of exporting. The aim of the programme is for companies to incorporate the elements they've learnt about into their daily operations.
- The export online training runs over 7 non-consecutive sessions of training and consists of the following modules:
  - Module 1: Fundamentals of Export Trade - Export Cycle (2 sessions)
  - Module 2: Financial Risk Management (2 sessions)
  - Module 3: Logistics
  - Module 4: Costings and Incoterms® 2020
  - Module 5: How to compile a quotation and general Q & A



- **3** Training course/s were held during the quarter. The courses were conducted virtually.
  - 1 course was conducted in the Cape (metro)
    - **23** companies completed the export training course
  - 2 courses were conducted in the District Municipalities:
    - **14** companies completed the export training in the Winelands
    - **12** companies completed the export training in the West Coast
- PUM remote coaching programme:
  - **7** companies signed up in the Cape Town Metro
- 1-on-1 export mentoring programme:
  - **4** companies were signed up in the Cape (Metro)
  - **20** companies were signed up from the Garden Route, Overberg, Winelands & Westcoast Districts

#### **Trade Agreements:**

- A total of **10** export business agreements were signed during the quarter under review, equalling **R 1 032 296 630** and creating a total of **78** new local jobs.
- A total of **0** OFDI business agreements were signed during the quarter under review, equalling **R 0** and creating a total of **0** new local jobs.

#### **Seminars:**

A total number of **15** seminars/webinars/workshops/networking events were hosted (or participated in) during the quarter under review, consisting of **685** participants:

- 8 Feb 2022: Cape Trade Portal Onboarding for Exporters Webinar
- 08-Feb 2022: Opening of Parliament - British High Commissioner's Residence
- 14 Feb 2022: EU Breakfast Event
- 14 Feb 2022: Parliament reception: European Union
- 10 Mar 2022: Boosting International Trade in Services
- 01-Mar 2022: Fly Namibia Launch
- 24-Mar 2022: Mosselbay Export Workshop - Bali
- 22-Mar 2022: Food Systems Workshop - Russia/Ukraine conflict (WC Gov)

#### **Africa**

- 28 January 2022: ADC networking Seminar
- 7 March 2022 Webinar: Coordination Mechanism for Economic Diplomacy
- 9 March 2022: Seminar Services sector briefing
- 10 March 2022: Webinar on boosting international trade of services:



**Asia**

- 11 February 2022: Webinar on China-Africa Economic Cooperation in the Post-Pandemic Era (South African Case Study) - Reflections on the Past and Looking to the Future

**Middle East**

- 22 March 2022: Speaker opportunity at the Halal Trade exhibition webinar on key insights and promotion of the Cape Trade Portal.
- 3 Feb 2022: AIU Breakfast & Networking session with Agri-businesses in the George District area. Minister of Agriculture was present.

**Stakeholder Engagements:**

The following key strategic engagements were held during the quarter under review:

- 14 January 2022: Meeting with the Consul General of SA in New York Dr. Motumisi Tawana
- 17 January 2022: Collaborative meeting with the Cape Town Wine Hub
- 18 January 2022: Meeting with South African Footwear and Leather Export Council. Opportunities for collaboration and support across desks were discussed.
- 18 January 2022: SASME Fund / BUSA collaboration opportunities
- 19 January 2022: Meeting with UK DIT, Mr George Barrett & Michael Matongo: Opportunities for collaboration
- 20 January 2022: Meeting with Tim Parle, Chief Directorate: Digital Economy, DEDAT: Cape Trade Portal & Use of MS Teams
- 24 January 2022: Team meeting with the South African Electro-Technical Export Council (SAEEC). Opportunities for collaboration and support across desks were discussed.
- 25 January 2022: Team Meeting with SABBEX (SA Boatbuilders' Export Council). Opportunities for collaboration and support
- Monthly meetings with DEDAT to discuss New Way of Working to Boost Exports
- 31 March 2022: Meeting with Ilse van Schalkwyk to discuss the Draft Export Strategy
- 31 March 2022: Meeting with Joseph Senona, Chief Export Promotion & Marketing at the dti – Collaboration
- 1 February 2022: Team meeting with: Fresh Produce Exporters' Forum / Fruit South Africa (FPEF). Opportunities for collaboration
- 2 February 2022: Team meeting with Eric Buggerman of SA Capital Equipment (SACEEC) on collaborative opportunities and export promotion activities
- 2 February 2022: Meeting with TFSA MREL on reporting expectations
- 8 February 2022: Team meeting with Craft Design Institute (CDI). Opportunities for collaboration and support
- 8 February 2022: Final Export Strategy by DNA Economics to DEDAT and the export team
- 9 February 2022: Attended Eve of the Opening of Parliament at the British High Commissioner's Residence, H.E. Antony Phillipson, & Mrs. Julie Phillipson
- 10 February 2022: Meeting with CEO of Cape BPO, Clayton Williams
- 11 February 2022: Virtual Engagement with the Diplomatic Corps hosted by Premier Alan Winde

- 15 February 2022: Team meeting with CEO of Fresh Produce Export Forum, Werner van Rooyen about market access and export promotion activities
- 16 February 2022: Virtual Joint MIPTECH
- 17 February 2022: Anniversary event for US-WC Trade and Investment Promotion Partnership
- 22 February 2022: DEDAT Wesgro T&I Business Plan Oversight Meeting
- 23 February 2022: Attended Africa Games Week
- 1 March 2022: Trade Barrier Mapping meeting with DEDAT
- 1 March 2022: Attended Fly Namibia event
- 2 March 2022: Attended Energy Indaba 2022
- 3 March 2022: Meeting with Mr. Ragy Nabil: Head of the Commercial and Economic Office, Egyptian Embassy
- 7 March 2022: Meeting with Swiss Import Promotion Programme (SIPPO)
- 9 March 2022: Meeting with Nicholas Charalambides: Imani Development
- 10 March 2022: Attended 2 TFSA / JCCI Trade Power Days - Specialist Workshops
- 10 March 2022: Attended a webinar on Boosting International Trade-In Services
- 14 March 2022: Meeting with Santander Bank to discuss export/import opportunities
- 22 March 2022: Meeting with Costas Vayanos: CEO BM Foods
- 22 March 2022: Attended Food Systems workshop
- 25 March 2022: Webinar on Making the AfCFTA work for women's economic empowerment
- 26 March 2022: Meeting with Standard Bank Exec Team
- 30 March 2022: Workshop on wild harvested products and European markets (DEDAT)

### **Africa**

- 2 February 2022: meeting with SACEEC potential with Zambia on poultry and Machinery
- 09 March 2022 Meeting with ECDC to collaborate on future missions to Africa
- 15 March Meeting with SAFLEC to discuss Rwanda mission and future Wesgro missions in Africa
- 18 March 2022: Meeting with Mazars and the Premier's office to discuss Africa Day
- 22 March 2022: Meeting with SEDA Western Cape to help small businesses to penetrate African markets

### **Europe**

- 12 January 2022: WOSA/WESGRO strategy meeting at WOSA offices in Stellenbosch with Thelma & Siobhan.
- 19 January 2022: Meeting with UK Department for International Trade – to discuss collaboration on joint programmes and support
- 20 January 2022: SIPPO meeting to discuss program and EU desk program plans
- 2 February 2022: Discussion with Wesgro on MRM & KPIs for SIPPO 2nd phase
- 23-25 February 2022: Africa Games Week - Orientation and induction into the industry. Meeting with WC gaming companies and international scouts within the EU. Discussions on potential gaming missions & opportunities to support WC companies

- 28 February 2022: WESGRO/FCDO/TFSA Event discussion- BREXIT potential event discussion for 1<sup>st</sup> quarter pending availability and program
- 28 February 2022: Meeting with Mea Nilimaa- Rawfury to discuss funding opportunities in Gamin from Sweden.
- 28 February 2022: DTIC/WESGRO & C E C O S A to discuss In-Cosmetics Paris
- 21 March 2022: IFE London, attended the show to meet organizers and scout opportunities for WC exporters & meet buyers
- 22 March 2022: Meeting at SA High Commission, London with BETT delegation to discuss opportunities in edtech sector. Future leads, and collaborations.
- 22 March 2022: Meeting with WOSA UK & Mahala Distillery to discuss collaborations
- 22 March 2022: Attended SA Chamber of Commerce event in London
- 24 March 2022: Meeting with SA Chamber of Commerce London

### **Asia**

- 26 January 2022: Event with the Exporters Club of the Western Cape welcoming the new Cape Town port manager.
- 10 February 2022: Meeting with DIRCO Acting DDG of Asia & the Middle East Sindiswa Mququ on the wider export strategy for the Western Cape and South Africa to Asia.
- 11 February 2022: Meeting with Head of Trade at the Vietnam Embassy in South Africa Pham Thanh Hai to discuss developing stronger trade and investment relations with the Western Cape.
- 23 February 2022: Attended Africa Games Week and met with various exporters on how to leverage knowledge in Asia to promote their products/services to European and American companies.
- 16 March 2022: Attended the US and Western Cape one-year trade and investment partnership celebratory event to gauge interest from exporters in attendance on their experience with Asian countries, if any.
- January-March 2022: Over the quarter, attended over ten meetings on the establishment of the South African Chamber of Commerce in China – still in the registration process.

### **Middle East**

- 24 January 2022: Meeting with DP world. Discussions around opportunities for both trade and investment units
- 02 February 2022: Meeting with Dubai Trade & Marketing Centre to plan a webinar for the meat and dairy exporters to unlock export opportunities into the UAE
- 21 February 2022: Western Cape Exporters Club: Overview of Hong Kong Trade and Development and the launch of the SA-Hong Kong Chamber of Commerce
- 01 March 2022: Attended Africa Energy Indaba: connected with exhibitors nationally who are involved in the energy sector.

### **USA**

- 8-9<sup>th</sup> March 2022: AGOA Learning event. Event led by USAID SATIHUB (Southern African Trade and Investment Hub) and supported by Wesgro.
- 16 March 2022: The US and Western Cape Trade and Investment Partnership, The U.S Consulate General in Cape Town, the Western Cape Government and Wesgro hosted an event to celebrate the first anniversary of the Western Cape U.S and Western Cape Trade and Investment Partnership.

#### **EAP**

- 19 January 2022: Meeting with UK Department for International Trade – to discuss collaborations on joint programmes and support
- 03 February 2022: TFSA / JCCI Trade Power Days - The UK Market & Opportunities for the region
- 07 February 2022: Meeting with Wine Transformation Unit
- 11 February 2022: Meeting with CDI – future collaboration and part of the UK fashion/lifestyle application selection committee
- 15 February 2022: Meeting with DEDAT. discussions around Natural Products and industry support
- 25 February 2022: SA Embassy Washington – Discuss the virtual wine mission plans
- 25 February 2022: WOSA USA office – Discuss the virtual wine mission plans
- 23 March 2022: SA Consulate Malaysia – Discuss the cosmetics virtual mission and future exhibition managed by the consulate

### Outward missions

The unit embarked on a total of 15 outward missions for the quarter. The 5 Africa missions included OFDI. The table below provides a breakdown of the missions undertaken:

Outward missions				
Trade Manager	Country	Month	Sector	Description
Thiru Naidoo	UAE	Feb	Food	Hybrid fact-finding mission
Thiru Naidoo	Dubai	March	Medical Devices	Dubai virtual B2B mission
Benjamin Jourdan	Multiple EU and Asian countries: China, Japan, Korea	March	Fisheries/ Seafood	Virtual B2B mission
Benjamin Jourdan	Multiple Southeast Asian countries: Malaysia, Singapore, Thailand, Vietnam	March	Food & Beverage	Virtual B2B mission
Nadine Smith-Clarke	UK	March	Fashion	Virtual B2B mission
Nadine Smith-Clarke	Malaysia	March	Cosmetics	Virtual B2B mission
Nadine Smith-Clarke	USA	March	Wine	Virtual B2B mission
Gcina Nomsa Dlamini	EU	March	Edutech	Physical Fact-finding mission
Gcina Nomsa Dlamini	UK	March	Food & Beverage	Physical Trade Mission
Michael Gamwo	Côte d'Ivoire	February	Wine	Hybrid wine promotion and tasting event
Tatiana Dos Santos	Zambia	February	Multi-sector	Zambia physical fact-finding mission

Tatiana dos Santos	Botswana	February	Multi-sector	Botswana fact-finding Export and OFDI mission
Michael Gamwo	Rwanda	March	Multi sector	Rwanda physical trade mission
Tatiana Dos Santos	Mozambique	March	Wine	Mozambique physical wine mission
Ruby Swigelaar	Canada	Feb 2022	Wine	Canadian B2B Mission

#### Inward missions:

The unit embarked on a total of 4 inward missions for the quarter. The 3 Africa missions include OFDI The table below provides a breakdown of the missions undertaken:

Inward Missions				
Trade Manager	Country	Month	Sector	Description
Michael Gamwo	Ivory coast	March	Construction and services	Cote d'Ivoire focusing on, construction and services from Cape Town.
Tatiana Dos Santos	Ghana	March	Wine	Ghana focusing on agri-business and wine importation from Cape Town.
Tatiana/ Michael	Ethiopia	March	Multi sector	Ethiopia focusing on agri-business, construction and services from Cape Town.
Ruby Swigelaar	USA	March	Food Brands	US importer and wholesaler seeking innovative Southern African Food brands

#### African expansion:

The unit embarked on a total of 5 OSM Africa missions for the quarter.

OFDI Outward missions				
Trade Manager	Country	Month	Sector	Description
Michael Gamwo	Côte d'Ivoire	February	Wine	Hybrid wine promotion and tasting event
Tatiana Dos Santos	Zambia	February	Multi-sector	Zambia physical fact-finding mission

Tatiana dos Santos	Botswana	February	Multi-sector	Botswana fact-finding Export and OFDI mission
Michael Gamwo	Rwanda	March	Multi sector	Rwanda physical trade mission
Tatiana Dos Santos	Mozambique	March	Wine	Mozambique physical wine mission

### Trade agreements signed

A total of 10 trade agreements were signed during the quarter under review. The table below, provides a breakdown of the trade agreements signed:

Trade Agreements – Global Exports				
Company	Source country	Sector	Estimated Export Value R	Estimated Local Jobs Created
EmmaySA	Middle East	F & B	1 000 000 000	0
Teamendous Pty Ltd	Netherlands	Agriprocessing	7 500	0
Croft Sales & Rentals CC / Cape Dreams Wine	Russia	Agriprocessing	5 500 000	0
The Fishwives Club Boutique Winery	UK	Agriprocessing	3 315 000	3
Cape Span	Canada	Agriprocessing	15 000 000	0
Best Spirits of Africa	Germany & Nigeria	Agriprocessing	3 100 000	75
Rush Nutrition	Saudi Arabia	Agriprocessing	200 000	0
Woody's Consumer Brands	Ghana	Agriprocessing	779 130	0
Jan Harmsgat	USA	Agriprocessing	3 000 000	0
Rush Nutrition	USA	Agriprocessing	1 395 000	0
<b>TOTAL</b>			<b>R 1 032 296 630</b>	<b>78</b>

Trade Agreements – Global Exports				
Company	Source county	Sector	Estimated Export Value R	Estimated Local Jobs Created
Sunbird Rooibos Pty Ltd	China	Beverages (Rooibos Tea)	10 000 000	0
Nice Beverage	Ghana	Agri-Processing (Wine)	2 500 000	4
MPECS South Africa	Ghana	Agri-Processing (Wine)	6 500 000	0
Magna Carta Wines Pty (Ltd)	South Korea	Agri-Processing (Wine)	1 200 000	2
Gettha Travel & Tours	Gabon	Education, Medical Tourism, and Services	10 000 000	3
Gettha Travel & Tours	Cote d'Ivoire	Education, Medical Tourism, and Services	5 000 000	2
<b>TOTAL</b>			<b>R 35 200 000</b>	<b>11</b>

### Outward Foreign Direct Investment (OFDI) declarations signed

A total of 1 trade agreement was signed during the quarter under review. The table below provides a breakdown of the declarations signed:

OFDI declarations signed				
Company	Source county	Sector	Rand value (R)	Estimated Local Jobs Created
Mkabayi Group	Kenya	Milk processing food and beverage	80 000 000	20
<b>TOTAL</b>			<b>R 80 000 000</b>	<b>20</b>

### CAPE TOWN AIR ACCESS & CRUISE

Cape Town Air Access, Cruise Cape Town and Cape Health Tech Initiative

Highlights for the quarter include:

#### Cape Town Air Access

#### **Domestic recovery:**

Current airlines servicing the domestic market out of Cape Town International Airport include Airlink, Cemair, FlySafair, Lift, BA Comair, Kulula and South African Airways. Comair flights (BA and Kulula)



were temporarily suspended by the Civil Aviation Authority due to safety concerns between 11 and 15 March 2022, effectively taking 40% capacity out of the domestic market. Fortunately, this did not have a material effect on recovery as the figures for March 2022 stayed at 71%, similar to February 2022. January 2022 saw a 74% recovery compared to the same period in 2019.

***International recovery:***

For the period 1-27 March the highest number of international passengers were recorded at Cape Town International Airport since the resumption of international travel in October 2020, totalling 142 000 with a recovery of 62% compared to the same period in 2019. After the lifting of most travel bans due to the Omicron variant the recovery has increased significantly, January 2022 saw a 35% recovery and February stood at 52%.

***Air cargo:***

The top three international markets for air cargo in Cape Town at the end of 2021 were the Netherlands, Germany and United Kingdom. Western Cape international air freight volume for 2021 reached 41 450 tonnes and equalled 66% and 129% of 2019 and 2020 volumes, respectively.

***Route retention:***

The team has worked to recover flights to 21 destinations (out of 27 pre-Covid) and has engaged with the following airlines:

- United Airlines –UA resumed the Newark/New York seasonal route to Cape Town on 1 December 2021 and will operate until end of March 2022. They further announced an earlier return than expected and will commence a year-round operation from 5 June onwards.
- Singapore Airlines restarted 1 March and will go daily from 28 March 2022.
- Emirates resumed daily services to CTIA on 1 February 2022.
- FlyNamibia has increased their frequencies on the CPT-WDH route to 6 times per week from 1 March 2022.
- Air Belgium announced their intention to operate a service between Brussels and Cape Town from November 2022, twice a week.

***Air cargo development:***

- An Air Cargo Working Group meeting was held on 24 March 2022.
- Air cargo business cases are included as standard in the airline business cases, especially for the American routes, Lufthansa and Air Belgium during the quarter.
- The air cargo strategy tender was finalised and a contract was awarded to AIH Econogistics to lead the project. The project will kick-off in April 2022.

**Cruise Cape Town**

During the quarter, the following infrastructure constraints have been identified:

- Capacity at Cape Town Port
- Port Entrance at Cape Town Port.

Cruise Cape Town was invited to attend the Port Consultative Committee meeting for both Cape Town and Mossel Bay to receive updates on infrastructure and flexibility challenges. Besides Cruise Cape Town partners, other attendees included representatives from Ports Regulator of South Africa, Department of Fishing, Forestry, Environmental Affairs, Exporters Clubs, Mossel Bay Municipality, Visit Mossel Bay and various user groups. A presentation on Cruise Cape Town was also given during the meeting and received positively by the attendees. Follow-up meetings have been scheduled with TNPA to further the investigations around the infrastructure constraints and possible opportunities for development and solutions.

The project team have been engaged in an initiative to ensure the safe opening of the ports to cruise tourism prior to the start of the cruise season in October/November 2021. In pursuit of this the following activities have taken place:

- Request for clarity on when Ports will be opening for cruises has been submitted to the National Department of Tourism via DEDAT.
- Direct engagement with the Department of Transport has been ongoing.

The following documents were submitted as motivation to the Deputy Director of Ship & Port Security in preparation for their joint meeting:

- Booking schedule
- COVID-19 protocols

The cruise tourism industry reopened on the 1st October 2021 with the cruise booking schedule reflecting 32 confirmed ship visits made up on 18 ships. The cruise visits are made up of a combination of ships visiting as part of their world itinerary, seasonal local cruises and expedition cruises itineraries. Due to the cruise industry stand still 2021-2022 cruise season will be viewed as a restart season and was not made up of the complete pre-COVID seasons passengers and ships totals. Retention will only be measured during the 2022/2023 cruise season as this will be a complete full season should there be no further COVID interruptions. Cruise Lines meetings have been scheduled to connect and reintroduce the Cruise Cape Town Project and the Western Cape's cruise itinerary offerings.

Following up on relationships made at Global Sea Trade virtual 2020, connections have been maintained with the following cruise liners:

- Fred Olsen Cruises
- Pullmantur
- Carnival Cruise Lines
- Silversea Cruises
- Hamilton v Cia
- Princess Cruises
- MSC Cruise Lines

Each have received copies of marketing collateral and have been sent copies of the Cruise Guide to Cape Town and the Western Cape.

Attended & exhibited virtually at Seatrade 2021(USA). The virtual stand received 85 visits, 31 contacts & 40 views on our advert. Meetings were held with delegates from the below Cruise Lines:

- Carnival Cruise Lines
- MSC Group – Explora Journeys
- Crystal Cruises
- SeaDream Yacht Cruises
- Norwegian Cruise Lines
- Princess Cruises
- Silversea Cruises
- Seabourn

All the meeting indicated that the cruise lines are all in a restart phase as the COVID regulations were lifted in stages globally. Follow-up meetings will be held early 2022 for updated itineraries.

Attended the International Cruise Summit in Nov 2021 virtually. Meetings were held with the below Cruise Lines (Europe):

- Celebrity Cruise Lines
- Cunard
- Costa Cruises
- Norwegian Cruise Lines
- Celestyal Cruises
- Royal Caribbean Cruise Lines

Ongoing engagements have been taking place with Silversea Cruise Lines. Virtual meetings have been set up on their behalf with the below parties. The focus during the Feb 2022 visit will also include finalizing smaller boutique itineraries for the 2024 itinerary planning.

- Cruise Cape Town Project Committee
- National Department of Transport.
- SAMSA

A detailed performance data analysis was completed based on the passenger and ship arrivals into Cape Town. This data analysis was used to determine areas of development with the cruise lines. As Q3 was the restart of the cruise industry the focus was reaching out to the cruise lines with ships on the new delivery schedule and to secure South Africa as part of the itineraries for 2022 going forward.

The focus was also to reach out the expedition cruises and world cruises to increase time spent in ports and add additional ports to their itineraries.

The project team has initiated the planning around an electronic exit survey for the Cape Town Cruise terminal to collect data from cruise passengers. This data will be used to target cruise lines around increasing time in port and specific itinerary development aspects from the passengers' feedback.

Cruise Cape Town project was officially launched in the media with a press release. The announcement was accompanied by a '10 reasons why Cruise Cape Town' infographic. Footage of each of the partners discussing why they have joined Cruise Cape Town was also collected with the intention of developing a Cruise Cape Town AV to be released in August 2021.

The Cruise AV was shared directly with several Cruise Lines as an introduction to the Cruise Cape Town Project

### **Cape Health Tech Initiative**

Promotion: Launch of the Cape Health Tech Innovator series which included a press release with links to the 6 promotional videos – 3 university experts and 3 young innovators. Links to the release were shared on mailer and social media. Work on Pioneers 5th Edition focusing on Health tech were initiated. Companies and topical features have been identified, interviews were conducted with most participants and content being written up by the communication and marketing team.

Industry growth and support: A new focused approached identified 10 local companies to work with more closely and facilitate growth support specific to their needs. The local 10 include: ShonaQuip, Sinapi, Biovac, Roche, Medical Diagnostech, SNC, Be Safe Paramedical, Cape Biopharms, Impulse Biomedical & Afrigen.