



REPORT TO: CITY MANAGER

1. ITEM NUMBER

2. SUBJECT

**FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF THE
RSA TRIP UNDERTAKEN FROM 27 MAY 2022 TO 7 JUNE 2022 TO
ACCOMPANY CAPE TOWN TOURISM ON THE TOURISM AND BUSINESS
PROMOTION MISSION TO TURKEY, GERMANY AND NETHERLANDS.**

ONDERWERP

**TERUGVOERVERSLAG OOR DIE INTERNASIONALE REIS BUITE DIE
GRENSE VAN RSA ONDERNEEM VAN 27 MEI 2022 TOT 7 JUNIE 2022
OM KAAPSTAD TOERISME OP 'N TOERISME- EN SAKEBEVORDERING
SENDING NA TURKYE, DUITSLAND EN NEDERLAND TE VERGESEL**

ISIHLOKO

**INGXELO ENGOHAMBO OLUYA PHESHEYA OKANYE NGAPHAYA
KWEEBHODA ZOMZANTSI AFRIKA OLUTHATYATHWE NGOWAMA27
KUCANZIBE 2022 UKUYA KOWE7 KWEYESILIMELA 2022
LOKUPHELEKA ABEZOKHENKETHO LWASEKAPA KWIPHULO
LOKUKHUTHAZA EZOKHENKETHO NOSHISHINO OLUYA ETURKEY,
GERMANY NASENETHERLANDS**

LSU: N4034, N4102

3. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	THE TOURISM AND BUSINESS PROMOTION MISSION TO EUROPE TO DRIVE INVESTMENT AND JOB OPPORTUNITIES FOR CAPE TOWN
OTHER	<p>To join our DMO Cape Town Tourism in promoting Cape Town internationally as part of our tourism recovery efforts.</p> <p>To attend the premier international global tourism events exhibition to drive more business in this crucial tourism sector.</p> <p>To renew ties with one of our sister cities and cement trade and tourism opportunities with them.</p> <p>To learn more about key economic initiatives such as the aerotropolis, night time economy and market management to replicate in Cape Town.</p>
DATE	27 May 2022 -07 June 2022
VENUE	In-destination meetings in Istanbul, Frankfurt, Amsterdam and Izmir
TOTAL COST TO THE CITY	R23 388.91 (Dr T Vivian)
CITY	Istanbul, Frankfurt, Amsterdam and Izmir
COUNTRY	TURKEY, GERMANY AND NETHERLANDS

ATTENDEE DETAILS	
NAME AND SURNAME	DESIGNATION
Alderman James Vos	Mayco Member Economic Growth
Dr Theuns Vivian	Head Tourism Promotion (Enterprise and Investment)

PROVIDE SUMMARY OF HOST ORGANISATION / CITY
<p>Cape Town Tourism is the Tourism Destination Marketing and Management service provider to the City of Cape Town since 2008 (current contract 2019-2022).</p> <p>They are a unique membership organization that lends itself to providing world class tourism marketing and destination management services as well as an integrated visitor information service network (in-destination and out- of-destination) that ensures maximization of tourism resources. Cape Town Tourism's past performance and future outlook, bears testimony to their competence and performance on past agreements entered into since 2008.</p>

4. OBJECTIVE

The City's Mayoral Committee Member for Economic Growth, Alderman James Vos, accompanied by Cape Town Tourism (CTT) CEO, Enver Duminy; Brett Hendricks, CTT Chairperson; and Theuns Vivian, the City's Head of Destination Development and Place Marketing Theuns Vivian, undertook a trade mission to Europe and Turkey to meet with tourism and business leaders, and local government counterparts to explore and achieve investment and job opportunities for Cape Town. There were three main purposes for this mission: To drive up international visitors to the Mother City; to make presentations on Cape Town's investment opportunities across a diversity of industries; and to engage with counterparts on key topics such as the night time economy and the development of an aerotropolis, both of which could be massively beneficial to our local economy.

5. OUTCOMES

The delegation sat down with Consul Generals, airline and tourism operators in Germany, Turkey and the Netherlands

Germany and the Netherlands are two of the Western Cape's biggest export and tourism markets, while we have built an increasingly strong relationship with Turkey, culminating most recently in Cape Town International Airport (CTIA) becoming the first in Africa to welcome the luxury Dreamliner airplane from Turkish Airlines. With this mission, we are showing that there is even more potential to be realised in our metro and that the City government has the mechanisms in place to make these a reality.

The delegation met with the Economic Development Company (EDC), a subsidiary of the City of Frankfurt. Like the City of Cape Town's Enterprise and Investment Department, the EDC markets Frankfurt as an ideal investment destination. The EDC assists prospective investors by eliminating typical government bureaucracy and red tape that can often be a deterrence. The value in this meeting lies in exchanging best international practices and to ascertain what models and approaches as applied in Frankfurt, our City government can duplicate here in Cape Town to attract even more prospective investors towards our shores.

In the Netherlands, we met with Amsterdam's 'Night Mayor', Geerte Udo, the city's head of international relations, and the Schiphol Area Development Company, a public-private partnership responsible for that city's formalised development of an aerotropolis.

The Amsterdam Metropolitan Area is one of Europe's most attractive and competitive regions and has long been known as the gateway to Europe by providing direct access to the rest of the continent. Thousands of international corporations and start-ups have settled in Amsterdam. This has had a major impact on the economy of the region. Not only has the influx of new businesses boosted employment, it has also led to the creation of new types of jobs, an increase in available knowledge and skills, as well as the development of innovative (new) ways of working and living.

The city is home to a vibrant creative industry and a host of innovative start-ups with Amsterdam becoming widely known as a Knowledge City. The city government is actively pursuing policies to improve Amsterdam's position as a global knowledge centre, allowing it to compete favourably with other major cities. Toward this end, the City of Amsterdam has adopted the triple helix model which focusses on partnership and collaboration between government, knowledge institutions, business and civil society.

In terms of employment of a night time mayor and its aerotropolis, the Dutch capital is a pioneer, with 65 000 people now working in the central business district surrounding and encompassing Amsterdam Schiphol Airport. Its introduction of a night time mayor has been recognised globally with cities across Europe and beyond copying the Amsterdam format.

The global economy has been through an incredible upheaval and the established ways of working, living and playing have shifted dramatically. Therein lies opportunity for urban environments. Cape Town has a bustling nightlife, not just in terms of entertainment but with all sorts of industries such as call centres which service clients across the globe in different time zones. Equally, CTIA, Africa's leading airport, has the potential to become a much stronger economic node that will create jobs for people in surrounding communities and across the greater Cape Town.

The Turkish leg of the mission saw the delegates commit towards promoting Cape Town through tourism exchanges, influencing decision-makers, and pushing for direct flights between our cities. They also shared details of the Cape Trade Portal to drive up exports of Cape Town products.

The mission delegates met with the Honorary Consul of South Africa in Istanbul, Remzi Gür, to explore possible business opportunities in key industries. This was followed by a sit-down with Turkish Airlines' Vice President of Sales for Africa, Hikmet Mesut, to push for more volumes and value in passengers and cargo. The airline recently started flying its Dreamliner to Cape Town, the first African city to welcome the luxury aircraft. While in Istanbul, we also engaged with a few of their tourism-related service providers to discuss possible connections.

It was then onto Izmir, with whom Cape Town has signed a sister city agreement. There we met with the Izmir Chamber of Commerce and local government counterparts, the Director of Urban Economy and Innovative Industries, and the Director of Tourism. We also met with our Honorary Consul of South Africa in the city, Tamer Taşkın, who introduced us to several businesses looking to invest in Cape Town.

Following these back-to-back meetings, the delegation was proud to share that it had agreed to outcomes that will positively impact Cape Town's trade and tourism-related sectors.

Facilitating stronger bonds with leaders in our key source markets will help to open more avenues of innovation, job creation, and economic growth. This task has never been more important than now.

6. ACTIONS REQUIRED

Consider the exhibition exchange proposal from Izmir to participate at their tourism and outdoor exhibition in December 2022 in exchange for them to participate at the World Travel Market Africa exhibition in Cape Town 2023.

To consider a follow-up visit to Berlin Tourism to discuss further expansion of trade interventions in support of the Partnership agreement signed between Cape Town Tourism and Berlin Tourism.

To follow up on a proposal from Frankfurt Economic Development to create an enabling intervention for a business to business interaction to take place.

To discuss how the air connectivity with Turkish Airlines can be improved to serve as a cargo and passenger distribution point into Turkey and the rest of the northern hemisphere.

7. IMPLICATIONS

7.1 Constitutional and Policy Implications No ☒ Yes ☐

7.2 Environmental implications No ☒ Yes ☐

7.3 Financial Implications No ☒ Yes ☐

7.4 Legal Implications No ☒ Yes ☐

7.5 Staff Implications No ☒ Yes ☐

7.6 Risk Implications No ☒ Yes ☐

7.7 POPIA Compliance

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

The City has a contract in place with XL Embassy Travel for the safe-keeping of Traveller's personal information as required by the POPI Act.

8. RECOMMENDATIONS

It is recommended that:

- a) the feedback report on the trip undertaken to accompany Cape Town Tourism on the Tourism and Business Promotion mission to Turkey, Germany and Netherlands by Dr Theuns Vivian, from 27 May to 7 June 2022, **be noted**.

AANBEVELINGS

Daar word aanbeveel dat:

- a) **Daar kennis geneem** word van die terugvoerverslag oor die reis onderneem om Kaapstad Toerisme te vergesel na die toerisme- en sakebevorderingsending na Turkeye, Duitsland en Nederland deur dr. Theuns Vivian, van 27 Mei tot 7 Junie 2022.

IZINDULULO

Kundululwe ukuba:

- a) **Makuqwalaselwe** ingxelo engohambo oluthatyathwe nguGqr Theuns Vivian olupheleka abezokhenketho eKapa kwiphulo lokuKhuthaza ezoKhenketho noShishino oluya eTurkey, Germany naseNetherlands ukususela ngowama27 kuCanzibe 2022 ukuya kowe7 kweyeSilimela 2022.

9. GENERAL DISCUSSION

It was clear from all of these interactions that Cape Town is a leader in many of the initiatives and policies that we have implemented in terms of tourism, small business support, resilience, energy and technology support. However, in order to accelerate our delivery and economic growth, we need to create more on-site exchanges between market leaders in these fields and learn from their implementation experiences. This could include the traditional trade delegation visits (receiving delegations or dispatching our own delegations abroad) as well as the exchanges of key staff between destinations for short term training and co-working opportunities. These onsite deployments will yield the understanding of policies and implementation plans in leading cities as well as the adaptations needed to apply international best practice to our own environment.

10. ANNEXURES

Annexure A: Meeting Itinerary

FOR FURTHER DETAILS, CONTACT:

DATE	21 June 2022		
NAME	Theuns Vivian	CONTACT NUMBER	0214174062
E-MAIL ADDRESS	Theuns.Vivian@capetown.gov.za		
DIRECTORATE	Economic Growth	FILE REF No	
SIGNATURE :			

EXECUTIVE DIRECTOR

RUBY GELDERBLOEM LANCE GREYLING

The ED's signature represents support for report content and confirms POPIA compliance.

SIGNATURE:

NAME

COMMENT:

MANAGER: INTERNATIONAL RELATIONS

DR. DENVER VAN SCHALKWYK

COMMENT:

DATE

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

LEGAL COMPLIANCE

☐ NON-COMPLIANT

COMMENT:

For information

NAME

TEL

DATE

Note: In terms of clause 10.2 of the Travel Management Policy.

CITY MANAGER

☒ NOTED

☐ REFERRED BACK

DATE

COMMENT:

The content of the feedback report is noted. However, my instruction was that the feedback report be submitted no later than two (2) weeks after returning from the trip abroad. Kindly implement measures to ensure that my instructions are attended to timeously in the future.

The report must also go to MAYCO and PC for Future Planning and Resilience

CONTACT LIST: TURKEY

STAKEHOLDER	DATE	TIME	VENUE	CONTACT PERSON
Honorary Consul of South Africa in Istanbul	Monday, 30 May 2022	11h00-12h00	Honorary Consulate Building İstinye, Civan Perçemi Sk. No:38, 34460 Sarıyer/İstanbul, Türkiye Phone, Mr Semih Vardarlı, secretary: 00 90 554 871 58 23	Ms Bahar Demircan South African Embassy, Ankara + (90) 312 405 6864 demircanb@dirco.gov.za
Meeting with Directorate of Tourism and Directorate of City Economy and Innovative Industries	Monday, 6 June 2022	10h30-12h00	Address: Girişimcilik Merkezi Umurbey Mahallesi, 1512 Sokak No:29 Konak/İzmir	Ms Müge Akçiçek Directorate of Foreign Affairs + (90) 232 293 1963 mugeakcicek@izmir.bel.tr
Lunch hosted by Izmir Metropolitan Municipality	Monday, 6 June 2022	12h30-14h00	Asansör Restaurant	Ms Müge Akçiçek Directorate of Foreign Affairs + (90) 232 293 1963 mugeakcicek@izmir.bel.tr
Kemeraltı Tour	Monday, 6 June 2022	14h30-15h30	Kemeraltı Market	Ms Müge Akçiçek Directorate of Foreign Affairs + (90) 232 293 1963 mugeakcicek@izmir.bel.tr

Meeting with Izmir Chamber of Commerce	Tuesday, 7 June 2022	08h30-09h30	Atatürk Cad. No: 190 35220 Alsancak Konak – İzmir / Türkiye	Mr Ugur Sulun Director of International Events and Tourism 0232 498 42 32 Ugur.sulun@izto.org.tr
Meeting with IZFAS	Tuesday, 7 June 2022	10h00-11h00	Zafer Sakarya Caddesi No:2 Yeni Fuar Alanı, Gaziemir/İzmir, Turkey	Ms Müge Akçiçek Directorate of Foreign Affairs + (90) 232 293 1963 mugeakcicek@izmir.bel.tr
Working lunch hosted by the Honorary Consul of South Africa in Izmir	Tuesday, 7 June 2022	12h00-14h30		Mr Frank Steyn South African Embassy, Ankara + (90) 312 405 6869 steynf@dirco.gov.za