



REPORT TO: THE EXECUTIVE MAYOR AND MEMBERS OF THE MAYORAL COMMITTEE
AND THE ECONOMIC OPPORTUNITIES AND ASSET MANAGEMENT PORTFOLIO
COMMITTEE

2020-03-03

LC24439

1. ITEM NUMBER MC 07/03/20

2. SUBJECT

FEEDBACK ON THE INTERNATIONAL EXECUTIVE INVESTMENT AND
TOURISM PROMOTION AS WELL AS SISTER CITY SIGNING CEREMONY
TO THE CITY OF DUBAI FROM 08 TO 12 DECEMBER 2019

ONDERWERP

TERUGVOERING OOR DIE INTERNASIONALE UITVOERENDE BESOEK
AAN DIE STAD DUBAI VAN 8 TOT 12 DESEMBER 2019 VIR
BEVORDERING VAN INVESTERING EN TOERISME ASOOK DIE
SUSTERSTAD-ONDERTEKENINGSEREMONIE

ISIHLOKO

INGXELO ENGEZOTYALO-MALI KWESIGQEBA KUMAZWE APHESHEYA
NENKUTHAZO KWEZOKHENKETHO KUNYE NOMSITHO
WOKUTYIKITYWA KWESIVUMELWANO SEZIXEKO EZINGAMAKHLAKANI
EKUJOLISWE KWISIXEKO SASE-DUBAI UKUSUSELA NGOWE-08
UKUYA KOWE-12 KWEYOMNGA 2019

LSU L2658

JMH

3. EVENT SUMMARY

| EVENT DETAILS | |
|------------------------|--|
| CONFERENCE/SEMINAR | INTERNATIONAL EXECUTIVE INVESTMENT AND TOURISM PROMOTION MISSION AS WELL AS SISTER CITY AGREEMENT SIGNING TO THE CITY OF DUBAI |
| OTHER | N/A |
| DATE | 08 TO 12 DECEMBER 2019 |
| VENUE | VARIOUS |
| TOTAL COST TO THE CITY | [R 358 491, 99] |
| CITY | DUBAI |
| COUNTRY | UNITED ARAB EMIRATES |

JMH

ATTENDEE DETAILS

| NAME AND SURNAME | DESIGNATION |
|----------------------|--|
| ALDERMAN DAN PLATO | EXECUTIVE MAYOR |
| ALDERMAN JAMES VOS | MAYCO MEMBER: ECONOMIC OPPORTUNITIES & ASSET MANAGEMENT |
| MS WENDY VAN DER BYL | HEAD: DESTINATION MARKETING |
| MS JENNIFER WATT | MAYORAL MEDIA |
| MR REAGAN MATHYS | SPO: INTERNATIONAL RELATIONS |

PROVIDE SUMMARY OF HOST ORGANISATION / CITY

The Executive Mayor, Ald. Dan Plato led a delegation on an official Investment and Tourism Promotion as well as Sister City Agreement Signing Mission to the City of Dubai, United Arab Emirates (UAE) from 08 to 12 December 2019. **Dubai** has positioned itself as an attractive destination for local, regional and international business and is an important global city as well as a major aviation and maritime trade hub. Today, Dubai is a modern, open, inviting and cosmopolitan city that still values tradition, culture and heritage. People therefore come to Dubai for tourism, leisure and business, with a significant expatriate community.

The city is home to the Dubai International Financial Centre (DIFC), which is a free trade zone that has established Dubai as a strategically located global centre of finance. The DIFC acts as an offshore financial hub in the Middle East, Africa and South Asia with its global role steadily expanding. In addition, major expansions of Dubai's airports and seaports; iconic projects such as Palm Jumeirah and Burj Khalifa; and active steps to elevate Dubai's role as the region's hub for art and culture has inspired rapid cross-sectoral development.

Dubai is a global city that has immense economic potential. In a recent study done to determine the attractiveness and competitiveness of 110 financial centres, Dubai was ranked 15th, ahead of Abu Dhabi, Doha, Bahrain and Riyadh. In terms of Foreign Direct Investment (FDI), Dubai ranks 10th in the world for global destination cities for capital investment. In 2017, the city's Gross Domestic Product (GDP) in constant prices was estimated at approximately USD106-billion.

4. OBJECTIVE

The Mission comprised of a Signing Ceremony, which was complemented by a series of Investment and Tourism Promotion Meetings and Best Practice Exchanges with various arms of the Dubai Municipality. These elements promoted the objectives of (i) formalising the relationship between the Cities of Dubai and Cape Town while (ii) promoting Cape Town as a competitive business City in a Capital rich city that offers opportunities in leading growth sectors which (iii) enhances best practice and knowledge exchange.

5. OUTCOMES

- ☒ - Partnership Agreement
- ☐ - Membership Agreement
- ☐ - Grants Agreement
- ☐ - Memorandum of Understanding
- ☐ - Statement of Intent
- ☐ - Other

JMH

6. ACTIONS REQUIRED

- 6.1 Provide the Consulate General with Tourism Promotional Material and Collateral (E&I)
- 6.2 Consulate General to provide invitation for the City of Cape Town to attend Expo 2020 and Annual Investment Meeting (IR)
- 6.3 Consulate General to facilitate a technical best practice exchange on Bulk Water Desalination for a Cape Town delegation (IR)
- 6.4 Consulate General to provide Alderman James Vos office with collaboration opportunities particularly in the innovation sector (Ald Vos Office)
- 6.5 Advocate for SAT to collect more detailed tourism data from the UAE that makes provision for identifying expatriates that travel from Dubai to RSA (E&I + CTT)
- 6.6 City of Cape Town to explore the possibility of conducting on quarterly visits to Dubai in order to increase awareness and product knowledge of Cape Town as a destination for tourism in the Halaal market (E&I + CTT)
- 6.7 Emirates Airlines to share what holidays, experiences and destinations they are currently focusing on and promoting in the Emirates In-flight Brochure (Emirate Airlines)
- 6.8 City of Cape Town to initiate a process where a closer working relationship is fostered with Emirates Airlines in order to collaborate on and share promotional initiatives in order to position Cape Town more actively in the UAE market (E&I + CTT)
- 6.9 Provide Emirates Airlines with the latest halaal tour guide (E&I + CTT)
- 6.10 Provide Emirates Airlines with a list of programmes offered as part of the broader halaal hospitality sensitivity training offering (E&I + CTT)
- 6.11 Provide Emirates Holidays with more information on the Kids Go Free Campaign (E&I)
- 6.12 Provide Emirates with the City's Cruise Strategy (E&I)
- 6.13 CTT and Emirates Airlines investigate options for a joint and targeted collaboration in order to promote route stimulation (E&I + CTT)
- 6.14 CTT, SAT and Emirates investigate options for a joint marketing campaign to promote Visa Travel from the UAE (E&I + CTT)
- 6.15 Provide Collateral on how Cape Town averted Day Zero to Dubai FDI in order to change the narrative that Cape Town will run out of water (E&I)

JAH

- 6.16 Provide Dubai FDI with contact details for the Cape IT Initiative in order to identify areas of future collaboration and focus (E&I)
- 6.17 Wesgro to play a leading role in introducing interested businesses from Cape Town wanting to invest in Dubai to the relevant Dubai FDI agency (Wesgro)
- 6.18 Explore opportunities for closer collaboration in the boat building industry in Dubai (E&I)
- 6.19 Invest Cape Town to share all collateral and relevant information on catalytic sectors in Cape Town with Dubai FDI (E&I)
- 6.20 Explore opportunities for closer collaboration between the Business Hub and the Dubai Islamic Economic Opportunity Centre (E&I)
- 6.21 Initiate a process whereby Best Practice Exchanges can be facilitated between E&I, Wesgro and Dubai FDI on a regular basis (E&I / Wesgro)
- 6.22 Dubai FDI to provide necessary linkages with Dubai Influencers in order to promote Cape Town as a Tourist Destination (E&I/ CTT)
- 6.23 Investigate promoting Cape Town as a Winter Tourist destination in Dubai (E&I + CTT)
- 6.24 Extend an invitation for the Deputy Country Manager of ACICO to meet with the City of Cape Town's Investment Facilitation Unit and also provide an overview of incentive programme (E&I)
- 6.25 Arrange for the CEO of Just Right to meet with the City of Cape Town's Investment Facilitation Unit, ASEZ Team, GreenCape and Wesgro when he is in Cape Town in February 2020 (E&I)
- 6.26 City of Cape Town to provide the DFC with access to the Barber Stock Database of high resolution images (E&I)
- 6.27 Initiate a process where relevant City role-players in the film and creative industry sectors can exchange information and best practice with the DFC (Events / Film Directorate)
- 6.28 Send the Dubai Municipality an invitation to host a technical exchange on shared service delivery priorities (IR)

JM4

7. IMPLICATIONS

- | | | | |
|-----|--|--|------------------------------|
| 7.1 | Constitutional and Policy Implications | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.2 | Environmental implications | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.3 | Financial Implications | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.4 | Legal Implications | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.5 | Staff Implications | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.6 | Risk Implications | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |

8. RECOMMENDATIONS

Recommended that:

- a) the contents of this feedback report **be noted**.
- b) The Report be referred to the Economic Opportunities and Asset Management Portfolio Committee for noting.

Aanbeveel dat:

- a) Daar van die inhoud van die terugvoeringsverslag kennis geneem word.
- b) Die verslag vir kennisname na die portefeuljekomitee oor ekonomiese geleenthede en batebestuur verwys word.

Kundululwe ukuba:

- a) **Makuqwalaselwe** okuqulathwe yile ngxelo.
- c) Ingxelo mayigqithiselwe kwiKomiti yemicimbi yoLawulo leMpahla kunye namaThuba ezoQoqosho ukuze iqwalaselwe.

844

9. GENERAL DISCUSSION

9.1 The City of Dubai

9.1.1 Courtesy Call with the Consul General

The Consul General (CG) welcomed the delegation with the Executive Mayor (EM) thanking him for their hospitality and allowing the delegation to utilise the Consulates facilities to conduct Tourism Promotion engagements with Tour Operators during their stay in Dubai.

The EM enquired as to what the relationship is like between the United Arab Emirates (UAE) and South Africa (RSA). The CG explained that the UAE has seven Emirates which we refer to as provinces, with the largest Abu Dhabi, followed by Dubai. He explained that the Mission in the UAE started in 1991 and was upgraded to a Consulate General in 2005 (in Dubai) with an express purpose to enhance trade and commercial economic opportunities, besides the traditional consular services.

The Consulate is constantly welcoming delegations from RSA, largely to attend events and seminars in the areas of food, tourism and health. The City of Dubai is especially gearing up for their flagship event called "Expo 2020" which promises to be a grand spectacle. He commented positively that RSA has a lot to offer the UAE in a variety of sectors such as Medicine, Agro-Processing; Mining; Precious Metals; Real Estate; Manufacturing and Special Economic Zones (SEZs). The CG added that Dubai also has a lot to offer RSA such as best practice learnings and technology in Public Transport, Cleanliness, Law Enforcement, Tolerance and Desalination. The EM expressed that it may be a good idea to send a team of water specialists to Dubai to learn more about water conservation, bulk water desalination and how Dubai manages these.

Ald Vos thanked the CG for the comprehensive overview and brief of the Mission. He commented that the overview spoke to the City of Cape Town Mission in Dubai. The Muslim region is a strategic and targeted market for boosting tourism in Cape Town and there is significant potential to increase visitor numbers. A key focus area is to promote Halal tourism to Cape Town from the Middle East with Dubai identified as a strategic market. The objective is to introduce Cape Town's Halal friendly strategy encompassing cuisine, culture, training programmes and visiting mosques. Engaging with Emirates airlines would also be important for tourism promotion in this region while simultaneously promoting the Cape Town International Airport Expansion and Air Access initiative which has assisted in increasing visitor numbers by 1.5 million into Cape Town. He explained that Cape Town has a twice daily direct flight to Dubai with Emirates airlines and the idea is to create a platform to secure more direct flights as this is directly correlated with an increase in tourism. In terms of Investment Promotion, introducing the Halal Hub Concept which has the backing of the Muslim Judicial Council to the market; Atlantis SEZ which has an extensive package of incentives provided by the National Department of Trade and Industry (DTI), City of Cape Town and SEZ itself.

The CG resolved to provide an official invitation for a Cape Town delegation to attend Expo 2020. In addition, the CG will send the delegation an invitation to attend the Annual Investment Meeting (AIM) which is held annually in March. Ald Vos

JMH

suggested that the Consulate assist the City in collaborating with the government of Dubai, especially in areas of sustainability and innovation.

9.1.2 Meeting with SAA Tourism & Top Dubai Based Tour Operators

The EM welcomed all Dubai Based Tour Operators and South African Airways (SAA) to the engagement and provided a broad overview of tourism in Cape Town. Ald Vos then requested a round of introductions which was followed by an overview of the purpose of the session. The Cape Town delegation shared new resources; information; promotional videos and encouraged an open discussion on how tourism to Cape Town can be promoted better in Dubai. Key areas that were covered included Visa free travel for UAE citizens to RSA; the Muslim Friendly tourism campaign; Muslim friendly visitors guide; Cape Town's crescent rating accreditation; training programmes on Halal sensitivity and prominent attractions for the Muslim visitor, such as the V&A Waterfront. Ms van der Byl provided the guests with gift bags and promoted the 'keys to the City' flash drive, that contained a City's events calendar and marketing collateral.

Flowing from the open discussion, a tour operator mentioned that the length of the flight from Dubai to Cape Town is long and can be a barrier to travel however, this need not be a challenge if it is marketed correctly. The lack of presence of a permanent South African Tourism (SAT) office was identified as a direct challenge in the market with a need to have a permanent presence to promote Cape Town as a destination. Linked to this, there is a need to increase awareness of Cape Town as a tourism destination to the local (Dubai) market. It was suggested that Cape Town provide training or workshops for local operators to increase product knowledge. The SAA representatives put the discussion into perspective and mentioned that 150 countries compete for 100 000 UAE Nationals. Key to bringing the national focus onto the potential in UAE is to improve existing tourism data from the region by adding a field for "what country are you from", as this would reveal the vast majority of expatriates in Dubai travelling to Cape Town and will improve the numbers that are registered from the UAE. Wendy explained that an options to consider is to include a provision for the City's official Destination Marketing Organisation (DMO) to visit Dubai once a quarter.

9.1.3 Emirates

The EM introduced the Cape Town delegation to the Emirates team and provided an overview of the purpose of their visit to Dubai (and Abu Dhabi) in terms of trade and investment, tourism and (if possible) increase the number of Direct Flights to Cape Town. Ald Vos expanded on the EM's overview by explaining that the City understands the link between tourism and direct flights. A key objective is thus to increase awareness of the City's Halal offerings which include the Halal Hub concept. These initiatives are directly linked to tourism through a focus on cultural diversity and development of a Muslim Friendly Tourism guide. He focused on the Cape International Airport expansion that will allow the larger A380 aircraft to land. All these culminate into the City of Cape Town gently advocating for a third direct flight that would stimulate the trade in the route and provide opportunities for marketing and branding in the Emirates in-flight magazine.

JMH

Mr Abbas expressed appreciation to have a Cape Town delegation visit Dubai and the Emirates headquarters. He explained that RSA is one of the top five markets for the airline with a long standing code sharing partnership with SAA (since 1997) that is working well with the airline employs 250 RSA pilots and 500 crew. Emirates operates seven daily direct flights with four to Johannesburg, one to Durban and two to Cape Town with the airline embarking on a study to better timing and connections in RSA. He explained that Cape Town and Dubai have a similar cultural mix with lots to learn as travel to Cape Town from the UAE has been growing which provides an opportunity to increase sales into Dubai as well. Rebecca explained that the GDP impact for the airline is estimated at USD 400 million which makes a case to grow services.

The idea for Emirates is to diversify as Dubai is a good connecting City to Europe and the United States of America (USA). In terms of trade and investment, it is important to change perceptions and narratives around safety, halal food and that RSA has more to offer than simply a safari experience and destination. These can be mitigated by showing what options are available to the Muslim traveler. Mr Abbas expressed great interest in working closely on these matters to create more focused opportunities. The EM explained that the City has made a big budgetary investment in Safety and that various opportunities exist in Halal food and even non-alcoholic wines.

Shaz explained that RSA is competing with Australia but in his opinion RSA offers more value for money. However, if your out of sight your out of mind and this is the case with RSA in Dubai and the broader UAE. They have observed a spike recently with visitors from the UAE venturing to RSA, but they don't return because of a perception that there are limited experiences. A major advantage for RSA is the relaxation of Visa requirements which has assisted in promoting the destination with a promotional drive planned to Gulf Cooperation Council in February 2020 on the relaxation of VISA requirements. Also he has requested SAT to broaden their definitions of UAE citizens in data collection due to the large expatriate community travelling to the destination.

Ald Vos emphasised opportunities that exist for collaboration on cruise as the City is focusing on a Cruise Strategy. He suggested working more closely with Emirates on these options as the City has 32 cruise liners which opens up the experience offering. Through Emirates Holidays they resolved to share information on which holidays are being focused on in their brochure. Furthermore, he added that opportunities exist for joint marketing on Visa relaxation in collaboration with CTT, SAT and Emirates to promote route stimulation. Wendy added that she will share the Kids Go Free Campaign with Emirates Holidays. Mr Abbas was happy with the above as he felt that Visa free travel needs more communication and that messaging should be pursued vigorously.

Mr Abbas added that as an airline they have direct relations (and sign) agreements with DMOs, but these are strictly linked to a fixed budget complimented by deliverables from the DMO which Emirates supports with co-funding and other resources. The EM added that Cape Town will be sending a delegation to attend the Arabian Travel Market (ATM) and Expo 2020. Mr Abbas felt strongly that Cape Town

344

must have a stand and presence in Expo 2020 which is expected to bring millions of visitors to the City.

9.1.4 Dubai FDI, Exports and SME as well as Site Visit to the Smart and Export Lounges

The CEO of Dubai Exports welcomed the delegation and commented positively on the delegation bringing rain which was experienced on the day. He enquired as to the status of the drought to which the delegation responded that the crisis has been averted and Cape Town is now known as the City that beat Day Zero. The CEO of Dubai Exports explained that water is a key part of their sustainable development goals and that it is illegal to personally wash a car in the City. The Dubai utilities are strict on water use with all public areas irrigated with re-use water. The CEO urged that collateral on how Cape Town averted the drought needs to be made available to the local people of Dubai in order to change the narrative.

The CEO provided a comprehensive overview of the Department of Economic Developments structure and mandate. The EM responded that they City has a similar structure and that Ald Vos is the economic equivalent political champion. The EM explained that the City of Cape Town is the second largest contributor in GDP terms and well known for tourist attractions such as Table Mountain. He emphasised that Cape Town is in Dubai to promote investment and trade and learn from the Dubai government, as the delegation will be signing a sister city agreement with the Dubai Municipality.

Ald Vos elaborated explained that the delegation is looking to identify trade and investment opportunities. In terms of export promotion, the City is focusing on the Blue economy in particular Boat Building (super yachts); skills development and cruise liners with the V&A waterfront; Halal hub concept with full backing of the MJC; Atlantis Special Economic Zone (ASEZ); various other catalytic sectors such as Business Process Outsourcing (BPO), creative industry, Information Communication and Technology (ICT) and tourism. A questions was asked on the Technology sector and Innovation, ICT and Tech in Cape Town. Ald Vos responded that the City funds the Cape IT Initiative as a Special Purpose Vehicle (SPV) to promote ICT which provides an opportunity to collaborate with the City of Dubai.

The CEO of Dubai SME explained that they focus on Entrepreneurship and in particular to setup new businesses and provide support in training and financial management as well as connect local entrepreneurs to government procurement business opportunities. A big focus is on innovation and providing a soft landing for startups in the IT sector and Fin Tech, with an estimated investment of USD 400 million having already been facilitated in the region. Businesses that are supported is based on the need of Dubai with an example provided on a German company that has revolutionised the way the City of Dubai measures air quality. Ald Vos added that Silicone Cape is an option to look at. Basically, Dubai SME are focusing on businesses that are at an inbound growth stage plus outbound opportunities. These are Peer to Peer and Sharia compliant businesses. He mentioned that a challenge for Muslim investors in Cape Town is the Muslim certifications.

JMH

The CEO of Dubai Exports explained that the Halal and Koshir market is broad with immense opportunity for Diversification. Dubai has established the Dubai Islamic Economic Opportunity Centre (DIEOC) which aims to empower and support the government and private sector to embark on specifically Islamic Economic Opportunities. The centre focuses on seven pillars, namely financial services, the halal industry, tourism, digital infrastructure, art, knowledge and standards. This provides an opportunity for the Halal Hub and DIEOC to collaborate and share best practice. Furthermore, Dubai SME and Exports noted that they would support Cape Town business to setup and export from Dubai, with Wesgro playing a leading role in being more active in the Dubai Market and introducing interested businesses from Cape Town to Dubai.

The Dubai colleagues felt strongly that immense opportunity exists in participating in exhibitions and shows held in Dubai; importing food from Cape Town; tourism especially considering Visa free travel and seasonality; Cruise terminals; general awareness and promotional activity; increasing direct flights; increasing trade, as well as best practice exchanges. With this in mind it was resolved that (i) collaboration in boat building be explored; (ii) Invest Cape Town to share information with Dubai Municipality on collateral and (iii) exploring future cooperation between the Business Hub and Dubai SME and Exports.

9.1.5 ACICO Country Manager

The ACICO Deputy General Manager welcomed the Cape Town delegation. He reflected on the ACICO Group investment in the City of Cape Town, explaining that the investment in Cape Town has been sound from an economic standpoint. However, he mentioned that they did experience challenges with several delays due to red tape issues. The EM thanked ACICO for the investment in Cape Town and will endeavour to improve red tape in the construction sector in Cape Town as it relates to municipal competency. Ald Vos explained that the City has prioritised construction as an economic sector with improvements in reducing red tape and providing incentives for the private sector to invest in the sector. The City has a dedicated investment facilitation unit to ensure a smoother and softer landing for investors. The Mayor extended an invitation for the Deputy Country Manager to visit Cape Town and provide an opportunity to provide an overview of the investment facilitation unit and incentives offered by the City.

9.1.6 Just Right Middle East

The CEO of Just Right thanked the delegation for meeting with him and provided an overview into the Waste Sector and what 'Just Right' produces. He emphasised that Just Rights key objective is to bring value to waste and in particular plastic waste and currently processes nine per cent of India's plastic waste. He mentioned that he visited the ASEZ and is interested in investing but requires advice on accommodation alternatives, incentives and guaranteeing a constant energy supply. He elaborated on their strategy and would aim to develop a new market to process plastic for export from Africa. The ASEZ provides a strategic location given its proximity to a Port. Ald Vos explained that the City can support with land identification, financial and non-financial incentives within the ASEZ as well as the Investment Facilitation which

JMH

provides a full bouquet of services to assist potential investors. Wesgro mentioned that they would need some time to ensure sustainability of the investment by establishing the necessary processes are put in place. Wendy noted that there is an opportunity for Cape Town to become a Hub for recycling in Africa. The CEO will be in Cape Town in February 2020 and Ald Vos noted that this would be a good opportunity to meet the Investment Facilitation Unit and broader ASEZ team including GreenCape and Wesgro.

9.1.7 Dubai Film and TV Commission

The Deputy Director General (DDG) of the Dubai Development Authority (DDA) and Head of Operations of the Dubai Film and TV Commission (DFC) welcomed the Cape Town delegation. The DDG explained that the DDA is responsible for the Dubai Media Freezone with the Film Commission being an entity that falls under their ambit. The Head of Operations explained that most crew in DFC are from RSA with a South African being responsible for starting the film industry in Dubai. He explained that the DFC is the sole agency responsible for promoting film in Dubai with the DDA regulating the sector. The DFC manages all permits, have control of all aspects associated with Film in Dubai and an industry leading 1-day turnaround time for issuing of filming permits. The DFC's competitive advantages include a strong demand for Middle East Movies and boasts modern, heritage, desserts as well as natural locations. The DFC has three Film Studios that can be leased over the long term and a sound stage. There was a shared challenge between the two cities related to permits for Drones, with roughly 80 per cent of permits issued for using drones. The DFC is positioning Dubai as a Film City of the Future and in so doing promoting the film industry by encouraging local industry to invest in the sector, which comes with challenges such as buy-in from communities, especially when movies are shot in their neighbourhoods.

Ald Vos noted that there are immense opportunities to work together in location sharing and knowledge exchange. Wendy explained that the City has a programme in place called Film Cape Town, which is a partnership between the City and Private Sector to create a one stop shop for film. She added that the delegation will share the Barber Stock database of high resolution images from Cape Town with the DFC and DDA. Based on the discussions it became clear that there is immense opportunity for an exchange of information and best practices as Cape Town and Dubai have similar goals and shared challenges in the film sector.


9.1.8 Cooperation Protocol Signing and Meeting with Technical Experts

The Final engagement of the Mission was facilitated and hosted by the Dubai Municipality. A combined session followed with the Cape Town delegation receiving a technical overview of Urban Planning, Sewerage, Solid Waste Management, Public Parks and Food Safety. The sessions proved to be insightful and a number of areas for best practice and knowledge exchange became evident especially in Solid Waste Management, Sewerage and Public Parks. Following from the technical exchange the official signing ceremony was initiated which resulted in the City of Dubai being the latest Sister City of the City of Cape Town. The EM commented positively on the future relationship between Dubai and Cape Town, given the technical exchanges

and fruitful Tourism, Investment as well as Trade promotion engagements that took place while in Dubai. The EM resolved to provide an official mayoral invitation to the Dubai Municipality to host a technical exchange on shared service delivery priorities.

10. ANNEXURES

FOR FURTHER DETAILS, CONTACT:

| | | | |
|----------------|---|----------------|--------------|
| DATE | 13 February 2020 | | |
| NAME | Denver & Reagan | CONTACT NUMBER | 021 444 9348 |
| E-MAIL ADDRESS | Reagan.Mathys@capeto wn.gov.za | | |
| DIRECTORATE | City Manager | FILE REF No | |
| SIGNATURE : |  | | |


MANAGER: INTERNATIONAL RELATIONS

DR. DENVER VAN SCHALKWYK

13/02/2020
DATE

COMMENT:

ACTIONS TO BE
IMPLEMENTED


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

COMMENT:

NAME Joan-Mari Holt

TEL 021 400 2753

DATE 13/02/2020


Certified as legally compliant:
Based on the contents of the report.


CITY MANAGER

DATE

Lungelo Mbandazayo
17 FEB 2020
City Manager

- ☒ SUPPORTED FOR ONWARD SUBMISSION TO:
MAYCO ☒
RELEVANT SECTION 79 OR 80 COMMITTEE ☒
☐ NOT SUPPORTED
☐ REFERRED BACK

COMMENT:
