



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

LC 22229

1. ITEM NUMBER
2. SUBJECT

**FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF THE RSA  
TRIP UNDERTAKEN FROM 14 FEBRUARY 2019 TO 21 FEBRUARY 2019 TO  
ATTEND THE MIAMI INTERNATIONAL BOAT SHOW AND NEW YORK  
INVESTMENT PROMOTION MEETINGS IN UNITED STATES OF AMERICA**

**ISIHLOKO**

**INGXELO ENGOHAMBO OLUYA KUMAZWE APHESHEYA/NGAPHANDLE  
KWEMIDA YASEMZANTSI AFRIKA OLUSUSELA NGOWE-14 KWEYOMDUMBA  
2019 UKUYA KOWAMA-21 KWEYOMDUMBA 2019 LOKUZIMASA UMBONISO  
WEHLABATHI WAMAPHENYANE EMIAMI KUNYE NEENTLANGANISO  
ZOKUKHUTHAZA UTYALO-MALI E-NEW YORK E-UNITED STATES OF  
AMERICA**

**ONDERWERP**

**TERUGVOERING OOR DIE INTERNASIONALE REIS (BUITE DIE GRENSE VAN  
DIE RSA) ONDERNEEM VANAF 14 FEBRUARIE 2019 TOT 21 FEBRUARIE 2019  
OM DIE INTERNASIONALE SKEPSKOU IN MIAMI EN DIE  
BELEGGINGSPROMOSIEVERGADERINGS IN NEW YORK IN DIE VERENIGDE  
STATE VAN AMERIKA BY TE WOON**

**[LSU: K3699]**

3. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	<ul style="list-style-type: none"> <li>• Miami International Boat show</li> </ul>
OTHER	<ul style="list-style-type: none"> <li>• Meetings with Miami Dade County Businesses to promote investment to Cape Town</li> <li>• Engagements with Miami Dade County officials to build relationships</li> <li>• Meeting with businesses in New York to promote investment to Cape Town</li> <li>• Meetings in New York to build stakeholder relationships with the RSA consulate, New York City and New York State Government officials</li> </ul>
DATE	<ul style="list-style-type: none"> <li>• Miami International Boat Show – 14 to 18 February 2019</li> <li>• Meetings in New York City – 19 to 21 February 2019</li> </ul>
VENUE	<ul style="list-style-type: none"> <li>• Miami International Boat Show – Miami</li> <li>• Engagements with businesses and Miami Dade County officials – Miami Downtown – Miami</li> <li>• Engagements with New York businesses and City officials – various locations in the City of New York</li> </ul>
CITY	<ul style="list-style-type: none"> <li>• Miami</li> <li>• New York</li> </ul>
COUNTRY	<ul style="list-style-type: none"> <li>• UNITED STATES OF AMERICA</li> </ul>





ATTENDEE DETAILS	
NAME AND SURNAME	DESIGNATION
FAITH KOLALA	<b>MANAGER: CATALYTIC SECTORS</b>
LEAN MULLER	<b>HEAD: INVESTMENT PROMOTION</b>
<b>PROVIDE SUMMARY OF HOST ORGANISATION / CITY</b>	
<p>The Miami International Boat Show, owned and operated by the National Marine Manufacturers Association, attracts an estimated 100,000 boating enthusiasts from 35 countries to its home each year at Miami Marine Stadium on Virginia Key. Entering its 78th year, the show features \$3 billion in new boats and marine accessories from more than 1,100 exhibitors. It generates \$854 million of economic activity.</p> <p>The City of Cape Town attended the boat show together with SABBEX and Wesgro/GreenCape to market the Cape Town boating industry capabilities as well as engage with potential investors in the boat building and renewable sectors in Cape Town.</p> <p>The Miami International Boat Show is one of the largest annual boating events in the world. It is considered to be the premier event for the marine manufacturers industry world-wide. The show features a variety of activities including opportunities to experience the boating lifestyle in a whole new way, boating workshops, daily seminars during the course of the event and investment &amp; marketing platforms for the boating industry. The show attracts thousands of visitors/companies that translates into positive economic impact in Miami. The show also attracts VIP investors that look to not only acquire boats but invest in the industry as well.</p> <p>The City of Cape Town held meetings with key stakeholders that included embassy officials, City officials and businesses whilst in Miami and New York respectively. Engagements were planned in conjunction with Wesgro/GreenCape and SABBEX with the aim of promoting Cape Town as an investment destination; establishing relationships to amplify the Invest Cape Town message internationally; solidifying relations with prospective investors and organizations that represent possible investors.</p>	

#### 4. OBJECTIVE

The main objectives for attending the boat show and business meetings were:

- To market the Cape Town boat building industry together with the key stakeholders present at the show
- To engage with show organisers for sharing of experiences in our quest to develop the Cape Town boat building industry and Cape Town International boat show
- To engage with boat show associations in order to share and learn from experiences and types of interventions needed to grow the boat show
- To engage with local municipality counter-parts on support mechanisms employed to grow the boat building industry in Miami
- To develop new trade and investment business leads
- To engage with potential investors in order to present the Cape Town value proposition
- To market Cape Town to potential business visitors and tourists





- To build relationships with the embassy staff for future investment leads and opportunities for Cape Town
- To market Cape Town as a destination, and an investment opportunity

## 5. OUTCOMES

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

The main outcome of the meetings/engagements was the various business (trade and investment) leads generated that are being currently pursued by all stakeholders involved. The following leads were generated and will be pursued collectively with all stakeholders involved:

### **Miami International Boat Show and Business Meetings (highlights; see Annexure A for full list of business meetings)**

- Meetings resulted in the possibility of local builders to quote on Houseboats for Polish and German brands seeking to find a lower cost of manufacture base
- Greek clients looking to have a custom catamaran built in SA
- Commitment from the 3 major USA Leisure marine magazines to visit SA for Country Reports
- Commitment from the CEO of Discover Boating/Grow Boating in the USA to address and present to SABBEX in SA at the Cape Town Boatshow - key to growth in the manufacturing industry is to grow the User base – Discover Boating creates awareness, participation & interest from the public
- Caribbean Charter Operator to visit Cape Town in March/April 2019 to view progress of boat under construction with a view to place orders for 3 more vessels
- Europe's premier brokerage company seeking to invest in RSA to buy local brokerage business to expand their global footprint
- Enterprise & Investment Department to do a feature story on Voyage Charters – Electric boats built in Paarden Island
- E-mobility opportunity for electric powered scooters to be assembled in Cape Town and placed on catamarans globally - scooters to be manufactured in ASEZ
- Chinese thin film solar panels business development opportunity by placing panels on locally manufactured yachts berthed in the V&A – SABBEX introduced for follow up
- Solar PV manufacturing opportunity in Cape Town for the rest of the African Market from DADE engagement - scoping phase to determine what market opportunities exist
- Film company will be producing a TV series in Cape Town – cooking without looking TV shoot – assisting them through key stakeholders with a list of sites/public parks/tourist areas that have accessibility for people who are blind, deaf/hard-of-hearing, physically disabled.





## **New York City Business Meetings (highlights; see Annexure A for full list of business meetings)**

- Solar Lighting (Mpowered) company seeking partnership with sportsman's warehouse or mass mart to roll out led lighting solution to greater Western Cape from Cape Town. If offtake is large enough, a case for local manufacturing may exist
- Green industry company (Summit Reliance) seeking context around ocean plastic waste - furnished them with GCs waste MIRs to better contextualize the stakeholder about RSA waste economy and how opportunities are presented therein.
- Greater Chamber of New York wants to collaborate on organising businesses in selected sectors for Cape Town representatives to engage with on investment and trade opportunities
- Relationship established with Columbia University through SA Tourism for future study tours

## **6. ACTIONS REQUIRED**

The following follow –up actions are required:

### **Boat Show:**

- Collaborate with SABBEX to undertake the Ocean Sport economy research that will further enhance Cape Town as a boatbuilding/ocean sport industry
- Continue to collaborate on the potential leads in order to realize the investments and sales
- Continue to profile the success stories of the boat-building sector in terms of promoting the industry
- Start planning for the Marine Equipment Trade Show (METS) – the world's biggest B2B leisure marine equipment show which caters for yachts, marinas, yards and composites – in conjunction with SABBEX and Wesgro to take a delegation of SME's to the show in the Netherlands

### **Investment Promotion:**

- Provide all required information packs agreed upon in the meetings – information on incentives provided by the National and local Government in respect of the Atlantis Special Economic Zone (SEZ)
- Provide information on the visa regulations, cost of setting up businesses in Cape Town
- Provide information on skills required by the potential investors
- Develop more updated "cost of doing business" and "cost of talent" statistics
- Provide market intelligence reports (MIRs) and integrated resource plans (IRPs) for the renewable energy industry as requested by potential investors in the renewable industry
- Provide logistical support to potential investors that will be coming to Cape Town
- Continue collaborating with embassy officials in order to build relations and acquire investment leads
- Keeping the established relationships going through continued communication
- Follow up with the Greater New York Chamber of Commerce to become members with the view of Cape Town delegates hosting business functions organised by the chamber in New York
- Reach out to business chambers in foreign markets to speaks to targeted investors / sectors



## 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:

- the feedback report on the investment promotion trip to Miami and New York City undertaken by Faith Kolala and Lean Muller from 14 – 21 February 2019 **be noted**.
- the report be referred to the Economic Opportunities and Asset Management Portfolio Committee for noting.

## IZINDULULO

Kundululwe ukuba:

- Makuqwalaselwe** ingxelo engohambo olukhuthaza utyalo-mali oluya eMiami naseNew York oluthatyathwe nguFaith Kolala noLearn Muller ukususela ngowe-14 ukuya kowama-21 kweyoMdumba 2019.
- Ingxelo mayidluliselwe kwiKomiti yeSebe laMathuba oQoqosho noLawulo lwee-Asethi ukuze iyiqwalasele.

## AANBEVELINGS

Daar word aanbeveel dat:

- daar kennis geneem word van die terugvoerverslag oor die beleggingspromosiereis na Miami en New York onderneem deur Faith Kolala en Lean Muller van 14 tot 21 Februarie 2019.
- die verslag verwys word na die portefeuljekomitee oor ekonomiese geleenthede en batebestuur ter kennisname.

## 9. GENERAL DISCUSSION

Further detail is supplied in the attached annexures.



## 10. ANNEXURES

Annexure a: List of meetings held in Miami and New York City

Annexure b: Quote from SABBEX about the City of Cape Town officials

### FOR FURTHER DETAILS, CONTACT:

DATE	12 March 2019		
NAME	Faith Kolala/Lean Muller	CONTACT NUMBER	0214174020 / 021444 9351
E-MAIL ADDRESS	Faith.kolala@capetown.gov.za	Lean.muller@capetown.gov.za	
DIRECTORATE	Economic Opportunities & Asset Management	FILE REF No	
SIGNATURE :			





EXECUTIVE DIRECTOR: ECONOMIC  
OPPORTUNITIES AND ASSET MANAGEMENT

KELCY LE KEUR

NAME KSC LE KEUR

DATE 2019.03.20

COMMENT:



MANAGER: INTERNATIONAL RELATIONS

DR. DENVER VAN SCHALKWYK

22/03/2019

DATE

COMMENT:

ACTIONS NOTED



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 Patricia Davis

TEL (621) 400-1549

DATE 25.03.2019

Certified as legally compliant:

Based on the contents of the report. 



  
CITY MANAGER

*Lungelo Mbandazayo*

DATE

2019 -03- 27

☒ SUPPORTED FOR ONWARD SUBMISSION TO:

MAYCO ☒

RELEVANT SECTION 79 OR 80 COMMITTEE ☒

☐ NOT SUPPORTED

☐ REFERRED BACK

COMMENT:

## Annexure a: List of Meetings Held in Miami and New York City

Name	Sector focus
Protea Travel Services	Tourism
Afrikin	Arts and culture
Summit Reliance Group	Investment advisors
Greater NY Chamber of Commerce	Multi-sector
Beau	Boatbuilding
South African Embassy	Multi-sector
City of Miami	Multi-sector
Miami-Dade Beacon Council	Multi-sector
Miami DDA	Multi-sector
NMMA	Boat-building
City of New York	Multi-sector
SA Tourism	Tourism
Empire State Development	Multi-sector
Voyage Charters	Boatbuilding
South African Beer	Wine & Spirits
Maersk	Boatbuilding
Venture Hive	Multi-sector
World Trade Center	Trade
Transmedia Group	Media / PR
Paradox Solve	Multi-sector
Broward County	Multi-sector



Kuramo Capital Management	Multi-sector
Verdant Power	Renewable energy
Rentar	Renewable energy
Mpowered	Renewable energy
Persistent	Renewable energy
America Energy	Renewable energy
Kech	Clothing and textiles
The Vantage-Advisors	Wealth management and Investment
Eco Project Solutions	Financial services
Deer Isle Capital	Investment advisors
Desert Sage	Cosmetic products
CMA Enterprise	Manufacturing

## **Annexure b: Quote from SABBEX about the City of Cape Town officials**

### **QUOTE From Bruce Tedder, CEO, Sabbex**

**Having Faith and Lean** as the investment experts from the City of Cape Town working with us (SABBEX) on our booth at the Miami Boat-show **was invaluable**. There is no doubt **their presence** added that **extra layer of credibility** to our Export Promotion and as over 85% of the SA boatbuilding activity takes place in the Cape I would say **their “partnership” is mandatory going forward. A case in point is the upcoming delegation from Jamaica. They have ordered a large Day Charter catamaran from a local builder** and due to a variety of circumstances the launch of the vessel has been seriously delayed. Naturally the clients were getting extremely nervous and had already planned a trip to Cape Town, with lawyers in tow. No doubt after lengthy discussions with ourselves as a Team from Cape Town their fears were allayed. **As a collective we will host them in late March when they are in Cape Town and we are also very aware that if the build of Boat #1 goes off smoothly, after a rocky start they will order up to 4 more vessels, replacing their ageing Day Charter fleet with new vessels from Cape Town.** This “damage and image control” was vital.

This was a first, having a combo SABBEX/Invest Cape Town Team hosting and educating potential clients for boats built in the Cape.