



**REPORT TO: THE EXECUTIVE MAYOR AND MEMBERS OF THE MAYORAL COMMITTEE [MAYCO]  
AND RELEVANT ECONOMIC GROWTH SECTION 79 COMMITTEE**

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**1. ITEM NUMBER**

**2. SUBJECT**

**FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF RSA TRIP UNDERTAKEN FROM 9 TO 13 OCTOBER 2023 TO ATTEND THE AFSIC - INVESTING IN AFRICA CONFERENCE, WESGRO INVESTMENT SUMMIT AND MEETINGS WITH STAKEHOLDERS AND BUSINESSES IN LONDON, UNITED KINGDOM.**

**ONDERWERP**

**TERUGVOERING OOR DIE INTERNASIONALE REIS (BUITE DIE GRENSE VAN DIE RSA) VAN 9 TOT 13 OKTOBER 2023 VIR DIE BYWONING VAN DIE AFSIC-KONFERENSIE OOR INVESTERING IN AFRIKA, WESGRO SE INVESTERINGSBERAAD EN VERGADERINGS MET BELANGHEBBENDES EN BESIGHEDE IN LONDEN, VERENIGDE KONINKRYK**

**ISIHLOKO**

**INGXELO ENGOHAMBO OLUYA PHESHEYA OKANYE NGAPHANDLE KWEEBHODA ZOMZANTSI AFRIKA OLUTHATYATHWE UKUSUSELA NGOWE9 UKUYA KOWE13 KWEYEDWARHA 2023 LOKUZIMASA INKOMFA ENGOTYALOMALI E-AFRIKA YE-AFSIC, INKOMFA ENGOTYALOMALI YEWESGRO NEENTLANGANISO NABO BACHAPHAZELEKAYO NAMASHISHINI ELONDON, UNITED KINGDOM**

**Q1842**

### 3. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	<ul style="list-style-type: none"><li>• 'Invest in the Western Cape' event hosted by Wesgro – 11 October</li><li>• Afsic – Invest in Africa conference – 9-10 October</li><li>• AVCA London Summit (African Private Equity and Venture Capital Association) – 12 October</li></ul>
OTHER	To promote the Western Cape as an investment destination to UK and European businesses and funders
DATE	9 – 13 October 2023
VENUE	London, United Kingdom
TOTAL COST TO THE CITY	R91 130. 89 (Costs as reflected in trip report)
CITY	London
COUNTRY	UNITED KINGDOM

ATTENDEE DETAILS	
NAME AND SURNAME	DESIGNATION
Ald James Vos	<b>MAYORAL COMMITTEE MEMBER ECONOMIC GROWTH</b>
PROVIDE SUMMARY OF HOST ORGANISATION / CITY	
<p>The UK is the 2nd largest source market for FDI into the Western Cape, both by Capex and number of projects – there continues to be strong interest from companies from the UK in investing Cape Town and the Western Cape, particularly in offshoring jobs in the businesses services (including Tech) sector and in green energy opportunities. London is the capital and most populous city of England and the United Kingdom, with 8.9 million people. With an estimated Gross Domestic Product (GDP) of more than USD800-billion, PricewaterhouseCoopers estimates that by 2025, London will be ranked within the top 25 cities in terms of having the largest GDP. In addition, The Economist ranks London as one of the world's so-called economic hotspots with a sound financial service industry. Furthermore, Forbes lists the city as one of the major centres of for both Job Growth and Education in Europe.</p>	

### 4. OBJECTIVE

The International Mission's objectives were as follows:

- Connect with institutional investors in the UK and Europe.
- Promote Cape Town as a desirable investment destination.
- Highlight Cape Town and the Western Cape's strengths in sectors such as technology, business process outsourcing, agribusiness, and the green economy.

### 5. OUTCOMES

This trip resulted in several significant achievements aligned with the objectives, namely:

- Strengthened relationships with key stakeholders during the events, a crucial step in attracting investment.
- Raised awareness of the City of Cape Town and the Western Cape as investment destinations with the support of local and provincial governments.
- Generated promising leads from businesses interested in establishing and expanding operations in our region. Our 'Invest in Western Cape' event garnered particular interest from funding institutions and businesses looking to establish new operations in the Western Cape.
- Actively participated in panel discussions, with a focus on promoting the City's
- Ease of Doing Business Index, Investment Facilitation Service, and the Economic Growth Strategy.
- Received positive feedback on the growth and investment story both the City of Cape Town and the Western Cape, providing valuable context and a narrative for future missions.

## 6. ACTIONS REQUIRED

- Follow-up with key stakeholders on next steps on areas for collaboration
- Following-up on leads with potential investors
- Work on frameworks for partnerships with funders in identifying investment opportunities in the Western Cape]

## 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.

*NOTE: POPIA Section MUST be completed otherwise the report will be returned to the author for revision.*

*Contact your Directorate POPIA Stewards should you require assistance.*

**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 the feedback report on the trip to the AFSIC - investing in Africa Conference, Wesgro Investment Summit and meetings with stakeholders and businesses undertaken by Ald James Vos from 9 to 13 October 2023 **be considered and noted.**

### **AANBEVELING**

Daar word aanbeveel dat die terugvoeringsverslag oor die reis na die Afsic-konferensie oor investering in Afrika, Wesgro se investeringsberaad en vergaderings met belanghebbendes en besighede onderneem deur rdh. James Vos van 9 tot 13 Oktober 2023 **oorweeg word, en dat daarvan kennis geneem word.**

### **ISINDULULO**

Kundululwe ukuba **makuthathelwe ingqalelo kwaye kuqwalaselwe** ingxelo engohambo oluya kwinkomfa engotyalomali eAfrika yeAFSIC, iNkomfa engoTyalomali yeWesgro kunye neentlanganiso nabo bachaphazelekayo namashishini oluthatyathwe nguCebakhulu James Vos ukususela ngowe9 ukuya kowe19 kweyeDwarha 2023.

## **9. GENERAL DISCUSSION**

This feedback report therefore provided an overview of the outcomes of the engagements in London, UK, which included the Invest in Africa Conference (AFSIC), the Invest in the Western Cape event hosted by WESGRO, the African Private Equity and Venture Capital Association (AVCA) London Summit, and various meetings with stakeholders and businesses.

The primary objective of this mission was to strategically promote Cape Town and the Western Cape as premier investment destinations for UK and European businesses. Given the UK's status as the second-largest source of foreign direct investment (FDI) into the Western Cape, this trip held great promise for our region, reaffirming the interest of UK and European businesses in investing in our city and province. Furthermore, Ald Vos approached the engagements with a focus on attracting investments in offshoring jobs within the business services and tech sectors, as well as the green economy and agribusiness.

As part of the WESGRO delegation, Ald Vos had the privilege of participating at the Investing in Africa Conference, renowned for its success in facilitating investment deals on the African continent. The delegation seized this opportunity to engage with valuable stakeholders, aiming to promote the City of Cape Town and the Western Cape as attractive investment destinations. The series of meetings during the trip yielded valuable insights and opportunities across various sectors. Discussions emphasised the need to maintain Cape Town and the Western Cape as premier leisure destinations, focusing on raising awareness of travel opportunities and addressing traveller preferences and challenges. In addition, we explored closer

working relationships and partnerships to enhance economic strategies and to foster collaboration. Efforts to boost wine exports and explore technology, as well as delving into cyber job opportunities, were additional key takeaways. Investors stressed the importance of diversity and inclusion, applauding the City's and province's approach to DEI during many of the engagements.

This trip reinforced the importance of strong relations; partnering with key stakeholders allows us to learn from best practices, especially in tech sectors, and leverage networks to expand our investment ideals. It is essential to note that we encountered some challenges during the trip, particularly related to event attendance. To address this issue in future events, it is suggested considering the involvement of external advertising agents to enhance guest participation.

To build on the success of this trip, it is vital that all related parties initiate follow-ups to further discuss established and new partnerships, pursue leads with potential investors, and work on frameworks for partnerships with funders to identify investment opportunities in the City of Cape Town and the Western Cape.

In conclusion, our week spent in London was a valuable endeavour. With supportive governmental structures and regulatory frameworks, an ever-growing market size and potential, a willing and capable workforce, access to diverse markets, and the potential for exciting local partnerships, we have successfully positioned the City of Cape Town and the Western Cape as prime destinations for business growth and innovation, where international interests can lay the foundation necessary for us to grow our economy.

See Annexure 1 Wesgro Trip Report Form, and Annexure 2, Photo's of London Investment Week, for additional details and photo's pertaining to the international trip.

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## 10. ANNEXURES

### Annexure 1 Wesgro Trip Report Form

### Annexure 2 Photo's of London Investment Week

#### FOR FURTHER DETAILS, CONTACT:

DATE			
NAME	Reagan Mathys	CONTACT NUMBER	4449348
E-MAIL ADDRESS	ReaganBernard.Mathys@capetown.gov.za		
DIRECTORATE	Future Planning & Resilience	FILE REF NO	
SIGNATURE :			

## MAYORAL COMMITTEE MEMBER

[ALD JAMES VOS]

The MCM signature represents support for report content and confirms POPIA compliance.

COMMENT:

SIGNATURE:

NAME

DATE

## MANAGER: INTERNATIONAL RELATIONS

DR. DENVER VAN SCHALKWYK

SIGNATURE:

DATE

COMMENT:

Acting Manager while Dr Denver van Schalkwyk is travelling on official business. Actions are Noted.

☐ 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

NAME

TEL

DATE

COMMENT:

Certified as legally compliant based on the content of the report.