



WESGRO *Annual Review* 2019/20



WesGRO
cape town & western cape
tourism, trade & investment





Contents

Message from the Deputy Chairperson	4
Message from the Chief Executive Officer	4
Meet the Wesgro team	5
IQ	7
Trade	8
Investment	9
Agribusiness	10
Destination Marketing	11
Film and Media	13
Marketing and Communications	14
Strategic Projects: Air Access	15
Strategic Projects: Cape Health Technology Initiative	16
Corporate Services	17

Message from the Deputy Chairperson



Michael Spicer

The 2019/20 financial year began with the emergence of the Western Cape economy from the grips of a devastating drought, only to end in the midst of a global pandemic.

In the final days of the financial year under review, the South African Government announced a national state of disaster, implementing a strict lockdown.

For an agency like Wesgro, with almost every aspect of its mandate involving international economic

activity, the COVID-19 pandemic changed everything. Yet the manner in which the Agency was able to adapt and pull together in the face of an unprecedented crisis has shown the depths of its resolve to support the economy of the Western Cape

It is my firm belief that businesses in the Western Cape had the strongest possible support network going into the crisis thanks to the small but dedicated team at Wesgro. I also believe that our team will have a big impact on boosting economic recovery, as we emerge from the crisis.

On every level, Wesgro has done exceedingly well to meet its objectives, and on behalf of the members of the Board, I would like to thank every staff member who worked harder than ever to achieve this.

A big thank you is extended to Premier Alan Winde, Executive Mayor Dan Plato, MEC David Maynier and Alderman James Vos. It is your support, vision and remarkable commitment to growing the economy of the Western Cape that enables Wesgro to deliver on its targets and objectives year upon year.

Lastly, I would like to thank our Chief Executive Officer, Tim Harris and the members of the Wesgro Board. Your leadership in a time of great crisis has been an inspiration, and the Agency's seamless adaption to the "new normal" has been a pillar of strength to business in the Western Cape.

Message from the Chief Executive Officer



Tim Harris

It is strange to write this foreword for the financial year ending 31 March 2020 with the hindsight of knowing that the way the world does business might have changed forever.

As an agency tasked with the promotion of international tourism, trade and investment, we have seen first-hand the profound impact that the shutting of international borders has had on so many of our sectors. At the same time, we have had to rethink entirely how we operate as an agency to achieve our mandate.

In the coming years, economic recovery is going to require

a colossal effort from all of us. I believe that with a team that was able to not only achieve, but in some cases exceed annual targets despite the odds of the final quarter, we are already on the path to recovery.

I would like to thank the staff of Wesgro for their hard work and dedication to the Western Cape economy. Without them, none of this would be possible.

I would also like extend a special thanks to our partners at all levels of government, and the private sector. The values and spirit of collaboration saw us through this crisis, and needs to be the foundation upon which we rebuild this economy.

In particular, I would like to thank Premier Alan Winde, Executive Mayor Dan Plato, MEC David Maynier and Alderman James Vos for their leadership and vision.

Lastly, I would like to thank the Wesgro board members for their leadership and guidance and for always expecting nothing but the best from our team.

Meet the Wesgro team

Wesgro is a public entity, as envisaged in the PFMA, and is managed by a Board of Directors appointed by Executive Authority.

board of directors



Mr. Michael Spicer
Deputy Chairperson



Mr. Ian Bartes
Chairperson of the Audit, IT
and Risk Committee/Director



Ms. Andrea Böhmert
Director



Mr. David Green
Director



Mr. Paul Bannister
Director



Mr. John Copelyn
Director



Ms. Ruwaida Eksteen
Director



Mayor Marius Koen
Director



Mayor Helena von Schlicht
Director



Mr. John van Rooyen
Director



Mr. Solly Fourie
Ex-Officio Member of the
Board representing the
Provincial Government



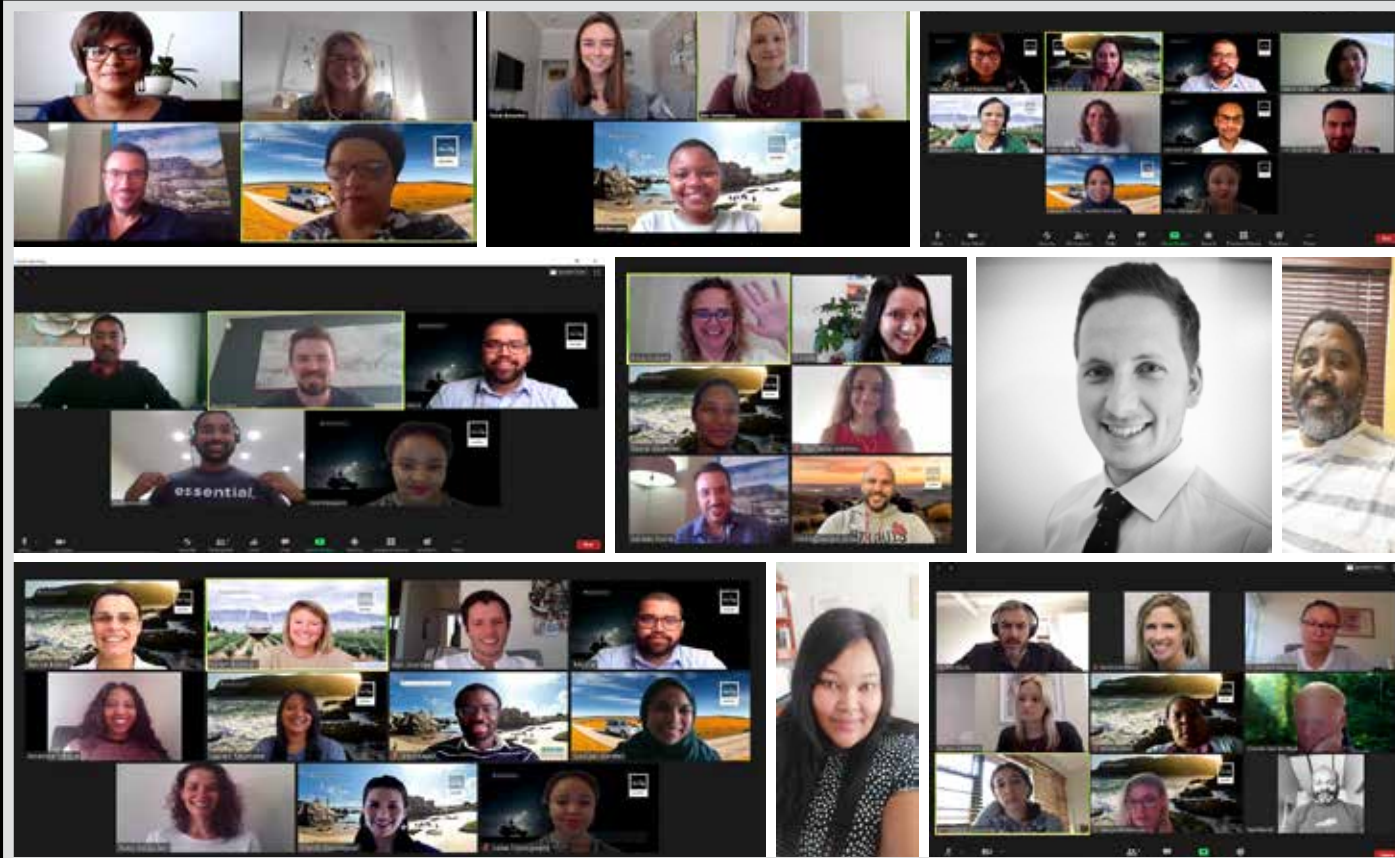
Mr. Lance Greyling
Ex-Officio Member of the
Board representing the
City of Cape Town/
Chairperson of the Human
Resource and Remuneration
Committee



Mr. Tim Harris
Chief Executive Officer

Board members who resigned:

Prof Brian Figaji Chairperson (appointed 01 July 2017, resigned 30 June 2020)
Ms Palesa Morudu Director (appointed 01 November 2017, resigned 31 May 2019)
Ms Judith February Director (appointed 10 December 2019, resigned 20 March 2020)



executive team

Tim Harris
Kholeka Zama
Cornelis Van der Waal
Yaw Peprah
Jacyntha Twynam
Labeeqah Schuurman

Chief Executive Officer
Chief Financial Officer
Chief Research Officer
Chief Business Officer
Strategic Projects
Chief Strategy Officer

units

Executive Management Unit

Wilanda Swartz
Labeeqah Schuurman
Penelope Tainton
Saarah Salie

Trade

Denan Kuni
Kamiela Domingo
Ruby Swigelaar Michael
Gamwo Tatiana D Santos
Nadine Smith-Clarke
Benjamin Jourdan
Erica Joubert
Joshua Palm
Lubabalo Dyantyi
Nomandla Mene
Thirumerni Naidoo

Investment

James Milne Frances Green-
wood Dinesh Harry Rehana
Boolay
Jarrod Lyons (with GreenCape)
Zaheer Hendricks
Nonelela Mtwana
Sebekedi Koloji

Agri Business

Amanda Tshaya
Llewelyn Hill

Marketing

Jean Scheltema
Carmen Taylor
Karen Bosman
Grant Carelse
Aneez Abrahams
Sarah Brownlee
Desrie Govender
Nokubongwa Gwala
Rayhaanah Begg
Robert Peters

DMO & Convention Bureau

Inge Dykman
Linda Mase
Lana Curran
*Zintle Mtsi
Corne Koch
Adriaan Fourie
Lerisha Mudaliar
Lauren Neumann
Marshia Meniers
Chevonne Reid
Judy Lain

Research

Latecia Hendricks
Simphiwe Twala
Nwabisa Thiso
Lona Tshongweni
Janine Botha
Joeferry Tugwete
Gadijah Darries
Emmanuel Baidoo
Morne Hoffman

Corporate Services

Anthony Bere
Fahtima Darries
Shaheed Abrahams
Ashleigh October
Gysbert Verwey
Sonwabale Gudla
Ghalied Christian
Portia Solontsi
Abigail Jordan
Mornay Gallant
Saadiqah Dangor
Sinazo Gacula

Zahir Domingo
Bongiwe Ndyumbu Nombongo
Manana
Rirhandzu Simelane Abongile
Mbawu
Alabama Nondumo
Ibtishaam Damon

Strategic Projects

*Paul van den Brink
David King
Danyaal Samuels Fiona Lunda
Gisele Naidoo Mandi Bell
Kendra Stoffberg Welcome Gw-
antshu Ongezwa Mantshintshana
Joeferry Tugwete

Film

Monica Rorvik
Lisa Mini
Nadia Jagwanth

Cape Investor Centre

Salman Kajie
Meagan Mayer
Eunice Masamba
Yaseen Johaar

District Unit

Anton Van Teylingen
Towfiq Hendricks

* Temp
* Independent contractor

IQ

The Wesgro Research unit assists the Agency in achieving its mandate, by providing economic research, and market intelligence to support the work of tourism, trade, investment and film, and for the use of Wesgro clients.

The research team does this by developing relevant tourism, trade and investment publications and providing customised research and information in support of the core functions of Wesgro.

The unit produced a total of 104 publications, exceeding their target of 100. The types of publications produced are as follows:

- 32 Country Profiles
- 1 Country-Sector
- 6 District
- 1 Investment
- 12 Sector
- 5 Strategy
- 9 Thought Leadership
- 33 Tourism

Achievements for the year

319 information requests were completed



Took on average **1.4** days to provide customised research and information support of the core functions of the Agency

Wesgro Research unit presented to **61** delegations during the financial year



Success stories

Cannabis Research:

The research unit, in collaboration with the Medical Cluster, conducted research into the potential of cultivating and processing medical cannabis in the Western Cape. Based on the evidence, Wesgro has been lobbying on behalf of the industry to establish a potentially substantial export product.



Wine Tourism in the Western Cape:

The tourism research unit completed a survey with wine tourism operators for the third year running. The outcome of the survey was captured in a report that provides insights into the size, direction and requirements of wine and food tourists to the Western Cape.



PROFILE:

Lona Tshongweni – Research Analyst

“Working at Wesgro has granted me the rare opportunity of feeding my insatiable curiosity. What I enjoy most is that no two days are ever the same. My job involves compiling reports and providing companies with business intelligence which they then in turn use to make economic decisions. This job ensures that I fulfil my vision of seeing the Western Cape as Africa’s leading economic hub.”

Trade

Wesgro's International Trade and Development Unit works to promote and facilitate the exports of Western Cape goods and services.

The Unit also facilitates and supports the expansion of qualified Western Cape companies to the rest of Africa through outward foreign direct investment (OFDI). The unit's export facilitation services include:

- Accessing trade finance
- Buyer and exporter matching
- Market research and information
- Forging strategic collaboration and partnerships
- Advocacy and specialised advisory services

The unit's export promotion services include:

- Outward Selling Missions (OSMs) and Inward Buying Missions (IBMs)
- Business-to-Business (B2Bs) Platforms
- Access to strategic markets and networks
- Global market and product positioning

The unit's export development services through the EAP include:

- Export, market and sector awareness seminars
- Preparing to export and developing an export marketing plan
- Business mentoring services from international and local experts
- Financial Risk Management
- Export Costing and Logistics / Incoterms® 2020

Achievements for the year

37 signed business agreements facilitated with an estimated economic value of **R3.08bn**



973 jobs facilitated from business agreements signed

facilitated a total of **7** Outward Foreign Direct Investment Projects, to a value of **R428.75m**



Success stories

Biofach 2020 Germany:

The Export Unit partnered with the Department of Trade, Industry and Competition (dtic) to attend Biofach in Germany. The mission was also undertaken in collaboration with SIPPO, which is the Swiss Import Promotion Agency. This ties in with the Unit's new sector development strategy which is to diversify products being exported from the Western Cape and focused on natural products and organics. The Unit also supported a Natural Products Sector workshop with SIPPO. Eight Western Cape companies were assisted.

Gulfood Dubai, UAE:

Thirteen Western Cape companies participated in this dtic National Pavilion mission to the UAE. The aim of the visit was to promote WC Halal products at Gulfood 2020, advance WC halal products and pursue opportunities for WC companies seeking to enter or expand their exports into the market. Products on display at Gulfood included beverages, dairy, fats and oils, health, wellness, meat and poultry, power brands, pulses, grains and cereals.

Ethiopia:

Wesgro hosted a delegation of businesses and officials from Ethiopia on 9 March 2020. The delegation was led by the Ethiopian Ambassador to South Africa and comprised of officials from the Ethiopian Department of Tourism. The aim of the mission was to explore partnership possibilities for OFDI in the tourism sector in Ethiopia. The delegation also attended the business tourism seminar hosted by Wesgro.

Cote d'Ivoire: 19-20 March 2020

The Unit hosted a delegation of businesses from Cote d'Ivoire in the services sector from 19-20 March 2020. The delegation was in Cape Town to finalise a partnership with the organisers of the Cape Town Jazz Festival in view of creating a similar event in Cote d'Ivoire. Future discussions are planned for June 2020.



PROFILE:

Michael Gamwo – Head of Africa Trade

“The aim of Africa unit is to contribute to the growth and development of the Western African region through facilitation of Trade and outward investment between Western Cape and the rest of the continent. My legal background, prior and ability to speak French and English are key to our success in developing strategic partnerships with companies, governments, international organisations and NGOs operating in the African region. The success of Wesgro's Africa Programmes lie in the opportunities provided to Western Cape companies to tap into these extensive Africa networks that have been built for more than a decade since I have taken up position at Wesgro as head of Africa.”

Investment

The Wesgro Investment unit's key objective is to attract and facilitate foreign and domestic direct investment into the City of Cape Town and the Western Cape.

The team does this by proactively marketing the province, and its key priority sectors, and offers services such as:

- Facilitation of access to incentives and grants
- Site location for investments
- Facilitation of access to finance
- Immigration guidance
- Policy advocacy, and
- Strategic matchmaking between domestic and foreign companies.

Achievements for the year

18 investment projects, to the value of **R2.24bn** realised



1 485 direct jobs were facilitated through these investments



25 outward investment missions were undertaken to foreign markets to promote the Western Cape

83 inward business delegations were hosted and

96 new projects were recruited into the pipeline

The InvestSA One Stop Shop successfully assisted with **15** regulatory approvals in the last financial year, assisting the Investment Promotion and Agribusiness Investment Unit in securing **R1.073bn** and **322** jobs.



Success stories

Toronto Group (TG):

TG was established in 2014 with the focus of becoming a leader in carbon or alternative coal generation. Toronto Group grew out of Toronto Engineering and Mining Supplies (TEMS) a company specialising in Vegetation Management in the Western Cape. It became apparent to the directors of TEMS that there was an opportunity in the market in as far as value adding initiatives related to the biomass generated from the invasive vegetation species harvested from riverbanks and under the Eskom lines where TEMS had long term contracts. GreenCape provided sector support and market intelligence, which further solidified the identified opportunity. The collaboration between GreenCape and Wesgro resulted in streamlined facilitation services for Toronto Group to grow their network in the regulatory environment, as well as in providing infrastructure for their sod-turning event during lockdown. This green economy investment is located in Wellington and has created investment flow of R150m and will create more than 100 direct jobs in the region.

Roche:

Headquartered in Switzerland, with their diagnostic and pharmaceutical divisions in the Western Cape, Roche is a leading healthcare company that has for over 100 years been active in the discovery, development, manufacturing and marketing of healthcare solutions. With the vision to expand Roche reached out to Wesgro, who played a role in facilitating their expansion from Woodstock to Brackengate. The expansion resulted in an investment of R700 million, creating 300 jobs (to be realised over 5 years). The current global pandemic has created further opportunities for the company, we continue to work closely with them to realise their vision for South Africa and beyond.



PROFILE:

Dinesh Harry – Senior Investment Portfolio Manager for Manufacturing

“As the Senior Investment Portfolio Manager at Wesgro for over two decades, I have facilitated many strategic foreign and domestic investments into the Western Cape. In my position, I am able to guide investors on the business regulations in South Africa, such as incentives, access to finance, access to industrial spaces and immigration regulations. Wesgro has allowed me to gain valuable insight into the Oil & Gas, Manufacturing and Energy sectors for the Western Cape and South Africa. I look forward to growing the Western Cape economy and thereby uplifting many lives in this great province.”

Agribusiness

The Agribusiness Investment Unit (AIU), funded by the Western Cape Department of Agriculture, forms part of the Wesgro Investment Promotion Unit.

This unit is responsible for locating new direct investments in the Western Cape's agribusiness sector, as well as retaining existing investments and supporting their expansion.

Agribusiness is a key priority sector of Project Khulisa, the Western Cape Government's strategy for economic growth and job creation.

Despite numerous stumbling blocks, the AIU team worked hard to sell and maintain the province's position as the preferred agribusiness investment destination.

Achievements for the year

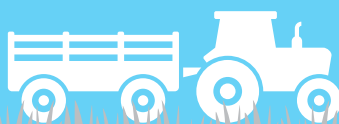


6 investment projects,
to the value of
R557m were realised



635 jobs were facilitated
through these investments

34 new quality investment
projects recruited into the
project pipeline



Success stories

Almond Creamery:

Almond Creamery was started in Adri's kitchen in 2015, while she was studying nutrition and working with clients. With a passion for creating healthy and delicious recipes, Adri formulated nut milk to prove that health and taste do not have to be mutually exclusive. Adri spent lots of time engaging with customers at the local farmer's market to ensure the best possible nut milk was created. Almond Creamery considers the impact on our planet and supports local community by sourcing and producing everything locally. Wesgro provided strategic and business facilitation support through the company's multiple expansions over the past 5 years which resulted in a R20 Million investment and 20 direct jobs

Felbridge Pty Ltd:

Felbridge Pty Ltd a subsidiary of The Zetler family which has been in farming for 4 generations decided to venture into cannabis division. In July 2019 a licence was granted by SAPHRA for a 14,000m² facility in Stellenbosch for the cultivation, import & export of medicinal cannabis.

As leading cultivators and users of greenhouse technologies with decades of experience in farming various hydroponic crops, Felbridge is well placed to be at the forefront of the South African medicinal cannabis market and thereby assist in leading the local industry forward safely and responsibly. Felbridge is committed to the development of a strong South African and African hub for cannabis by leveraging off the latest technologies combined with decades of cultivation experience.

Wesgro assisted with regulatory approval which resulted in 150 direct jobs and 120 million investment.

Future Farms South Africa:

AIU met Future Farms at the AYAF conference hosted in collaboration with The African Development Bank and DoA where Future Farms SA pitched and won. The unit assisted with Strategic Matchmaking Facilitation through a merger with Sphere Solutions which purchased 51% stake of Future Farms a total investment of R200 million and 100 jobs.



PROFILE:

Nonelela Mtwana – Administrator

“I started at Wesgro on the 05 March 2018 and it has been a ride to work with such dynamic and motivated individuals who I've come to see both as friends and mentors. The agency has revitalised my curiosity for knowledge and given me purpose to contribute positively as I see the direct impact the agency has on people's lives.”

Destination Marketing

Whether you choose to call the Western Cape home or visit us for business or pleasure, this culturally and naturally diverse place offers an abundance of life-enriching, world-class experiences for all our visitors, local and international. The role of the dedicated Destination Marketing team is to promote these experiences and position our destination.

The team is comprised of two units, the Leisure Tourism Team and the Convention Bureau Team.

Leisure Tourism:

The purpose of the Leisure Tourism team is to increase the number of international and domestic visitors to the five regions of the Western Cape (Cape Karoo, Cape West Coast (Weskus),

Cape Winelands, Cape Overberg, Garden Route and Klein Karoo), and the City of Cape Town during the traditional low season, which falls between April and September.

The team focuses on creating demand through various innovative marketing campaigns and joint marketing agreements with tourism stakeholders and the private sector. The Leisure Tourism team also supports and promotes regional events during the low season, and works to drive alignment at local, regional and national level to ensure greater marketing synergy for the destination.

Achievements for the year

A total of **46** tourism destination initiatives were supported by the team



The team generated a total of over **R935.63m** worth of advertorial value equivalent media coverage



Supported **49** leisure events across the province, that created **4 896** temporary jobs, drove **292 474** visitors to the regions



Success stories

Connected by Trail:

In the previous quarter, the Leisure Team collaborated with athletes Ryan Sandes, Meg McKenzie, Nicholas Rupanga and Stuart McConnachie to produce the Connected by Trail video series that served to highlight trail running in the province. The series culminated in a short documentary speaking to both the trail running opportunities in the region and the community that drives it. Incredibly well received, in the 2019/20 financial quarter the AV has been awarded the 'Best in Sports Tourism' award at Amorgos Tourism Film Festival, and a 2nd star at the International Region (film promoting a specific region) Golden City Gate International Tourism Film Festival.

SATSA Partnership:

Since the inaugural launch of the first mega familiarization trip in the Garden Route hosted in 2018, this public-private partnership has grown from strength to strength with an increased focus on showcasing new experiences, responsible tourism and youth travel, as well as extending additional regions such as the Overberg to the partnership. This partnership further plays a pivotal role that assists with promotion, lobbying on national and international level and increased engagement with trade and stakeholders required for the success and livelihood of tourism for the Western Cape.



PROFILE:

Linda Mase – Events Sponsorship and Activations

“It is all about positioning our destination as the Cape of Great Events. My responsibility is to sponsor regional and signature events as well as maintain good relationships with event organizers. I'm grateful to work with a dynamic and supportive team, and through our event sponsorships and activations we are able to drive visitors to our six regions.”

Destination Marketing (continued)

Cape Town and Western Cape Convention Bureau:

The Convention Bureau team focuses on attracting meetings, incentives, conferences, and trade exhibitions (MICE) to the Cape. The unit generates leads and convert bids, in partnership with local and international associations for conferences and congresses. The team also works with private sector in securing incentive bids and new trade exhibitions.

Leveraging our Best Cities Global Alliance membership remains a key focus, as does offering meeting planners access

to the unit's four unique programmes: Delegate Boosting, Legacy, Networking and Business Conversion.

Wesgro's Trade and Investment team also offers cross-selling opportunities to the Convention Bureau team. The Bureau has a close strategic relationship with the South African National Convention Bureau and member of both relevant local and international industry associations.

Achievements for the year

52 bids secured through the Convention Bureau. This has an economic impact of

R1.23bn for the Western Cape



* Cape Town maintained its top position in the ICCA rankings for Africa, hosting

48 International association meetings and

The city also climbed **5** places in the international rankings

list, moving from **63** to

58 worldwide in the ICCA Statistics Report 2019



Success stories

International Pharmaceutical Federation (FIP) World Congress of Pharmacy and Pharmaceutical Sciences:

The FIP World Congress of Pharmacy and Pharmaceutical Sciences secured for September 2022 is estimated to generate a R96 million economic impact for the province. The bid, submitted in conjunction with Pharmaceutical Society of South Africa, will attract an estimated 3,000 delegates over five days. This will be only the second time in FIP's 110-year history that they will gather pharmacy professionals from all over the world on the African continent. The congress will create a global platform for local pharmacists to be exposed to the latest developments in their profession and provide a benchmark for their own practice standards and innovation against pharmacists from all over the globe.

World Congress of Nuclear Physics:

The unit managed to secure the 28th World Congress of Nuclear Physics for September 2022. The bid was awarded to iThemba LABS, based in Stellenbosch, a faculty of the National Research Foundation (NRF). The congress, held every three years, is the biggest congress in the world on fundamental nuclear and hadron physics. The congress will not only add to the visitor economy, but also boost the local knowledge economy of the Province and provide a platform for innovation in this field. The congress will establish the destination as a major global contributor to science on the African continent.



PROFILE:

Lauren Neumann – Convention Service Administrator

“Working for Wesgro has been an incredible journey. My core role as part of the Convention Bureau team involves preparing bid books and site inspections with influential business leaders across many different sectors. As part of the Convention Bureau a unit within Wesgro, we truly make a difference by contributing to the knowledge economy of the province.”

Film and Media

Diversity of locations, moderate climate, world class facilities, highly skilled crew and a menu of film incentives are just few value propositions promoting the City of Cape Town and the Western Cape as a popular film destination.

The aim of the unit is to attract the production of local and international film and new media productions into Cape Town and the Western Cape. Their objective to grow the local industry is aligned to the Department of Economic Development and Tourism's (DEDAT) 5-year film and media strategy, the Cape Town Film Studios, as well as the film and media promotion mandate from the City of Cape Town.

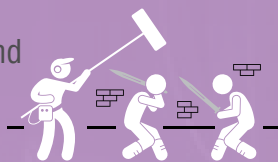
Achievements for the year

R2.189bn

production value spend
declared in **5**

declarations with

2 147 FTE jobs linked to these productions



The team assisted **561**
businesses with export
advancement programs



There were **28** inbound
missions and delegations
assisted by the team and
116 companies were
assisted to key global markets

They do this through facilitating business-to-business connections, assisting with export advancement programmes and providing advice on access to film incentives provided by the Department of Trade and Industry.

The team also assisted Seventy-five Western Cape companies to attend outbound missions to key industry festivals including: Annecy – France, Cannes – France, and the Toronto International Film Festival, Berlinale – Germany, Venice – Italy, MIPCOM – France, American Film Market – USA.

Success stories

In the financial year ending March 2020, our Unit has continued to attract and facilitate large scale TV and feature films for production. Two of these declarations garnered a total R1 615 million resulting in 1 810 fulltime equivalent (FTE) jobs.

The gaming, interactive and postproduction spaces also continued to show good turn-over realising a total R139 million creating 196 FTE off the back of two declarations.

There were numerous ad hoc facilitations, including visa support, mentoring and strategic B2B networking events. The major B2B and EAP events are aligned with industry festivals, including the Encounters Documentary Film Festival (June 2019), Catalyst Africa (October 2019), Africa Halal Week (October 2019), Knysna International Film Festival (October/November 2019) the Wavescape Conservation and Adventure Film festivals (November, December 2019), and the Africa Games Week (December 2019).



PROFILE:

Yaw Peprah – Chief Business Officer

“In December 2015, I was fortunate enough to be appointed as a custodian of my current role. My intention was to answer ‘the calling’ for a year or so and 5 years later I am gleefully still here. I keep asking myself why this is so? The answer that keeps popping up is that I am absolutely fortunate to be able to work with a group of like-minded people who choose to spend their productive time and efforts, in a way that if successful, we are able to change the trajectory of this country of ours. It is a beautiful thing! Here’s to my colleagues because without you and your efforts, there is no Wesgro. Shine on.”

Marketing and Communications

Wesgro's Marketing and Communications team is responsible for marketing Cape Town and the Western Cape in terms of Trade, Investment and Film.

In doing so, the team seeks to position the agency and the region internationally, and locally. Amplifying the positive stories in the City and Province, the team seeks to position the agency and

region amongst stakeholders and larger business communities.

This is done through day-to-day earned media communication, the writing and distribution of opinion editorial pieces, website management, strategic media engagements, stakeholder events, and the development of marketing material and campaigns.

Achievements for the year

The Marketing and Communications

team achieved **R138.54m** in advertorial value equivalent media coverage, which includes

R58.37m from Marketing & Communications and **R80.17m** (Destination Marketing)



25 strategic media engagements were hosted by the team

57 strategic corporate agency events were hosted



1 x AV produced "10 reasons to invest in Cape Town and the Western Cape"

10 relevant industry events were sponsored



Success stories

New Wesgro Website Launched:

The new website is based on a user-focused design, with user journey consideration and SEO optimization. The site gives business stakeholders access to information as well as key prompts for leads along the journey. The site has a simple, clean design and includes access to research reports, news and views, unit information, success stories, tourism inspiration, meetings and conference information, a virtual tour of the One Stop Shop, as well as multiple sector proof point pages and more (www.wesgro.co.za). It earned a nomination at the New Generation Awards for Best Corporate Website.

"Open for Business" Investor Confidence Campaign:

A digitally-led campaign focusing on promoting the destination as the preferred business choice for international and local source markets, by showcasing priority sectors of the City of Cape Town and the Province. Off the back of the successful Investor Confidence Campaign in early 2019, the new campaign was developed to retarget almost 16,5 million potential investors via digital channels to drive the new objective of lead generation. Following global best practice, the content crosses borders, is sector-based, retargeting activities and interests, with compelling content and the latest statistics. The campaign's priority sectors include BPO, creative industries, agribusiness, maritime manufacturing, electronics manufacturing, real estate and tech.

"10 reasons to invest" in Cape Town and the Western Cape AV:

The Unit is committed to driving the business narrative and produced a "10 reasons to invest in Cape Town and the Western Cape" video aimed at attracting international market interest. The content assists stakeholders, partners and investment promotion specialists and the private sector in marketing the Western Cape for investment. This hard-sell AV included a booklet and PowerPoint presentation for in-market use as part of a dedicated toolkit.



PROFILE:

Nokubongwa Gwala – PR & social media

“I joined Wesgro in April, right after the lock down restrictions were introduced, which meant that I had to adapt and also get to know my colleagues purely online. While it wasn't the easiest or most typical onboarding experience, my team made sure that I had everything I need from the onset and also availed themselves at all times when I needed assistance. Within a month, I already felt like I had been working for Wesgro my whole life. There's a very strong collaborative culture here, which makes everyone feel valued and heard. I have learned a lot in a short space of time, and I'm grateful for every campaign, every piece, every post and every smile that I have contributed to so far.”

Strategic Projects: Air Access

Cape Town Air Access is the focal point for international air route development to Cape Town and the Western Cape. The unit is dedicated to promoting, developing and maintaining air routes in and out of Cape Town International Airport.

The project is founded and supported by: Wesgro, Western Cape Government, City of Cape Town, Airports Company South Africa (ACSA), Cape Town Tourism, South African Tourism and the private sector.

Partners:



Achievements for the year

Cape Town Air Access contributed to landing **2** new airlines, **3** new destinations and **3** route expansions. The new airlines and destinations include United Airlines (New York/Newark), Westair (Windhoek via Oranjemund) and Airlink (Saint Helena).

The new flights added an additional **44 000** two-way seats to the Cape Town route network, generating an estimated **R165m** in direct tourism spending and **400** additional jobs in the Province. Cargo capacity has also increased significantly by **54%** since the project started.

Cape Town International Airport showed **3%** total passenger growth for the first **11 months** of the 2019/20 financial year.



Success stories

Virgin Atlantic:

Cape Town Air Access successfully negotiated the return of Virgin Atlantic Airways to Cape Town, scheduled to start by the end of 2020, with a seasonal Cape Town - London Heathrow service.

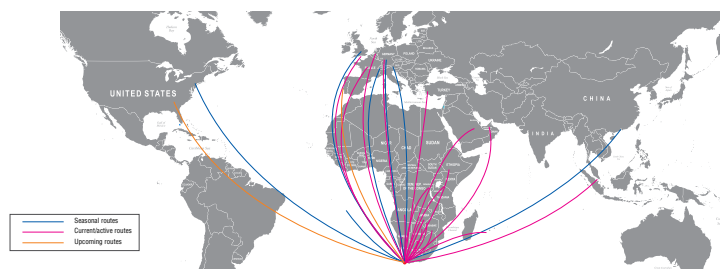


Routes Africa 2019 Award:

Cape Town Air Access team received the prestigious Overall Winner Award for the second consecutive year at the annual Routes Africa 2019 Awards ceremony in Mombasa, Kenya. Cape Town International Airport was also crowned best large airport for the second year running.



Cape Town International Route Network 2020



AIRFRANCE

Paris, France

Singapore, Singapore

Luanda, Angola

Port Louis, Mauritius

QATAR

Doha, Qatar

Frankfurt, Germany*

Dubai, UAE

BRITISH AIRWAYS

London Heathrow, UK

Zurich, Switzerland*

Windhoek, Namibia

Gaborone, Botswana

Lufthansa

Munich*, Germany

Frankfurt, Germany

Walvis Bay, Namibia

London Heathrow, UK*

THY AIRLINES

Istanbul, Turkey

Addis Ababa, Ethiopia

Nairobi, Kenya

Windhoek, Namibia

Austrian

Vienna, Austria*

Kigali, Rwanda

Harare, Zimbabwe

Newark/New York*, USA

TP AIR PORTUGAL

Lisbon, Portugal

Atlanta, USA

DELTA

Atlanta, USA

Strategic Projects: Cape Health Technology Initiative & industry development

The Cape Health Technology Initiative project forms one of the Western Cape Government's key economic catalytic infrastructure projects under the Department of Economic Development and Tourism.

It is envisaged that the Cape Health Technology Initiative, a collaborative venture between the City of Cape Town, the Western Cape Government, the National Department of Science and Innovation, academia and business, will be a world-class facility where pharmaceutical companies, research institutes, clinical trial facilities and health-related academic and government programmes are strategically housed in one location. The project aims to provide a bespoke infrastructure response to the needs

of the Cape health technology industry, and programmes to ensure sustained growth of the Cape health technology sector.

Wesgro's role currently is to host the industry development work which culminates in identifying various growth opportunities through promotion and unlocking of challenges within the sector. Wesgro's focus is on instituting various support programmes aimed at the health innovation community in the Western Cape and facilitating or coordinating the establishment of sector clusters. A vital Wesgro role throughout is the attraction of FDI into the health ecosystem and facilitating exports as the industry begins to grow and new companies begin to scale up.

Achievements for the year

72 meetings were facilitated with
19 Government stakeholders
during Cape Health Business Week



Funding pitching sessions were introduced to the Nov 2019 event with a total of **12** businesses pitching to a panel of **6** funders

Dialogues hosted with **2** industry sectors – Medical Devices and Life Sciences – to assist with strategic focus and objective within the sectors

Launched the first Pioneers magazine featuring **21** health tech companies
cannabis industry network event and
about **200** engagements across the value chain

Success stories

Cape Health Business Week:

In November 2019, the third Cape Health Business Week was hosted. Providing industry entities and individuals the opportunity to engage in one-on-one or group sessions with government stakeholders and support entities based in Gauteng in one convenient location for one week. Funding pitches were introduced in the 2019 event, with 12 companies pitching for funding.

Export Advancement Programme:

In 2019, the Cape Health Tech team introduced the first Export Advancement Programme specific to health exports. Twelve companies successfully complete the export programme.



PROFILE:

Mandi Swanepoel – Health Tech Ecosystem Manager

“The Health Tech sector is a fast-moving innovation machine with world class skills and capabilities hosted in the Western Cape. I am honoured daily to learn about new products and identify ways to promote, support and drive collaboration within this complex yet exciting ecosystem.”

Corporate Services

The Corporate Services team is a vital component of the Agency, providing financial management, IT and administrative services to human resource management support - in an efficient, cost-effective, transparent and responsive manner.

The Corporate Services team also ensures that principles of good corporate governance are implemented, with sound financial management adhered to.

Good governance is a principle which Wesgro takes seriously, and the Corporate Services team provide the foundation for this to be achieved.

Further to this, the unit is tasked with creating a culture and climate to attract, sustain and retain a motivated, talented and skilled workforce and ensure that the Agency becomes the employer of choice.

Achievements for the year

A clean audit opinion was achieved



Wesgro filled a total of **29** positions during the financial year

3 corporate plans were submitted by the deadline as required by legislation



12 monthly revenue and projections reports submitted to stakeholders.

The average turnaround time for approval of workflows is **2.5** days



Success stories

Financials

Annual Revenue:

Provincial Government Grant and Subsidy
R169 144 million

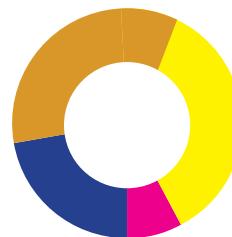
Local Government Grant and Subsidy
R18 360 million

Own Revenue
R2 225 million

Staff Demographics



■ 41% male
■ 59% female



■ 33% Black
■ 40% Coloured
■ 7% Indian
■ 20% White



PROFILE:
Bongiwe Ndyumbu – Compliance Administrator

“I started working for Wesgro in 2018, as an intern in Corporate services, focusing on finance and supply chain management. Working in Corporate Services has allowed me to implement the knowledge gained from university and to further refine my skills. Subsequent to the completion of my internship, I was offered a role within Corporate Services as a Compliance Administrator, ensuring the Agency is practicing good governance principles. Within the short period of time, that I have been with the Agency, I have learned how it operates, how to deal with both internal and external clients, and how to upskill myself. With the positive environment I am working in, you learn something new and positive every day.”





Wesgro

cape town & western cape
tourism, trade & investment

an inspiring place to do business

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