

ANNUAL REVIEW 2020/21



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OVERVIEW

With the operationalisation of Wesgro's strategy focusing on growth, job creation and marketing the destination, the Agency has implemented various initiatives that have yielded positive results.

Recording our performance through a number of reports and reviews, the Annual Review spotlights key areas of performance in investment, exports, tourism and film promotion for the 2020/21 financial year.

Research

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 110 publications, exceeding their target of 100. Publications included:

- 1 Bespoke
- 24 Country Profiles
- 8 Country-Sector
- 6 District
- 5 Investment
- 1 Regional
- 6 Sector
- 6 Thought Leadership
- 48 Tourism
- 5 Export and Investment

Achievements for the year

200 ad-hoc research requests were completed



Took on average **1.2** days to provide customised research and information to support core functions of the Agency

Wesgro's Research unit presented to **15** delegations (consisting of clients and stakeholders) during the financial year



Success stories

2020 Weskus Flower Season Performance report:

The Research unit, in collaboration with Weskus Tourism, conducted a research study into the performance of the 2020 Weskus flower season and the impact of Covid-19 on tourism businesses. The outcome of the research was captured in a report that provides insights into the performance of the top attractions and detailed feedback on the positive and negative effects brought on by the pandemic. Despite strict lockdown regulations, the Weskus experienced one of its best wildflower seasons in recent times.



Cannabis and Hemp Industry Research:

The cannabis and hemp industry holds enormous promise, and the industry has the potential to grow even faster as legislation is eased. With cannabis legislation evolving, investors in the province can position themselves to take advantage of what this emerging industry has to offer. The research spotlights the economic and development opportunities the sector holds for the Western Cape.



Performance of the Weskus Flower Season:

2020



An inspiring place to know



Trade

Wesgro's Trade 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:

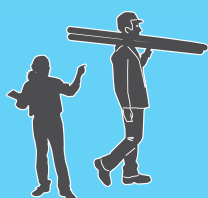
- Outward Selling Missions (OSMs) and Inward Buying Missions (IBMs)
- Business-to-Business (B2Bs) platforms
- Access to strategic markets and networks
- Global market and product positioning

The unit's export development services through the Export Advancement Programme (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

66 export promotion business agreements facilitated with an estimated economic value of **R4.66bn**



357 direct jobs facilitated from business agreements signed

Facilitated a total of **7** Outward Foreign Direct Investment Projects, to a value of **R727,75m**



Success stories

Cape Export Network:

Western Cape Government, Wesgro, and Wines of South Africa (WOSA), teamed up to launch the Cape Export Network (CEN) - a digital matchmaking platform for South African wine producers to advertise their product offerings and connect with international importers or buyers of wine.

Launched during a time when exports were prohibited, the Cape Export Network's primary function was, and still is, to help importers looking for wines to fill their portfolio in a fast and secure manner by selecting five criteria including: wine type; red or white grapes; tasting notes; and the region. Based on their selection, the platform presents wines listed in accordance with these criteria.

Cape Agriculture Export Week:

Wesgro together with their partners hosted the inaugural virtual Cape Agricultural Export Week on Wednesday 31 March 2021. Featuring an online trade exhibition, intended to foster business-to-business (B2B) export linkages and showcase opportunities within the agricultural and agri-processing industry across the Western Cape, the event hosted a total of 80 Western Cape exporters, and six export councils were profiled at the exhibition, across four exhibition halls: (1) Fresh Produce; (2) Processed and Fine Foods; (3) Cosmetics and Essential Oils; and (4) Wines and Spirits. A total of 202 international buyers joined, and close to 500 B2B trade meetings were held.

South Korea Virtual Wine Mission:

To enhance bilateral trade and investment ties, Wesgro, in collaboration with Wines of South Africa (WoSA) and the Department of Trade, Industry and Competition (DTIC), hosted a virtual wine mission to South Korea. Ten wineries from the Western Cape region were showcased to an audience of 20 South Korean wine importers and distributors, who sampled the wines which had been shipped to the event ahead of the mission.



Investment

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

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

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

Achievements for the year

17 investment projects, to the value of **R4.37bn** realised



1 830 direct jobs were facilitated through these investments

37 webinars were hosted to position the Western Cape as an attractive investment destination to position the Western Cape



103 new projects were recruited into the pipeline

The InvestSA One Stop Shop assisted with **22** regulatory approvals in the last financial year, assisting the Investment Promotion and Agribusiness Investment unit in securing **R1.6bn** and **109** jobs



Success stories

COVID-19 Fund Navigator Tool:

With the onset of the COVID-19 pandemic and the subsequent lockdown, many private sector entities and government departments announced financial support for businesses struggling to generate a revenue. With the various support measures requiring specific criteria, business owners were finding it difficult to navigate viable support structures applicable to their businesses.

In response, the Investment Promotion unit, in partnership with Western Cape Government and the City of Cape Town, launched a fund location tool for businesses called the COVID-19 Support Finder.

The user-friendly tool asked the user 5 easy questions, ranked the answers against pre-determined criteria as stipulated by the various relief measures, and provided a list of relief measures the business may be applicable for. The entire process took under a minute.

The uptake was strong with more than 6,500 businesses utilising the tool during the lockdown.

The solution earned Wesgro recognition by the World Bank as an example of best practice in response to COVID-19, the only sub-national IPA in the world to be featured in their report.

Virtual One Stop Shop

Streamlining government services through digital solutions, the InvestSA One Stop Shop (OSS) Western Cape is the first in the country to launch a virtual online booking platform.

Tasked with investment facilitation and enhancing the ease of doing business in the Cape, the OSS is a collaborative platform between various arms of national, provincial and local government who endeavor to assist investors with navigating regulatory and administrative bottlenecks.

In three simple steps, potential investors are able to: select the entity they wish to meet with; select an available day and time slot; and, select their preferred online meeting platform.



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 in the Western Cape Government's strategy for economic growth and job creation.

The AIU team work hard to sell and maintain the province's position as the preferred agribusiness investment destination.

Achievements for the year



5 investment projects,
to the value of **R371m**
were realised



662 jobs were facilitated
through these investments

27 new quality investment
projects recruited into the project
pipeline



Success stories

Teckopac:

Teckopac, a family run business offering quality wine packaging solutions, approached Wesgro in May 2020 for support in unlocking the UIF/TERS application pay-out for the initial COVID-19 relief efforts, set up by the Department of Labour to support employees. Wesgro was able to facilitate the approval for 82 employees.

In 2021, the UIF/TERS Relief Fund administered by the Department of Labour reopened applications to the fund for limited industries deemed still affected by lockdown regulations. Teckopac applied but were initially rejected, they then applied for an appeal. Wesgro supported the appeal process and 72 employees were approved to receive funds, retaining 72 jobs.

Primocane Capital:

Primocane Capital, an agri focused private equity firm focusing on investing and developing niche and sustainable agri environments, approached Wesgro for assistance in unlocking 200 mega-volt ampere (MVA) for their blueberry farm expansion in Drakenstein and Cape Winelands Municipalities. Based on the team's relationship with the Eskom Investment unit they were able to fast-track the provision of power for the project. This facilitation has unlocked roughly R90m in investment, with the potential to create 400 jobs.

Fall Creek Farm and Nursery:

Fall Creek is a USA based company with a keen focus on blueberry genetics, plants and grower support. Wesgro was approached with their expansion plans and a request to help identify a site for the expansion. Together with the Drakenstein Municipality the AIU assisted the investor with the site location and their Environmental Impact Assessment application. As a result of this intervention, the client will be investing over R100m that is projected to result in 100 job opportunities.



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.

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 **15** tourism destination initiatives were supported by the team, with an estimated economic impact of **R487m**



Supported **34** leisure events across the province, including regional, jewel and virtual events

16 Joint Marketing initiatives were supported



Success stories

'We Are Open' domestic tourism campaign:

Urging South Africans to take advantage and explore the beauty and diversity of the many affordable and world-class attractions that Cape Town and the Western Cape has to offer, the 'We Are Open' campaign followed the 'One Day' campaign, a collaboration between Wesgro, the Western Cape Government and the City of Cape Town.

The campaign encouraged South Africa to explore the wide-open spaces of the Western Cape – the Cape West Coast, Cape Overberg, Cape Town, Cape Winelands, Garden Route and Klein Karoo and Cape Karoo – and to do so safely.

The campaign also included a "Kids Stay Free" initiative to encourage families to take advantage of the offers for children to stay free at participating travel and accommodation partners across the Western Cape.

Western Cape Guide to Municipal Innovation and Adaption in a time of COVID-19:

With tourism and hospitality being amongst the hardest hit sectors by the pandemic, the unit, in partnership with the Marketing and Communications unit, compiled the 'Western Cape Guide to Municipal Innovation and Adaption in a time of COVID-19', drawing on best practices from over 50 cities around the globe that could be replicated in municipalities across the Western Cape.



Get that
faraway feeling

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 converts bids, in partnership with local and international associations for conferences and congresses. The team also works with the 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 teams also offer cross-selling opportunities to the Convention Bureau team. The Bureau has a close strategic relationship with the South African National Convention Bureau and is a member of both relevant local and international industry associations.

Achievements for the year

15 bids secured through the Convention Bureau.

During May 2020, the International Congress and Convention Association (ICCA) released its 2019 destination statistics, placing the province yet again on the leader board for hosting the most international association meetings on the continent for that year.



Success stories

18th World Congress of Neurosurgery 2023:

The bid was awarded after an unsuccessful bid during 2015, after which the Society of Neurosurgeons of South Africa led another bid submission through the Bureau. A congress of this magnitude will boost the local knowledge economy and address existing gaps in innovation and knowledge with specific reference to the African continent. It is also vital for advocacy and engagement within the neuroscience field. Together with the recently established Neuroscience Institute based at the University of Cape Town, the event will contribute to the outcomes of the institute to find new solutions, develop human capacity and build global partnerships in this field.

Other significant bid wins secured by the unit this past financial year include:

- the International Joint Conference on Artificial Intelligence (December 2023);
- the International Congress on Child Neurology (June 2024); and
- the World Veterinary Association Congress (April 2024).



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 films and new media productions into Cape Town and the Western Cape. Their objective to grow the local industry is aligned to the vision of the Western Cape Department of

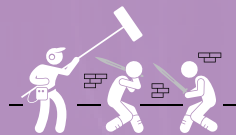
Economic Development and Tourism, the City of Cape Town, and the Cape Town Film Studios.

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.

Achievements for the year

R612m production value spend declared, in 7 declarations which created a total of

413 full-time equivalent (FTE) jobs



The unit took part in **6** outbound international missions, assisting **189** companies in market



14 Wesgro Film and Media webinars hosted, with **3 058** attendees

Success stories

South By Southwest (SXSW) Festival:

The unit successfully hosted an interactive session at this year's South By Southwest (SXSW) Festival, featuring local film industry specialists who unpacked the immersive technologies and innovations that make Cape Town and the Western Cape an emerging powerhouse in the film and tech sector on the African continent.

During the session, the Film unit also officially launched the very first, and highly anticipated, "Film in Cape Town and the Western Cape" AV, showcasing the dramatic locations, world-class animation, visual effects and post-production facilities, as well as the talented and diverse sub-sectors of the Creative Industries sector of the Western Cape.

Virtual missions:

The unit assisted 189 companies in-market at the following virtual missions: Annecy and its MIFA market (June 2020), Cannes Marche du Film Market in France (June 2020), Toronto International Film Festival (TIFF) in Canada (September 2020), European Film Market/ Africa Hub at the Berlinale Film Festival in Berlin, Germany (March 2021), Hong Kong Film Mart (March 2021), and South by South West (SXSW) in Austin, USA (March 2021).

The Unit also assisted 53 companies going to: Venice (August 2020), MIPCOM France (October 2020), Ottawa Animation Festival Canada (September 2020) and American Film Market (November 2020).



Marketing and Communications

Wesgro's Marketing and Communications team is responsible for marketing Cape Town and the Western Cape in terms of Tourism, 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 R121m in advertising value equivalent media coverage



99 strategic corporate Agency events were hosted (virtual and hybrid)

6 sector brochures were developed for the Investor Confidence Campaign, with the Cape Confidence expat video series going live from September on LinkedIn



Success stories

The COVID-19 Content Centre:

When COVID-19 first hit, the unit worked within the CCC (COVID-19 Content Centre) to drive the messaging and distribution of content in terms of CAR (Containment, Adaptation, Recovery). Members of the unit worked around the clock to support business in navigating the constantly changing Lockdown Regulations, developing and updating more than 250 FAQs on the Regulations that were housed on the website.

'One Day' tourism campaign:

'One Day in the Western Cape' is an innovative campaign developed using digital content tools to virtually showcase the province to those in lockdown in South Africa, and around the world, reminding them that one day Cape Town and the Western Cape will be open for them to explore and experience. The monetising digital campaign provided financial support to local tour guides who became virtual guides, using streaming services to conduct tours of the top experiences in the Western Cape, with a SnapScan code available at the end of every tour encouraging viewers to tip the guides. The campaign included a highly successful podcast series and gained significant media attention, picking up multiple awards including a silver Loerie, and a gold at the global awards – City Nation Place.

Pioneers magazine third edition launched:

The unit created the third edition of a magazine called "Pioneers", profiling multiple tech companies leading the way in innovation in the province, showcasing the ecosystem, uniting the industry, and positioning the region as "Africa's tech capital". In addition, the team officially launched the unified "Tech Capital" destination brand as part of the 'global positioning' work at a well-attended event in the city, including members from partner organisations, tech enablers, the Premier of the Western Cape, Alan Winde, and the private sector.



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.

Partners:



Achievements for the year

Mapped out a recovery plan to re-ignite air travel to the Western Cape as early as June 2020.

Lobbied government for an earlier restart to international travel, targeting international carriers to resume services to Cape Town International Airport.

Focused interventions to promote air cargo development.

Assisted in lobbying efforts for the earlier domestic reopening of George Airport.

Hosted **2** successful webinars: Leveraging Air Cargo to Boost Exports from Cape Town and the Western Cape, and Restoring Air Route Networks for Secondary Hubs in Africa, including representation from five countries, Morocco, Kenya, Ghana, Zimbabwe and South Africa.

Attended Routes Reconnected Virtual Air Service Development Conference.



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.

Success stories

DHL Global Forwarding:

DHL Global Forwarding signed on as a Cape Town Air Access private sector partner in February 2021. This partnership will assist in developing the air cargo capabilities in the province.



Renewed private sector partnerships:

The V&A Waterfront and Investec renewed their private sector partnership with Cape Town Air Access, with Oceana Group remaining a loyal partner. We are grateful for the continued support our private sector partnerships provide to the project.



LIFT Airlines launched:

LIFT Airlines entered the market as a new domestic carrier and the inaugural flight took place between Cape Town and OR Tambo Johannesburg on 10 December 2020.



Cape Town International Route Network 2021/22



Corporate Services

The Corporate Services team is a vital component of the Agency, from 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

The Agency received an unqualified audit with findings for the 2020/21 financial year



Wesgro made a total of **8** new appointments during the financial year

The average turnaround time for approval of workflows is

2.5 days





WesGRO

cape town & western cape
tourism, trade & investment

an inspiring place to do business

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