

cape town & the western cape. if you're not inspired, you're not here.

We are a region of unlimited potential. And this translates into unlimited opportunity. Whether you're interested in film, travel, export or investment Cape Town and the Western Cape has something for you. Wesgro, the government agency that promotes the economy of Cape Town and the Western Cape wants to help you uncover these opportunities.

Our destination is a highly sought after film destination, with major international and local productions coming to the province for our wide range of locations and exemplary services and studios.

Wesgro holds the film and media promotion mandate for Cape Town and the Western Cape.

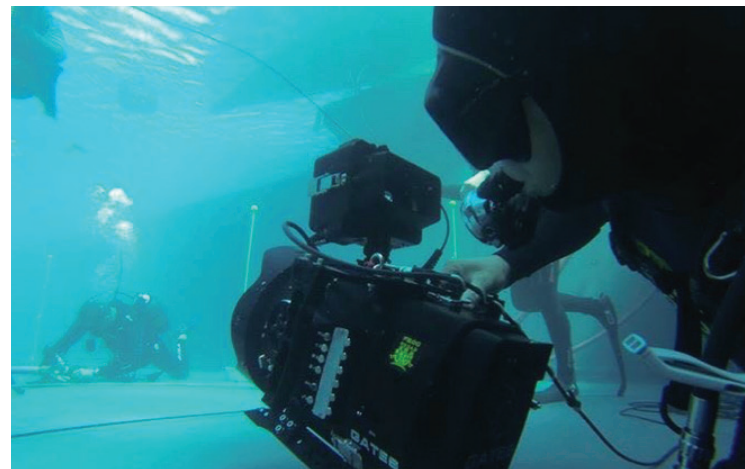
Our Film and Media Promotion unit offers the following services:

- Assists local and international film companies looking to produce in the Western Cape
- Assists local and international film companies looking to find distribution and co-production parties
- Hosts B2B sessions, Exporter Development Programmes and Masterclasses
- Offers policy and regulatory guidance
- Communicates and lobbies with regional and national regulatory and professional bodies
- Project mentoring
- Investment advice
- Marketing

Proud member of the
African Film Commissions Network



Regulatory and professional bodies



The film and media industry



why cape town?

Cape Town has the **lowest annual operating costs**

(property, labour and utility costs) in the film and TV industry when benchmarked against other film cities such as Auckland, Madrid, Rio de Janeiro, Beijing, London, New York, Paris and Toronto. (fDi Benchmark, 2018)

Cape Town is considered one of the **top 10 film production centres in the world.**

why south africa?

To date, South Africa has 9 co-production treaties with **Germany, United Kingdom, Canada, Italy, New Zealand, Australia, France, Netherlands and Ireland.** Germany has been the leading co-producing partner.

The Department of Trade and Industry pays back a portion of the Qualifying South African Production Expenditure (QSAPE). Foreign movie-makers subject to qualification can get from **20 – 25%** of their South African costs back and local filmmakers can get from **35% to 50%** back. There is also a separate post-production incentive of **22 – 25%**. Tax incentives can also be attracted.

Facilities and productions



Cape Town Film Studios

Cape Town Film Studios was established in Cape Town and is supported by every level of government in a public-private partnership. It is the first world-class, custom-built, Hollywood style film studio complex in Sub-Saharan Africa, and has been rated as the best film studio complex of its kind, in the developing world by international production executives. (CTFS 2017)

Some feature film productions hosted in South Africa include:

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| • Mandela: Long Walk to Freedom | • Tomb Raider |
| • Amelia | • Maze Runner: The Death Cure |
| • Dredd | • Mad Max: Fury Road |
| • Invictus | • Dark Tower |
| • Blood Diamond | • 24 Hours to Live |
| • The Interpreter | • Noem My Skollie |
| • Lord of War | • Eye in the Sky |
| • Chronicle | • Resident Evil: The Last Chapter |
| • Ali | • The Brothers Grimsby |
| • Beyond Borders | • Jim Button and Luke the Engine Driver |
| • Tsotsi | • The Last Face |
| • Momentum | |
| • The Giver | |

World-class animations produced in the Western Cape Province include:

- **Adventures in Zambezia**
- **Khumba**
- **Stickman**
- **Revolting Rhymes**

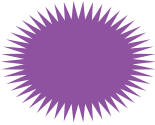
Longform TV shows and series shot in the Western Cape Province include:

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|--------------------------------|-------------------------------|
| • Saints and Strangers | • Outlander (S3) |
| • Black Sails | • Troy: Fall of a City |
| • Young Leonardo | • The Last Post |
| • Dominion | • Warrior |
| • SAF3 | • Good Omens |
| • Homeland (Season 4) | • The Crown (S1-2) |
| • Of Kings and Prophets | • Blood Drive |

The industry is further supported by select film and media education and training institutions located in the Western Cape. These include Big Fish School of Digital Filmmaking, the University of Cape Town Film and Media Department, AFDA, City Varsity, Red and Yellow, AAA Cape Town, Vega, The Animation School, SAE and False Bay College to name a few.

Film and media ecosystem

The strength of the Western Cape film sector lies in its **structural diversity, accessibility, cheap production costs and climate** which includes the **good quality of light in summer and diverse locations**.



The film industry has local skills across facilitation, production, technical services and the creative arena boasting over

2,500

direct service providers.

These flexible networks of production and service systems are complemented by good quality infrastructure and support industries.

The Western Cape film and media industry covers every type of film: **commercials, feature films, television**, as well as **equipment and support services, post production, animation, CGI and training**. The sector is primarily divided into two main sub-sectors, namely **commercials** and **longform**. Within this sector, the production of international films, advertisements and series are identified as the main sources of activities. Animation and interactive entertainment is a growing contributor to the sector.

Several
film festivals

are hosted in Cape Town promoting the local industry. Some of these festivals include the **Encounters Documentary Festival, Cape Town International Animation Film Festival, Wavescape Festival and Cape Town International Film Market & Festival**.



Black Sails, Island Set



CAPE TOWN
& WESTERN CAPE
FILM & MEDIA PROMOTION
a division of **WESGRO**

an inspiring place to create