



Invest in the Green Economy in Cape Town & the Western Cape September 2025

WESGRO
cape town & western cape
tourism, trade & investment



Wesgro is the tourism, trade and investment promotion agency for Cape Town and the Western Cape



- Wesgro is part of the broader economic leadership team in Cape Town & the Western Cape
- Proudly South African
- Responsible for ensuring that the region is positioned to compete in a challenging global economy
- Our mandate
 - Differentiate Cape Town & the Western Cape as a leading regional economy
 - Increase foreign and domestic investment into Cape Town & the Western Cape
 - Grow Western Cape exports of goods and services
 - Grow leisure tourism consideration in international and local markets as well as growth in business events
 - Be a future-fit, relevant and trusted Tourism, Trade & Investment Promotion Agency (TTIPA)
- Publicly-funded with a private sector Board, +100 Staff
- Located in the nexus between
 - Government & Private Sector
 - Present & Future Economies
 - Local & Global Stakeholders

Key messages

1

The Western Cape is a strategic springboard into the rest of the African continent, and beyond, linking businesses to high growth opportunities through preferential market access

2

South Africa's regulatory reforms and climate policy are driving increased investment in renewable energy, e-mobility, circular economy, sustainable water use, green hydrogen and sustainable agriculture

3

Recent increases in investment across the sub-sectors poised for further growth, driven by private sector interest and public sector enablement

4

The Western Cape is the green economy hub for Sub-Saharan Africa, with many global and local investors already located in the province

5

The Western Cape provides an enabling business environment with Wesgro providing support throughout the investment lifecycle

South Africa A vibrant, emerging market connecting Africa with the world



USD 363 billion economy



Market of 63 million people



Africa's most industrialized and most diversified economy



50% of multinationals in Africa located in SA



AfCFTA gateway with preferential access to African markets



Sophisticated financial services and banking sector



Deep bench of powerful and well managed corporations which via the JSE have the highest capitalization to GDP ratio in the world



Western Cape A leading regional economy

- Unprecedented, multi-billion USD public and private sector infrastructure investment pipeline, reshaping the economic future
- Leading South Africa's job recovery
- Modern, services-led economy
- Growth sectors aligned to the future
- Leading tourism destination
- Institutional stability and good governance
- Global connectivity
- GFCF is rising, however needs spatial rebalancing

South Africa's most resilient & investable province



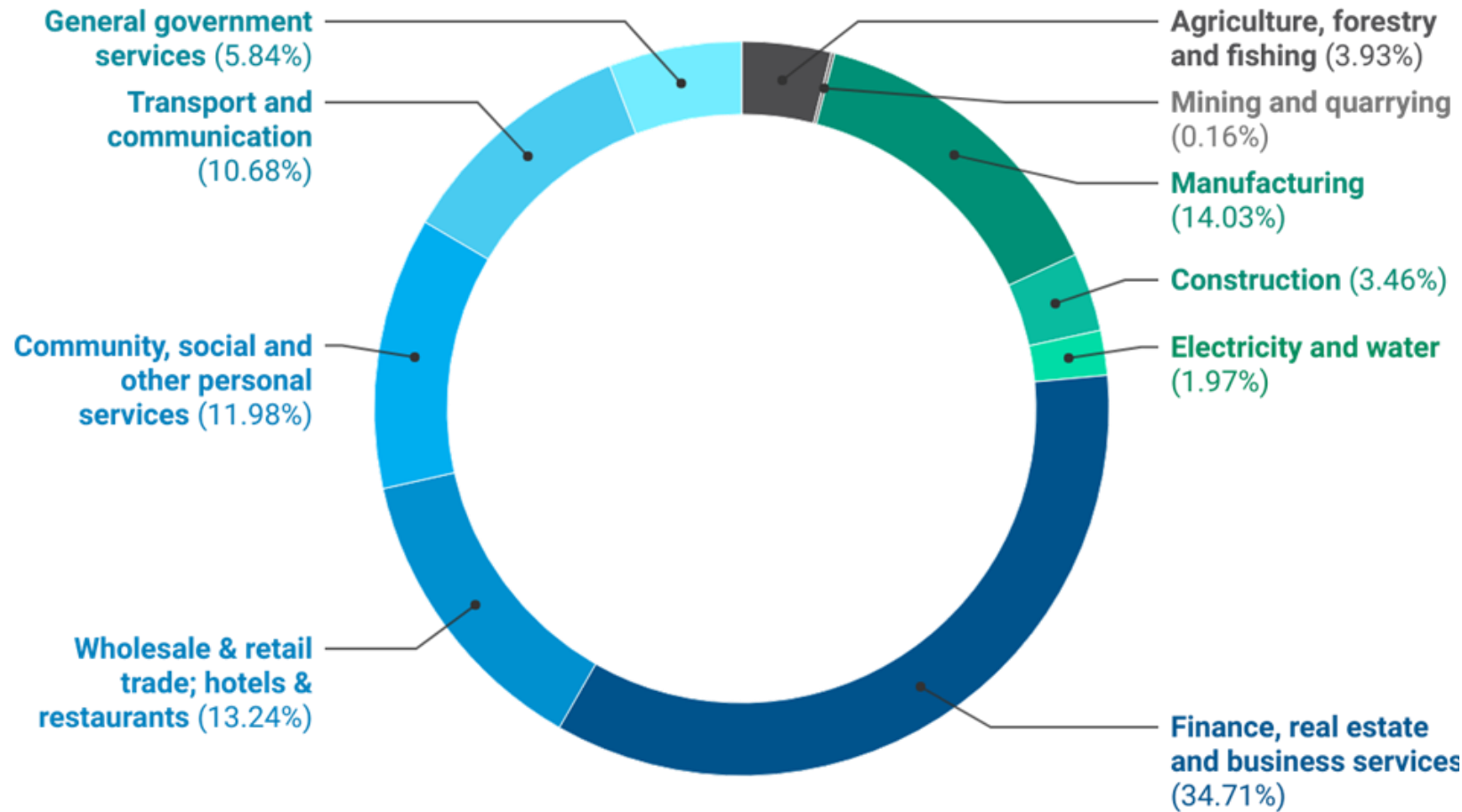
Western Cape Diverse & resilient economy with a well-developed services sector, 76% of GVA

USD 51 billion regional economy

7.5 million people

Diversified and export-oriented

Composition of GVA at constant 2015 prices (2024Q4), WC



Green Economy Compelling reasons to invest in the Western Cape

1

Abundant Renewable Energy Resources

With some of the world's best solar and wind conditions, the Western Cape is a leader for large-scale green energy production.

2

Thriving Clean Energy Industry

The Western Cape hosts top firms expanding into EV mobility and charging, Li-ion battery storage, green hydrogen, and circular materials, building a resilient clean energy ecosystem. Cape Town is home to 70% of South Africa's utility-scale renewable energy developers.

3

Export-Ready Trade Infrastructure

The province's deep-water ports, international airport, and road networks ensure global market access and efficient logistics for green products and technologies.

4

Access to Key Markets

Africa's leading port, rail, and air infrastructure enables preferential access to South African, UK, EU, and USA markets with the AfCTFA opening high-growth African market access soon.

5

World-Class Research & Innovation

The Western Cape boasts Africa's first dedicated renewable energy training centre and related curriculum at universities and technical colleges as well as two long established Hydrogen Competency Centres.

6

Support through the Atlantis SEZ & Freeport Saldanha

Two Special Economic Zones with a green economy focus offering investor facilitation, incentives, and streamlined services tailored to support the green economy.

7

Stable, Business-Friendly Governance

Strong institutions, predictable regulation, and a commitment to the rule of law make the Western Cape one of the most secure and investor-ready regions in Africa.

8

Skilled Talent & Research Excellence

Four leading universities provide a steady pipeline of engineers, scientists, and sustainability professionals, along with rich opportunities for R&D partnerships.

9

Low-Emission Agri-Export Leadership

The Western Cape is integrating climate-smart agricultural practices in an established agricultural sector, providing investment opportunities in smart farming and resource efficient practices.

10

Incentives

For additional information scan here:



Green Economy Strategic investment opportunity in the Western Cape



Renewable Energy

- Large scale utility renewable energy projects
- C&I renewable energy solutions
- Energy trading and services



E-mobility

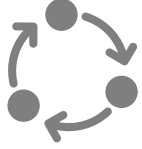
- EV passenger vehicles
- Electrification of public transportation
- Electrification of freight and logistics
- EV micro mobility
- Battery storage
- Charging infrastructure



Green Hydrogen

- Project financing & development
- Production, distribution, storage, application technology uptake
- Production, distribution, storage, application Research Development and Innovation

Green Economy Strategic investment opportunity in the Western Cape



Circular economy

- Organic waste valorisation
- Plastic waste valorisation
- E-waste valorisation
- Waste to energy
- Textiles
- Black soldier fly



Sustainable Agriculture

- Renewable energy application for agriculture
- Electrification of agricultural practices
- Smart farming technology



Water infrastructure

- Water infrastructure projects
- Water systems management
- Waste water treatment
- Water efficiency solutions

Green Economy Well established with a vibrant ecosystem

Events - networking



Wesgro
cape town & western cape
tourism, trade & investment

Local and international business



Universities and demand-led training



Ecosystem support



Industry associations



Investors



Green Economy Western Cape home to prominent global and local investors

Renewable Energy



E-mobility



Green Hydrogen



Green Economy Western Cape home to prominent global and local investors

Circular Economy



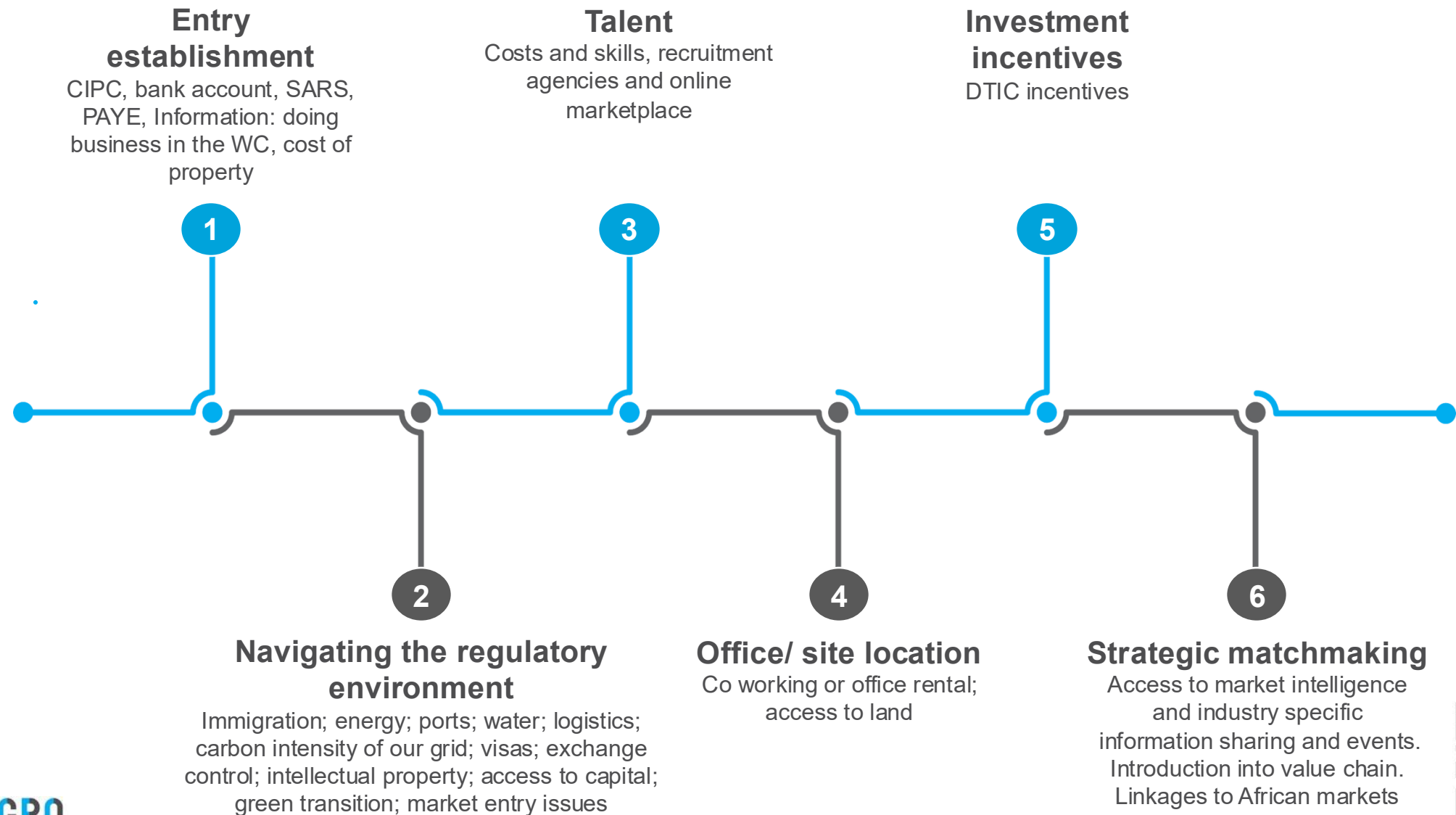
Sustainable Agriculture



Water Infrastructure



Investment Facilitation How Wesgro supports investors



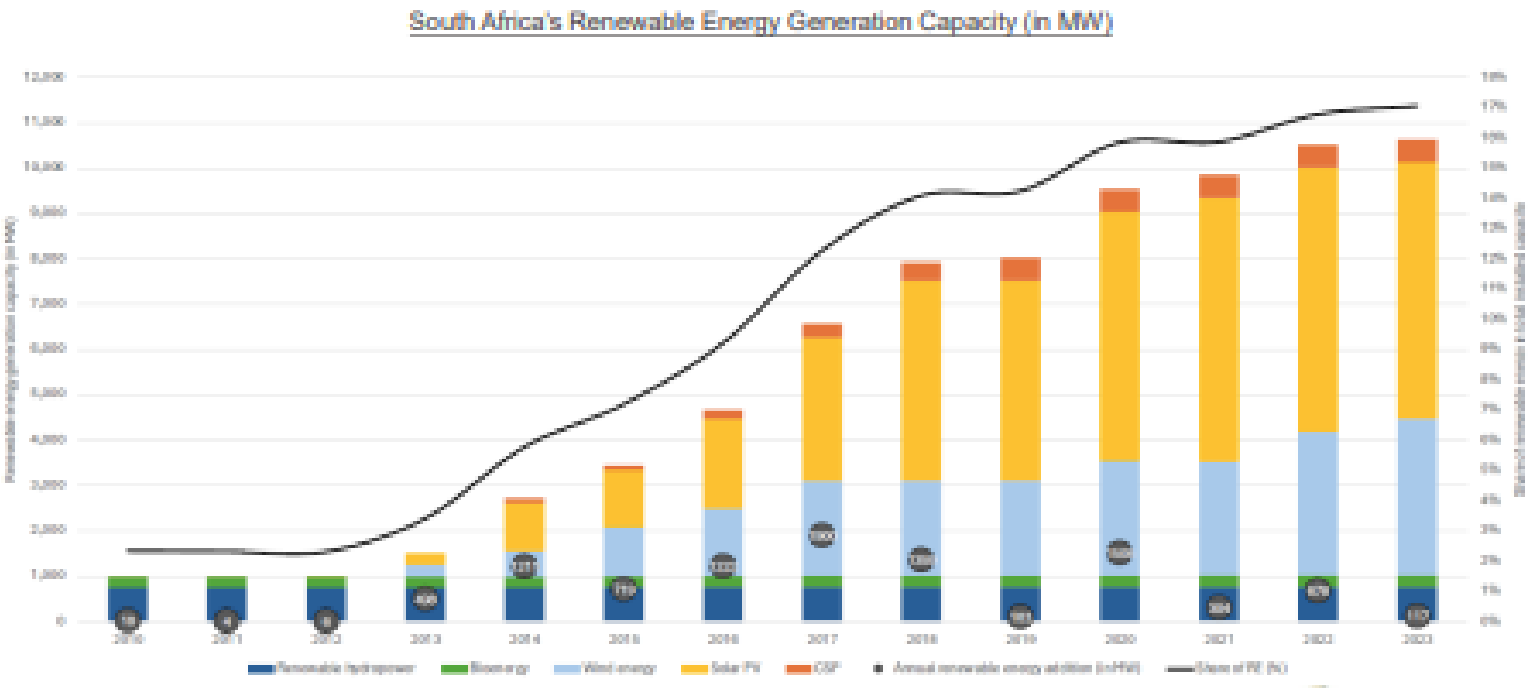


More detail

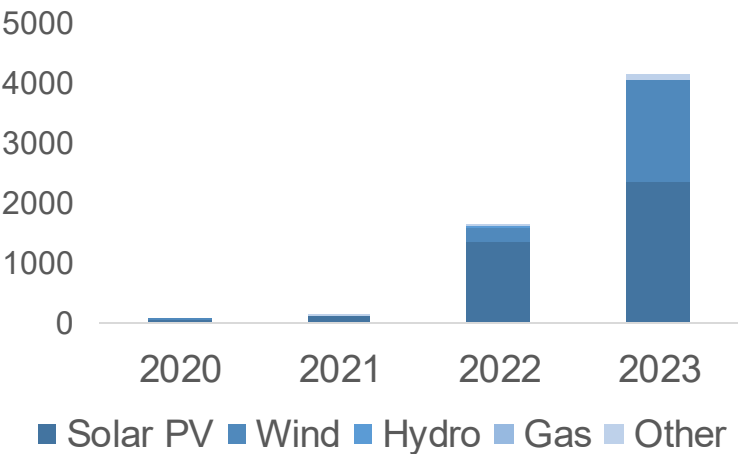
Renewable Energy Rapidly growing private sector market

South Africa's energy mix is dominated by coal, but renewables play an increasingly important part of energy generation

Contributing 17% towards energy mix



- Over **5.8 GW** of projects registered by 2023
- A **3000%** increase over 2 years
- 64%** of projects are solar



Renewable Energy Major potential with market value of USD 23 billion by 2030

Global market opportunity

- The global renewable energy market is projected to grow to USD 1.600 billion by 2032.
- Global renewable electricity generation is forecast to increase to over 17,000 terawatt-hours (TWh) by the end of the decade.
- This staggering market growth is driven by decarbonization imperative and declining costs.

Source: International Energy Agency, 2024

Africa/ Sub-Saharan African market opportunity

- Across the African continent, 250 GW is forecast to be installed by 2030 – a 10x growth trajectory.
- Currently, Africa is home to 60% of the best solar resources globally, with only 1% of installed solar PV capacity.

Source: International Renewable Energy Agency, 2024

South African market opportunity

- 32 GW of installed renewable energy forecast by 2030 at a market value of USD 23 billion:
 - 10 GW rooftop solar
 - 22 GW utility scale wind and solar
 - 10 GW associated storage requirements
- To enable this, 14 200 kms of transmission lines and 170 transformers are required by 2030.

Source: Green Cape, 2024

Renewable Energy Increased liberalization of energy markets and declining costs are driving growth

Increasing cost competitiveness of Renewable energy

- Reduced cost and increased access to technology - access driven by global. production shifts
- High Horizontal UV irradiation and wind generation capability in SA and WC reducing LCOE.

Mature RE sector supported by services sectors

- Mature sector in SA with WC driving growth.
- Skilled workforce with experience in RE project development.
- Mature financial and banking system with track record in RE.

Energy security needs in SA market driving demand

- Unstable energy supply from national grid driving transition towards complimentary renewable energy sources.
- Increasing energy costs further driving adoption of more affordable renewable energy.

Energy sector reform has enabled growth

- Removal of generation license requirements in 2023.
- Registering of energy traders
- Unbundling of Eskom into distinct generation, transmission, and distribution entities.
- Creation of the National Transmission Company of SA.
- Enabling environment for wheeling (virtual).
- Adoption of Renewable Energy Master Plan.

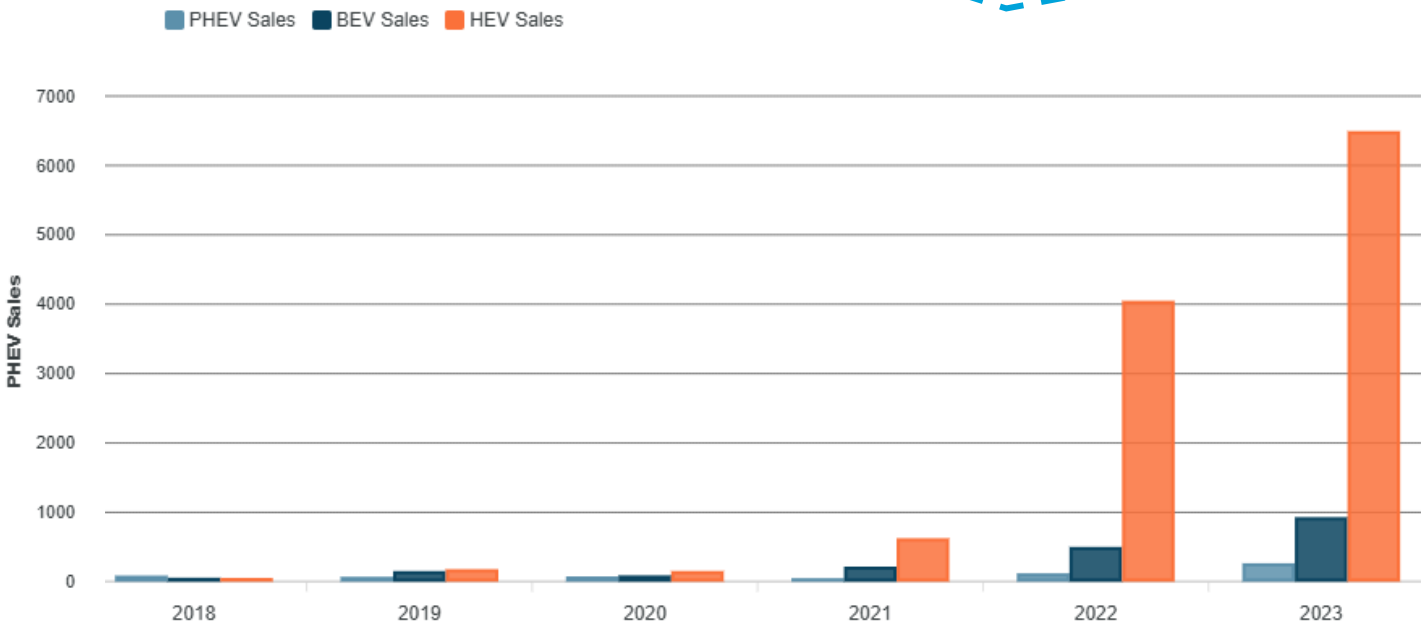
Renewable Energy Western Cape home to prominent global and local investors



E-Mobility Starting off at a low base but has significant growth potential, growth in infrastructure capability

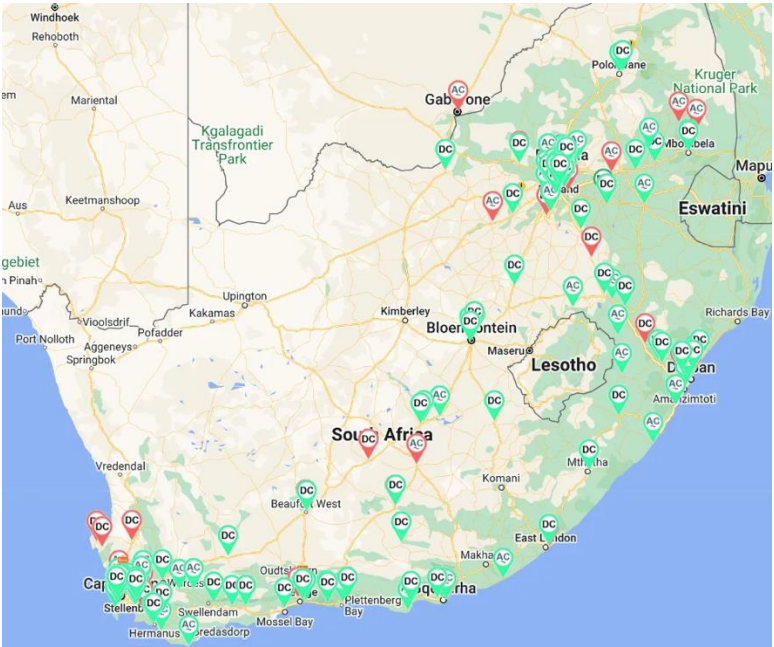
Global markets saw **14.2 million new Battery Electric Vehicles** and Plug-in Hybrids delivered in 2023, driven by growing cost competitiveness and regulatory shifts to phase out production of CO2 emitting cars, buses and trucks.

7 700 new energy vehicles sold in South Africa in 2023. Battery EVs seeing 85% growth from 2022



With improving access to public charging infrastructure

- 450+ public charging station network
- 1 : 4.98 ratio of private passenger EVs to charging stations



E-Mobility Estimated market value of USD 4.5 billion in South Africa by 2030

Global market opportunity

- The global (EV) market has seen substantial growth with a 26% increase in sales in 2024.
- The market is dominated by China, Europe, and the United States, representing 95% of sales.
- The global market size is expected to reach a staggering USD 785 billion this year.

Source: International Energy Agency, 2024

African market opportunity

- The EV market in Africa is expected to grow to USD 28.3 billion by 2030, at a CAGR of 10.2%.
- The fastest growing market segment is in last mile delivery which is expected to grow by 9% annually until 2030.

Source: Statista

South African market opportunity

- The South African e-mobility market is expected to grow to USD4.5 billion by 2030:
 - USD 750 million market size for the micro-EV segment.
 - USD 540 million market size for the public transportation market segment.
 - USD 3.2 billion market size for the freight and logistics market segment.
- Additionally, 20% of all new vehicles will be EV by 2030 in passenger EV market segment.

Source: Green Cape, 2024

E-Mobility Competitive EV costing, an e-commerce boom & local expertise are driving market opportunity

Cost competitiveness of electric alternatives over vehicle lifespan

- Rapid reduction in cost as battery technology declines and global manufacturing capacity scale up bolsters the commercial case for e-alternatives.
- Increasing fuel prices and global instability in supply chains have spurred a transition towards electric alternatives in the SA market.

Rapid growth in e-commerce and road dependent logistics

- Rapid growth in e-commerce in SA market leading transition toward affordable last mile delivery solutions.
- Aging infrastructure and underinvestment in freight and commuter rail capacity, and increased dependency on road freight and transport – driving demand in affordable electric busses and trucks.

Ease of local assembly and component integration

- Established automotive and components manufacturing and assembly readily able to transition towards the EV value chain.
- Modular design of micro vehicles well suited for local assembly and local component integration.

Supportive regulatory framework

- EV white paper released in 2023 by DTIC – path for building local manufacturing and value chain.
- Investment allowance incentive introduction in 2026 allowing producers to claim 150%.
- SA government has prioritised nearly R1 billion over the medium term to support EV transition.

E-Mobility Western Cape home to prominent global and local investors

Last-Mile Delivery



Public Transportation



Freight and Logistics



Private Passenger Transport



Charging Infrastructure



Green Hydrogen The Western Cape is the strategic nexus for advancing South Africa's Green Hydrogen economy

Northern Cape

Project: Prieska Power Reserve
Capacity: 14 ktpa GH2 / 80 ktpa GNH2
Location: Prieska
Partners: Mahlati, Cnec, IDC

Project: Upington Solar and GH2 Park
Capacity: 19.8 ktpa GH2
Location: Upington
Partners: Enveco, Enersia, DBSA

Project: Boegoebaai
Capacity: 100 ktpa GH2
Location: Alexander Bay
Partners: Sasol, MCEA

Project: Ubuntu Green Energy H2
Capacity: 7 ktpa GH2 / 3.5 ktpa GNH2
Location: 100
Partners: Ubuntu Green Energy

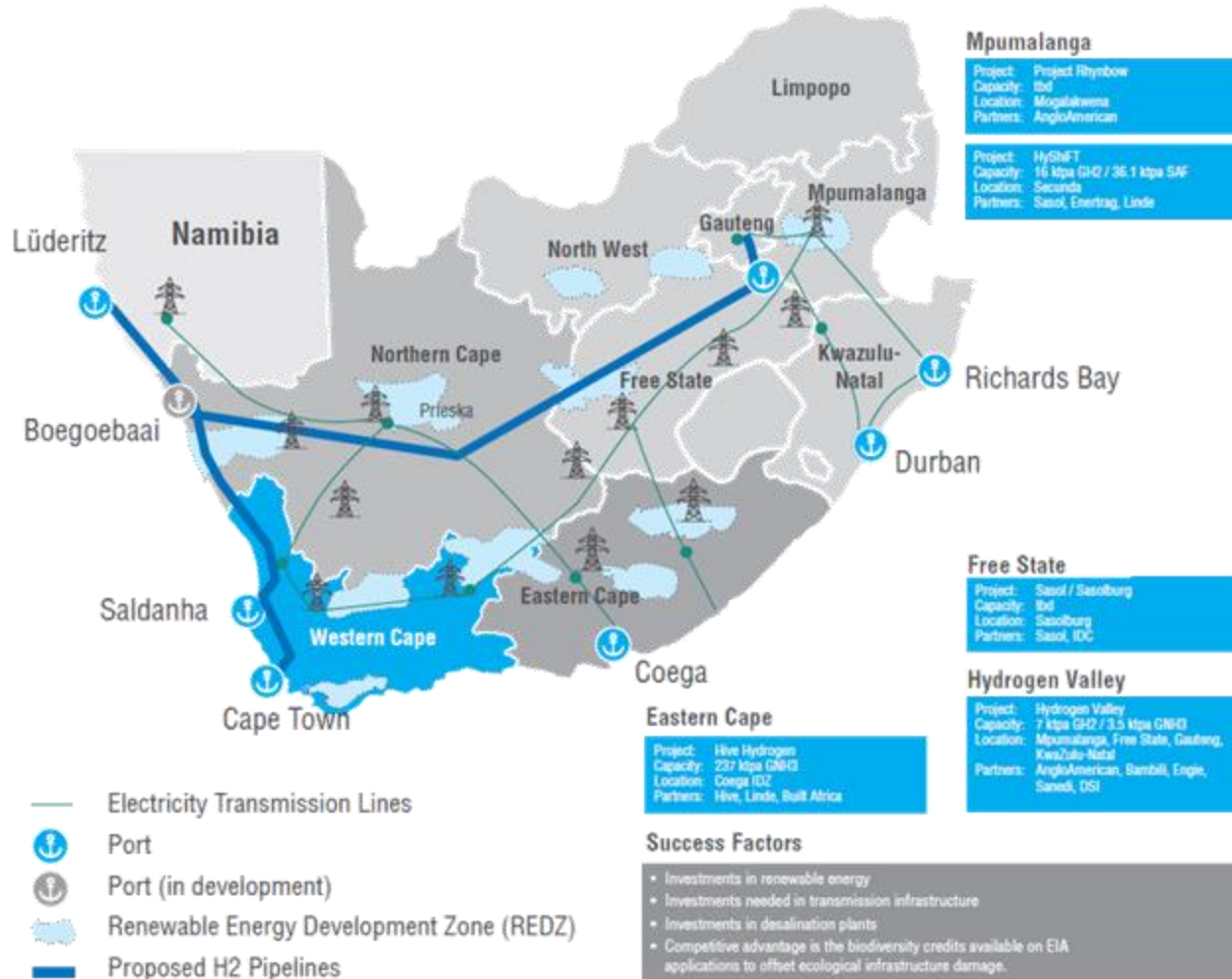
Western Cape

Project: Atlantis
Capacity: 7.3 ktpa GH2 / 3.5 ktpa GNH2
Location: Saldanha Bay
Partners: Gamco

Project: Phelan Green Hydrogen *
Capacity: 85 ktpa GH2 / 400 22 ktpa GNH2
Location: Saldanha Bay
Partners: Phelan Energy Group

Project: Saldanha Bay GH Project *
Capacity: 60 - 80 ktpa GH2
Location: Saldanha Bay
Partners: Mainstream Renewable Power

Project: Saldanha Bay DRI *
Capacity: 1,200 ktpa DRI
Location: Saldanha Bay
Partners: ArcelorMittal, Sasol



The Western Cape is the nexus for South Africa's emerging green hydrogen economy

- Freeport Saldanha strategically located as SA's first export terminal with green industrialization potential
- Three Capes' MOU to leverage unique value additions in generation, storage, and transport of green hydrogen
- High solar irradiation and wind generation capacity driving levelized cost of hydrogen to globally competitive pricing

Green Hydrogen SA set to produce 1 Mt annually by 2030

Global market opportunity

- Global demand for green hydrogen is estimated at 70 to 154 million metric tons (Mt) by 2030.
- South Africa is well positioned to service key offtake markets: including the European Union, Japan and South Korea.

Source: International Energy Agency, 2024

African market opportunity

- Africa holds significant potential for green hydrogen production due to its abundant renewable energy resources, and strategic location for exports.
- The continent could become a major producer of green hydrogen, feasibly exceeding 50 million tones per annum by 2035.

Source: European Investment Bank

South African market opportunity

- South Africa will be a net exporter of green hydrogen in the short to medium term:
 - South Africa's annual green hydrogen export potential at 2.1 Mt per annum by 2050.
- In the longer term, green industrialization can significantly bolster domestic demand.
 - Estimated domestic demand for South Africa is expected to reach 0.78 million metric tons (mt) per year by 2030, increasing by just over 5% per annum to 1.9 Mt per year by 2050.

Source: Western Cape Green Hydrogen Strategy

Green Hydrogen Existing hydrogen production capabilities & access to Platinum Group Metals driving SA and Western Cape value proposition

Rapidly increasing global demand to meet global decarbonization agenda

- Transitioning global value chains towards net zero requires clean energy that can provide load stability.
- Most realistic use case for hard to abate sectors (steel and cement production, ammonia, heavy duty transport).

Natural resource potential to drive down cost LCOE

- Renewable energy input approx. 60% of GH cost.
- SA has globally competitive renewable energy development zones.
- Coastal desalination fraction of project cost, with potential for oversizing.
- Abundance of private and public land at competitive rates.

Supportive national and provincial ecosystem

- Established strategies and frameworks – GHS Road Map and Commercialization strategy.
- Consolidated secretariat in the IDC and provincial working groups.
- JET P- commitments of R319 billion for the sector with global partnership support.

Embedded capabilities and integrated RD&I value chain

- Legacy oil and gas expertise and transferable infrastructure.
- Established research capabilities through national HySA programme (Catalysis and Systems located in WC).
- Priority Fischer-Tropsch technology and established hydrogen production capabilities.
- Strategic GH clusters and export terminals.

Green Hydrogen Western Cape home to prominent global and local investors



Circular Economy Largely untapped future investment opportunity with USD1.37 billion worth of waste not yet generating value

Global market opportunity

- The global circular economy market was valued at approximately USD 555 billion in 2023 and is projected to reach USD 1.8 trillion by 2033, growing at a CAGR of 13.10%.
- If fully exploited, the global circular economy could unlock USD 4.5 trillion in global economic growth.

Source: World Economic Forum

African market opportunity

- On the African continent, circular economy opportunities are largely untapped but have the potential to unlock a USD 8 billion market.

Source: African Development Bank

South African market opportunity

- SA's circular economy estimated total resource value is USD 1.37 billion a year.
- Within SA, Western Cape waste has significant value-added potential:
 - Organics: 900 000 tonnes with a value-added potential of up to USD 172 million per year.
 - Plastics: 250 000 tonnes with value-added potential of USD 118 million per year.
 - E-Waste: 70 000 tonnes with value-added potential of USD 6 million per year.

Source: Green Cape, 2022

Circular Economy

Convergence of environmental imperatives, economic opportunities & supportive policy frameworks driving opportunity

Diminishing landfill access and increasing cost of disposal <ul style="list-style-type: none">• Landfill airspace is rapidly reaching end of life driving municipalities to diversify waste management models.• Increasing waste management and disposal costs driving waste generators to adopt alternative waste treatment solutions.	Enabling policy and regulation <ul style="list-style-type: none">• National and provincial legislature intent on unlocking waste stream and simplifying rules and procedures for alternative waste treatment technologies.• National Waste Management strategy targeting 0 waste to landfill by 2035.• Chemical and Waste Economy Phakisa.	Waste producers extending their responsibilities <ul style="list-style-type: none">• Extended producer responsibility levies raised will support access to feedstock and grow demand for recovered materials.• Diversion commitments by industrial private sector actors.	The Western Cape is leading the circular economy charge <ul style="list-style-type: none">• Introduction of the landfill ban of organic with a requirement of a 100% reduction target by 2027.• Prioritization of new material recovery facilities (MRF) such as the Coastal Park Landfill extending separation-at-source programme.• Industrial Symbiosis Programme (WISP) free facilitation service to businesses.
---	---	---	---

Circular Economy Western Cape home to prominent global and local investors



Sustainable Agriculture SA has an estimated market value of USD855 million by 2030

Global market opportunity

- Global sustainable agriculture market size forecast to reach USD 22 billion by 2028, with CAGR of 9.9%.
- Global agri-tech market size forecast to reach USD 67 billion by 2031, with CAGR of 12.8%.
- 223 global agri-tech projects invested in in 2024 with a capex of USD 3.5bn:
 - 65 investments targeted emerging and developing countries (USD 1 billion +).
 - 3 investments into SA (USD 42.3 million).

Source: xxx

African market opportunity

- The African food and agriculture market as a whole has the potential to increase to USD 1 trillion by 2030.
- However, adoption of sustainable agricultural practices and smart farming technology is predominantly in nascent stages.

Source: Statista

South African market opportunity

- The South African sustainable agriculture market is expected to grow to grow USD 850 million annually in the medium term:
 - USD 690 million renewable energy agricultural transition annual market size.
 - USD 55 million electric tractor annual market size.
 - USD 110 million smart farming technology annual market size.

Source: Green Cape, 2023

Sustainable Agriculture Western Cape strategically positioned to grow South Africa's sustainable agriculture offering

Increased global demand for Western Cape agri-sector outputs

- Western Cape is home to a well-established agriculture sector with primary agriculture and agri-processing contributing over 7% to provincial GDP.
- Market dynamics shifts have resulted in increased demand and improved quality management to meet export market standards. An overall increase in 2022 of 18.6% to R203 billion.

Productivity increases necessary despite rising operational costs

- The Western Cape agri-sector has a 2Twh annual energy dependency, with 70% of energy needs being met by diesel.
- The rising cost of fuel and the competitive renewable energy production capacity is driving the transition towards renewables and electric machinery alternatives.
- Increased water scarcity also provides operational risk and driving the need for water efficiency technology.

Commitment to reduce carbon emissions and build sectoral resilience

- The Western Cape has been disproportionately impacted by climate change placing the agri-sector at risk.
- National, provincial and sectoral commitments to reduce carbon emissions and build resilience.
- Potential extension of CBAM to include agri-goods provides increased incentive to decarbonize the sector to meet export market requirements.

The agri-sector is embracing innovation

- Cost saving potential, changing climate conditions, and productivity improvement needs, and a shift in demographics, are driving farmers and managers to embrace innovation.
- Emerging technologies in precision agriculture, farm management, drone imaging and AI diagnostics offer attractive solutions to sectoral challenges.

Sustainable Agriculture Western Cape home to global investors



Water Economy

South Africa is determined to make sizeable investments into water infrastructure and is looking towards the private sector for partnerships

Global market opportunity

- **Water Infrastructure** – there's an anticipated need for over USD1 trillion in water infrastructure investments by 2050.
- **Desalination & Water Reuse** – Market growing 9% annually, reaching USD 47.7 billion by 2027.
- **Public-Private Partnerships** – Key to bridging USD 37 billion water financing gaps in emerging markets.

Source: World Bank

African market opportunity

- USD 30 billion investment required to address water security issues in Sub-Saharan Africa by 2030.
- USD 11 billion funding gap for water resource infrastructure across Sub-Saharan Africa with Private Sector Partnerships expected to play a key role in addressing this gap.

Source: Global Water Partnership

South African market opportunity

- USD 6.8 billion required to finance key water resource projects in the next 10 years:
 - USD 430 million in expenditure estimated to improve wastewater treatment improvements.
 - USD 7 million per year spent in landfilling wastewater sludge without beneficiation.
 - USD 60 million capital expenditure identified to improve energy efficiency interventions.

Source: Green Cape, 2024

Water Economy Private sector investment driving innovation in sector

Escalating costs and increased climatic impact

- Increased water scarcity and shift toward water and energy efficient solutions.
- Energy costs substantially increasing municipal operating costs.
- Water and energy efficiency technologies costs and availability contributing towards commercial case for adoption at household and industrial level.

A supportive government and regulatory environment

- Green Drop programme launched by the Department of Water and Sanitation and National Water Resource Infrastructure agency established to manage, maintain and operate water resource infrastructure.
- DBSA launched a Water Partnerships Office to support PPPs and provide project preparation support.
- Liquid waste to landfill ban preventing disposal in effect.

Significant investment into water infrastructure development

- Eleven strategic water projects with an estimated total investment of R115 billion including the Clanwilliam Dam wall raising, the Berg River-Voëlvllei Augmentation Scheme, the uMkhomazi Water Project, Loskop Regional Bulk Water, and the Ntabelanga Dam.
- Lesotho Highlands Water Project (LHWP) Phase II to be completed by 2028 at a cost of R40 billion.

The Western Cape is prioritising water resilience

- The City of Cape Town is the first city in the world to decrease water usage by 50% in 3 years, as recognised by the International Water Association.
- The city has launched its Climate Change Strategy, which emphasises water security, drought readiness, and increasing water supply assurance by 2040.
- Transitioning towards zero organic waste disposal in landfills.


Water Economy Western Cape home to prominent global and local investors

INTERWASTE
ENVIRONMENTAL
SOLUTIONS

 **VEOLIA**


Vision Green Solutions
shaping our future


MASKAM
WATER

 KaackKai

 **IWS**
IMPACT WATER SOLUTIONS

 **AQUEST COLSEN**


Impact-free Water
wave powered desalination

Wesgro
cape town & western cape
tourism, trade & investment


THANK YOU



Contact us for more information

For further information on setting up or expanding your business in Cape Town & the Western Cape please contact Wesgro's Investment Team

 wesgro.co.za  +27 21 487 8600  hello@wesgro.co.za

 7th Floor, Media24 Building, 40 Heerengracht Street, Cape Town, 8000

Disclaimer

Wesgro has made every effort to ensure that the information in this publication is accurate. We provide said information without representation or warranty whatsoever, whether expressed or implied. It is the responsibility of users of this publication to satisfy themselves of the accuracy of the information contained herein. Wesgro cannot be held responsible for the contents of the publication in any way. © Wesgro, 2025