



# CAPE TOWN & WESTERN CAPE INVESTMENT PROMOTION UNIT

Where a wealth of services meets a world of opportunity

**Wesgro**  
cape town & western cape  
tourism, trade & investment



## We are the catalysts for growth and access in the region

Funded by the City of Cape Town and the Western Cape Government, the Wesgro Investment Promotion unit offers a free and confidential facilitation service to companies and organisations looking to establish and grow in a first-class African business destination.

Our team of Portfolio Managers has more than 40 years of experience in supporting businesses, and covers the following key sectors:



Agribusiness



Hotel and  
Real Estate



Tech



Manufacturing



Oil and Gas



Business Services



Green Economy

## Let us be your partner in unlocking your business potential in South Africa, the rest of Africa and beyond

Key services that we provide are:

- Guidance regarding accessing governmental incentives and grants
- Site location
- Facilitation of access to finance
- Professional referral service
- Policy advocacy leveraging strategic support of the InvestSA One Stop Shop Western Cape
- Strategic matchmaking
- Sector-specific research via the Wesgro Research unit
- Intergovernmental linkages

For more than 30 years, we have built trusted relationships with key stakeholders in the public and private sector across the Western Cape, South Africa and the rest of the World







## Our success stories are our pride

In the past five years, the Wesgro Investment Promotion unit has secured more than **R11 billion** in foreign and domestic fixed direct investment into Cape Town and the Western Cape. These investments will help support the creation of more than **6,000** new direct jobs.

We have worked with businesses ranging from major multinationals to SMMEs in easing the path to establishment and growth within the Western Cape economy and beyond.

Let's work together to build your business in Cape Town and the Western Cape

## Speak to the Experts

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CITY OF CAPE TOWN  
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Making progress possible. Together.



Western Cape  
Government  
Economic Development  
and Tourism