

ANNUAL REVIEW 2017–18

cape town & western cape
tourism, trade & investment



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Message from the Chairman



Professor Brian Figaji

The Western Cape and South Africa are emerging from a challenging year. In the midst of a serious leadership vacuum at National level until December 2017, the worst drought to hit the Province, coupled with the threat of a credit downgrade to junk status, the Agency's role in promoting Cape Town and the Western Cape as the preferred destination for travel, trade, film and investment has never been so pivotal.

Despite these realities, the Wesgro team, with the direct support of key stakeholders in the public and private sector, pulled together to help weather this storm. Wesgro was instrumental in protecting the brand of the Cape during this challenging time – calming the concerns of tourists who were considering cancelling holidays due to water scarcity, actively initiating inward and outward trade missions, and encouraging and facilitating investment in the province.

On behalf of the board members, I want to thank every member of the Wesgro team for their tireless efforts in ensuring that stellar results were achieved yet again.

Sitting at the helm, I'd like to extend a big thank you to Premier Helen Zille, Executive Mayor Patricia de Lille and Minister of Economic Opportunities Alan Winde. Your support, vision and motivation are unwavering and enable the Agency to grow from strength to strength.

Lastly, I'd like to thank our Chief Executive Officer, Tim Harris and the members of the Wesgro board. The tone of a business is set by those who run it. At Wesgro mediocrity is not an option and this stems from the 'can do' never-failing support of a strong leadership unit. The energy, determination and pride taken in every task undertaken by the Agency is tangible. Thank you for leading by example and setting a winning tone.

Message from the Chief Executive Officer



Tim Harris

The financial year 2017/18 was a difficult period for both the South African and the Cape economy. In particular, the announcement by City officials on 18 January 2018 that "Day Zero was likely" signalled the beginning of a period where tourism, investment, agriculture, film production and conferencing all faced a significant and unprecedented threat.

As the government Agency charged with shoring up confidence on the part of investors, buyers, conference organisers, film producers and tour operators, our Agency needed to step up – with our partners – to reassure our clients that the region remained "open for business", despite the very public regular projections of the day when the supply of water could not be guaranteed.

The successful outcome of this past year would not have been possible without the formal mandates, and generous support, of our region's leaders, in particular the Premier of the Western Cape, Helen Zille, the MEC for Economic Opportunities, Alan Winde and the Mayor of Cape Town, Patricia de Lille.

Lastly, I would like to thank the Wesgro Board and particularly the chairs, Prof. Brian Figaji and Mr Mike Spicer, for their support. They have assisted our diverse team of committed employees to exceed our targets under the most challenging of circumstances and prepared us to make an even greater contribution to promoting tourism, trade and investment in our beautiful region in the coming years.

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



Professor Brian Figaji
Chairperson



Mr. Michael Spicer
Deputy Chairperson



Mr. Ashraf Ameen
Director



Mr. John van Rooyen
Director



Mr. Paul Bannister
Director



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



Ms. Andrea Böhmert
Director



Mr. David Green
Director



Mayor Marius Koen
Director



Ms Palesa Morudu
Director



Mayor Helena von Schlicht
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



Nelson Mandela Centenary 2018

executive team

Tim Harris
Kholeka Zama
Cornelis Van der Waal
Yaw Pephrah
Jacyntha Twynam
Judy Lain
Russel Brueton

Chief Executive Officer
Chief Financial Officer
Chief Research Officer
Chief Business Officer
Strategic Projects
Chief Marketing Officer
Chief Communication Officer

units

Executive Management Unit

Eunice Masamba
Kendra Stoffberg

Trade

Denan Kuni
Kamela Domingo
Che Smith
Ruby Swigelaar
Michael Gamwo
Tatiana D Santos
Michael (Kuda) Matongo
Nadine Smith-Clarke
Vuyo Gege

Investment

James Milne
Frances Greenwood
Dinesh Harry
Rehana Boolay
Rorisang Tabane
Lindokuhle Ntanti
Jarrod Lyons (with GreenCape)

Agri Business

Amanda Tshaya
Towfiq Hendricks
Nonelela Mtwana

Marketing

Carmen Taylor
Karen Bosman
Grant Carelse
Aneez Abrahams
Sarah Brownlee
Nonkululeko Mpyoyiya

DMO & Convention Bureau

Inge Dykman
Alabama Nondumo
Linda Mase
Lana Curran
Robert Peters
*Zintle Mtsi
Corne Koch
Natalie Naude
Adriaan Fourie
Thiru Naidoo
Lerisha Mudaliar
Lauren Neumann
Marsha Meniers

Research

Julius Okiror
Jodie Posen
Levurne Goodman
Latecia Hendricks
Simphiwe Twala
Nwabisa Thiso
Lona Tshongweni
Janine Botha

Corporate Services

Anthony Bere
Jacqueline Harry
Shaheed Abrahams
Gaynor Nel
Ashleigh October
Gysbert Verwey
Sonwabile Gudla
Ghalied Christian
Portia Solontsi
Ester Klaas
Abigail Jordan

Mornay Gallant
Saadiqah Dangor
Sinazo Gacula
Zahir Domingo
Bongiwe Ndyumbu
Nombongo Manana
Rirhandzu Mathebula
Abongile Mbawu

Strategic Projects

*Paul van den Brink
David King
Praven Naidoo
Fiona Lunda
Dealnawaaz Jacobs
Dorcas Zide
Gisele Naidoo
Mandisa Ralane

Film

Monica Rorvik
Lisa Mini

Cape Investor Centre

Salman Kajie
Meagan Mayer
Zaheer Hendricks

* Temp
* Independent contractor

IQ

The Wesgro IQ 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 IQ 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.

- 38 Country Profiles
- 4 Country-Sector
- 13 DSM Report
- 1 Project
- 4 Region
- 9 Sector
- 43 Tourism
- 6 Trade
- 1 Investment

Achievements for the year

173 information requests were completed



Took on average **1.5** days to provide customised research and information support of the core functions of the Agency

Wesgro Research unit presented to **41** delegations during the financial year



Success stories

Invest Cape Town Publication:

This collaborative publication between Wesgro and the City of Cape Town highlights the investment opportunities, as well as the long term sector development strategies for the province.



The Cape Town and Western Cape Film Study:

The publication provided a detailed overview of the film and animation industries in the Western Cape. The study provides detailed insight into the current economic and job creation contribution of this high growth sector.

The Western Cape Tourism Performance Review

The destination Performance Review provides deep insight into the trends in the tourism industry, and summarises the contribution this sector makes to the economy. The document provides insights into local and international tourism trends and should be the basis for any decision making in this critical sector.



PROFILE:

Latecia Phillips – Tourism Research Analyst

“In over ten years at Wesgro I have thoroughly enjoyed the journey of portraying the Western Cape as a strong and growing tourism destination. Being part of Wesgro’s IQ Unit has granted me the opportunity to actively support the agency in its role to market the Western Cape as a competitive hub for business and tourism. Working in tourism research has been particularly fulfilling, allowing me to closely monitor the evolution of a sector I am extremely passionate about.”

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).

Wesgro Trade offers a variety of key services to companies looking to export, including:

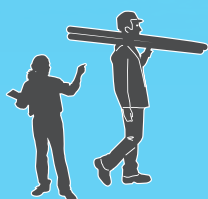
- Market research and information
- Investor and company matching
- Inward buying and outward selling missions

- Marketing of value-added goods and services
- Support in accessing finance
- Forging strategic partnerships

In response to the request made by the Minister of Economic Opportunities, to explore ways of supporting Western Cape companies with increasing trade and expanding into the rest of the African continent, the Trade Promotion programme changed its strategic direction. The programme now focuses on increasing the rand value of exports into global markets and the number of jobs resulting from export orders, as well as the facilitation of support operations and expansion of qualified Western Cape companies into the rest of Africa.

Achievements for the year

53 signed business agreements facilitated with an estimated economic value of **R2.83bn**



679 jobs facilitated from business agreements signed

facilitated a total of **6** Outward Foreign Direct Investment Projects, to a value of **R190m**



Success stories

Vinimark Trading (Pty) Ltd

The increased efforts to work closely with the bigger exporters in the province resulted in an exceptional export declaration for Vinimark Trading (Pty) Ltd based in Stellenbosch, to the value of R1.8bn. The company is the largest independent specialist wine wholesale company in South Africa, covering all aspects of distributing, marketing, exporting and importing of foreign and domestic wines.

Food & Hotel China

Seventeen Western Cape companies visited China from 14–18 November 2017 on an outward selling mission to attend the Food and Hotel China. A declaration of R100m was secured thereby creating 40 jobs.

Halal Inward Buying Mission

Wesgro Trade hosted the first Western Cape Halal Inward Buying Mission (IBM) from 25–27 October 2017 at the Westin Hotel in Cape Town. Six international buyers (based in the UK, U.A.E, Singapore (2), China and Malaysia) visited the Western Cape. The event generated an estimated R85m in export deals in 4 days. A website was developed and is being utilised to advance the Western Cape halal exports. See www.capehalal.com.

Outward Foreign Direct Investment (OFDI) in Africa

The Unit committed six Outward Foreign Direct Investments (OFDI) into the rest of Africa to the value of R190m.



PROFILE:

Michael Tiam-Gamwo – Head: Africa in the International Trade Unit

“Promoting intra-African trade is an important and on-going project that is not only conducive to business; it also promotes the strengthening of political ties and stability on the continent. A business person cannot expect to export to a market without visiting the country, scoping the market and meeting local business people. We at Wesgro are driven by passion to achieve our goals of growing exports and OFDI into Africa, and our success lies in our ability to inculcate that passion to our clients so that they join us in exploring African markets.”

Investment

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

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

12 investment projects, to the value of **R2,29bn** realised



1 014 direct jobs were facilitated through these investments



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

50 inward business delegations were hosted and

82 new projects were recruited into the pipeline



PROFILE:

Rori Tabane – Technology Portfolio Manager: Investment Promotion

“Working at Wesgro enables me to stretch my creative and intellectual muscle whilst also embedding all the tricks and trades I have accumulated from corporate. I am yet to repeat a task in my line of work and clients I meet. I certainly do not view Wesgro as an ordinary job. It is a career that excites and pushes me to excel beyond my comfort. I am surrounded by a unique dynamic team, each diligently, contributing their niche source of strength and magnetic aura to the Agency.”

Success stories

Pegas Nonwovens

Pegas Nonwovens (Czech Republic) is the largest producer of spunmelt nonwovens in EMEA (Europe, the Middle East and Africa). The company has two production facilities in the Czech Republic, one in Egypt, and has recently invested in a greenfield project in Atlantis, which will employ more than 300 people.

The project is an exciting endorsement of the business potential of the Western Cape, and amounts to a FDI injection of more than R1.3bn in Phase I. The investment is another example of the successful collaboration between Wesgro and Green Cape in supporting inbound investment. Through the SLA between the two entities, the investor was provided with end-to-end support, alongside key interventions from the City of Cape Town to facilitate the investment. In accordance with the SLA, the investment and job figures recorded were split 50-50 between Wesgro and Green Cape.

Darvesh (Da'Realty)

Darvesh (United Arab Emirates) is one of the oldest private, globally run family businesses, and has been operating for over 100 years. The conglomerate is engaged in diversified sectors of the global economy, and boasts an annual revenue of more than \$1bn.

The company has secured multiple properties for re-development in the Western Cape for the period under review. In the 2017/18 financial year, Darvesh successfully initiated a new strategic real estate investment, which will inject R500m into the Western Cape economy, supporting the creation of 150 new jobs.

Emergent Energy

Emergent Energy is a South African based solar installation firm that is expanding its footprint in the Small Scale Embedded Generation market. The company received a significant investment from FedGroup, who acquired a controlling share in the business, in order to scale activities in the solar energy generation sector.

The investment from FedGroup into Emergent Energy has and will continue to facilitate the uptake of solar energy by households, businesses and industry in the Western Cape and The City of Cape Town. This in turn will help to create jobs and grow the local economy.

This is once again a demonstration of the successful collaboration between Wesgro and GreenCape, through providing market intelligence, advocacy and other support to businesses like Emergent Energy and prospective investors, like FedGroup.”

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.

Achievements for the year



6 investment projects,
to the value of
R756m were realised



1 412 jobs were facilitated
through these investments

22 jobs were facilitated through
these investments



19 engagements held with
district municipalities



The unit embarked on **5** outward
missions during the financial year



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.

Success stories

Marathon Restaurant Group

Marathon Restaurant Group Africa is a company founded in the United States, and headquartered in Cape Town. The Group has established fast-casual restaurants and supporting food supply chain across Sub-Saharan Africa. Marathon is the exclusive franchisee of the Pizza Hut brand in Nigeria, Botswana, and the Western Cape of South Africa.

The group has invested R300m in developing Pizza Hut fast-casual restaurants here in the Western Cape creating 700 direct jobs.

Anchor Food

Anchor Foods opened its meat processing plant in Maitland in 1995. The company currently distributes its processed meat products to major retailers, independent supermarkets and butcheries reaching both national and international markets. Over the past years Anchor Foods has expanded its operations to three factories in the greater Cape Town metropole, and is continually looking to expand in order to meet the growing demand for their products.

In 2016 the company approached the Agency seeking assistance for the approval of their second dti claim, Manufacturing Competitiveness Enhancement Programme (MCEP). After months of engagements with the dti, the Agency was able to obtain a successful outcome to the appeal process. This led to an investment of R50m and created 60 direct jobs.

Gallo Group

Wesgro assisted the Gallo Group to access the workplace skills development incentive. This incentive provides a R3000 stipend for each new employee every month for the first 4 to 6 months. The incentive support tailored with the demand for its services, resulted in the company applying for a second round of support from this incentive scheme within a period of 12 months - both of which were approved.



PROFILE:

Towfiq Hendricks – Portfolio Manager: Agribusiness

“Wesgro has afforded me the opportunity to apply my knowledge and grow my experience in the agribusiness sector – with particular attention to the Halal market. This past year I've focused my attention on increasing investment into the local Halal supply chains, with the intention of growing the Western Cape's halal market share. Never before has the global Halal market presented the opportunities it does today, it has been both challenging and exciting to be actively involved in seeking ways to grow this sector in the Western Cape.”

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 Marketing Team and the Convention Bureau Team.

Leisure Marketing:

The purpose of the Leisure Marketing 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 Marketing 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 **32** tourism destination initiatives were supported by the team



This resulted in an estimated economic impact of over **R454,4m**

The team generated a total of over **R29m** worth of advertorial value equivalent media coverage

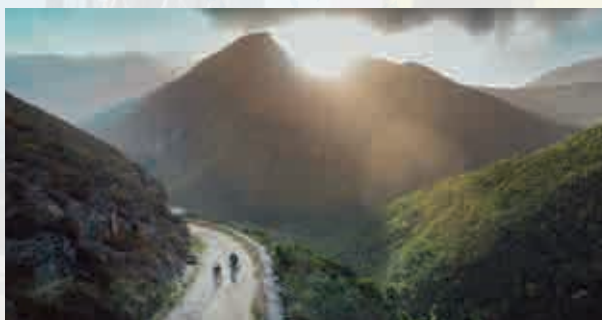


Success stories

Driving tourism during the low season and geographic spread

During the financial year, the team supported over 47 regional events in the small towns across the province during the period April to September. These events attracted over 325 000 visitors to the towns, supported over 3 000 temporary jobs and created an estimated economic impact of R147m.

The team also focuses on the marketing of tourism routes, encouraging visitors to explore the destination in unique ways and getting them to experience the quaint towns speckled across the province. The Cross Cape Cycle Route, part of the Cape Cycle Routes network, allows visitors to experience an abundance of natural beauty, warm welcomes and epic adventures from Plettenberg Bay to Stellenbosch. The route criss-crosses through the Garden Route, Cape Overberg and Cape Winelands.



PROFILE:

Alabama Nondumo – Leisure Tourism Administrator

“My day to day involves a great deal of multitasking, ranging from oral and written communication with the internal client and external clients, who all play a vital role in promoting our wonderful destination, Cape Town and Western Cape, domestically and internationally as a tourist destination. I also coordinate the day-to-day operations of the Leisure Unit and engage in planning and execution of marketing activities of the team.”

Destination Marketing (continued)

Convention Bureau:

The Convention Bureau through bidding focuses on growing and attracting meetings, incentives, conferences, and exhibitions (MICE) to the Cape.

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 Nation Convention Bureau.

Achievements for the year

33 bids secured through the Convention Bureau. This has an economic impact of **R453m** for the Western Cape



Cape Town maintained its top position in the ICCA rankings for Africa, hosting **52** International association meetings and **34k** delegates



15 joint marketing agreements were secured



Success stories

Cape Town selected to host 2019 YPO EDGE & Global Leadership Conference

Cape Town and the Western Cape Convention Bureau won the bid to host the 2019 YPO EDGE and Global Leadership Conference (GLC). The two events will take place at the Cape Town International Convention Centre (CTICC) in March 2019. Over four days, approximately 3 000 of the top CEOs in the world will come together for the YPO EDGE, the organisation's annual showcase of thought leadership and innovation and the GLC, the largest YPO officer leadership event.



PROFILE:

Adriaan Fourie – Business Development Manager: Meetings, Incentives and Exhibition sales

“The opportunity working for Wesgro has been such an inspiring journey. In my role, I am able to work with business leaders across all business sectors and academic institutions. Sharing in their knowledge, whilst securing large international business events to the Western Cape and has been one of the highlights of my career. Working for Wesgro, we make a difference to our people's lives on a daily basis and leave lasting legacies.”

Film and Media

Diversity of locations, moderate climate, world class facilities, highly skilled crew and a menu of national film and tv 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. This objective 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.

The Unit get these declarations through facilitating business-to-business connections, assisting with export advancement programmes and providing advice on access to national film and tv incentives provided by the Department of Trade and Industry. The unit outcomes are measured in production spend assisted and Full Time Equivalent (FTE) jobs.

Achievements for the year

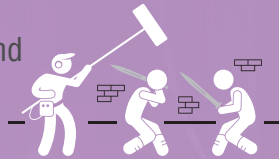
R1,92bn

production value spend

declared in **9**

declarations with

2449 FTE jobs linked to these productions



The team assisted **603** businesses with export advancement programs

Achieved an advertising value equivalent of

R33m



There were **23** inbound missions and delegations assisted by the team and **75** companies were assisted to key global markets

Success stories

African Film Commissions Network

Head of Wesgro's Film and Media Promotion Unit, Monica Rorvik, and Wesgro's Film and Media Promotion Officer, Lisa Mini, were certified as official African Film Commissioner's by the African Film Commissions Network in November 2017. Being certified as members of the African Film Commission Network means the Unit is connected to a Pan-African group of mandated film commissioners, who work together to attract productions to Africa and develop capacity across the value chain of the industry.

TH Films

This Mowbray based company has been in existence since 2013 and won numerous awards for their original content. They have also delivered excellent services work in the commercials and branded arena. Some of the work that has come out of the French based residency they won (as part of Digilab Africa 2016) has resulted in the growth of their company, with R17,5 million worth of work across two major Atari TV series, namely Codebreaker and Player Up.

Moonlighting Film Production Services

Moonlighting Film Production Services has continued its ability to facilitate spend in the Western Cape and managed to produce six projects, five from the USA and one from the UK. These combined to a production value spend of R620m, creating 667 Full Time Equivalent jobs. One of these films included the new high end TV series by HBO Cinemax, 'Warrior S1'.

Exporter Advancement Promotion upskilling

The Unit, in partnership with industry and various inbound missions, helped facilitate Exporter Advancement Promotion (EAP) upskilling to 603 companies. The major B2B and EAP events were aligned with industry festivals such as Encounters Documentary Film Festival (June 2017), Wavescape Film Festival (November/December 2017), Cape Town International Animation Festival (March 2018), as well as the newly rebranded Cape Town International Film Mart and Festival (October 2017). Additional ad hoc festival industry programmes were facilitated such as the Plettenburg Food Film Festival, the Belgium Film Festival, and the Italian Film Focus.



PROFILE:

Monica Rorvik

Head of Film and Media Promotion

Lisa Mini

Film and Media Promotion Officer:

AFCNet grew from Pan-African locations research supported by the South African Department of Arts and Culture. At markets globally, film commissions from around the world have the opportunity to come together to form panels, or even market themselves together to highlight funding offerings, locations and the film work opportunities from their respective continents.

The AFCNet initiative provides a voice for Africa, and with Wesgro now part of this initiative, Cape Town and the Western Cape will also be better positioned as a key film and media production destination.



Monica Rorvik, one of Wesgro's new film commissioners, and head of the Film and Media Promotion Unit added: "Marketing the continent with other commissioners in international markets will help expand Pan African awareness, positioning the Cape as a gateway to the rest of Africa. The goal is to help drive projects to our region and helping our own filmmakers in expanding their Pan African network."



© HBO Cinemax Production WARRIOR publicity photos shot at Cape Town Film Studios. Photographer: David Bloomer



The dti portfolio committee visits the HBO set of 'Warrior' at the Cape Town Film Studio (CTFS) during a tour facilitated by CTFS and Wesgro in collaboration with Moonlighting Productions and HBO Cinemax.

Marketing and Communications

Wesgro's Marketing and Communications team is responsible for marketing Wesgro's business Units (Trade, Film & Media and Investment), as well as Cape Town and the Western Cape in terms of tourism, trade and investment.

Amplifying the positive stories in the City and Province, the team seeks to position the Agency and region amongst stakeholders and larger business communities.

Achievements for the year

The Marketing and Communications team achieved **R72.02m** in advertorial value equivalent media coverage



46 strategic media engagements were hosted by the team

31 strategic corporate agency events were hosted



1 Annual report produced

5 relevant industry events were sponsored



PROFILE:

Aneez Abrahams – Graphic Designer

“Working at Wesgro has been enormously fulfilling to me. Knowing that I play a small part in promoting this beautiful province, by doing the job that I love with the most amazing colleagues, that always go above and beyond the call of duty to achieve our goals. It's truly inspiring...”

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.

Success stories

Municipal Workshop

Wesgro hosted their second annual Municipal Workshop in Calcedon, in the Cape Overberg District Municipality. The two-day workshop's main objective is to better understand the role that municipalities across the Cape play in promoting tourism, trade, investment and film. The first day of the workshop was attended by more than 10 mayors, with representation from the municipalities of Saldanha Bay, Langeberg, Cape Winelands, Theewaterskloof, Cape Agulhas, Overstrand, Overberg, Swellendam, Oudtshoorn and Hessequa. Attendees also included municipal managers, local economic development managers and mayoral committee members.

The Minister of Economic Opportunities, Alan Winde, addressed delegates at the event - with industry specialists invited to participate in panel discussions around pertinent topics addressing challenges faced in the different sectors represented. This event, organised by Wesgro's Marketing and Communications team, confirms the importance Wesgro places on growing the economy and creating jobs across the province.



Water Communications Room

During the height of the water crisis, it was vital that a unified message was distributed to both local and international media to ensure visitors planning to visit the destination had access to the correct information. Over this period, the unit engaged with over 100 international journalists, assisting with answering pertinent questions relating to the drought. The Unit also assisted with the development of a Frequently Asked Questions which was uploaded to the www.waterwesterncape.com website and shared with the various sectors. Through the Agency's social media handles, the Unit regularly provided updates and was pivotal in creating awareness that the Cape is open for business.

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 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.

This initiative demonstrates a successful model of how Wesgro can serve as a platform to help bring together role-players to achieve the goal of driving growth in the Cape.

Partners:



Achievements for the year



Cape Town Air Access had contributed to **13** new routes and **18** route expansions since its inception in July 2015



This has added an additional **750 000** inbound seats to the airport network, doubling international seat capacity

It is estimated that **R6 billion** has been generated for the Province in direct tourism spending due to the growth in international passengers



Cape Town International Airport has welcomed more than **10,7 million** passengers in the calendar year with growth in international passengers reaching over **20%** between 2016 and 2017



Success stories

World Routes 2018 Marketing Awards

Cape Town's Air Access initiative was named runner up for the Destination Marketing award at the annual World Routes 2018 Marketing Awards, which took place at the China Import and Export Fair in Guangzhou.

The Unit was shortlisted for the prestigious award following their win at Routes Africa 2018, where the team was awarded best Destination Marketing award as well as the overall Routes Africa award.



Austrian
Vienna, Austria

Edelweiss air
Zurich, Switzerland

JOON
Paris, France

KLM
Amsterdam, Netherlands

Thomas Cook Airlines
London Gatwick, UK

BRITISH AIRWAYS
London Heathrow, UK
London Gatwick, UK

Candor
Frankfurt, Germany

Lufthansa
Frankfurt, Germany
Munich, Germany

Emirates
Dubai, UAE

IndiGo
Singapore, Singapore

Turkish Airlines
Istanbul, Turkey

Cathay Pacific
Hong Kong, China

QATAR
Doha, Qatar

AIRLINK
Maun, Botswana
Victoria Falls, Zimbabwe
Windhoek, Namibia

Kenya Airways
Nairobi, Kenya
Livingstone, Zambia
Victoria Falls, Zimbabwe

Ethiopian
Addis Ababa, Ethiopia

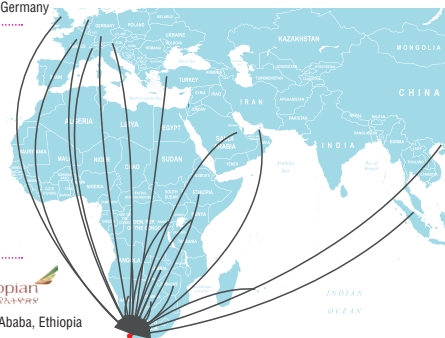
ICG
Luanda, Angola

Air Botswana
Gaborone, Botswana

Air Namibia
Windhoek, Namibia
Walvis Bay, Namibia

RwandAir
Kigali, Rwanda
Harare, Zimbabwe

AIR MAURITIUS
Port Louis, Mauritius



Advisory Support:



Strategic Projects: Cape Health Technology Park

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

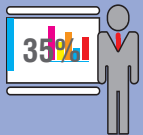
It is envisaged that the Cape Health Technology Park, a collaborative venture between the City of Cape Town, the Western Cape Government, the National Department of Science and Technology, academia and business, will be a world-class facility where pharmaceutical companies, research institutes, clinical 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 industry, and programmes to ensure sustained growth of the Cape health technology sector.

Wesgro's role currently is to host the project office for the Cape Health Technology Park, which culminates in a fundable business case for the park, with secured property, finance and tenants. During the construction period, Wesgro's focus will be 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 park and facilitating exports as the industry begins to grow and new companies begin to scale up.

Achievements for the year

4 key sectors identified in the health technology industry for prioritisation: digital health, medical devices, biotechnology and indigenous medicine



Feasibility study completed and approved

Industry engagements resulting in a larger footprint for the park



Success stories

Infrastructure Development

Feasibility of the project was established and the business plan approved by the Steering Committee of the project. A second, additional site has been studied in the feasibility study, expanding the footprint of the park and incorporating more manufacturing to the location alongside innovation. Industry engagements have led to a hub and spoke model for the expansion of the footprint to the rest of the Western Cape, which is one of the key focus areas of the project for 2018/19.

Digital Health

The importance of the digital health sector in the health technology industry landscape in the Western Cape was an element of the feasibility study that required particular attention. The Western Cape, as a leading province for innovation and technology, was underscored by the outcomes of the research paper that demonstrated and emphasised the economic value of digital health. With the major advances in the genomics space allowing for rapid advancements in the precision medicine, the digital health sector in the Western Cape was found to be in a highly advantageous position due to the strong IT infrastructure in Cape Town, academic skill and knowledge coupled with the announcement of the first African Genomics Centre by the South African Medical Research Council (SAMRC).



PROFILE:

Paul van den Brink – Air Access: Project Manager

“Just three years ago, we set out to establish Cape Town as an international airline hub on the African continent. With over 13 new routes landed and the expansion of 18 existing routes, we are well on our way to achieving this objective. It has been rewarding to form part of the team responsible for increasing air traffic to the Cape, assisting in boosting the local economy and creating new jobs.”

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

An unqualified external audit opinion was achieved



The employee satisfaction rate reached **87%**, **17%** above target



Wesgro filled a total of **31** positions during the financial year

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



9 monthly revenue projections submitted within **7** days of month end



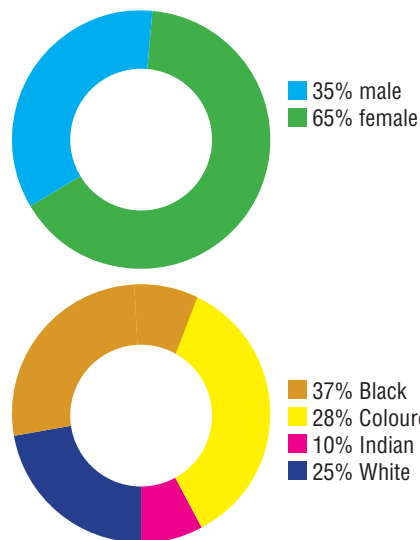
The average turnaround time for approval of workflows is **2.69** days

Success stories

Financials

- Annual Revenue – R102m
 - Provincial Government Grant and Subsidy – R89m
 - Local Government Grant and Subsidy – R10m
 - Own Revenue – R3 million
- Unqualified audit for 2017/18 financial year

Staff Demographics



PROFILE:

Mornay Gallant – Bookkeeper

“My Wesgro journey began almost 6 years ago. As a young man, the Agency has provided me the opportunity to develop new skills and relationships. Moreover, it has been an enriching experience as I have had the prospect to develop skills and thriving relationships. Through exposure and experience, I have come to grasp the Finance function namely the Bookkeeping and Supply Chain role, as it is the heart of any thriving organisation. I have also learnt how the livelihood of a business is maintained and what type of leadership and management styles are efficient and suitable.”



an inspiring place to do business

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