

United States and Western Cape Trade and Investment Fact Sheet

The U.S. is the top foreign direct investor in the Western Cape.



Between January 2012 and January 2021, the U.S. was the largest source of inward FDI (in terms of capex) into Western Cape. U.S. companies directly and indirectly employ tens of thousands of Western Cape residents, offer training and skills development, and support local communities through outreach and humanitarian programs.

The U.S. is a top source market for tourists visiting Western Cape.



About 72,000 U.S. tourists visited the province in 2021.

Over past decade, trade between Western Cape and the U.S. has increased by 11.4%, on average. Total trade was valued at R123.59 billion in 2021.



In 2021, the U.S. was Western Cape's top export market, with a value of R16.98 billion. Both exports and imports increased by 57.5% and 2.6% respectively during this period. With a growth rate of 148.8% in 2021, flat-rolled products of iron or non-alloy steel was the province's top exported product to the U.S. Citrus fruit exports increased by 24.5%, while the export of wine increase by 41.5% in 2021.

Through the trade and investment promotion partnership, **we will build on our strong cooperation** to create additional mutually beneficial trade and investment opportunities. In the last year, we've seen the following **examples of trade and investment successes**:

In the first year of partnership, Western Cape-based tech companies raised more than **\$323 million** in funding from U.S. investors.



Google committed **\$150 million** at the South African Investment Conference for its undersea fiber-optic cable that will terminate in Cape Town and provide high-speed internet across South Africa.



PepsiCo acquired Pioneer Foods for approximately **\$1.7 billion**.



The U.S. government-funded Southern Africa Trade and Investment Hub **helped multiple companies**, such as PURA Beverages, Oryx Desert Salt, and Darling Sweet, **begin exports to the United States**. The project has supported 41 Western Cape firms from February 2021 to date.



South Africa Makes, a medical device manufacturer on the frontlines of developing solutions for unique healthcare challenges on the continent, **has signed partnerships** with multiple **U.S. companies to support and grow its business in Africa** and around the world.



Amazon launched **three data centers** in Cape Town for its AWS cloud computing platform, creating the company's first Africa Region cluster, which provides data storage, content back-up, and faster connectivity.

Digital Realty acquired **Teraco** for about, **\$3.5 billion** including **Teraco's** two data centers in Western Cape



Rand Capital Coffee has opened **seventeen Starbucks stores** in the Western Cape.



Rhodes Food Group announced it would **supply Walmart stores in the United States** with canned pears.



Hyatt Hotels opened its **first hotel** in Cape Town while **Best Western** opened a **second hotel** in Cape Town.



Krispy Kreme increased its **locations** and outlets selling doughnuts and other products in the Western Cape.