



Tourism, Trade and Investment Flows between the Switzerland and the Western Cape

23 March 2026

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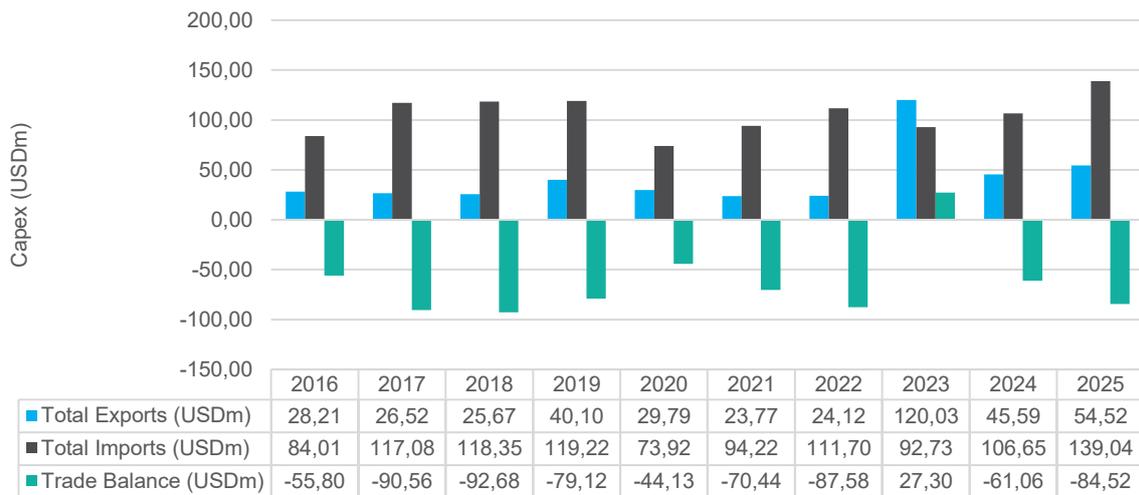
1. Trade

1.1 The Western Cape's trade with the Switzerland

The Western Cape's trade with Switzerland from 2016 to 2025 is shown in Figure 1. The province was a net importer of goods from Switzerland for most of the past decade, apart from 2023. In 2025, exports from the Western Cape to Switzerland reached USD54.52m, increasing by 19.60% y-o-y from USD45.49m in 2024. Imports from Switzerland to the province increased by 30.38% y-o-y to USD139.04m in 2025, up from USD106.65m in 2024.

Overall, both exports and imports increased over the past decade (2016–2025), with exports increasing at an average annual growth rate (AAGR) of 35.64% and imports at 10.08%.

Figure 1: The Western Cape's trade with Switzerland, 2016–2025



Source: Quantec (2026)

The Netherlands was the leading destination market for the Western Cape's exports in 2025, with exports valued at USD1,310.96m (or USD1.31bn), and accounting for 10.63% of total Western Cape exports in the year. This is shown in Table 1. Exports from the United Kingdom followed in second place and were valued at USD953.42m (or a 7.73% share). Exports from Switzerland were in third position, at a value of USD863.60m or a 7.00% share. Switzerland was the Western Cape's 39th largest destination market for exports in 2025, with exports valued at USD54.52m equivalent to 0.44% of the total value of the Western Cape's global exports.

Among the province's top 10 destination markets, the fastest-growing markets (as measured by the highest AAGR) in the past five years (2021–2025) were Zimbabwe (with an AAGR of 20.69%), the United Arab Emirates (17.18%), and the Netherlands (12.70%).

On the import front, China was the leading source market for goods imported by the province in 2025, with imports reaching USD3,593.46m (or USD3.59bn), and accounting for 18.95% of total imports in that year. India ranked second with total imports valued at USD1,587.30m (or an 8.37% share); and Oman was third with imports valued at USD1,157.25m (or a 6.10% share). Switzerland was the province's 27th largest source market for imports in 2025, with imports costing USD139.04m and equivalent to 0.73% of total Western Cape imports.

Among the Western Cape's top 10 source markets, the fastest-growing markets (as measured by the highest AAGR) over the past five years (2021–2025) were Angola (with an AAGR of 416.50%), Nigeria (39.79%) and Oman (38.71%).

Table 1: Top 10 markets for Western Cape exports and imports, 2025

Rank	Export Country	Exported Value (USDm), 2025	Ave. Annual Growth % (2021-2025)	Rank	Import Country	Imported Value (USDm), 2025	Ave. Annual Growth % (2021-2025)
1	Netherlands	1310.96	12.70%	1	China	3593.46	10.54%
2	United Kingdom	953.42	5.58%	2	India	1587.30	36.64%
3	United States	863.60	7.56%	3	Oman	1157.25	38.71%
4	Namibia	835.04	6.66%	4	United Arab Emirates	1154.91	24.08%
5	China	635.83	10.81%	5	United States	1085.36	24.31%
6	United Arab Emirates	517.94	17.18%	6	Saudi Arabia	825.38	7.17%
7	Botswana	340.50	-0.99%	7	Angola	814.38	416.50%
8	Russian Federation	331.84	10.80%	8	Nigeria	770.55	39.79%
9	Germany	330.16	0.94%	9	Italy	653.21	24.11%
10	Zimbabwe	296.98	20.69%	10	Germany	602.98	6.77%
39	Switzerland	54.52	67.30%	27	Switzerland	139.04	14.88%
WC Total Exports		12 332.96	8.54%	WC Total Imports		18 965.71	12.11%

Source: Quantec (2026)

Table 2 shows that coal; briquettes, ovoids was the Western Cape's top export product to Switzerland in 2025, valued at USD26.10m and accounting for 48.87% of total Western Cape exports to Switzerland in that year. This was followed by the exports of fruit, nuts and other edible parts of plants, with a value of USD5.45m (or an 10.00% share of total exports); and then by exports of wine (valued at USD3.96m or a 7.26% share).

Among the top 10 export products, the fastest-growing product categories (as measured by the highest AAGR) in the past five years (2021–2025) were discs, tapes, solid-state non-volatile storage devices, smart cards, with an AAGR of 57,490.23%; other fresh fruit (410.22%); and fruit, nuts and other edible parts of plants with an AAGR of 79.43%.

Cigars, cheroots, cigarillos and cigarettes oils was the Western Cape's top import product from Switzerland in 2025. At a value of USD25.77m, this product accounted for 18.54% of the province's total imports from Switzerland in that year. This was followed by imports of waters, including mineral waters and aerated waters, at value of USD20.25m (or a 14.56% share); and orthopaedic appliances, including crutches, surgical belts and trusses; splints and other fracture appliances forms worth USD13.81m (or a 9.93% share).

Among the top 10 import products, the fastest-growing product categories (as measured by the highest AAGR) in the past five years (2021–2025) were wrist-watches, pocket-watches (with an AAGR of 2199.59%); footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather (201.16%); and other footwear with outer soles and uppers of rubber or plastics (151.74%).

Table 2: Top 10 Western Cape products traded with Switzerland, 2025

Rank	Exports	Exported Value (USDm), 2025	Ave. Annual Growth % (2021-2025)	Rank	Imports	Imported Value (USDm), 2025	Ave. Annual Growth % (2021-2025)
1	Coal; briquettes, ovoids	26.1	-	1	Cigars, cheroots, cigarillos and cigarettes	25.77	-0.95%
2	Fruit, nuts and other edible parts of plants	5.45	79.43%	2	Waters, including mineral waters and aerated waters, containing added sugar or other sweetening matter or flavoured	20.25	59.89%
3	Wine	3.96	-5.80%	3	Orthopaedic appliances	13.81	24.04%
4	Fruit, dried	2.32	0.80%	4	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather	8.78	201.16%
5	Aircraft and spacecraft; propellers and rotors	2.31	-	5	Other footwear with outer soles and uppers of rubber or plastics	7.12	151.74%
6	Printing ink, writing or drawing ink and other inks	1.94	32.46%	6	Tractors	4.64	-
7	Discs, tapes, solid-state non-volatile storage devices, smart cards	1.21	57490.23%	7	Instruments and appliances used in medical, surgical, dental or veterinary sciences	4.12	33.94%
8	Grapes	0.89	6.05%	8	Wristwatches, pocket-watches	3.9	2 199.59%
9	Fish fillets and other fish meat, fresh, chilled or frozen	0.86	9.66%	9	Other aircraft (for example, helicopters, aeroplanes); spacecraft	3.76	-
10	Other fruit, fresh	0.85	410.22%	10	Soya-bean oil and its fractions	3.6	-
Total Exports		54.52	67.30%	Total Imports		139.04	14.88%

Source: Quantec (2026)

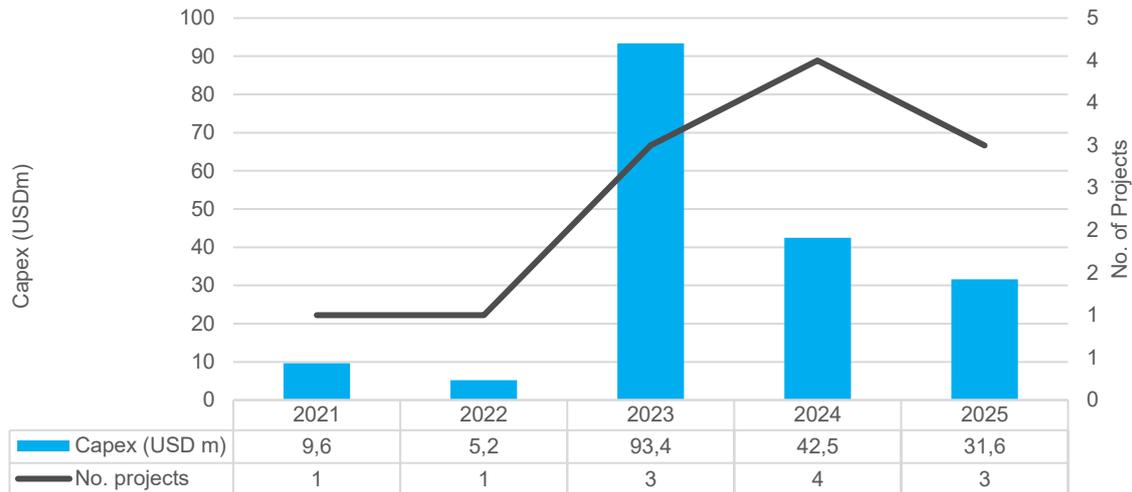
2. Foreign Direct Investment

This section analyses foreign direct investments (FDI) flows between Switzerland and the Western Cape.

2.1 FDI from Switzerland in the Western Cape

The Western Cape benefited from an estimated 12 FDI projects with a capex value of USD182.30 from 8 Switzerland-based companies in the five-year period January 2021 - January 2026. In addition, these projects led to the creation of an estimated 488 jobs. This is illustrated in Figure 2.

Figure 2: FDI from Switzerland in the Western Cape, Jan 2021 - Jan 2026



Source: fDi Markets, a service from The Financial Times 2026. All Rights Reserved.

Figure 3 illustrates that the business services sector in the Western Cape attracted the most capex from Switzerland FDI in the province over the said five-year period. The investments in the sector were valued at USD83.4m and accounted for 45.75% of the total capex. These resulted from a total of three projects (representing a share of 25.00% of the number of projects). The automotive OEM sector, which attracted FDI valued at USD63.7m and accounted for 34.94% of the total capex, was in second place. In third place was the consumer products sector which benefited from FDI valued at USD10.9m.

Figure 3: FDI from Switzerland in the Western Cape by sectors (measured in capex), Jan 2021 - Jan 2026

	Capex (USDm)	Capex %	No. Projects	Projects %
Business services	83.4	45.75%	3	25%
Automotive OEM	63.7	34.94%	1	8.33%
Consumer products	10.9	5.98%	1	8.33%
Financial services	9.6	5.27%	1	8.33%
Real estate	9.5	5.21%	5	41.67%
Software & IT services	5.2	2.85%	1	8.33%

Source: fDi Markets, a service from The Financial Times 2026. All Rights Reserved.

Table 3 lists the top 10 Switzerland-based companies that invested in the Western Cape from January 2021 - January 2026, ranked according to capex.

Table 3: Top 10 Switzerland-based companies with investments in WC, Jan 2021 - Jan 2026

Rank	Company	Capex (USDm)	No. of projects	Jobs created
1	Ineos	63.7	1	187
2	Elize Partners	27.8	1	17
3	Testex	27.8	1	17
4	retailsolutions	27.8	1	17
5	Breitling	10.9	1	170
6	CV VC (Crypto Valley Venture Capital)	9.6	1	31
7	International Workplace Group (Regus)	9.5	5	40
8	Jua	5.2	1	9
Total		182.3	12	488

Source: fDi Markets, a service from The Financial Times 2026. All Rights Reserved.

2.2 Outward FDI from the Western Cape in Switzerland

According to FDI Markets, there is no record of outward FDI from the Western Cape to Switzerland during the period, January 2021 to January 2026.

3. Tourism

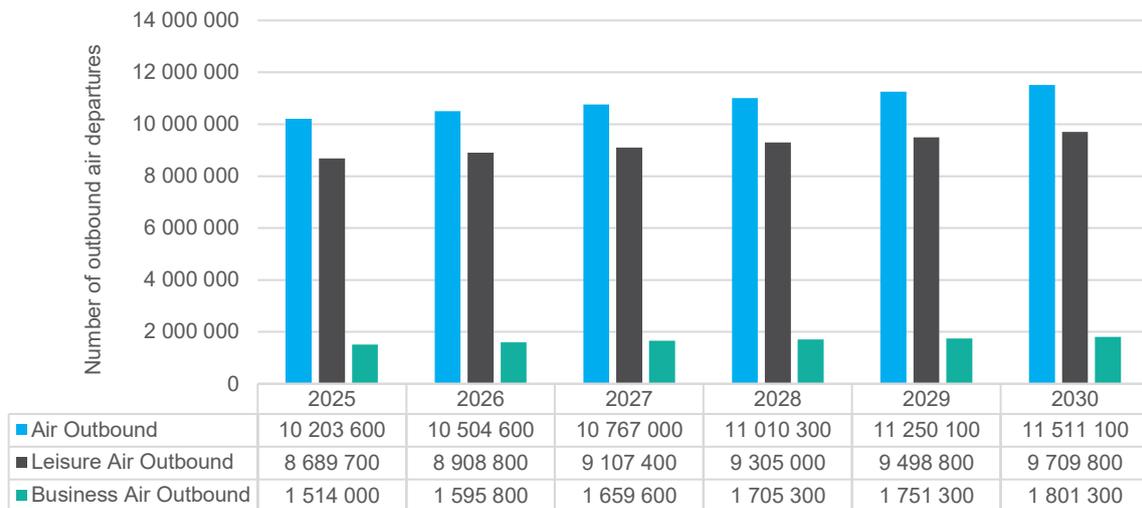
An overview of trends relating to outbound air departures from the US, as well as tourist arrivals from Switzerland in South Africa and the Western Cape, is provided below.

3.1 Global Outbound Air Departures from Switzerland

In 2025, total outbound air departures from Switzerland reached 10.2 million, reflecting a year-on-year increase of 3.87% when compared to 2024. Looking ahead, outbound air departures are projected to rise steadily, reaching an estimated 10.5 million in 2026 and forecasted to increase further to 11.5 million by 2030, supported by sustained travel demand and improving international air connectivity.

Leisure travel continues to dominate outbound air departures from Switzerland. Leisure air departures are forecasted to grow from 8.9 million in 2026 to 9.7 million by 2030. Business travel, while smaller in scale, will also expand steadily from 1.6 million in 2026 to approximately 1.8 million by 2030.

Figure 4: Global outbound air departures from the US, 2025–2030F



Source: Euromonitor International, 2026

Note: All figures shown for 2026 are estimates (E) and forecast projections (F) are shown for 2027 to 2030. *Air outbound includes outbound trips by residents taken on scheduled airlines, charter or low-cost carriers for business and leisure purposes.

3.2 Switzerland tourism highlights

Table 4: Travel Trends (2024 / 2025)	
South Africa	Western Cape
Switzerland Tourist Arrivals (2025)	
Jan–Dec 2025: 47 845 (13.23% increase compared to 2024)	Jan–Sep 2025: 17 707 (5.22% increase compared to Jan–Sep 2024)
Total Foreign Direct Spend (2024)	
R1.21 billion (-13.93% decrease compared to 2023)	R616.8 million (-17.14% decrease compared to 2023)
Length of Stay (2024)	
14.0 nights (-16.9% decrease compared to 2023)	10.6 nights (-16.6% decrease compared to 2023)

Source: South African Tourism, 2026

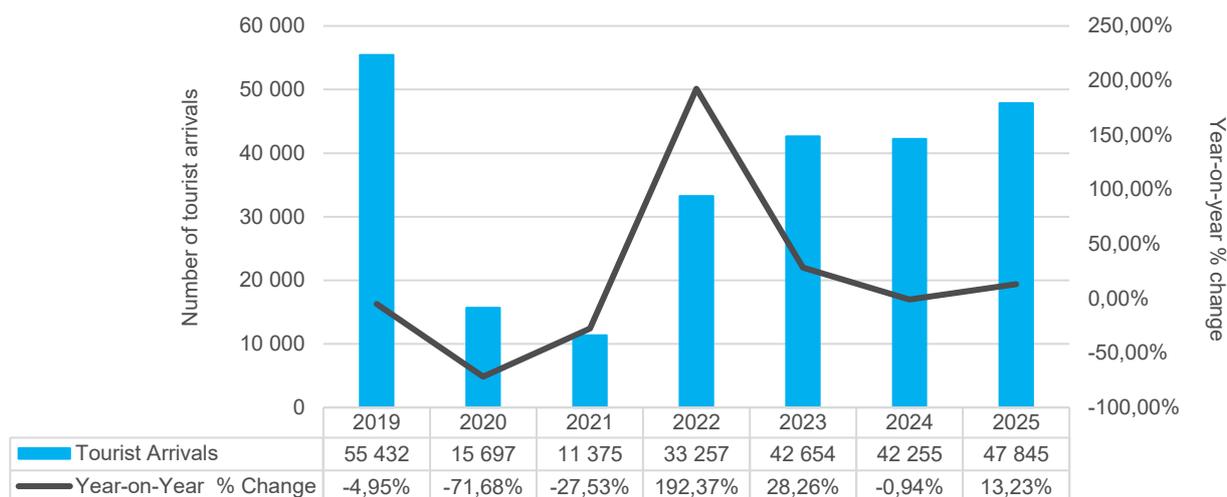
*Note: Full year 2025 data for Total Foreign Direct Spend and length of stay has not been released.

*Note: Western Cape data for 2025 is only available until September 2025.

3.3 Tourist arrivals from Switzerland in South Africa

Figure 5 shows that in 2025, South Africa welcomed 47,845 tourists from Switzerland, reflecting a 13.23% increase in relation to 2024. Nationally, in the year 2024, this market contributed more than R1.21 billion in total foreign direct spend, with visitors staying an average of 14.0 nights and spending on average R31,100 per tourist.

Figure 5: Switzerland Tourist Arrivals to South Africa, 2019–2025

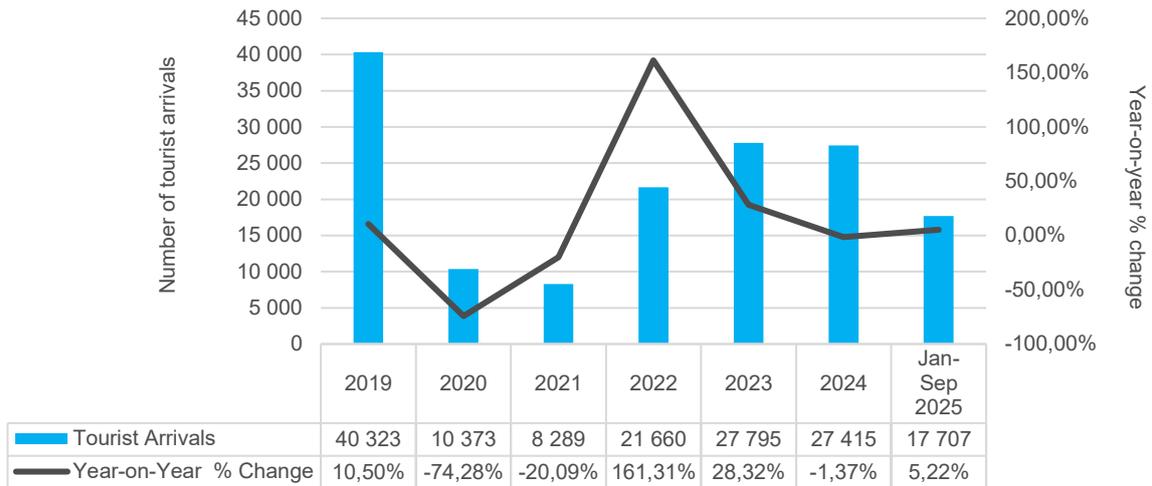


Source: South African Tourism, 2026

3.4 Tourist arrivals from Switzerland in the Western Cape

Tourist arrivals from Switzerland to the Western Cape reached 27,415 in 2024, reflecting a slight decline of -1.37% year-on-year. For the period January to September 2025, the province received 17,707 tourists originating from Switzerland, with a 5.22% increase in relation to Jan–Sep 2024. In the year 2024, this market contributed approximately R616.8 million in total foreign direct spend within the province, translating to an average spend of R23,200 per tourist and an average length of stay of 10.6 nights.

Figure 6: Switzerland Tourist Arrivals to the Western Cape, 2019–2025 (Jan–Sep 2025 YTD)



Source: South African Tourism, 2026

*Note: Western Cape data for 2025 is only available until September 2025.

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