


Cape Town and the Western Cape, a sought-after global source market for goods and services


Nestled at the southernmost tip of Africa, Cape Town and the Western Cape is home to premium, globally sought-after products and services. From rooibos tea, to award winning wines, and celebrated as Africa's Tech Capital – the region is an established, competitive and active exporter. Quality, sustainability, diversity, and trust define our brand promise, and is what you can expect when you buy from Cape Town and the Cape.





Need more convincing? Here's 10 reasons why to buy from Cape Town and the Western Cape


- Modern harbour facilities, well-connected railway networks, highly developed road infrastructure, an international airport voted best on the African continent for more than five years running and advanced ICT networks combine to create a compelling package for international buyers. A sophisticated logistics network underpinned by well-established cold storage and freight and shipment facilities enables effective trade of goods and services.



- Preferential bilateral, regional and international trade agreements facilitate competitive trade opportunities for foreign buyers seeking quality goods and services in diverse sectors.



- South Africa is the 9th largest wine production market globally, with the Western Cape responsible for 95% of the country's wine exports. Globally leading in sustainable best practice, the 2010 vintage received a world-first seal, tracing the wine from vine to bottle."



- Rooibos (indigenous to the Western Cape) and Karoo lamb are the only geographic indicators (GI's) in Africa - awarded Protected Designation of Origin status by the European Union.



- The Western Cape is home to almost 60% of South Africa's startups and recognised as Africa's Tech Capital.



- Named Africa's first UNESCO City of Design joining a total of 180 cities in UNESCO's global Creative Cities Network, Cape Town remains proudly committed to a culture of unique and diverse creativity.


- The Western Cape boasts a robust boatbuilding industry, and is the 2nd largest producer of recreational catamarans in the world after France.


- South Africa was the 2nd largest exporter of citrus fruits after Spain in 2022. The Western Cape is the majority exporter of citrus fruits in the country, exporting 69.90% valued at ZAR19.66bn.


- At the nexus of the Cape's trade ecosystem are experienced Export Councils - providing sector support and expertise to exporters.


- A green economic hub on the continent, the Western Cape has access to leading green infrastructure facilitated by two Special Economic Zones (SEZs): Freeport Saldanha Industrial Development Zone (IDZ) - the 1st South African IDZ to include a port; and Atlantis, the only green tech SEZ in Africa.



Cape Town and the Western Cape: a globally competitive export region, with exports growing by 48% from the Western Cape since 2019 up until 2022

Africa and Europe remain the Western Cape's largest export regions, valued at **R60 billion** (Africa) and **R57 billion** (Europe). Botswana is the province's top export market, reaching **R12.1 billion** in 2022.

Asia is the **3rd largest** export region, worth **R30 billion**, Asia also represents the largest growing region.

South Africa is the **largest investor** into the rest of Africa on the continent. **Top investment markets** for the Western Cape by number of projects are Kenya, Nigeria, Zambia, and Ghana.

Netherlands ranks as the top export country, with exports equating to **R16.9 billion**. Top exported products to the region includes grapes and citrus.

The United States is the province's **2nd largest** export market worth **R16.1 billion**. Articles of jewelry, steel, catamarans, and citrus, are amongst the top exported products to the region.

The regions advantageous geographic location provides **proximate access to export markets** by land and sea, and preferential time zones to Europe, UK, Asia, and Americas.

