



**WESGRO**

cape town & western cape  
tourism, trade & investment

Towfiq Hendricks  
Agribusiness; Senior Manager  
Investment Promotion  
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# Wesgro

- Official tourism, trade and investment promotion agency for the Western Cape government
- Research and real time business intelligence drives our strategies



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# Past 5-years of Wesgro

- Total investment secured **R6,6 billion**
- **4,415 direct jobs** created across the Western Cape Province
- **578 companies** participated in outbound missions to drive exports and **1,200 companies** attended the Wesgro Export Development Programme
- Helped attract **7,1 million foreign tourists**
- Wesgro Research published **487 reports** on all aspects of the Western Cape economy



# The Agribusiness Investment Unit: AIU

## Purpose:

The purpose of the agribusiness unit is to attract direct investment in the Western Cape agribusiness sector while retaining existing investments in the region.

## Strategic Objective:

The Investment promotion Unit manages the Agribusiness Investment Unit on behalf of the department of Agriculture. The unit is responsible for locating new direct investments in the Western Cape agricultural sector while retaining exiting investments and supporting their expansions.

## Our Key Activities:

### Investor Research

- Investor Targeting
- Inward and Outward Mission



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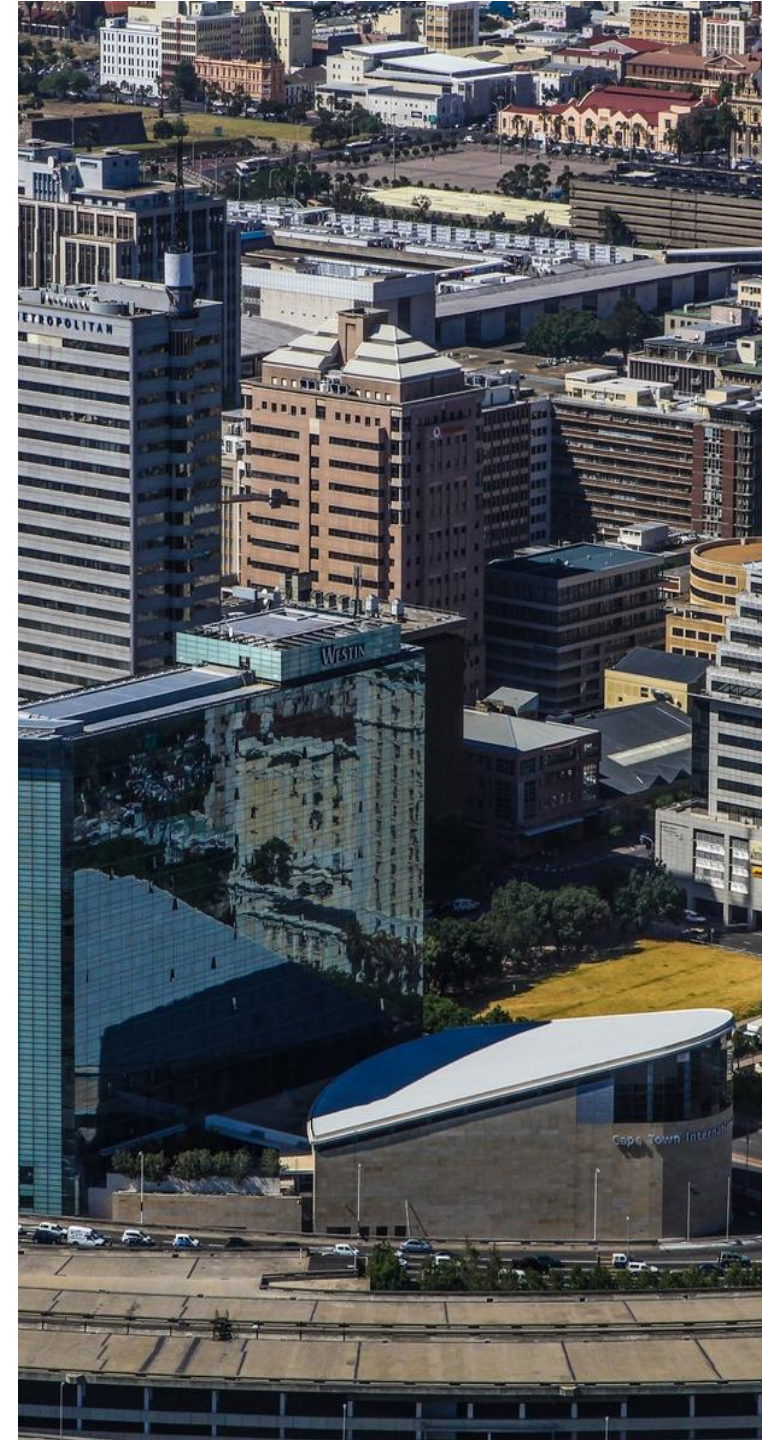
# AIU's Contribution to the Sector

## Investment Facilitation:

- Accessing of Incentives
- Accessing of Finance
- Site Locations
- Accessing Networks
- Matchmaking
- Expediting Approvals
- Policy Advocacy

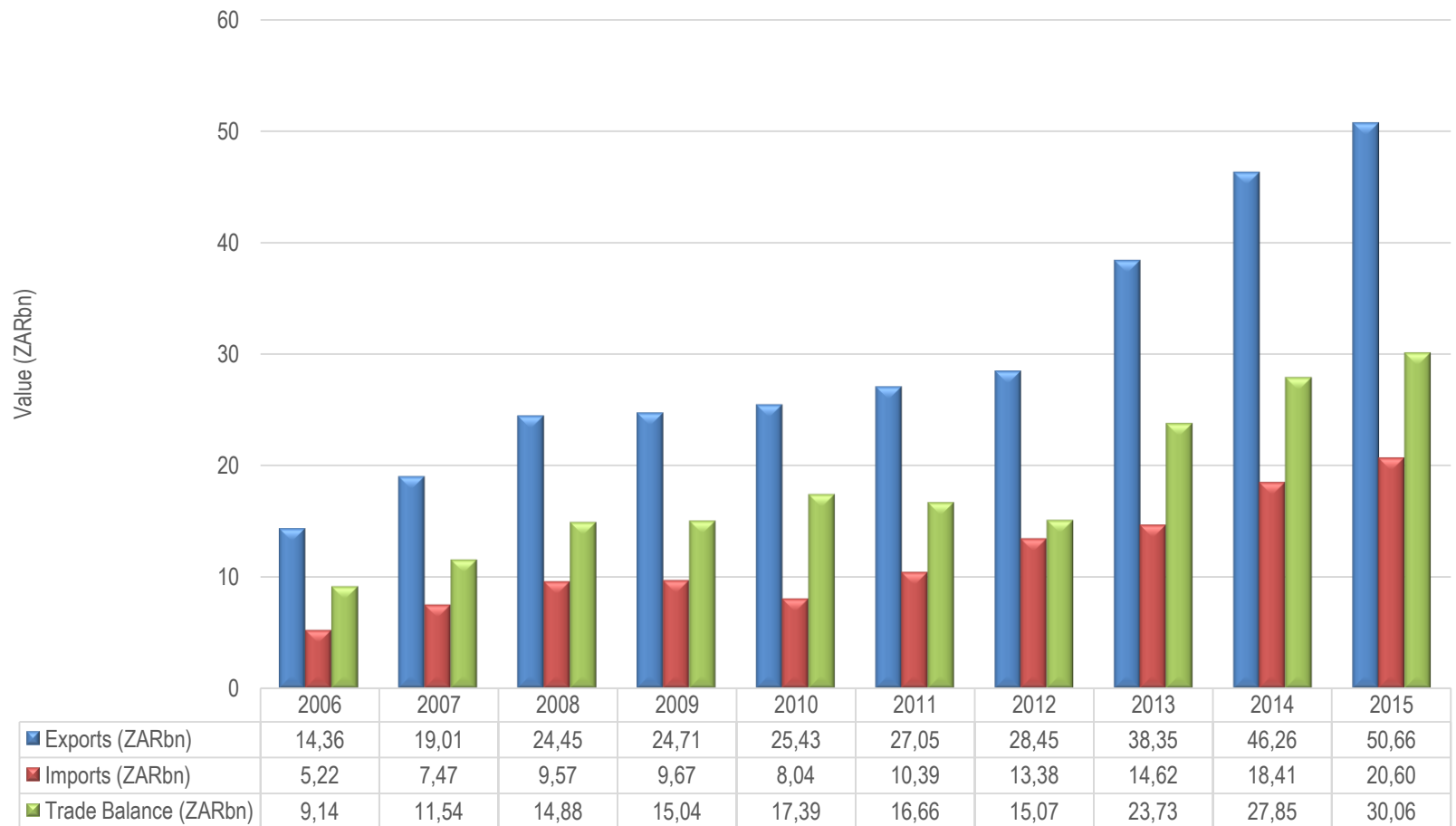
## The Agri-Investment Unit:

From 2012-2016 the unit has committed **ZAR1.487bn** investments and created **893** jobs.



# The Western Cape Trade of Food and Beverages

WESTERN CAPE TRADE OF FOOD & BEVERAGES, 2006-2015



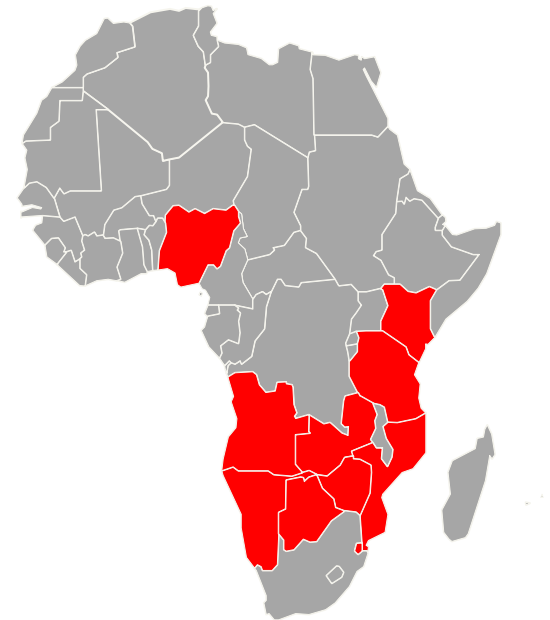
Source: Quantec, 2016

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# South Africa's Top Export Markets in Africa, 2015

TOP 10 SOUTH AFRICAN EXPORT MARKETS FOR WINE, 2015

RANK	DESTINATION MARKETS	VALUE 2015 (ZARbn)	% GROWTH 2014-2015 (USD)
1	Namibia	1 541.17	-7%
2	Angola	1 030.94	-3%
3	Mozambique	739.21	-1%
4	Kenya	543.06	-13%
5	United Republic of Tanzania	525.97	2%
6	Botswana	471.51	36%
7	Nigeria	461.06	-3%
8	Zambia	427.40	4%
9	Zimbabwe	380.49	-5%
10	Swaziland	225.90	-5%
<b>TOTAL EXPORTS</b>		<b>6346.73</b>	



# FDI into the Western Cape Food and Beverage Sector, 2003 - 2015

Inward FDI into the Western Cape's Food and Beverage Sector, 2003 - 2015						
Date	Investing Company	Source Country	Destination City	Sub-Sector	Industry Activity	Capex (ZARm)
Apr 2014	Burger King Corporation	United States	Cape Town	Animal slaughtering & processing	Manufacturing	55.3
Feb 2012	Enza Zaden Seed Operations	Netherlands	Not Specified	Crop production	Manufacturing	406.6
Feb 2012	Vina Concha y Toro	Chile	Cape Town	Wineries	Sales, Marketing & Support	222.6
May 2011	Lindt & Sprungli	Switzerland	Cape Town	Sugar & confectionary products	Sales, Marketing & Support	78.5
Jan 2010	Nespresso	Switzerland	Cape Town	Food services	Retail	194.5
Nov 2009	Woolworths	Australia	Cape Town	Food & Beverage Stores (Food & Tobacco)	Retail	194.5
Sep 2006	Spar	Netherlands	Cape Town	Food & Beverage Stores (Food & Tobacco)	Logistics, Distribution & Transportation	480.4
<b>TOTAL</b>						<b>1632.4</b>

Source: FDI Intelligence, 2016

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# Outward FDI from the Western Cape, 2003 - 2017

- Between January 2003 and December 2015 a total of 43 FDI projects were recorded from the Western Cape into the global food and beverage industry. These projects represent a total capital investment of ZAR12.07bn.
- Shoprite plans to expand its business across Nigeria by opening 44 new stores. The expansion is part of a wider international growth strategy which will also see 21 new stores established in Angola. The retailer expects the new outlets to be open by 2017.
- Pick n Pay has opened two stores in Lusaka, Zambia. Pick n Pay plans to open a further four or five stores in Zambia by 2015. It also aims to establish a presence in Malawi, Angola and the Democratic Republic of the Congo.



**SHOPRITE**



Source: FDI Intelligence, 2016

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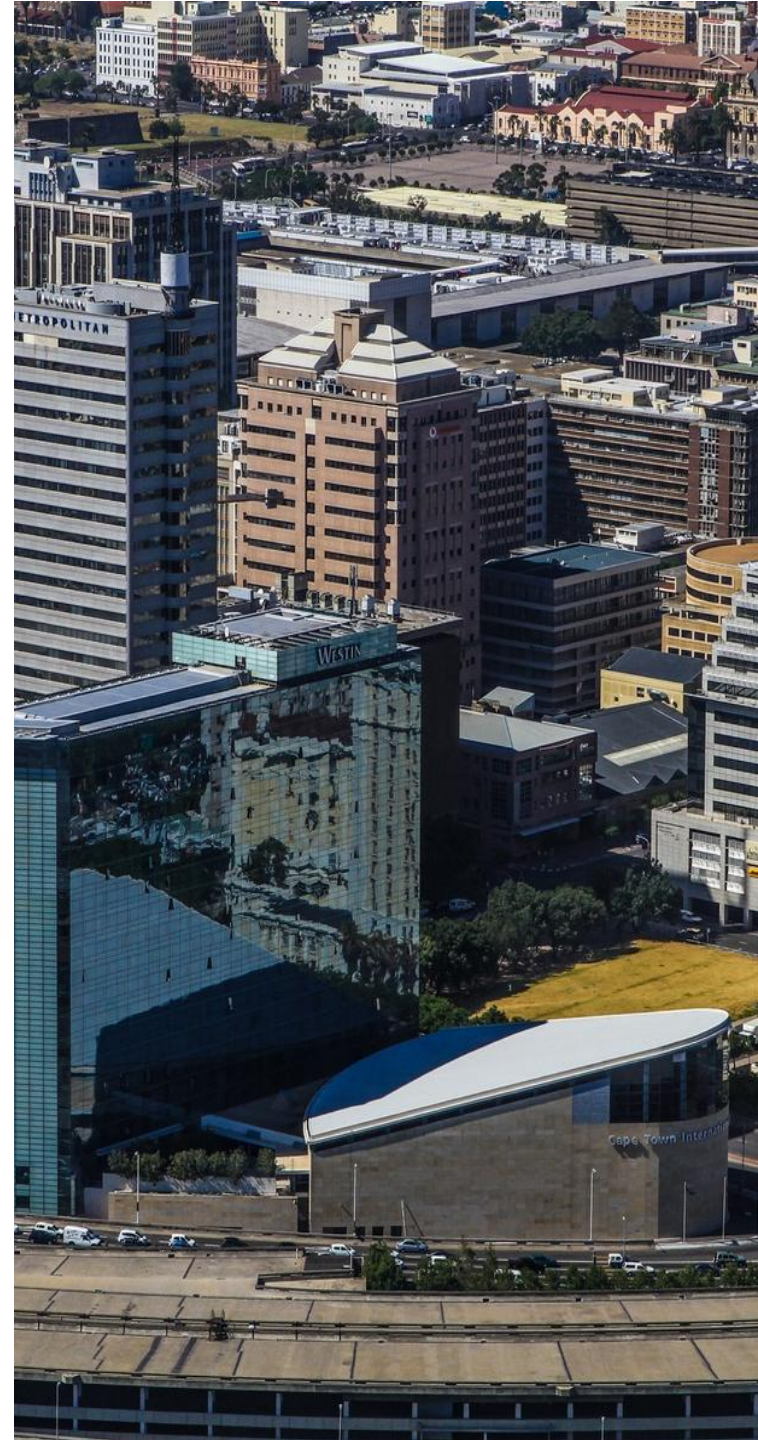
# Western Cape Agribusiness Investment Opportunities

Western Cape exports 44% of South Africa's food and beverages.

261 agro processing plants in the Western Cape

## Selected Opportunities include:

- Development of food supply chain technologies especially in food safety
- Growing and exporting of cut and dried flowers.
- Expand domestic fruit juice concentrate production.
- Extend production of organic products for domestic and export markets.
- Expand production of honey bush teas to meet growing consumer demand.
- Expand production and processing of ostrich products
- Expand production of high quality wines for export and establish boutique cellars.
- Modernise and expand wine and beverage production facilities.
- Expand packaging, freezing and canning facilities for export products
- Cuniculture (Rabbit farming).
- Agri tourism
- Cold storage facilities







Thank you | Dankie | Enkosi