

DRAFT



Western Cape Property Development Forum

05 June 2025

Wrenelle Stander

WESGRO
cape town & western cape
tourism, trade & investment



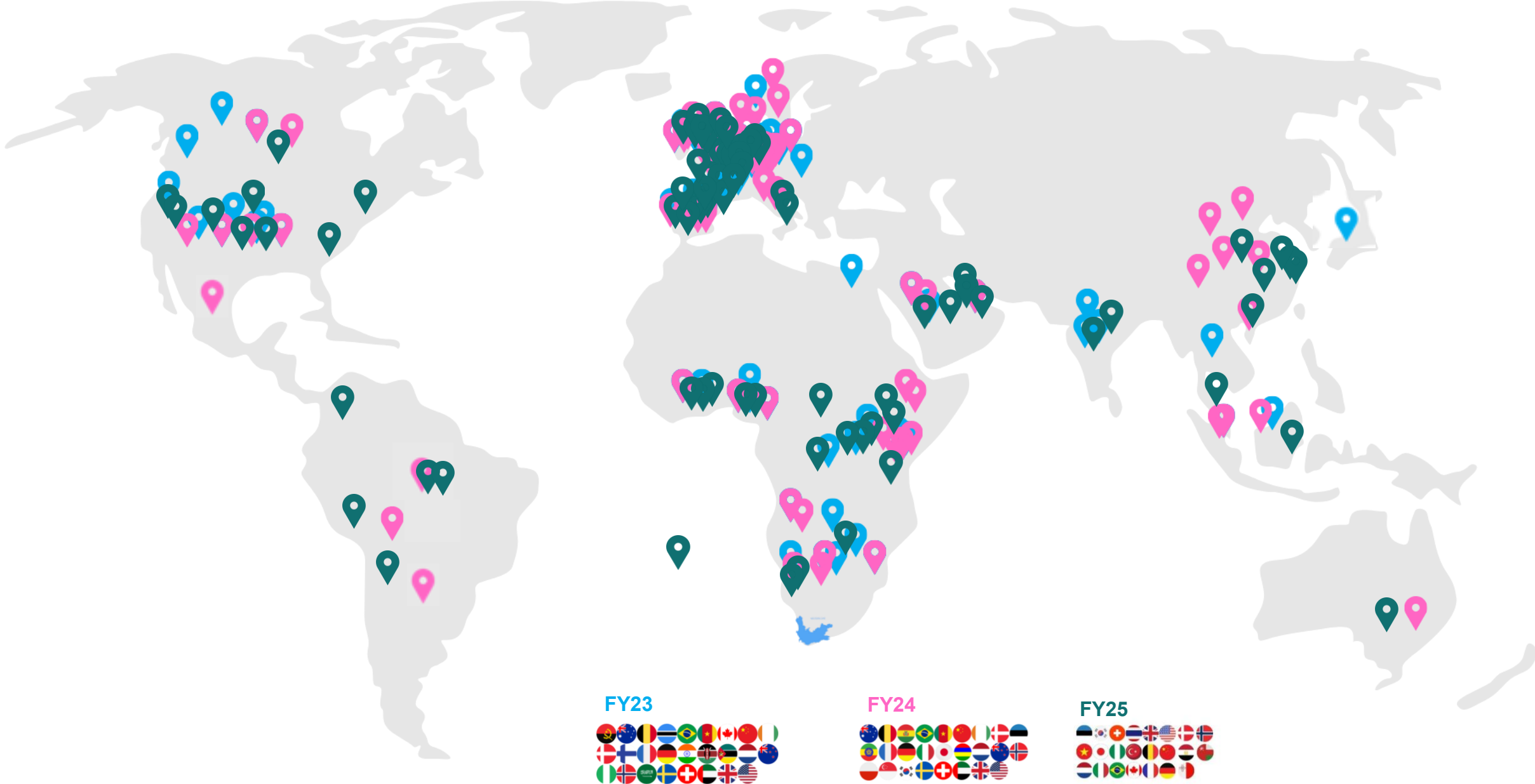
**Wesgro the
tourism, trade
and investment
promotion
agency for
Cape Town and
the Western
Cape (TTIPA)**



- Wesgro is part of the broader economic leadership team in Cape Town & the Western Cape
- Proudly South African
- Responsible for ensuring that the region is positioned to compete in a challenging global economy
- Our mandate
 - Differentiate Cape Town & the Western Cape as a leading regional economy
 - Increase foreign and domestic investment into Cape Town & the Western Cape
 - Grow Western Cape exports of goods and services
 - Grow leisure tourism consideration in international and local markets as well as growth in business events
 - Be a future-fit, relevant and trusted Tourism, Trade & Investment Promotion Agency (TTIPA)
- Publicly-funded with a private sector Board, +100 Staff
- Located in the nexus between
 - Government & Private Sector
 - Present & Future Economies
 - Local & Global Stakeholders

Taking the Western Cape to the world. Bringing the world to the Western Cape

75 outward missions. 58 inward delegations. 48 countries engaged, FY25



Wesgro Strategic Direction FY26-FY30

MISSION

Together with partners, drive inclusive and sustainable economic growth, strengthen competitiveness, and create jobs in Cape Town and the Western Cape.

VISION

Be a leading regional Tourism, Trade and Investment Promotion Agency.

STRATEGIC OUTCOMES

1. Differentiated Cape Town & the Western Cape as a leading regional economy
2. Increased foreign and domestic investment into Cape Town & the Western Cape
3. Growth in Western Cape exports of goods and services
4. Growth in leisure tourism consideration in international and local markets as well as growth in business events.
5. Future-fit, relevant and trusted Wesgro.

VALUES

Professionalism & commitment to excellence; Efficient & outcomes driven; Accountability; Innovation; Enabling; Passionate; Courage; Integrity & Trust



WHO

Create and capture value with exporters, private sector, foreign investors, diplomatic corps, industry support organisations, Western Cape business and tourists

STRATEGY

1. Ensure that Cape Town and the Western Cape is top of mind as a leading business and tourism destination with premium products and services.
2. Prioritise new investment into identified export priority areas: Green Economy; Life Sciences & Health; Logistics; Food & Beverages; Green Manufacturing; and Services
3. Increase re-investment and expansion from existing WC businesses.
4. Unlock access to new markets and new buyers - China, ASEAN, India, Brazil & Middle East, while maintaining a continued focus on established markets: EU, UK, USA, Africa.
5. Enhance and replicate catalytic delivery models to deliver economic impact with partners in key areas.
6. Track and address systemic challenges influencing economic competitiveness. Provide economic data, insights & analytics for the Western Cape.
7. Digitally transform across all our mandates to place clients at the centre of how we deliver services; to enable staff; and to empower stakeholders.

Small Budget. Significant ROI. Results of R152.5M Wesgro invested in FY25

Wesgro

cape town & western cape
tourism, trade & investment

ZAR 14.5bn
in new investments
facilitated

ZAR 5.4bn*
Export declarations
reached

4 new school builds,
R390 million

3 CSI commitments,
R46.5 million

**36 new conference
bids** secured in FY25
for the period FY24/25-
FY25/26+

Est. direct economic
impact of
ZAR R745.2M

10 Global Awards

- Four Loeries Awards for Made in the Cape Market
- Six Bookmark Awards: x2 for Roblox Karoo & x4 for Made in the Cape Market
- Shortlisted for Made in the Cape Market and Roblox Karoo at City Nation Place 2024

**3 million two-way
passengers for the
first time in the
history of CTIA**

**+6% increase in seat
capacity**

Cape Trade Portal

- 611 International Buyers
- 2065 Western Cape Businesses
- 8259 Products & Services

**86 ship calls
expected**
Nov 24 - Jun 25

R1.32bn economic
impact for 23/24
season

**31.9 million
Audience Reach**

from tourism, trade
and investment
campaigns

*Includes Creative Industries (film)

**2023/24 Western Cape Cruise Season. April 2024 to July 2024 overlaps with the Wesgro FY25.



Positioning the Western Cape

9 June 2025

South Africa A vibrant, emerging market connecting Africa with the world



USD363 billion economy



Market of 63 million people



Africa's most industrialized and most diversified economy



50% of multinationals in Africa located in SA



AfCFTA gateway with preferential access to 54 African markets



Sophisticated financial services and banking sector

JSE

Deep bench of powerful & well managed corporations which via the JSE have the highest capitalization to GDP ratio in the world



Western Cape A leading regional economy

- Unprecedented, multi-billion USD public & private sector infrastructure investment pipeline, reshaping the economic future
- Leading South Africa's job recovery
- Modern, services-led economy
- Growth sectors aligned to the future
- Leading tourism destination
- Institutional stability and good governance
- Global connectivity
- GFCF is rising, however needs spatial rebalancing

South Africa's most resilient & investable province



THANK YOU



**THANK
YOU**

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