



**Western Cape
Government**
Economic Development
and Tourism

BETTER TOGETHER.



**GUIDE TO TRADE &
SECTOR DEVELOPMENT**
in the Western Cape

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MINISTER'S FOREWORD

It is with great pleasure that I write this foreword on the Trade and Sector Development Programme within the Department of Economic Development and Tourism. The unit has built up a reputation as the leading programme of its kind in South Africa, and has been recognised globally for the practical application of cutting-edge economic development tools.

Foremost among these, is their use of the cluster methodology, with the establishment, facilitation and on-going oversight over the key sector bodies that you will read about in this booklet. Between them, they have had a profound impact on our regional economy, literally changing the growth trajectories of many of our priority industries. They have done this through the development of meaningful long term partnerships across industry, government and academia. This has built up a base of more than 5000 member firms that has led to the facilitation of major trade and investment deals, the upgrading of thousands of firms, the development of innovative sectoral skills programmes, and the spin-out of a range of mega-projects.

The Trade and Sector team has achieved this through embracing the power of collaboration, that is combined with a deep understanding of the structure of the regional economy, and application of tools to take advantage of the opportunities and overcome the challenges faced by each sector. Along with our Trade and Investment agency Wesgro, and the Economic Development Partnership that provides high level strategic direction to the development of our regional economy, I have high expectations for the continuing impact of our Trade and Sector team, and our Special Purpose Vehicles which you will read about in this booklet.



I look forward to even bigger and more innovative projects in the years to come, and if you are not currently doing so, would encourage your input and involvement in the myriad opportunities offered by this dynamic programme.

Alan Winde

Minister of Economic Opportunities
Responsible for Agriculture, Economic
Development and Tourism

Overview

Trade and Sector Development in the Western Cape

Economic growth has been placed at the heart of the Western Cape delivery system, with the provincial government's Strategic Objective 1 (SO1) focused on developing a vibrant, innovative and sustainable economy, characterised by growth, employment and increasing equity.

The mission of the Department of Economic Development and Tourism is to provide leadership to the Western Cape economy, identify areas of development potential and be a catalyst for transformation. This is focused on supporting the goal of creating opportunities for businesses and citizens to grow the economy and employment.

The Chief Directorate: Trade and Sector Development is a central pillar of the Department and is primarily driven by the philosophy of supporting demand-led growth, driven by the private sector. This is achieved through the development of internal specialist capacity to analyse, intervene and provide guidance to the province's sectoral programme.

A key mechanism for delivery is the use of sector bodies or Special Purpose Vehicles (SPVs) that represent the "triple-helix" of industry, academia and government (as well as any other key role players). The Department currently supports 12 SPVs across a range of manufacturing, service and agri-business sectors.

The other functions of the chief directorate include the funding and oversight of Wesgro as the trade and investment agency, and the development of strategic initiatives that have a significant impact on the regional economy.

To this end, the framing objectives of the Chief Directorate: Trade and Sector Development are to grow employment and stimulate growth in the economy through facilitating an enabling environment for economic development and providing leadership to key sectors.

The framing objectives

OBJECTIVES

To reduce unemployment by 2% a year

To create an enabling environment to maximise growth and job creation

To provide overall strategic leadership to key sectors of the economy

Strategic objectives

APPROACH

Focus on tradable sectors and intervene to reduce market failure

Change industry trajectory

Improve competitiveness

Sector-wide responsiveness to changing market conditions

Opportunity identification

The Department's objectives are to reduce unemployment through creating enabling conditions and providing a leadership role to key sectors.

THE ROLE OF THE TRADE AND SECTOR UNITS

To achieve the objectives outlined above and play the leadership role expected of it, the Chief Directorate has built up specialised sectoral capacity across four units, namely **manufacturing, services, green economy and energy and resource-based sectors**. Based on international best practice, the Chief Directorate uses tools such as clustering, value-chain analysis and competitiveness benchmarking to analyse and develop its industries.

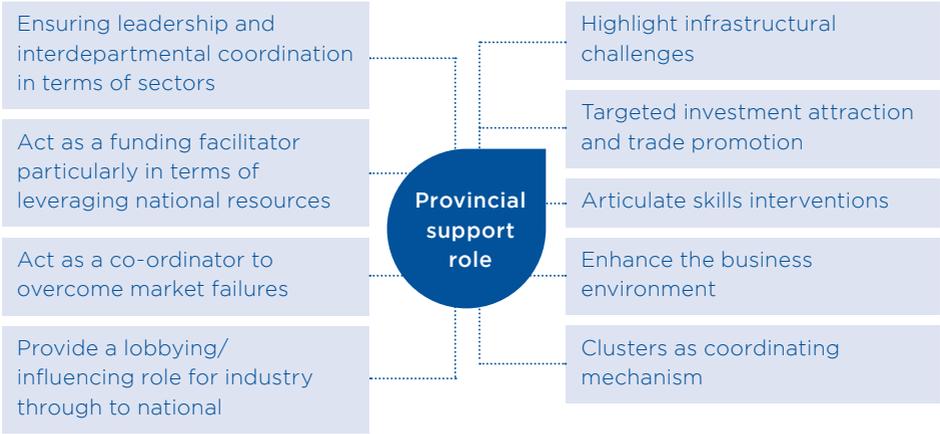
In terms of the areas of intervention, the sectoral units focus on a variety of interventions that tackle the various market failures that exist in each industry, and which coordinate capabilities from across government. Of high priority is the need to develop appropriate **demand-led skills** and to ensure the articulation between supply and demand is met. To this end the sectoral units work closely with the Western Cape Education Department, FET colleges and institutions of higher education to achieve this goal.

Infrastructural limitations tend to be a critical constraint to growth, with long term relationships being established with the parastatals and relevant national and provincial departments. This has extended to the development of critical infrastructure, such as the Saldanha Industrial Development Zone (IDZ), the Atlantis Green Manufacturing Zone, and the Cape Town Film Studio.

Firm-level support is developed in consultation with the private sector to enhance the overall business environment, to tackle red tape, and to develop firm-level upgrading programmes to improve competitiveness. A key element of this is to unlock access to national incentives.

In addition, the units work together with Wesgro and the SPVs to **target trade and investment opportunities** and to facilitate improved conditions for investment attraction.

So what can be done at a provincial level to support sectoral growth?



Industrial promotion is a concurrent responsibility: Decentralised role

THE RATIONALE BEHIND THE CLUSTERING APPROACH

The Department has made extensive use of SPVs as delivery mechanisms for sector development. This follows globally recognised best practice, with more than 3 000 cluster initiatives being mapped internationally, and has led to the emergence of a clear science around the theory and management of cluster bodies. The clustering approach has now been strongly endorsed by National Treasury (with the publication of the Technical Paper on Clusters Development in 2012), the DTI (through the establishment of a new cluster unit) and the National Development Plan.

The SPVs essentially provide a **network-brokering role** between the private and public sectors, act as a **neutral platform** to build social capital, trust and relationships across the industry and provide a highly efficient **implementation mechanism** and aggregator of projects. In addition they focus on **unblocking** critical constraints to growth, working closely with the Department's red tape reduction unit and the public sector to enhance the environment for growth.

The Province's SPVs have all converted to non-profit companies under the new Companies Act, and are led by CEOs or executive directors who are appointed by representative non-remunerated boards reflecting the triple-helix of government, industry and academia. These CEOs or executives tend to be industry specialists with deep understanding and networks across their sector. Due to the onerous liability of handling government funding, as well as their function of being project aggregators whereby they also leverage additional funding from a wide range of sources, corporate governance is paramount. While the SPVs do not have to legally comply with the Public Finance Management Act, the Department has ensured that commensurate levels of financial, procurement, HR compliancy and risk mitigation are in place.

THE CHOICE OF SECTOR DEBATE

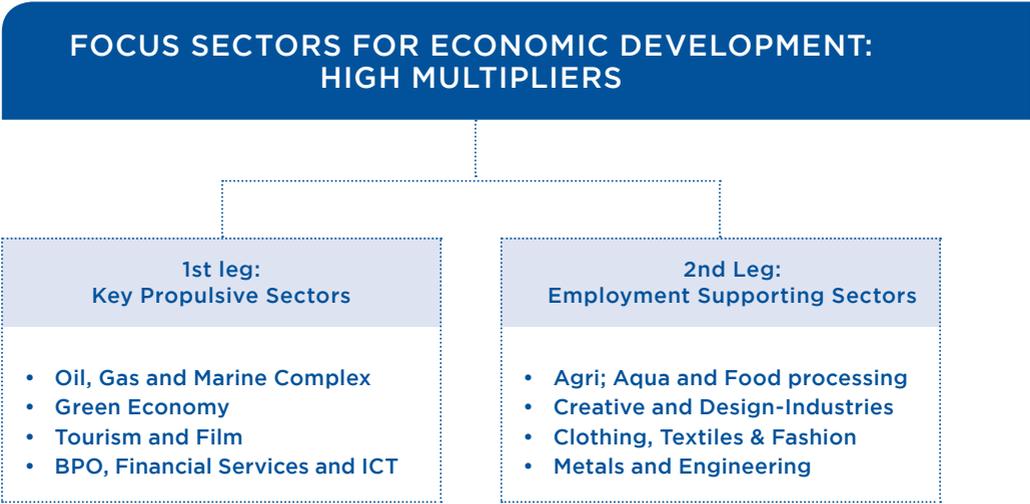
The "choice of sector" strategy has been determined primarily through a careful analysis of the employment creation and retention outlook of each sector, following the central objectives of SO1.

Following the Micro-economic Development Strategy all sectoral strategies have been updated, with the main change being an ongoing focus on the core sectors. The Chief Directorate will continue its focus on building strategic capabilities in its "propulsive" growth sectors of business process outsourcing (BPO), information communications technology (ICT) and oil and gas.

It will also pay close attention to the "employment supporting" sectors of clothing and textiles, agri- and food processing, and the creative and design sectors. The green economy as a "propulsive" sector has been elevated in line with its status as an SO1

priority, and the earlier declining support for the narrower tooling sector has been refocused on the broader metals and engineering sector, in order to take advantage of the major recapitalisation and procurement drives at a national level.

Following extensive research over a two year period culminating in the development of a financial services strategy, the Department is moving ahead with interventions to address critical constraints in the sector.



Focused on reducing unemployment, through facilitating 400 000 new direct jobs: Further multiplier effects of 2.5.

SUCCESSSES OF THE SPV PROGRAMME

The SPV programme, which has been running for more than 10 years, has delivered some notable successes, and in many instances have changed the trajectory of their sectors. Since 2009, R170 million has been invested by the Western Cape Government into 13 SPVs. These SPVs have a total staff complement of 120 employees and have more than 5 000 member companies representing direct employment of 100 000 people.

They have leveraged R290 million into key sectoral projects, attracted R3,5 billion into fixed investment in oil and gas, film, call centres and aquaculture. The SPVs provide support to 1 000 companies each year in upgrading programmes, spend more than 500 days a year in advocacy and deal with 10 000 enquiries per year. Moreover, they are directly impacting on national industrial policy.

IMPACT

The SPVs are changing the trajectory of industry in the Western Cape. These sector bodies have:

- Grown the oil and gas sector from a R500 million to a R2 billion per annum industry.
- Facilitated R500 million in investment in oil and gas-related activities, launched the Saldanha IDZ, trained more than 1 000 artisans and put South Africa on the African oil and gas map.
- Facilitated 8 000 new call centre seats and trained up 500 operators.
- Facilitated R1 billion incentives into the clothing and textile industry.
- Trained 4 000 clothing machinists and technicians in world class manufacturing and lean manufacturing.
- Saved R120 million in efficiency gains with local cut, make and trim firms.
- Directly facilitated the establishment of the R400 million Cape Town Film Studio.
- Impacted on the national roll-out of the Renewable Energy Bid Process, which unleashed renewable energy projects worth billions.
- Facilitated R105 million into the SA Renewable Energy Training Centre (SARETC).
- Facilitated R800 million in investment incentives into aquaculture.

The Chief Directorate:

Trade and Sector Development

Resource-based Industries

- Aquaculture
- Agri and Food Processing
- Forestry
- Natural Products

Tradable Services

- Business Process Outsourcing
- Information Communication & Technologies
- Financial Services

Manufacturing

- Metals and Engineering
- Oil and Gas
- Clothing and Textiles

Green Economy

- Renewable Energy
- Gas-to-Power Project
- Sustainability Project
- Smart System

Tourism, Trade and Investment (Wesgro)

- Tourism
- Film
- Key Investment Sectors
- Destination Marketing
- Events
- Craft and Design

Strategic Initiatives

- Cape Catalyst
- Innovation and Technology
- Design Hub
- Broadband Initiative
- Industrial Development Zones
- Special Economic Zone and Ports
- Health Park
- Provincial Skills
- Gas to Power Project

Business Process enabling South Africa (BPeSA)



BPeSA Western Cape was established in 2002 (originally CallingTheCape) to promote the Western Cape as the destination for both domestic and international investment in business process outsourcing and call centres. It offers its members networking, empowerment and learning opportunities towards a goal of sustainable growth within the business process outsourcing and offshoring (BPO&O) industry. BPeSA's strategy focuses on three key pillars: investment promotion, industry networking and talent development.

BPeSA has 155 members, although non-members can also access services and support from the organisation. BPeSA partners with companies across the entire value chain of the BPO sector, from research and consulting firms to recruitment and training providers.

SECTOR OVERVIEW

Since 2003 the BPO&O/call centre industry in Western Cape has grown significantly and now has an estimated 33 500 employees (agents, support staff and management). In total the industry generates approximately R7.9 billion per annum, making it a key contributor to the provincial GDP of the Western Cape.

South Africa was recently voted Offshoring Destination of the Year by the UK National Outsourcing Association. The award confirms South Africa and the Western Cape as a premier offshoring service provider and further boosted international awareness of the region.

In the past few years, the Western Cape has attracted investment from major global players in the BPO sector. Notable investments from international companies such as Amazon, WNS, Capita and SERCO demonstrate the growing interest in the region's ability to provide world class services.

OBJECTIVES

1. Position the BPO industry as a significant employer of youth in the Province.
2. Attract foreign investment into the region via the BPO sector.
3. Facilitate improvements in quality and service capabilities in the region and create an enabling environment for domestic and international investment.

KEY PROGRAMMES

1. Investment promotion: Marketing and promoting the Western Cape as a global BPO location, and attracting foreign firms to bring business (either directly or as a client) to the region.
2. Industry development: Conducting industry research and networking activities to inform the strategies for sector growth. This includes industry forums and events such as the BPeSA Awards Ceremony and skills development and marketing forums.
3. Skills Development: BPeSA facilitates a wide range of skills development within the BPO industry, acting as a mediator between operators, skills service providers and funding opportunities.



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Cape Clothing and Textile Cluster (CCTC)



The Cape Clothing and Textile Cluster was launched in 2005 as a non-profit organisation focussing on supporting the competitive capabilities of the clothing, textile and footwear industry in the Western Cape. The CCTC is a Continuous Improvement structure dedicated to improving the competitiveness of the regional clothing and textile industry through the adoption of World Class Manufacturing principles and practices. It also coordinates collaborative activities that are likely to enhance the industry's strategic position. The Cluster's vision is driving and influencing the industry as a whole, rather than focusing on specific sections within the value chain.

The CCTC is working with over 40 manufacturers employing more than 12 000 employees to lead this industry in adopting a "quick-response fast-fashion" model, which is transforming the entire industry.

OBJECTIVES

1. Adopting a quick-response fast-fashion model for the industry.
2. Rebuilding the formal industry to meet the demands of the retailers.

KEY PROGRAMMES

1. **Product improvement:** Providing product upgrading support by stimulating design capability within firms and amongst design practitioners.
2. **Process improvement:** Enabling process upgrading through benchmarking interventions and support to firms, and sharing this learning experience.
3. **Skills development:** Providing extra impetus to developing technical skills within the industry.
4. **Improving responsiveness:** Capitalising on the comparative advantage of proximity to retail by developing quick response supply chains.
5. **Market intelligence.** Continue to be a knowledge and information hub for the industry.



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Cape Craft & Design Institute (CCDI)



Established in 2001 as a joint initiative of the Department of Economic Development and Tourism and the Cape Peninsula University of Technology (CPUT), with significant funding from the National Department of Arts and Culture, the Cape Craft & Design Institute positions itself to play a catalytic role in the development of a viable, market-centred craft and design industry that draws on the diverse cultural history, creative energy and innovative capacity of the Western Cape. The Institute provides support and services to more than 4 000 craft and design small and medium enterprises (SMEs) registered on its database.

Spurred on by the support of the CCDI and other initiatives in the creative industries, the craft and design sector in the Western Cape has shown phenomenal growth. More than 60% of the companies on the CCDI's database have been established in the last 10 years. Turnover and jobs in the sector also continue to expand, as does the local retail footprint, and local consumption of home-grown goods and exports.

OBJECTIVES

To facilitate and catalyse the development of:

1. Creative and innovative business owners and workforce.
2. Profitable creative enterprises.
3. The local, domestic and international markets for local products and services.
4. The competitiveness and growth of products, businesses and the craft and design sector as a whole.

KEY PROGRAMMES

1. **Product support:** Providing the resources and expertise to support the development of ideas into prototypes through a one-on-one service.
2. **Market support:** Giving individual SMEs access to a wide range of market opportunities from consumer events to trade shows, in local, national and international markets. This includes an order facilitation service.
3. **Business support:** Facilitating owner and workforce development through an extensive range of seminars and workshops for creative entrepreneurs as well as business advice services, including coaching and mentoring. Enabling capital investment through the Jobs Fund project.
4. **Design support:** Matching design skills and services to innovation and competitiveness opportunities in other sectors in the broader economy.

These programmes are supported by cross-cutting work streams including Communications and Sector Promotion and Research and Resource Development.



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Cape IT Initiative (CITI)



The Cape IT Initiative was launched in 1998 to grow the Western Cape ICT sector through networking, cluster development and promotion. CiTi's goal is to promote Cape Town as a global IT hub and a gateway into Africa. Its mission is to develop and support the information technology cluster in Cape Town, Western Cape, in order to generate employment and prosperity through information technology for people from all backgrounds.

It aims to increase the attractiveness of the Western Cape as an IT location, stem the loss of professional skills and attract inward investment, facilitating job creation and prosperity through IT. CiTi's focus areas are Skills Development, Enterprise Development, Research and Market Growth.

OBJECTIVES

1. Facilitate the development of the regional ICT industry, making the Western Cape a global center of excellence in the ICT sector.
2. Develop and run training programmes which add, up-skill and re-skill young people with critical IT skills.

KEY PROGRAMMES

1. **Enterprise Development:** Launched in 2000, its subsidiary, the Bandwidth Barn, one of the top 10 tech incubation facilities in Africa. The Bandwidth Barn has expanded to four facilities located around the City of Cape Town, namely in the Woodstock Exchange offering modern event and meeting areas, as well as individual office and co-working spaces; a software and mobile applications

development lab in Bellville; start-up lab space on the UCT Upper Campus and a new community-focused incubation facility at Lookout Hill in Khayelitsha. The organisation has working relations and partnerships with all four major universities in the Western Cape, as well as direct links to a host of business incubators across the African continent. The Bandwidth Barn has a proud success history and its tenants and enterprise development graduate companies contribute in excess of R800m to the local economy each year.

2. **CapaCiTi's Skills Development:** Since its inception in 2010, CapaCiTi has established itself as an important player in driving and accelerating IT skills training and IT job facilitation in the Western Cape. CapaCiTi identifies and initiates IT skills training programmes that are in high-demand and short supply, in collaboration with funding partners, universities and industry. CapaCiTi plans and executes the end-to-end process of preparing high-quality candidates for long-term employment through advanced technical and professional skills training. The programme has experienced great success on numerous fronts to-date, including:
 - Training over 400 previously unemployed graduates in IT Skills that are in short supply
 - Placing over 90% of trained graduates in IT internships and jobs
 - Developing an expanding network of companies that benefit from the surge in available skills through these programmes
3. **Market Intelligence:** As the hub of an extensive ICT network within the Western Cape, CiTi plays a key role in supporting and commissioning research into ICT market issues and trends and has developed strong working relationships with all of the main university campuses within the Western Cape as part of its commitment towards building and developing collaborative programmes and initiatives in partnership with academia.



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Cape Town Fashion Council (CTFC)



The Cape Town Fashion Council, the first fashion industry body of its kind in South Africa, was established in 2006. It aims to play a key role as the representative mouthpiece and common platform for the industry in the Western Cape. The functions of the CTFC includes representing the diverse views of the fashion design industry, marketing the local capacity internationally and ensuring that key interventions grow and promote the industry. The CTFC's vision is that the Cape Town fashion industry is nationally and globally recognised. The CTFC has 500 members.

OBJECTIVES

1. Assist local fashion designers to grow their local market share.
2. Develop partnerships to facilitate sector growth.
3. Investigate opportunities in Africa.
4. Leverage funding to provide competitive advancement for emerging markets.
5. Engage with international partners to exchange best practices that could benefit the local market.

KEY PROGRAMMES

1. **Fashion industry development:** To identify and address issues of common concern, unlock business opportunities within the value chain, support designers to learn and improve competitiveness faster, and assist SMMEs to respond to market requirements.
2. **Funding fashion industry events and stimulating business:** To raise the level of understanding of the fashion industry by developing stakeholders, securing industry buy-in and sponsorship to support local talent. The CTFC also influences fashion weeks to become more effective, funding specific events and projects that promote and develop emerging designers, develop mentorship programmes with international partners and explore export opportunities at international trade fairs.
3. **Marketing, research and information services:** Promote the fashion industry, designers and the CTFC and its mandates and services to the industry. Keep designers informed about what is happening in the industry.
4. **Advocacy and policy development:** Identify and address issues of common concern, develop new linkages to unlock opportunities and build social capital.



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GreenCape



GreenCape is a non-profit company established in 2011 aimed at developing all aspects of the green economy. Its initial focus was the development of the renewable energy sector alongside the national Renewable Energy Independent Power Producer Procurement process. The work of the organisation represents close cooperation between the Department of Economic Development and Tourism, the Department of Environmental Affairs and Development Planning, the City of Cape Town and Wesgro in the Western Cape. The current mandate has broadened to include a wider green-economy brief.

OBJECTIVES

1. To unblock regulatory hurdles through consultation with relevant stakeholders.
2. Create an attractive investment destination for green economy activities.
3. To identify critical capacity constraints.
4. To provide market intelligence to industry and government.
5. To provide a lobbying platform for industry.
6. To develop a strategic research portfolio to support systemic insight of constraints to green economic development, including those related to infrastructure, natural resource management and carbon reduction.

KEY PROGRAMMES

1. **Skills development (South African Renewable Energy Training Centre):** GreenCape led the establishment of the centre at CPUT. It remains involved in skills development, qualifications frameworks and expanding this facility beyond its initial focus on technician training to service wind and solar PV installations.

2. **The waste economy:** The programme has three focus areas: Unblocking regulatory constraints to investment in the waste economy; developing decision support tools for municipalities in this space; and promoting Industrial Symbiosis as a powerful device to stimulate resource efficiency.
3. **Renewable energy and energy efficiency:** GreenCape works closely with renewable energy project developers. One example is its involvement in the Atlantis Green Energy Hub, where it has paved the way for the proclamation of this area as a Strategic Economic Zone under the Department of Trade and Industry's guidance. At the same time, GreenCape has championed an agenda to maximise the local procurement element of both capital investment and efficiency improvements in this space - including solar water heating.
4. **Electricity distribution:** GreenCape is actively exploring the business opportunity in making our electricity distribution network "smarter". This includes consideration of distributed generation, smart meters, local manufacturing potential, and the impact of all of these on electricity revenue models for municipalities.
5. **Resource constraints to economic development:** For the Western Cape to transition to a green economy there is a need to understand the flows of all resources through the economy - materials, energy, water, labour and capital - in order to identify critical constraints to growth. By building a resource flow model which can be interrogated at a number of scales - across the province by individual economic sector or by product value chain - it will be possible to identify a set of strategic interventions which can lead to significant improvement in resource use efficiency within the regional economy.
6. **Alternative transport fuels:** The transport sector is responsible for a significant (and growing) contribution to our national carbon footprint. GreenCape is working to understand the potential for alternative transport fuels to address this challenge within the Western Cape. These include biofuels, other chemical feedstocks, and electric vehicles. All these options will be interrogated within the evolving provincial integrated energy strategy, with the prime objectives of stimulating energy security, pricing stability, and job creation.

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Natural Product Sector

The natural product sector currently employs approximately 133 000 people, and growth of this industry could significantly increase job creation in rural areas and the inclusion of communities and small, emerging producers into the natural product value chain. The Western Cape is the world's richest area of different indigenous plants and is fast gaining world recognition for its unique plant oils which are used both for health and sensory enjoyment. Various plant species and essential oils of various plant species are traded in the natural/indigenous sector, such as Rooibos, Honeybush, Proteas, Buchu, Hoodia, Aloe, Sceletium, Sutherlandia, Pelargonium, etc. The most well-known traded plant species are Rooibos and Honeybush, which are mainly used for herbal infusions and teas. Both have organisations which promote their respective industry's development, namely:

South Africa Rooibos Council (SARC)



The Rooibos Council was formed as a non-profit company in 2005 with a mandate to coordinate and implement industry strategies. The vision of the SARC is to enable “a stable, cohesive and internationally competitive industry that will ensure future sustainability to the benefit of all stakeholders”. The Council’s objective is to promote the interests of the South African Rooibos industry locally, internationally and to serve as a representative and collaborative platform for its members consisting of commercial and emerging producers, processors and manufacturers, as well as local marketers and exporters.

OBJECTIVES

1. To address a range of issues relating to the marketing and positioning of Rooibos to increase national and international market share.
2. To undertake research and development in both the benefits of the end product and the production of rooibos.
3. To address issues relating to natural resource management, production and biodiversity.

For more information on the services offered by the SARC please contact:

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South African Honeybush Tea Association (SAHTA)



The South African Honeybush Tea Association is a non-profit, industry driven organisation that works on behalf of the entire honeybush industry, developing and implementing strategies and programmes for the benefit of the industry.

OBJECTIVES

1. To promote production, processing, marketing and research in the honeybush tea industry.
2. To stimulate and maintain the demand for processed honeybush tea products through relevant promotion.
3. To implement and promote a continuous system to gather, disseminate and exchange marketing and other information regarding the honeybush tea industry.
4. To promote the demand for planting material within the Republic of South Africa.

For more information on the services offered by the SAHTA please contact:

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South African Oil and Gas Alliance (SAOGA)



The South African Oil and Gas Alliance was established in 2003 and acts in the interests of industry and members in the upstream and midstream sectors of the oil and gas value chain. It has more than 150 members from the servicing and supply sectors of oil and gas in South Africa. Its objective is to develop South Africa as the oil and gas supply and servicing hub for Africa by taking advantage of recent oil and gas upstream and midstream activity in South Africa and in East and West Africa. South Africa is well placed to be the natural hub for oil and gas activity in Africa as it offers world class infrastructure, access to service and supply expertise and an established downstream value chain. The dedicated oil and gas development zone in Saldanha, launched in October 2013, will facilitate the development of Saldanha as a regional service and supply hub in Africa.

OBJECTIVES

1. Promote existing South African upstream and midstream supplier capabilities.
2. Scale up the existing oil and gas rig and ship repair hub(s) in the country to capture this large opportunity.
3. Grow and enhance South Africa's role as a major distribution and logistics centre for upstream and midstream activity in the region.
4. Create and promote South Africa as a destination for upstream and midstream training.
5. Promote and develop South Africa as the preferred repair location and regional headquarters for the global upstream and midstream industry.
6. Implement a capability to identify and support the development of new upstream and midstream cluster opportunities for South Africa.

KEY PROGRAMMES

1. **Marketing and trade development:** This programme will focus on assisting companies to find specific market opportunities and raise global awareness of the capabilities and existence of the South African supplier base.
2. **Grow the ship/rig repair cluster:** The port cluster, which focuses on ship/rig repair and related services, represents one of the highest value activities and is one of the larger upstream service clusters in South Africa. The establishment of an Oil Service Complex at Saldanha Bay as well as the Saldanha IDZ will further enhance the success of the programme.
3. **Link and network the sector:** This programme aims to link companies, government and academia and promotes the development of productive relationships. This is achieved through industry events, networking, knowledge sharing and liaising with the public sector.
4. **Strategic support:** SAOGA provides a policy advisory service around aspects of the upstream and midstream oil and gas sectors. It also identifies significant gaps between current training and qualification frameworks as compared to industry requirements by identifying critical skill areas and defining curricula and certification requirements for these areas.
5. **Skills programme:** This programme oversees and develops an industry work placement project, liaising with industry and public sector training institutions to influence policy frameworks around training standards and qualifications, and developing training centres/capabilities to underpin major business expansion.



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Technology Innovation Agency (TIA)

TIA's vision is to be a world-class technology innovation agency that stimulates and supports technological innovation to improve the quality of life for all South Africans.

FUNDING SCHEMES

TIA offers the following funding schemes to spur the progression of innovation towards market readiness.

- **Seed Fund:** To assist HEIs, SCs and SMMEs to advance their research outputs and ideas to develop prototypes, proof of concept and business cases that could be used for further development.
- **Technology Development Fund:** To assist innovators to advance technologies along the innovation value chain, from proof of concept to technology demonstration.
- **Commercialisation Support Fund:** To prepare innovators for follow-on funding through limited support for market testing and validation.

KEY PROGRAMMES

1. **Technology Station Clothing and Textiles:** The Technology Station in Clothing and Textiles (TSCT) is located in the Faculty of Engineering at Cape Peninsula University of Technology, Bellville Campus. The TSCT provides innovation support to the clothing and textile industry to become more competitive. A satellite platform, the Fashion Technology and Innovation Centre, has also been established in partnership and within the premises of the Cape Town Fashion Council.
2. **Agrifood Technology Station:** The aim of the Agrifood Technology Station (located at the Cape Peninsula University of Technology) is to provide a range of scientific, commercial and technical services to support innovation and technology transfer in the food industry. The station offers the following key capabilities: packaging advice and development, labelling advice and development, rental of facilities for trials and a variety of product processing capacity.
3. **Institute for Advanced Tooling:** The institute, located at Stellenbosch University, offers the following: 3D Digitizing and Reverse Engineering, Sheet Metal Simulation, Plastic Flow Simulation, Conformal Cooling, Design and Realisation, Additive Manufacturing, Five Axis High Performance Machining, Aluminium Components Forming Assemble, Quality Control.
4. **TIA Adaptronics Advanced Manufacturing Technology Laboratory:** The primary objective of the unit is to specialise as a national manufacturing, research and

educational resource centre for Adaptronics Technologies in South Africa. Adaptronics is the technology that integrates sensor and actuator functions into materials, components and structures so that they may react to environment stimuli thus making them intelligent.



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Tourism, Arts & Entertainment and Wesgro



OVERVIEW

Cape Town and the Western Cape, has been globally recognised as a leading tourism destination, regularly making the top 10, and at times heading the polls of favourite visitor destinations. The tourism industry now accounts for more than 10% of the regional economy, and is supported by a team within the provincial government focused on partnerships, growth, skills and development, and ensuring that the necessary infrastructure is in place. In addition, Wesgro, established in 1982 as the Trade and Investment promotion agency, has absorbed the destination marketing and events co-ordination function for the Western Cape.

OBJECTIVES

Having developed deep tourism partnerships, with regular engagement across the full spectrum of local stakeholders, the Western Cape Government supports tourism growth by focusing on initiatives to maximise tourism arrivals and spend. This includes work on developing infrastructure-led economic initiatives aimed at providing the skills and resources required to draw in previously marginalised players. This entails a focus both on facilitating skills development and work placements as well as supporting the growth of emerging enterprises.

Wesgro's objective is to position the region as a premier leisure, events and tourism destination, and works closely with the Western Cape Government to achieve this. In addition, Wesgro promotes and supports the Film Industry, which plays a vital role in the regional economy, through bringing in valuable foreign exchange, and acting as a means through which technology and skills are developed. The film industry is also a valuable mechanism to promote the region, with an increasing number of big-budget movies being shot in the Western Cape.

KEY PROGRAMMES

Tourism Growth and Development:

1. To ensure that a clear tourism strategy and framework is in place, developed in partnership with all key role-players.

2. Enhance the quality of the visitor experience to the destination through the provision of quality tourism support services.

Tourism Sector Transformation:

1. To develop all aspects of the workforce to ensure that the industry has the highest level of skills available.
2. Intensify the breadth and depth of the participation by all communities in the industry, through a focus on skills and enterprise development.
3. Regulate and ensure a fair business environment within the tourism industry.

Investment Promotion:

1. Attract and facilitate foreign and direct investment into the tourism and film industries.

Marketing and Communication:

1. To effectively market Cape Town and the Western Cape as a sustainable tourism, events and business destination in national and international arenas, and contribute towards the achievement of high levels of competitiveness internationally.

Film Industry Support:

1. To firmly establish a globally competitive film sector by 2020 in the Western Cape.
2. To facilitate and support new international productions being shot in the province.
3. Promote and market the film industry at international events.

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Western Cape Aquaculture Development Initiative (WCADI)



The Western Cape Aquaculture Development Initiative was established as the development agency for the aquaculture sector in November 2009. WCADI is realising its main objective of increasing the production of the aquaculture sector and this is resulting in economic growth, job creation and community development, predominantly in rural and coastal areas. Aquaculture is inherently environmentally sustainable.

With over 88 members, WCADI's membership comprises the majority of the aquaculture sector in South Africa. WCADI is leading the development of the aquaculture sector in the Western Cape and setting the development agenda.

In less than three years WCADI has established a formidable track record of delivery which includes the development of five Aquaculture farms and numerous policy interventions which continue to shape the national policy and strategy landscape. WCADI has also developed strong links with international stakeholders at the company, country and inter-governmental levels.

OBJECTIVES

1. Provide a representative provincial forum and organisational base where aquaculture sector role players can engage.
2. Assist with regulatory and market interventions to facilitate the creation of an enabling environment.

3. Develop and implement key projects to create an enabling environment for enterprise development and job creation.
4. Develop and implement sector-specific projects for the growth and development of the sector.
5. Promote and perform a network/clustering role.

KEY PROGRAMMES

1. **Aquaculture sector development:** The objectives of this programme is to strengthen and market the aquaculture cluster by engaging with stakeholders to develop and implement strategies aimed at ensuring the growth and development of the sector in line with its potential for job creation.
2. **Collaboration:** Working with various stakeholders (government, public entities and private sector).
3. **Market access in the aquaculture value chain:** This programme addresses all issues of domestic and international market access throughout the aquaculture value chain.
4. **Green economy:** Research, innovation and technology development: The objective of the programme is to identify new and emerging sustainable aquaculture investment opportunities in the Western Cape. The programme focuses on both marine and freshwater species.
5. **Training and skills development:** Whenever necessary WCADI carries out skills audits and implements training and skills development programmes for the aquaculture industry.



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Western Cape Clothing and Textile Service Centre (Clotex)



Clotex was established in 1996 as a non-profit initiative. Its vision is to act as a catalyst in the transformation of the SME clothing sector by improving the sector's competitiveness. Clotex implements this vision through its various services and programmes, such as its mentorship and coaching services which aim to develop, grow and maintain sustainable companies, and its skills development programme that focus on areas such as pricing, costing, supervisory and pattern-making training. It also emphasises value chain alignment and the creation of supply chain networks, and keeps SME companies abreast of global trends. It has more than 500 members.

OBJECTIVES

1. Creating linkages between SMMEs (Cut, Make and Trim enterprises) and design houses.
2. Developing SMMEs' supplier networks.
3. Improving the ability to identify risks or bottlenecks in supplier delivery through greater awareness of design houses' requirements and end-customer demands.
4. Improving the quality of solutions offered by SMMEs as they become more efficient and reliable in their supply.
5. Producing real and measurable outcomes based on on-going mentoring, monitoring and progress updates to guide continuous improvement.

KEY PROGRAMMES

1. **Skills and expertise development:** This programme focuses on small, medium and micro-manufacturers and provides technical as well as business up-skilling in financial management in order to improve the way in which businesses are run.
2. **Competitiveness improvement and export development:** The programme introduces world class manufacturing methods to companies and improves all of their price, quality, cost and delivery indicators. It provides them with the tools to deal effectively with their customers and create sustainable businesses.
3. **Value chain alignment programme:** This programme creates linkages between SMMEs and design houses. It also facilitates the development of the SMME's resource capacity and capability to meet industry's defined needs and requirements.



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Western Cape Fine Food Initiative (WCFFI)



The Western Cape Fine Food Initiative is a non-profit organisation established in 2010. The WCFFI provides an engagement platform for the fine food industry in the Western Cape with academia, support agencies and government to interact with the industry. Its vision is to grow the Western Cape fine food industry toward achieving worldwide recognition as a supplier of premium products and brands. To date the WCFFI has more than 170 members.

KEY PROGRAMMES

1. Market intelligence: WCFFI gathers and disseminates market intelligence to improve industry's use of information to identify market opportunities, target profitable areas and strengthen innovation. The outcome is to provide up-to-date market information and long-term trend data in key identified markets.
2. Market access and development: To support the fine food industry with market access and development in order to encourage the take-up of support for trade development. WCFFI builds relationships with buyers and exporters to support market development and to achieve market penetration and the retention of market share.

3. Food standards and accreditation: Promote and assist industry to ensure that food produced, distributed or marketed in South Africa meets the highest food safety standards and complies with legal requirements, or where appropriate, with recognised codes of good practice. Through this programme the WCFFI assists food companies to be fully compliant with required national and international retail and country-specific food safety standards, traceability requirements and food security needs.
4. Knowledge management: To provide advice and support on innovation, new product development and adding value to existing products and services. WCFFI encourages the sharing of ideas and collaboration to drive innovation across the value chain.
5. Skills support programme: Increase collaboration among industry training providers, tertiary institutions, SETAs and government agencies to implement strategies to address genuine skill shortages. WCFFI will establish appropriate training programmes to support skills and knowledge within the fine food sector.



For more information on the services offered by the WCFFI please contact:

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Western Cape Tooling Initiative (WCTI)



The Western Cape Tooling Initiative was established in 2006. Its aim is to revitalise the Tool-and-Die-Making (TDM) industry in the Western Cape, as well as to support the wider metals and engineering sector in the province. Due to the national recognition of the importance of the manufacturing sector to the economic growth of South Africa, and the importance of the Tool, Die and Mould making industry to the manufacturing sector, the WCTI was implemented in order to ensure the sustainability of the TDM and overall manufacturing industry.

OBJECTIVES

The strategies and programmes being implemented in the tooling sector are designed to address the skills shortage and the lack of enterprise and technology development over the past years, thereby revitalizing the tooling sector to benefit and strengthen the Western Cape manufacturing industry.

KEY PROGRAMMES

1. **Skills development:** The specific programme includes the TDM Powered Programme which is a three year tool-making apprenticeship training programme. It develops tool-making skills at grassroots level which will increase the skills pool for the manufacturing sector. The skills development programme also includes technical upskilling courses and firm-level business management training and development.
2. **Enterprise development:** This programme offers support in terms of basic website development, quality management systems implementation, benchmarking and on-going supplier development.
3. **Market development:** The WCTI conducts surveys to gather sector intelligence and data in order to market the capabilities of the tooling sector to potential buyers and thereby creating market growth opportunities.
4. **Recapitalisation/Technology:** This technology-focused programme ensures that the TDM sector is keeping abreast of current and new technology to remain globally competitive.
5. **Cluster development:** Manage and maintain the infrastructure to support successful sector development.



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The Trade and Sector units are essential to the rolling out of the provincial Economic Development strategy. Find out how sector bodies operate to stimulate economic growth. Let us boost sector development and grow the economy **BETTER TOGETHER.**





**Western Cape
Government**
Economic Development
and Tourism