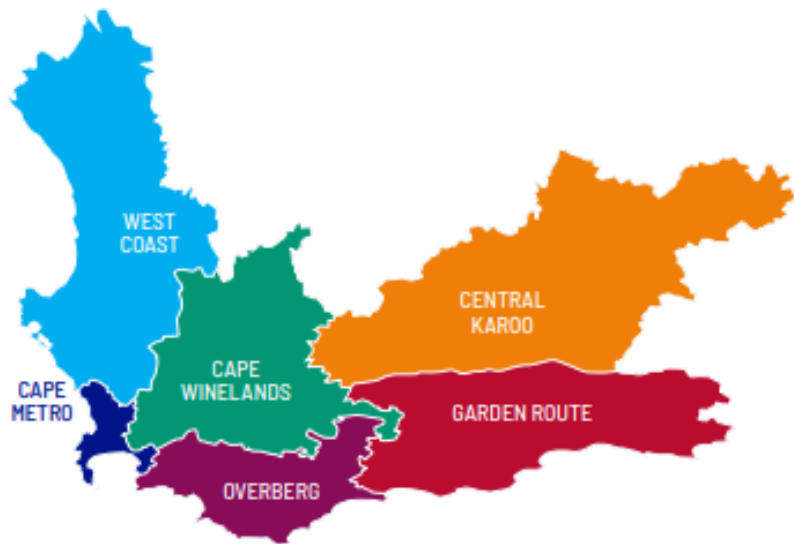


West Coast Export Development



WEST COAST IN PERSPECTIVE



- Square km is 31124 km²
- Coastline stretch of 492,5km
- The largest sectors in the district is: Agriculture and Fishing, Manufacturing and Mining.

- The West Coast District Municipality (WCDM), situated in Moorreesburg is a category C municipality and comprises the following category B-Local municipalities: Matzikama, Cederberg, Bergrivier, Saldanha Bay and Swartland.
- The District covers an area 31 124 km². The Municipal Economic Review Outlook 2023 census based population figure of the entire West Coast District (WCD) is **497 394**.
- The West Coast District Municipality consists of 25 councillors of which 40% have been directly elected (proportional). Of the remaining representation, 60% are members who have been elected from the municipalities within the District Municipality's area of jurisdiction. The Council is controlled by a majority political party and governed by applicable legislation, the Rules of Order, and the Code of Conduct.
- The Administration is headed by the Municipal Manager, who is supported by the Directors to execute the resolutions of the Council as well as programs and activities.

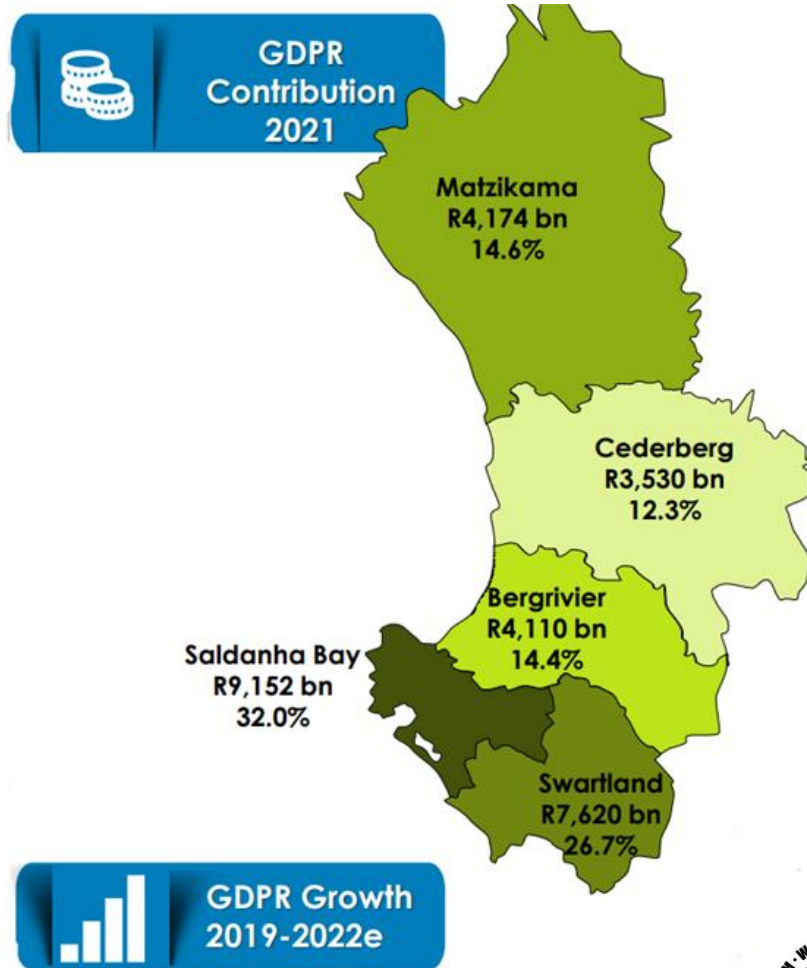


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Current Economic Status



- In 2021, the economy of the District, at R38.0 billion, **contributed 5.0 per cent** to the **Provincial GDPR**.
- The WCD is diverse in its agrarian and agro-processing pursuits
- it has recently become an alternative base for many households, as work-from-home trends enable people to relocate from metro areas.
- Most business activity occurs in **Malmesbury** (part of the Swartland municipal area) and **Vredenburg** (located in the Saldanha Bay municipal area).
- **Vredendal** is a service centre for **local grape farmers**. **Langebaan** has the largest concentration of **holiday accommodation** and is considered the region's tourism hub

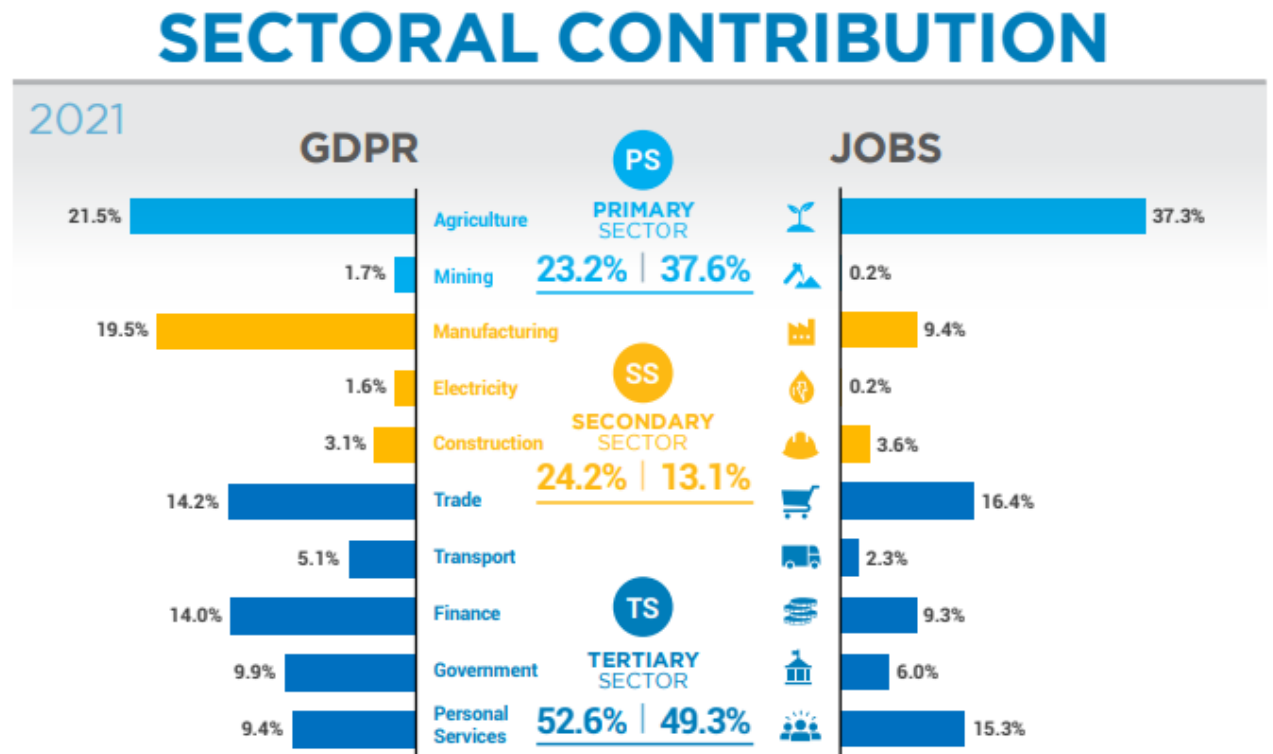


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Current Economic Status

- Swartland focuses on **meat and dairy products**, Saldanha Bay and Bergrivier are leaders in **fish processing**, Cederberg specialises in **rooibos tea production**, and Matzikama is the heart of the **Olifants River winemaking region**.
- Significant economic sector is the agriculture, forestry and fishing sector, which contributed R8.2 billion (21.5 per cent) to GDPR in 2021
 - The production of citrus fruit (Cederberg) and grapes (Bergrivier), as well as mixed farming (Swartland and Cederberg) and fishing (Saldanha Bay)
 - Primary sources of employment in the WCD, with 20 516 workers formally employed in perennial crop production, 7 171 in mixed farming and 5 700 in fishing in 2022
 - Agro-processing sector, which contributed R7.4 billion (19.5 per cent) to the District's economy in 2021
- Public administration (7 825 formal full-time workers)



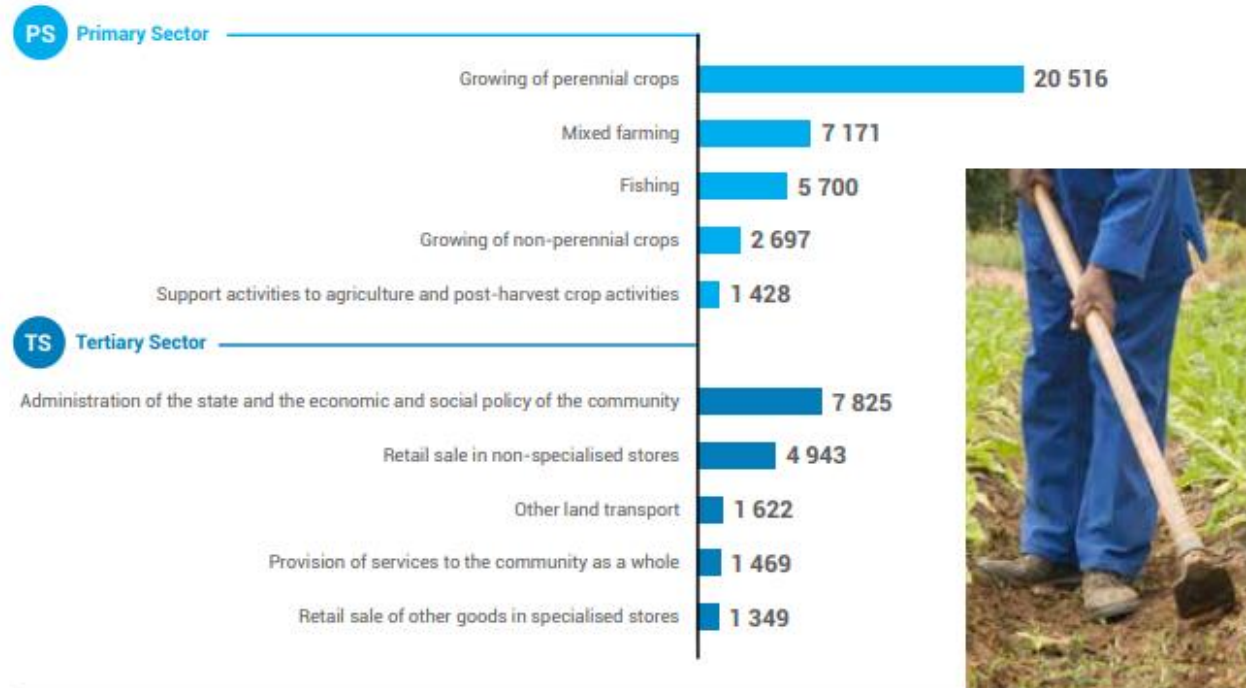
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Top 10 sectors that provide employment/employment opportunities in the WCD



Figure 2.4
TOP 10 SECTORS BY NUMBER OF FTE JOBS,
West Coast District, 2022



Source: Nell, A & Visagie, J. Spatial Tax Panel 2014 – 2022 (dataset). Version 3. National Treasury Cities Support Programme and Human Sciences Research Council (producer and distributor), 2023

- Increased formal employment in 2022 resulted largely from a rise in the number of agriculture sector jobs, with **perennial crop production (905 jobs)**, **non-perennial crop production (543 jobs)** and **mixed farming (385 jobs)** being the leading subsectors for job creation in this sector.
- The **informal sector** recorded a substantial increase in new jobs in both **agriculture and trade**, with most of these jobs concentrated in the Swartland municipal area.
- Swartland is currently experiencing the fastest population growth in the WCD (2.1 per cent annually, on average). This drives the demand for **consumer goods, fuelling retail activities and personal services** in the area.

(MERO Report, 2023)

- The **population** of the WCD is **ageing**, creating a need for additional **services for the elderly**. This resulted in **801 new care sector jobs in 2022**.
- **Motion picture sector** created the most jobs during this year, and **television programme activities (1 237 formal full-time jobs)**, an increase concentrated in Aurora in the **Bergvriër municipal** area.

New economic growth and investment opportunities in the WCD

EMERGING SECTORS



A unique landscape, climatic conditions and coastline have allowed the WCD to develop a comparative advantage in agriculture and fishing activities in terms of employment.



Amid industrial development, urbanisation and semi-gration have resulted in a **vibrant retail market** along with increased demand for **personal services** and **service delivery by local government**.

The **work-from-home phenomenon** has boosted **property sales** in recent years. Small coastal towns, including Yzerfontein, Langebaan, Paternoster, St Helena Bay, Velddrif, Elands Bay and Lambert's Bay, have benefited from these trends, as have nodes such as Vredenburg and Malmesbury. The trends have also **contributed** substantially to **growth in the finance sector**. There is also additional **pressure to maintain ageing infrastructure** so as to ensure adequate levels of service delivery.

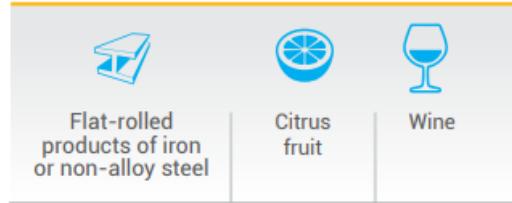


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International trade

TOP 3 EXPORTED PRODUCTS



TOP 3 EXPORT DESTINATIONS



TOP 3 EXPORTED PRODUCTS



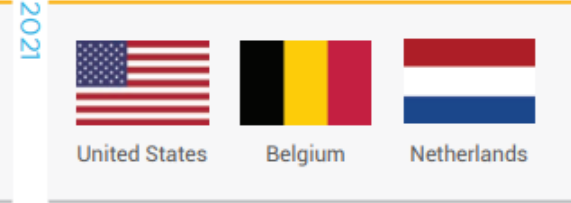
TOP 3 EXPORT DESTINATIONS



TOP 3 EXPORTED PRODUCTS



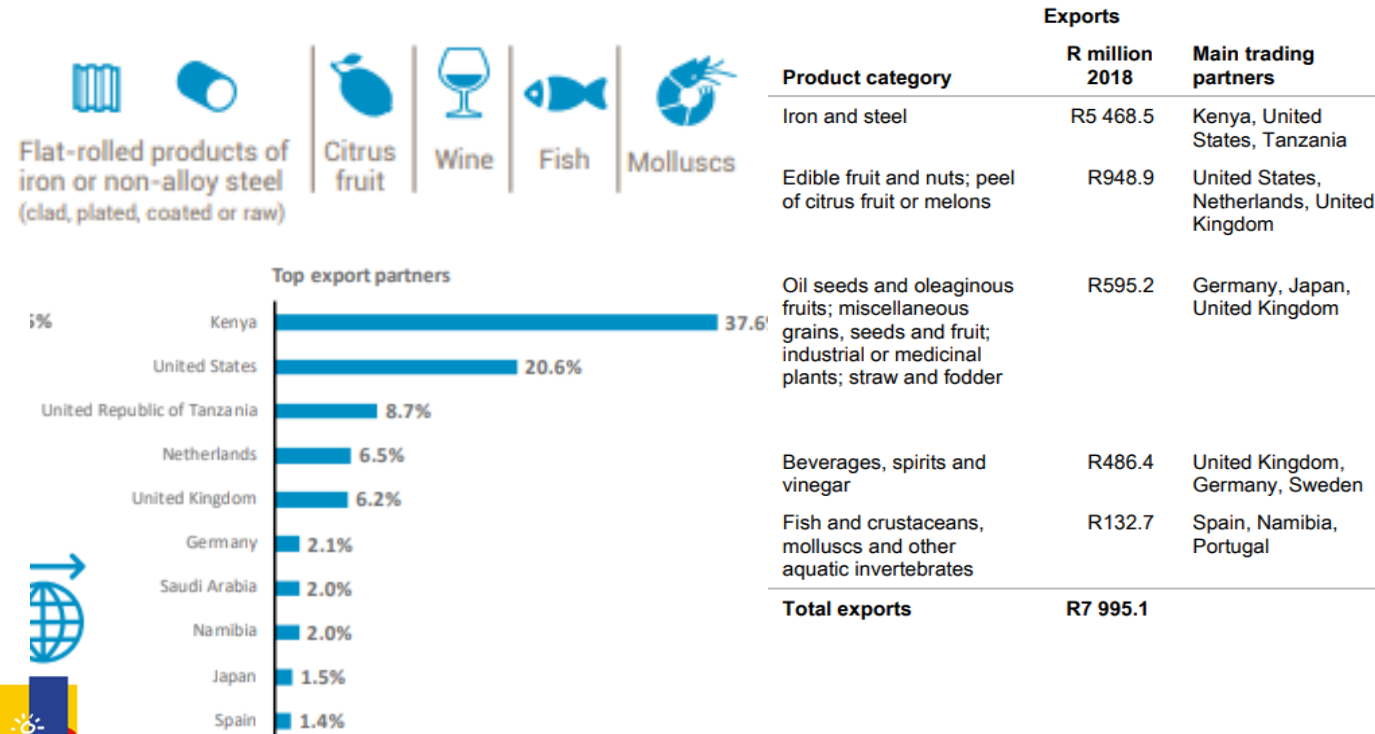
TOP 3 EXPORT DESTINATIONS



2021

2022

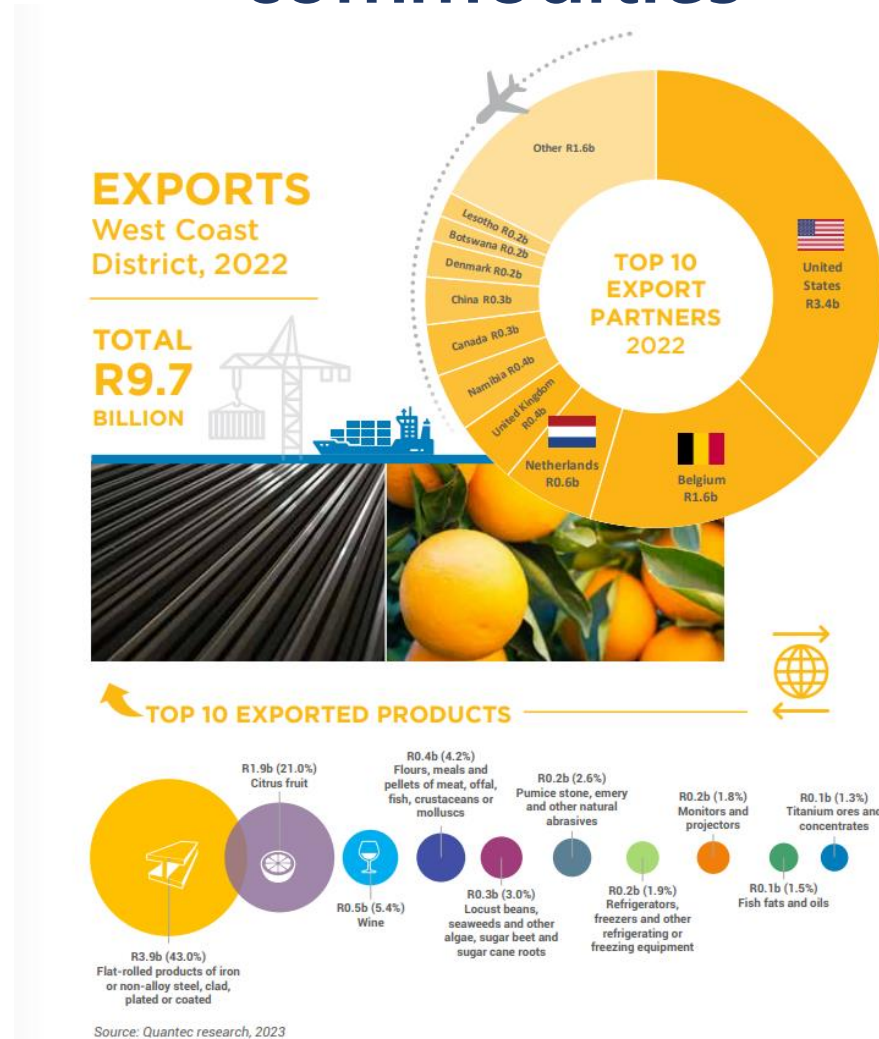
Main commodities exported over the last 5 years (2018 – 2022)



- The **WCD exported commodities** worth **R9.7 billion in 2022** – 8.7 per cent of the region's output at basic prices.
- Flat-rolled products of **iron or non-alloy steel** valued at **R3.9 billion** were the top exports. *As a result of high operating costs, Saldanha Steel (commissioned in 1998) was forced to close in 2020.*
- **Steel manufacturing** remains a **priority** for the District, with large companies such as **Duferco Steel Processing** operating in the IDZ of Saldanha Bay.
- A bountiful harvest at **naartjie and orange** farms in **Citrusdal** and its surrounds, among other places, allowed for **exports of citrus fruit** worth **R1.9 billion**.
- **Processed fish products** such as fishmeal and its **derivatives**, and **fish fats and oils** (to the value of R377.3 million and R132.6 million, respectively) were also among the District's exports.
 - Fish offcuts and by-products not used by canneries along the coast are exported for use in a variety of products, including livestock feed, pet food and organic fertiliser.



Potential new export commodities

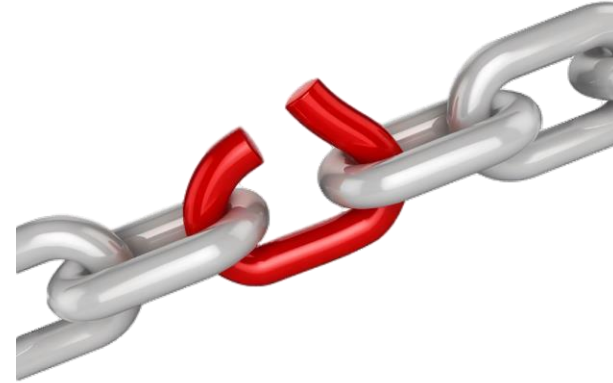


Export markets



- The WCD has a relatively **diverse trade profile** and is thus generally free of the vulnerabilities that stem from reliance on a single sector.

Export Constraints



- Intensifying international trade regulations on fresh produce, a key export of the District, may negatively affect trade
- Similarly, stricter quality control and safety measures could increase local producer costs.
 - International price volatility poses the greatest risk to the trade balance.
- Past / current global trade challenges such as the Ukraine-Russia war, market fluctuations, exchange rate volatility, an unreliable electricity supply, the hacking of Transnet Port Terminals in 2021 and strikes by workers at the Port of Cape Town in 2022.



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Specific programmes/ interventions to assist with economic growth and export development

Exporters Western Cape – Events



WESGRO



Western Cape Government



Small Enterprise Development Agency



International Trade Institute of Southern Africa
(ITRISA)



Cape Trade Portal



The Department of Trade-Industry and
Competition



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Department:
Trade, Industry and Competition
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THANK YOU!!



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