Western Cape Government

WESGRO
cape town & western cape
tourism, trade & investment

- **Africa's BPO Powerhouse: South Africa is the largest BPO hub in sub-Saharan Africa, with the Western Cape capturing 60% of national BPO, solidifying its global position. The sector is valued at $1.9 billion (2024) and growing 10.1% annually – outpacing the global 6.8% growth.**
- **Unmatched Workforce Growth: Our BPO workforce grew 9.6% in 2024, Double that of the Philippines (~5%).**
- **Cost-Competitive, High-Value Services: We rival the Philippines and Eastern Europe in cost savings while excelling in finance, legal, and customer service. Cape Town ranked 6th in affordability among top 50 tech cities globally (2019).**

Western Cape BPO INVESTOR Factsheet

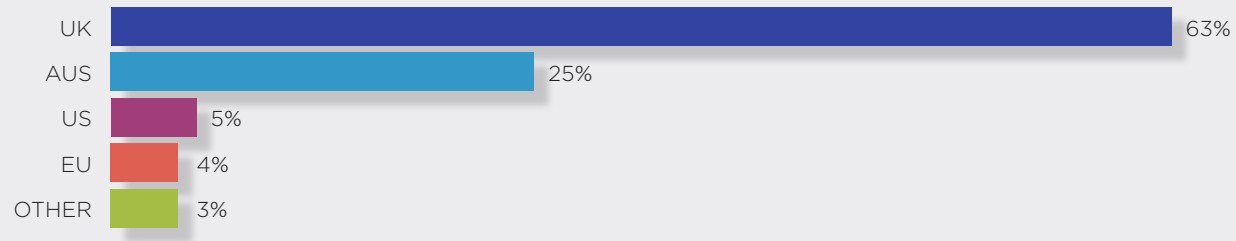
OUR UNIQUE SELLING POINTS

1 World-Class Infrastructure: South Africa is the most industrialised economy in Africa and a leading hub for global services. With 99% 3G/4G coverage and broadband redundancy capabilities - ensuring seamless connectivity for BPO operations.

2 A Deep Talent Pool: 600 000 English-speaking, customer service trained workers enter our market yearly including over 100 000 provincial graduates, with a neutral accent advantage.

3 Low Operational Costs: We cut operational costs by up to 60% compared to the UK and Australia, without compromising on service quality. Local call centre agents cost 3 times less than in the EU and U.S.

OUR GLOBAL SOURCE MARKETS



WHY INVEST IN THE WESTERN CAPE?

- **Sector growth:** Our BPO workforce is on track to Double by 2030, with an additional 100 000 employees, signalling a thriving, scalable investment opportunity.
- **Beyond customer service:** There are affordable investment opportunities in back-of-office BPO verticals like paralegal, payroll, and fintech, with key providers including Emergn, Mango5, and Agentsy.
- **Adapting to AI:** Our BPO sector is evolving with AI-driven automation, cloud-based BPaaS, and nearshoring, enhancing efficiency, scalability, cost savings, and collaboration while diversifying delivery locations.
- **Lower Overheads with Smart Leasing:** CPT rental fees are nearly four times lower than in London, with significantly more affordable options outside the CBD, including investment opportunities near labour clusters in Athlone, Mitchell's plain and Khayelitsha.
- **Seamless Global Connectivity:** In 2019, Cape Town was the sole African city to rank among the top 30 global tech hubs.
- **Untapped Growth Potential:** South Africa's BPO market is less saturated than major hubs like the U.S., creating prime opportunities for investors seeking high-growth, cost-efficient outsourcing destinations.

WHERE TO INVEST IN THE WESTERN CAPE

- **Established BPO Hubs: Cape Town's top four BPO clusters—Cape Town CBD, Century City, Claremont/ Wynberg, and Bellville—offer well-established infrastructure and a thriving business environment.**
- **Proximity to Skilled Talent: Investors can access cost-effective office space near affordable high-growth labour clusters in Athlone, Mitchell's Plain, and Khayelitsha, positioning businesses close to a deep and diverse talent pool.**

Scan for more information

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TOP GLOBAL COMPANIES OPERATING IN OR SERVICED BY THE WESTERN CAPE

AT&T Microsoft amazon SIEMENS cisco DELL BOEING MANGO5 NIKE