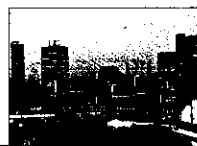


This is Cape

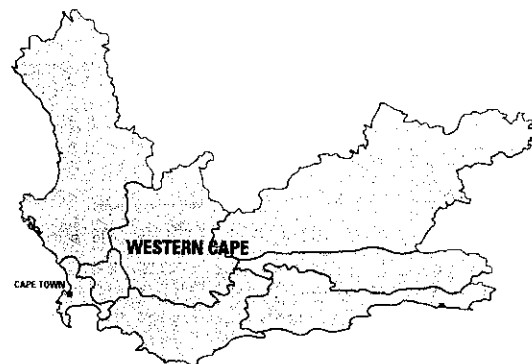
A world-class business location
in a pristine natural environment,
offering an unmatched
quality of life.



Cape Town is a metropolis on the move, with a character very different from that of any other city in Africa. Its vibrant cultural diversity, rich European heritage and spectacular scenery make it one of the most attractive cities in the world.

Having developed into a truly exceptional place in which to live and work, South Africa's Mother City is well positioned for a rapidly changing global environment.

- A world-class business environment with:
 - a skilled and competent workforce
 - an internationally respected research base
 - highly competitive factor costs
 - a wide range of professional business support services
 - excellent infrastructure



Town

- Access to world markets via preferential trade agreements between South Africa and other major markets such as Europe, facilitated by the SA-EU trade agreement, and the United States, supported by the Africa Growth and Opportunity Act (AGOA).
- A diverse and balanced economy as reflected by the wide range of value-adding manufacturing and service-oriented industries.
- Cost-competitive opportunities in both the metropolitan and rural areas.
- A low cost-of-living index – rated second by the World Competitiveness Yearbook of 2001.
- An excellent quality of life – an open cosmopolitan society, a Mediterranean-type climate and an unspoilt natural environment.



• Cost-effective, Skilled Workforce:

The Western Cape has one of the highest literacy rates and levels of education of all provinces in South Africa – about 12% higher than the national average of 73%. Wage levels compare well with other industrialised countries.

• Excellent Infrastructure:

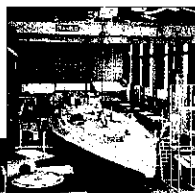
Cape Town International Airport handles 4,5 million passengers a year and was recently rated the top airport in Africa. The ports in Table Bay and Saldanha offer excellent shipping and cargo services, and well-developed road and rail networks strategically link the City and the province with the rest of South Africa and its neighbouring countries.

In terms of IT infrastructure, Cape Town is serviced by a fibre optic-based Metropolitan Area Network (MAN). International links are fed via submarine cable and satellite networks. Cape Town is currently connected to Europe and the United States via the SAT2 fibre optic submarine cable, and cables are currently being laid for a link to the Far East.

Cape Town lies in the same time zone as most major European cities, thus facilitating communications and eliminating jet lag for international travellers.

Dynamic business

With a population of over 3 million people, Cape Town is supported by a vibrant economy worth more than US\$12 billion.



The high concentration of tertiary institutions (three universities, two technikons and numerous other education, training and research institutions) places Cape Town at the forefront of South Africa's knowledge economy.

- **Telecommunications:**

Local and international call rates are comparatively low by international standards. With the current telecom market opening up to private operators in 2002/3, more competitive telephone rates should soon be available.

- **Prime Office and Industrial Space:**

Through the proactive addressing of crime and grime, the Central Business District has consistently maintained higher occupancy levels than any other CBD within South Africa. A-grade premises are also available at decentralised business parks such as Century City, Tyger Valley, Golden Mile and Cavendish at rates competitive with the best in the world.

Cape Town has numerous industrial parks located close to the harbour and airport as well as rail and road networks. Land costs and rentals in these strategic areas are exceptionally affordable.

environment

- **Investor-friendly Environment:**

The strong commitment of local and provincial government to assisting business investors in Cape Town is characterised by innovative mechanisms such as public-private partnerships. A prime example is the internationally acclaimed V&A Waterfront, one of the most successful waterfront developments in the world.

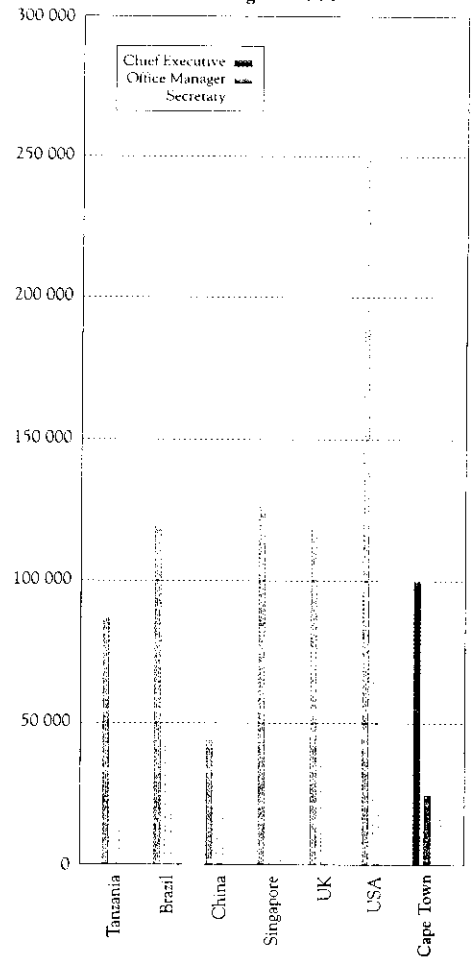
- **Attractive Incentives:**

In order to attract foreign and local investment to the City, a wide range of national incentive schemes is available in the form of grants, rebates and tax breaks, as well as loans and other funding options.

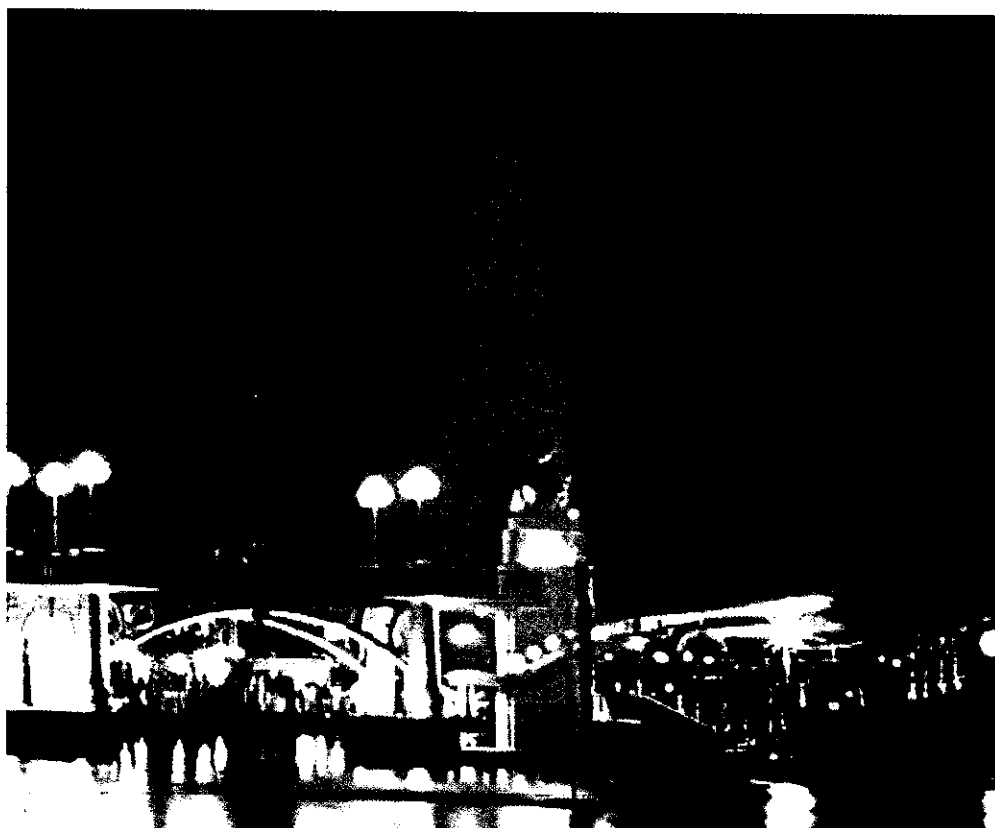
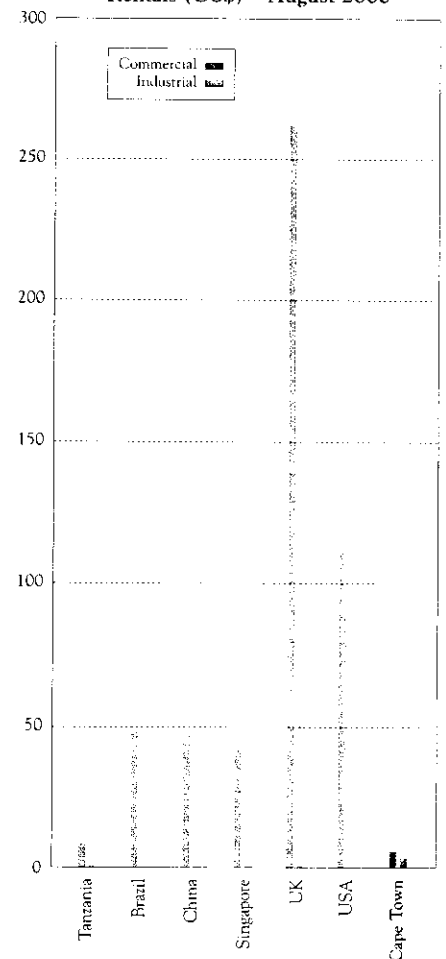
- **Access to World Markets:**

Investors can take advantage of South Africa's involvement in the AGOA, EU and SADC trade agreements.

Average annual salary (US\$) – August 2000



Commercial and Industrial Property Rentals (US\$) – August 2000

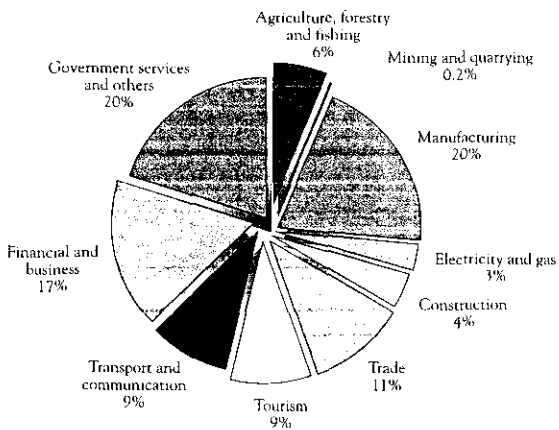


Located at the tip of Africa on one of the world's main trade routes, with a world-class business and physical infrastructure, the Cape offers the ideal location for businesses seeking to serve African and world markets.

Its well-balanced and diverse economy is illustrated below, with an indication of the relative contribution of various sectors.

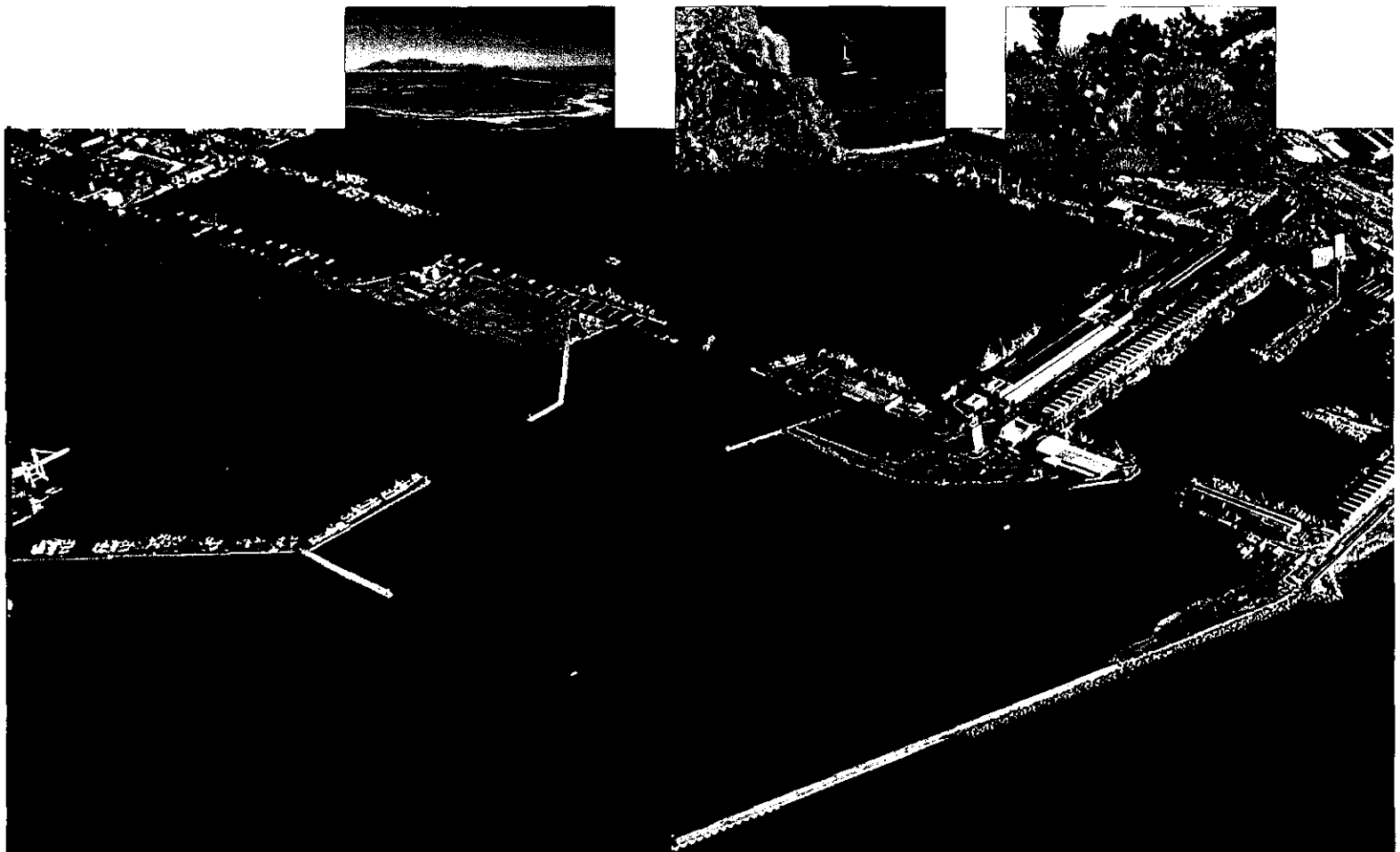
A strong orientation towards value-added services is best illustrated by reviewing the sectors with the strongest growth prospects and investment potential:

Sector Activities – August 2000



Diverse

Cape Town's diverse economy has created countless opportunities for new investment, making it a strong business location.





opportunities

• Tourism

Cape Town has been voted one of the world's top tourist destinations, as well as Africa's premier attraction, with 53% of all overseas visitors to South Africa also visiting the Cape. The phenomenal growth in this sector stems largely from the Cape's natural beauty, its wide variety of world-renowned tourist attractions and its well-established infrastructure.

To complement its natural splendour, the people of Cape Town reflect a special warmth and vibrancy stemming from a rich and colourful tapestry of different cultures. This multicultural environment is showcased throughout the year in a wide variety of events and festivals of arts, crafts, music and cuisine.

Cape Town was recently named the best value-for-money destination in the world at the 2001 Condé Nast Reader's Travel Awards in Britain.

Top 10 SA Tourist Attractions

1. V&A Waterfront
2. Table Mountain
3. Cape Point (Cape of Good Hope)
4. Cape Winelands
5. Kirstenbosch
6. The Garden Route
7. Ostrich Farms
8. Kruger National Park
9. Durban Beachfront
10. Robben Island

Thus, based on visitor numbers, 8 of the 10 top SA tourist attractions are found in the Cape.

Visitors to the V&A Waterfront

2001: 19 276 006

2000: 19 234 044

Source: V&A Waterfront Information Centre

Regular Events in Cape Town

Cape Minstrels Carnival (January)

Shakespeare at Maynardville (February)

North Sea Jazz Festival (March)

Cape Argus Cycle Tour (March)

Kirstenbosch Winter Music Concerts (June)

Cape Times Waterfront Wine Festival (August)

Cape Town One City Festival (September)

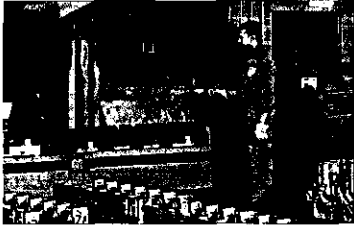
Cape Town International Film Festival (October)

Kirstenbosch Open Air Concerts (December)



The construction of the Cape Town International Convention Centre will add about R1 billion to GRP during 2001/2002 and contribute, directly and indirectly, about R626 million in its first year of operation in 2003.





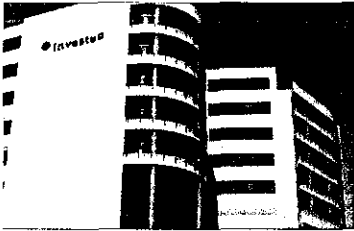
- Metal Processing

This industrial sector is characterised by the high value-added processing of metals for automotive components, maritime equipment, food, wine and beverage equipment, medical equipment and other niche products. In recent years, exports of automotive components have more than tripled.



- Agri-processing

With Cape Town's hinterland producing much of the local and export produce for the Western Cape and South Africa, the agri-processing sector is a major revenue earner. Canned and preserved fruits, vegetables, fish and meat products account for most of the processed food exports. Emerging niche products include fruit-drying, the processing of herbal teas (particularly rooibos and honeybush) and cosmetics derived from aloes and kelp (seaweed).



- Financial and Professional Services

Cape Town has a well-established and growing base of banking, insurance and financial services, combined with many consulting firms. South Africa's insurance giants – Old Mutual, Sanlam, Santam and several others – are headquartered in the Cape. In addition, there is a rising tendency for top auditing groups to branch out into specialist fields such as tourism consultancy and recruitment services, with the research and development components located in Cape Town.



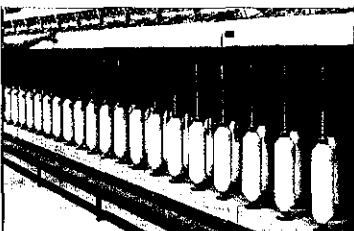
- ICT, Software, Call Centres and Services

Cape Town's excellent skills base provides a wealth of opportunities for software development, website development and ICT outsourcing and training. With a well-established IT infrastructure and an abundance of language-proficient, semi-skilled workers, Cape Town has become a popular location for international call centres.



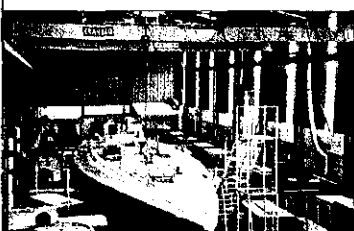
- Film Production

The film industry is viewed as one of the top five growth industries in the region. Foreign production companies are lured not only by the Cape's scenic beauty and filming infrastructure, but also by the fact that filming in Cape Town costs 20% less than in Australia and 30-40% less than in Europe or the United States.



- Quality Clothing and Textiles

The Cape has traditionally been a major player in the South African top quality clothing and textile industry and is renowned for its operational flexibility. With AGOA in place, export opportunities are opening up to the United States especially in the areas of quality clothing, including African designer clothing, sportswear, protective clothing and niche-designer apparel.



- Publishing and Printing

Some 60% of all books sold in South Africa are published within the country; the rest are imported mainly from the United Kingdom and the United States. About 86% of the country's publishing and 35% of its printing turnover is undertaken in the Cape Town area.



- Boat-building

As one of the leading port cities in the world, Cape Town has developed a strong tradition and culture of boat-building. About 75% of South Africa's boat-building companies are located in Cape Town. Since 1994, the boat-building industry has grown by 120% with exports making up 83% of the growth.

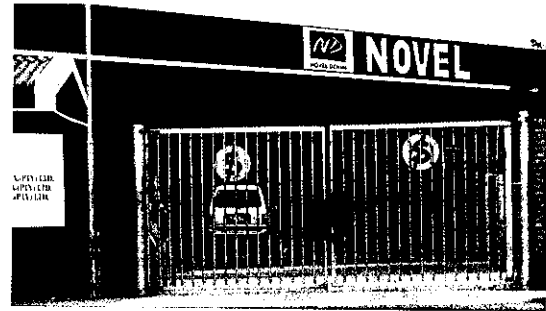
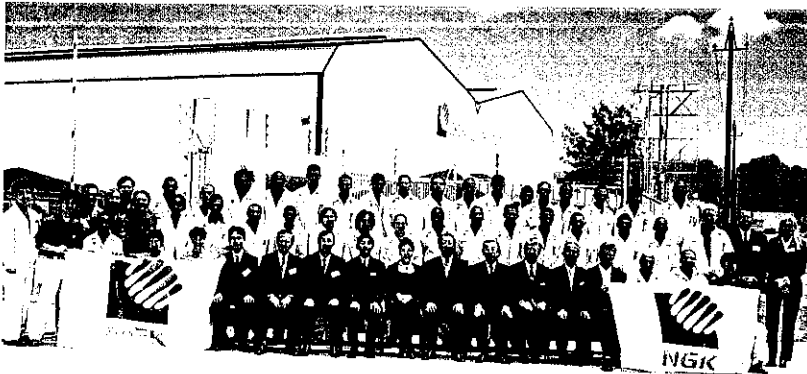
- High-value Crafts

The craft industry reflects a cultural diversity of design influences from Africa, Europe, the Middle East and the Far East. Crafts vary from textiles, leather, woodwork and beadwork to ceramics, metalwork and jewellery.



Above: Herdmans is an Irish based textile company in Atlantis.
Left: AGRID-SA is a UK based company manufacturing agricultural equipment in Atlantis.

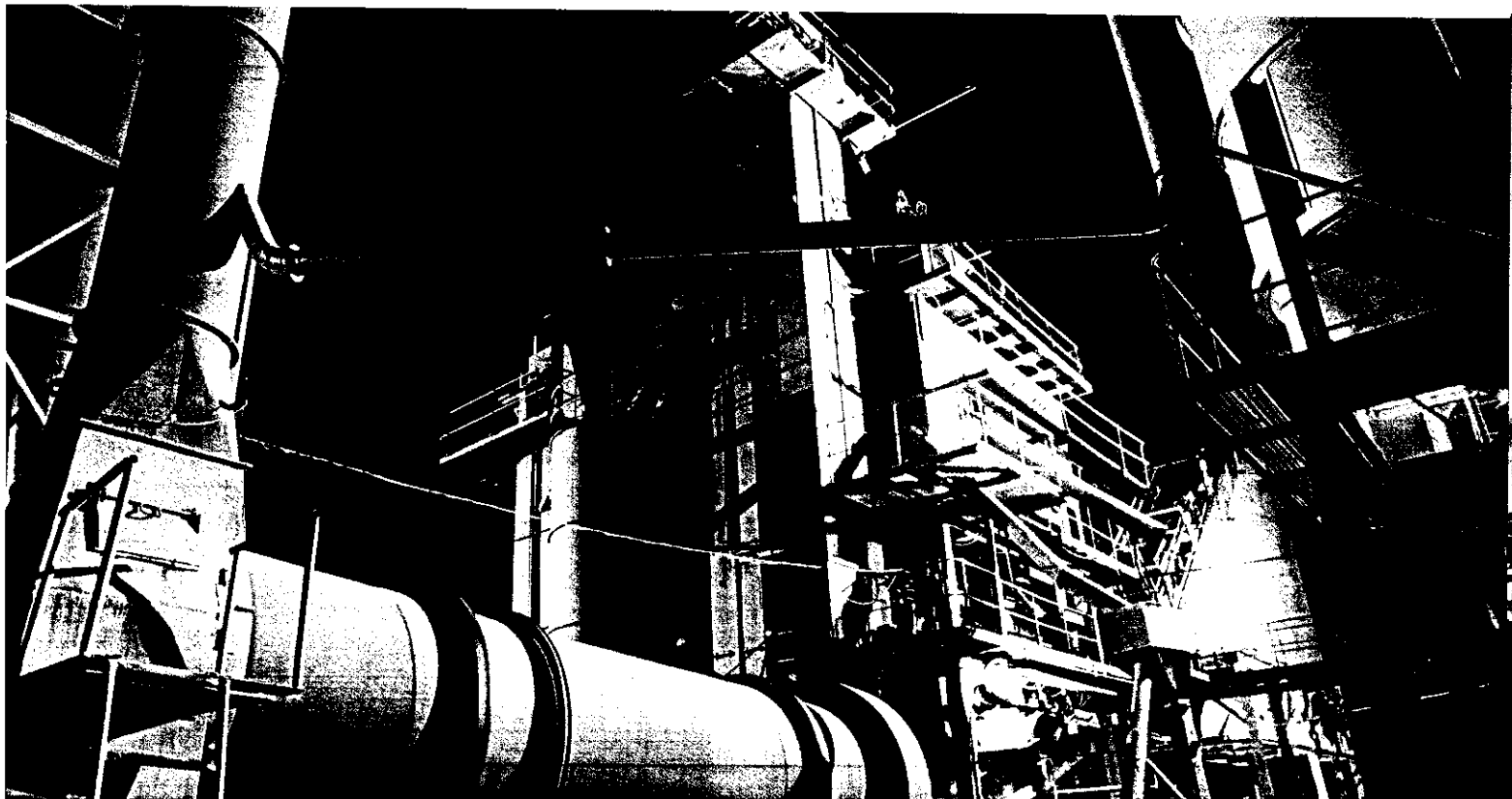
Foreign Investments



Above: Novel is a Hong Kong listed company manufacturing denim jeans in Atlantis.

Left: NGK Ceramics staff at the company premises located in Airport Industria

Caltex refinery in Milnerton.



Cape Town is one of the few cities in the world to include an entire national park within its boundaries. The Cape Peninsula National Park, which encompasses the world-famous Table Mountain and the peninsula mountain chain extending all the way to Cape Point, is home to the Cape Floral Kingdom, one of only six floral kingdoms in the world.

Wherever one lives or works in the city, one is always able to catch a glimpse of mountain or sea, and a forest or wetland is always within easy reach.

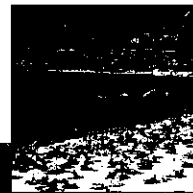
The City's pristine natural environment is world-renowned. It is within this mountain-coastal landscape that a diversity of natural features can be enjoyed, from the sheer cliff faces of Chapman's Peak and the clean, unspoilt beaches of Clifton and Llandudno, to the forested slopes of Newlands and Kirstenbosch and the coastal wetlands of the Cape Flats.

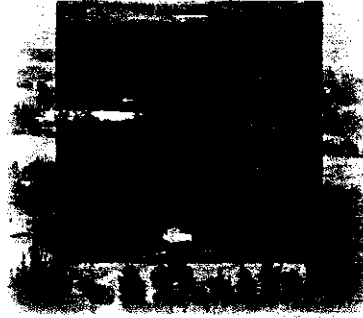
Excellent quality

An unsurpassed lifestyle in a natural paradise

Health and Education

Throughout the years the Cape has offered a consistently high standard of education and health care services. Some of South Africa's best schools and hospitals are located here. It was at the Groote Schuur Hospital in Cape Town that the world's first heart transplant operation was performed.





of life

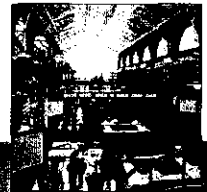
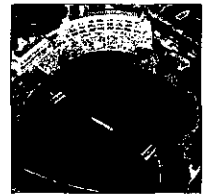
Sport and Recreation

For the energetic there's almost every sport under the sun – from extreme sports such as kite surfing and paragliding to conventional outdoor activities like hiking, surfing, kayaking, scuba diving, snorkelling and fishing. Each year the City hosts the world's largest one-day cycle race, the Cape Argus Cycle Tour, as well as one of the country's premier running events, the Two Oceans Marathon. It is also one of the key stopovers for some of the world's most challenging intercontinental yacht races.

Leisure and Entertainment

Known as the cultural capital of South Africa, Cape Town boasts a myriad of clubs and theatres offering a varied menu of entertainment, from ballet, opera, drama and classical music to jazz, rock, contemporary theatre and comedy. The City also features a wide variety of art galleries and a host of cultural and historical museums.

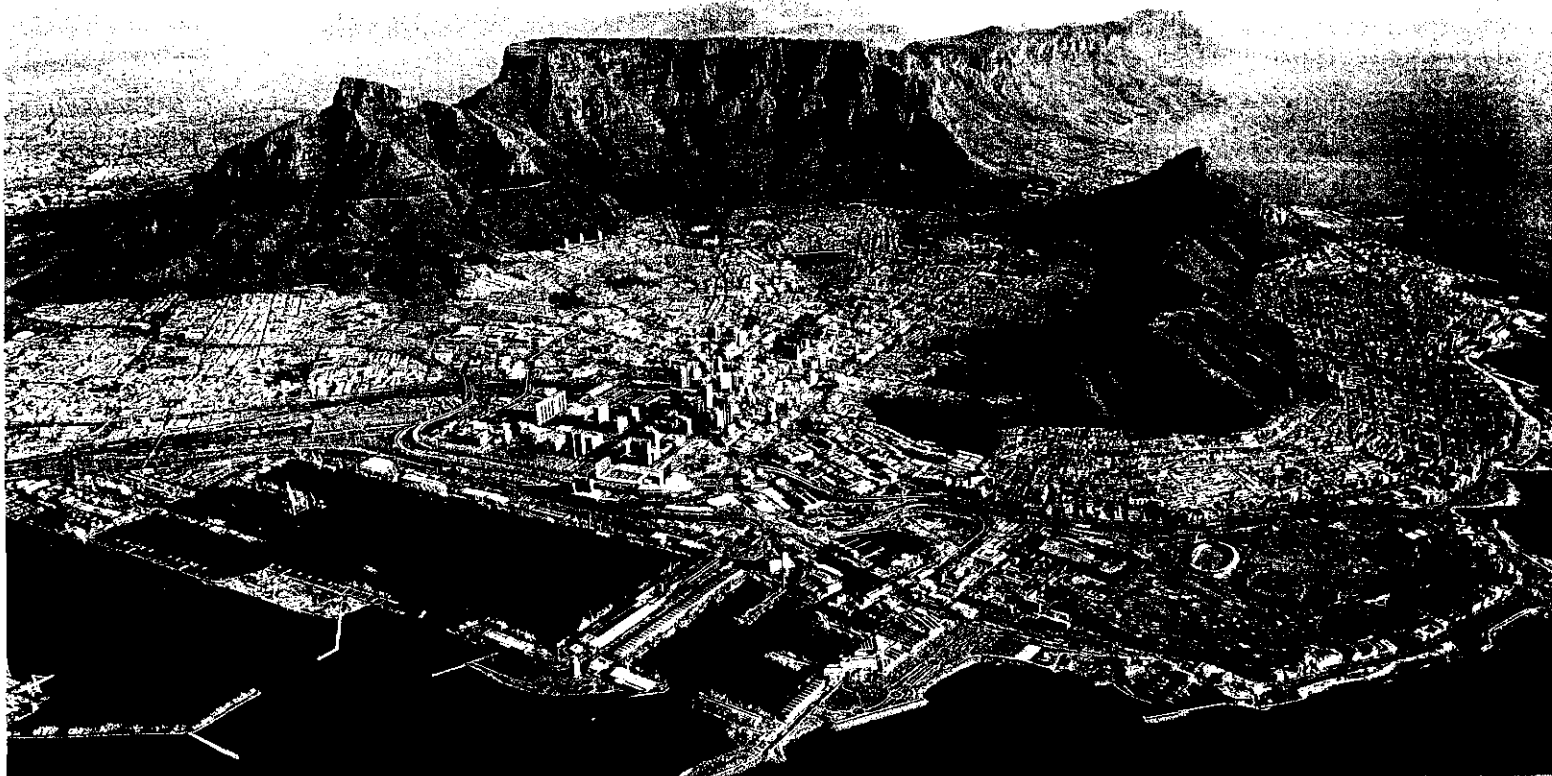
Its shopping centres are amongst the best in the country. These include Africa's largest shopping centre – Canal Walk at Century City – as well as other retail malls such as Tyger Valley, Cavendish and the Victoria & Alfred Waterfront, all offering an endless variety of shops, restaurants and cinemas.





Cape Town

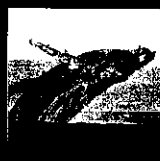
A world class business location



Cape Town

A world class business location

- Balanced and diverse economy
- Skilled and competent workforce
- Excellent business infrastructure
- Affordable property and building costs
- Attractive incentives
- Low cost of living
- Unsurpassed quality of life



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