

United States and Western Cape Trade Investment Fact Sheet



The United States is the top foreign direct investor in the Western Cape.

U.S. companies directly and indirectly employ tens of thousands of Western Cape residents, offer training and skills development, and support local communities through outreach and humanitarian programs.



Over the last 20 years, trade has risen by 335 percent and is currently valued at approximately 17 billion Rand.

In 2020, despite the COVID-19 pandemic, bilateral trade grew. This growth included a **68 percent** increase in citrus exports and a **78 percent** increase in wine exports to the United States.

Through the trade and investment promotion partnership, **we will build on our strong cooperation** to create additional mutually beneficial trade and investment opportunities. In the last year, we've seen the following **examples of trade and investment successes**:



Google committed **\$150 million** at the South African Investment Conference for its undersea fiber-optic cable that will terminate in Cape Town and provide high-speed internet across South Africa.



Amazon launched **three data centers** in Cape Town for its AWS cloud computing platform, creating the company's first Africa Region cluster, which provides data storage, content back-up, and faster connectivity.



PepsiCo acquired Pioneer Foods for approximately **\$1.7 billion**.



Rand Capital Coffee opened **six Starbucks stores** in the Western Cape.



The U.S. government-funded Southern Africa Trade and Investment Hub **helped multiple companies**, such as PURA Beverages, Oryx Desert Salt, and Darling Sweet, **begin exports to the United States**.



Rhodes Food Group announced it would **supply Walmart stores in the United States** with canned pears.



South Africa Makes, a medical device manufacturer on the frontlines of developing solutions for unique healthcare challenges on the continent, **has signed partnerships** with multiple **U.S. companies to support and grow its business in Africa** and around the world.



Hyatt Hotels opened its first hotel in Cape Town while **Best Western** opened a second hotel in Cape Town.



Krispy Kreme increased its locations and outlets selling doughnuts and other products in the Western Cape.