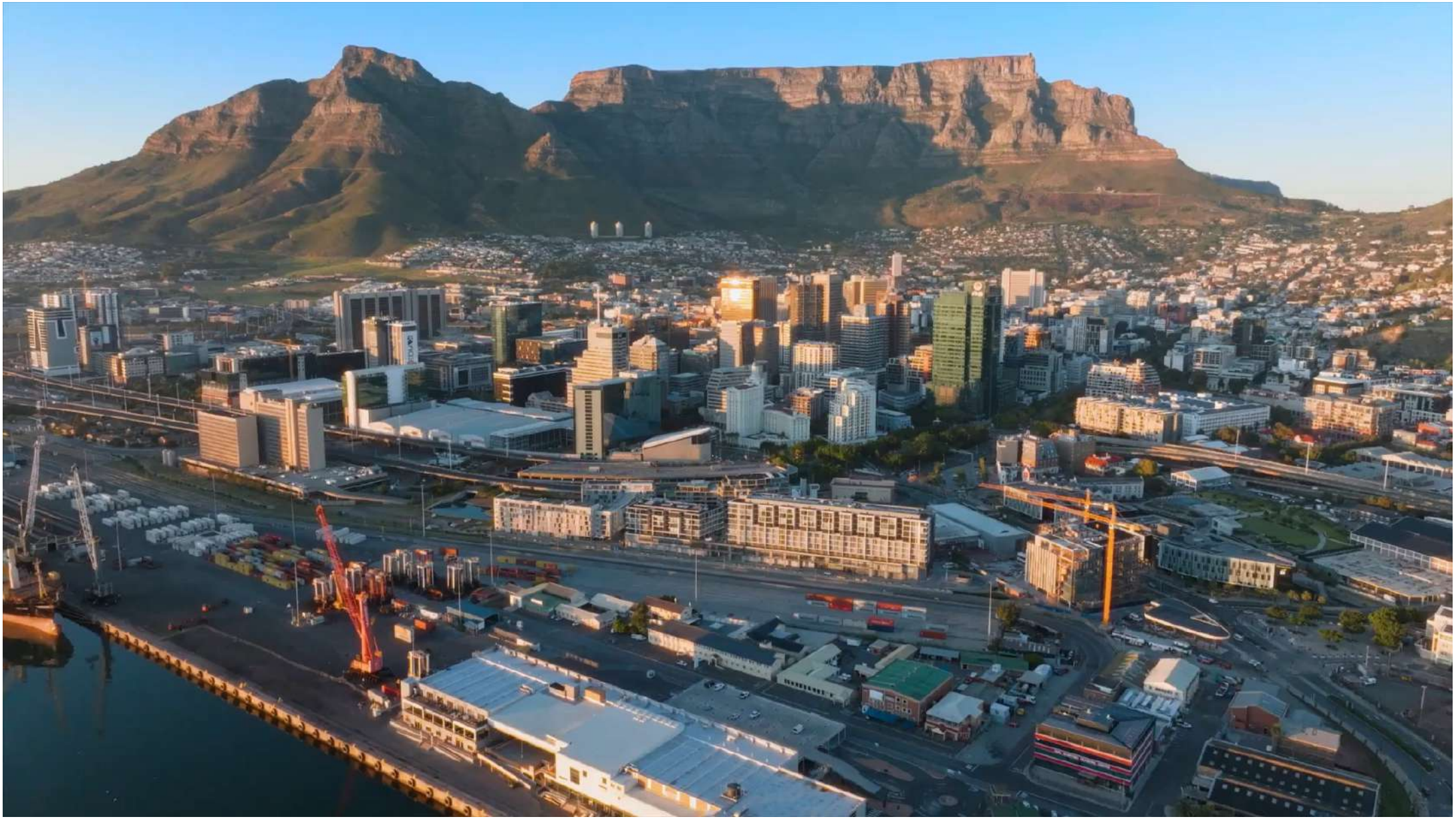


BUILDING AN ECONOMY
OF HOPE & CONFIDENCE
Alderman James Vos
Mayoral Committee Member for
Economic Growth
CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD
INVEST CAPE TOWN

KEY ECONOMIC OPPORTUNITY SECTORS

BUSINESS SERVICES	▪ **BPO and IT are one of the largest contributor to employment growth in Cape Town** over the last 10 years. ▪ 132 investments projects and a capex value of **R3.6 bn** between 2015 to 2024.
BLUE ECONOMY	▪ The total value of exports of marine manufacturing is approximately **R3.9 bn** per annum, **employing 3 800 people** in the Western Cape.
FILM & MULTIMEDIA	▪ The film industry directly contributes over 16 000 jobs across local and international productions.
TOURISM	▪ Last year, Cape Town welcomed **2,8 million overnight visitors,** contributing **R24.5 billion** to the local economy.
GREEN ECONOMY	▪ Over 80% of green energy project developers in South Africa have headquarters in Cape Town, with the **Atlantis Special Economic Zone (SEZ)** located within the city.
ELECTRONICS	▪ Electronics form a relatively small but important contribution to foreign exchange earnings. In 2025, the sub-sectors of electrical machinery contributed **R7,5 bn** to the Cape Town economy.
FOOD AND BEVERAGE MANUFACTURING	▪ Food and Beverage Manufacturing is the largest of Cape Town's manufacturing industries contributing **6.2% to Cape Town's GVA at R94.5 bn** and employing over 38 600 people.
CLOTHING AND TEXTILES	▪ Major employer of **14,700 individuals** – the fourth-largest employer in the manufacturing sector. It contributed R17.6 bn to the local economy and had a trade balance of **R3,4 bn** in 2025.
ECOMMERCE	▪ The Online Retail in South Africa 2025 report revealed that online shoppers grew from 27% of adults in 2020 to **37% in 2025**, with forecasts that online sales (in the country) were expected to be **R130 bn** in 2025.
TOWNSHIP/ INFORMAL ECONOMY	▪ In the 2024/2025 FY, the City committed **R141 million** to Cape Town's informal economy and small businesses for infrastructure developments and upgrades, and the provision of business support programmes.

Source: Quantec; Spatial Tax Panel; fDi Markets, a service from The Financial Times; Cape Town Tourism; World Wide Worx

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BUILDING FOR BUSINESS
R120 billion infrastructure over 10 years
Business Support Policy
Manufacturing Support Policy
Cape Trade Portal
Tourism Framework
Special Purpose Vehicles Programme
Investment Facilitation
Ease of Doing Business Index
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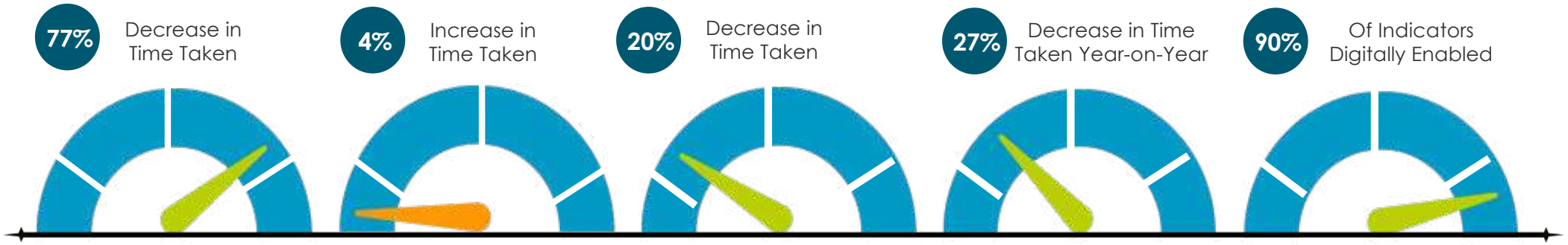
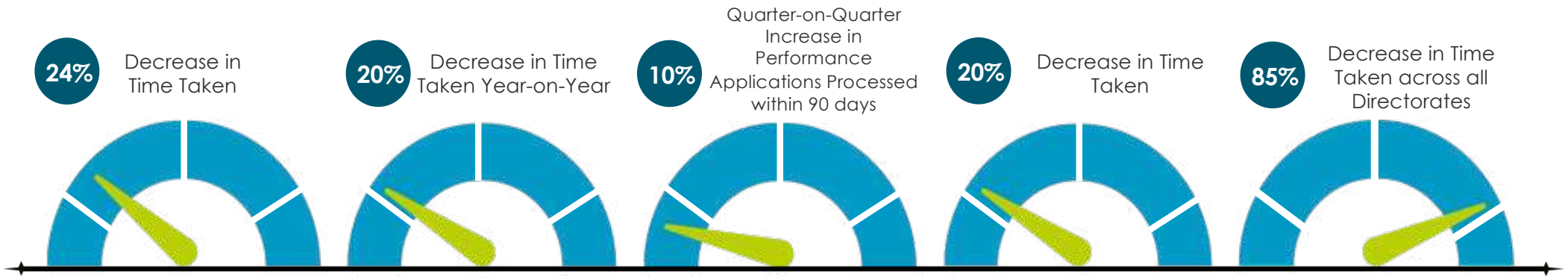


Connecting to Water | **Getting Electricity** | **Obtaining a Business License** | **Transferring Public Land** | **Digitisation**



Revenue Clearance Certificates | **Building Plans** | **Land Use Rights** | **Informal Trading Permits** | **Wayleaves**

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THE BUSINESS HUB.

- Supplier Development
- Smart Procurement
- Introduction to Marketing and Sales
- How to Tender
- How to Price a Tender
- AI-powered Social Media Advertising
- Introduction to Financial Planning
- Attracting Funding for your Purchase Order
- Understanding Economic Cycles
- Business Improvement
- Video Marketing on a Budget with AI Assistance
- Conflict Management
- Email Marketing with AI Assistance
- Data Analytics and Marketing Automation with AI
- Customer Centricity
- AI-Enhanced Google Ads and Paid Search Campaigns
- Operational Planning
- Youth Entrepreneurship
- Budgeting Fundamentals
- Personal and Team Dynamics

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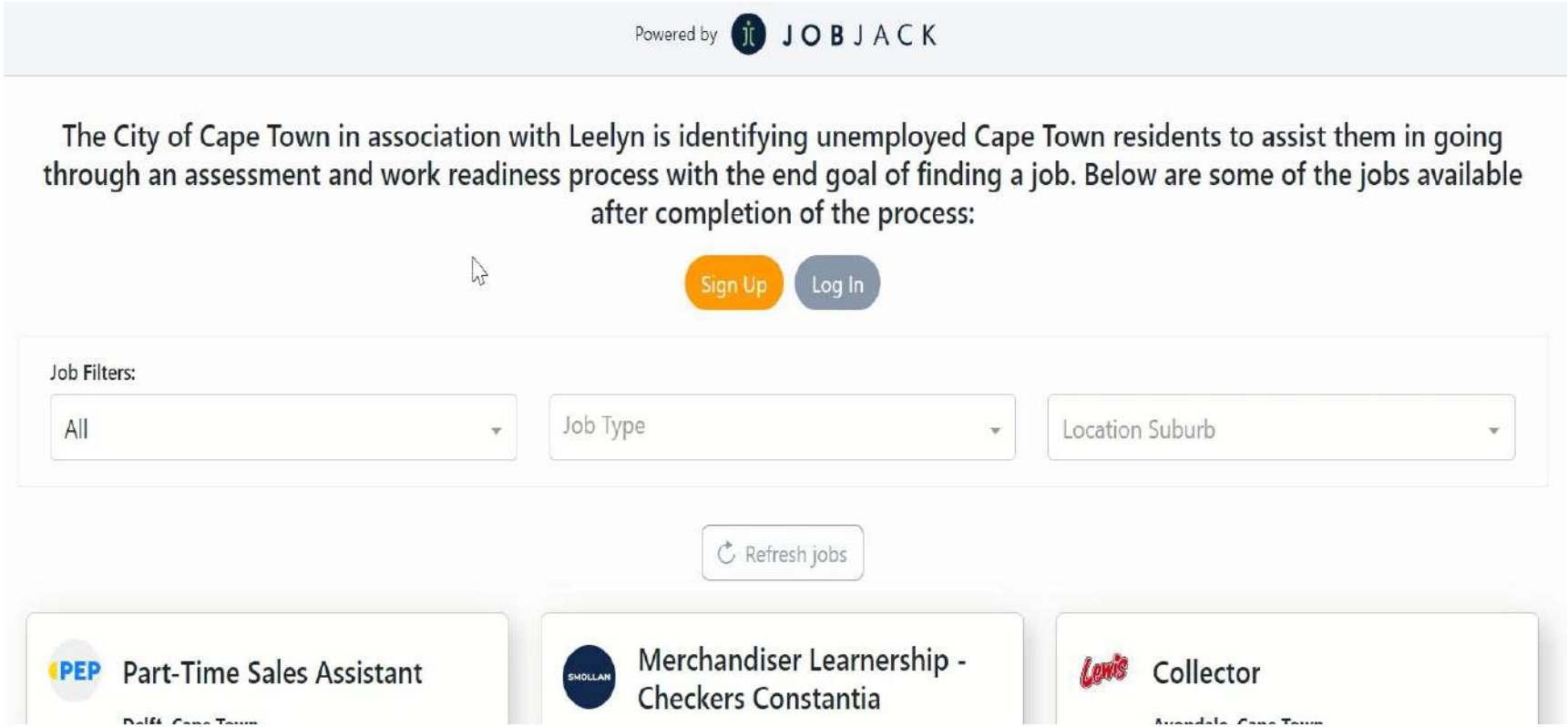
JOBS CONNECT



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EXPANDING MARKET ACCESS

- Cape Trade Portal: Free Wesgro trade support platform helping Cape Town businesses access export markets.
- Provides Practical guidance on exports, customs, logistics, compliance and trade agreements.
- Connects businesses to funding, market access opportunities and trade-ready support.

MADE IN THE CAPE

8,193
Products and Services

2,068
Registered Western Cape Businesses

1,251
Verified Western Cape Exporters

609
Registered International Buyers

As of 31 March 2025 (as per quarterly report Q4 24/25)

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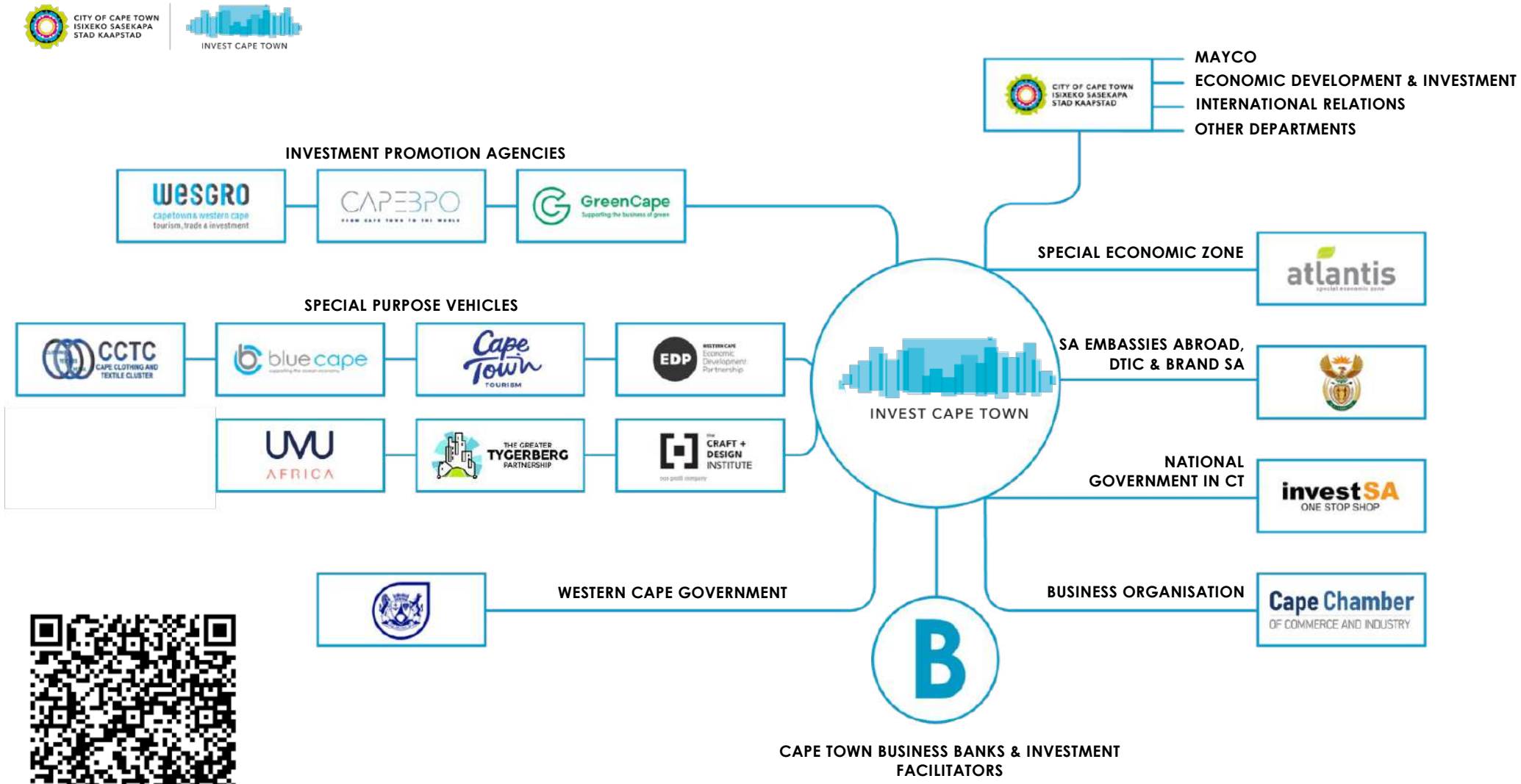

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A TOURISM STRATEGY THAT DELIVERS



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INCREASE DEMAND, MORE IMPACT

- Responsible tourism and fewer obstacles to growth
- More aviation access, longer stays and higher visitor spend
- Greater geographic spread and marketing that converts into bookings

2030 TARGETS

- 4.2 Million visitors overnight p.a. (domestic and international)
- R35 Billion spending p.a.
- 234,041 jobs created p.a.

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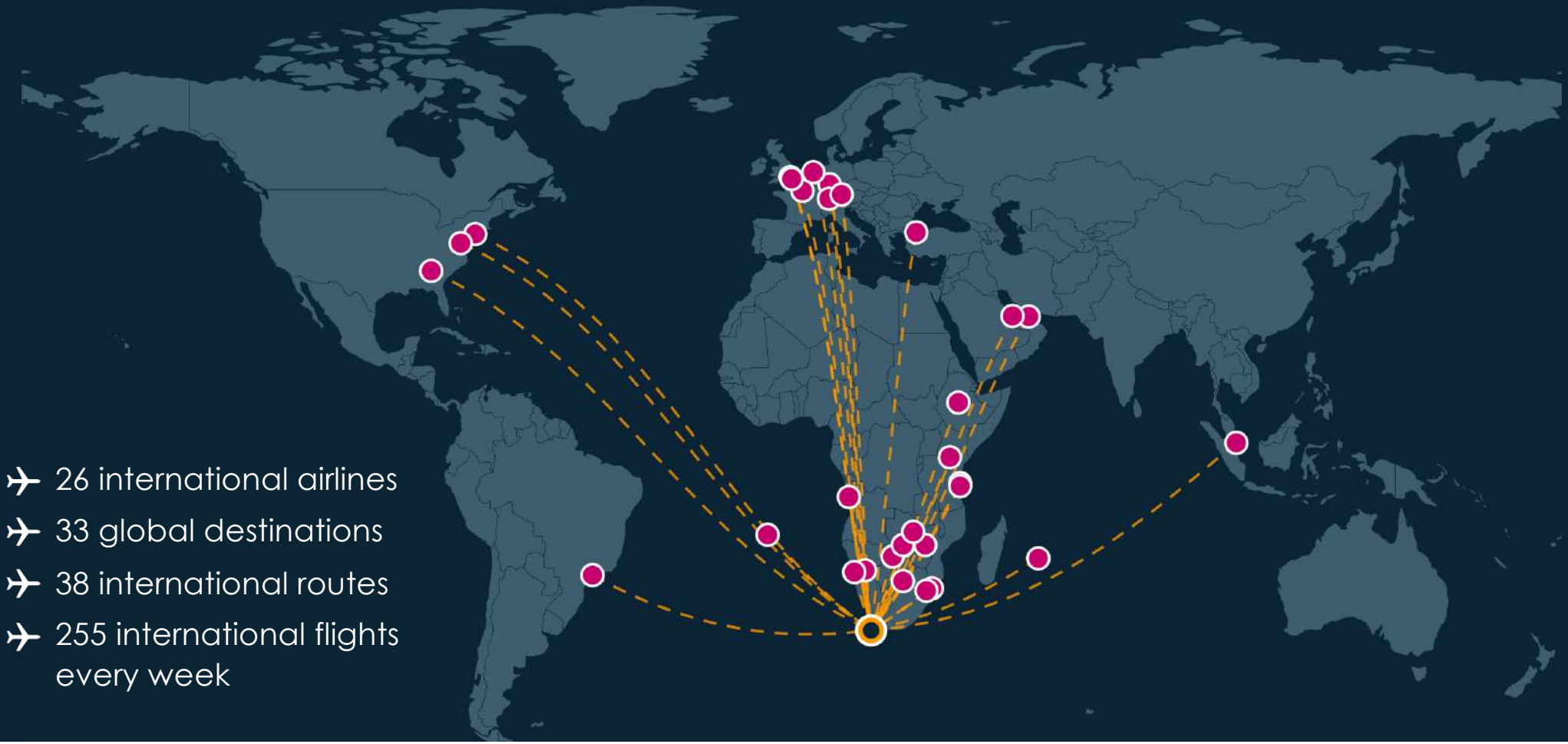
VISIT LIVE WORK STUDY PLAY INVEST

Cape Town's international route network

IATA Winter 2026/27 schedule – 32 international destinations



- 26 international airlines
- 33 global destinations
- 38 international routes
- 255 international flights every week

Airlines flying to Cape Town

28 carriers across Africa, Europe, Asia & the Middle East, and the Americas – 2026

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VISIT LIVE WORK STUDY PLAY INVEST



























































EXPORT

PERFORMANCE HIGHLIGHTS FOR 2025

Total Airport Passenger Movement

11,1 million; 7% passenger growth

Total Airport Cargo

88 757 tonnes; 25% cargo growth

Total Container Movements

843 599

Total Cargo

5,3 million tonnes

GLOBAL IMPORT AND EXPORT TRENDS

R130 bn

Export earnings – 63,6% of Western Cape total (2025)

R284 bn

Imports – 91,6% of Western Cape total (2025)



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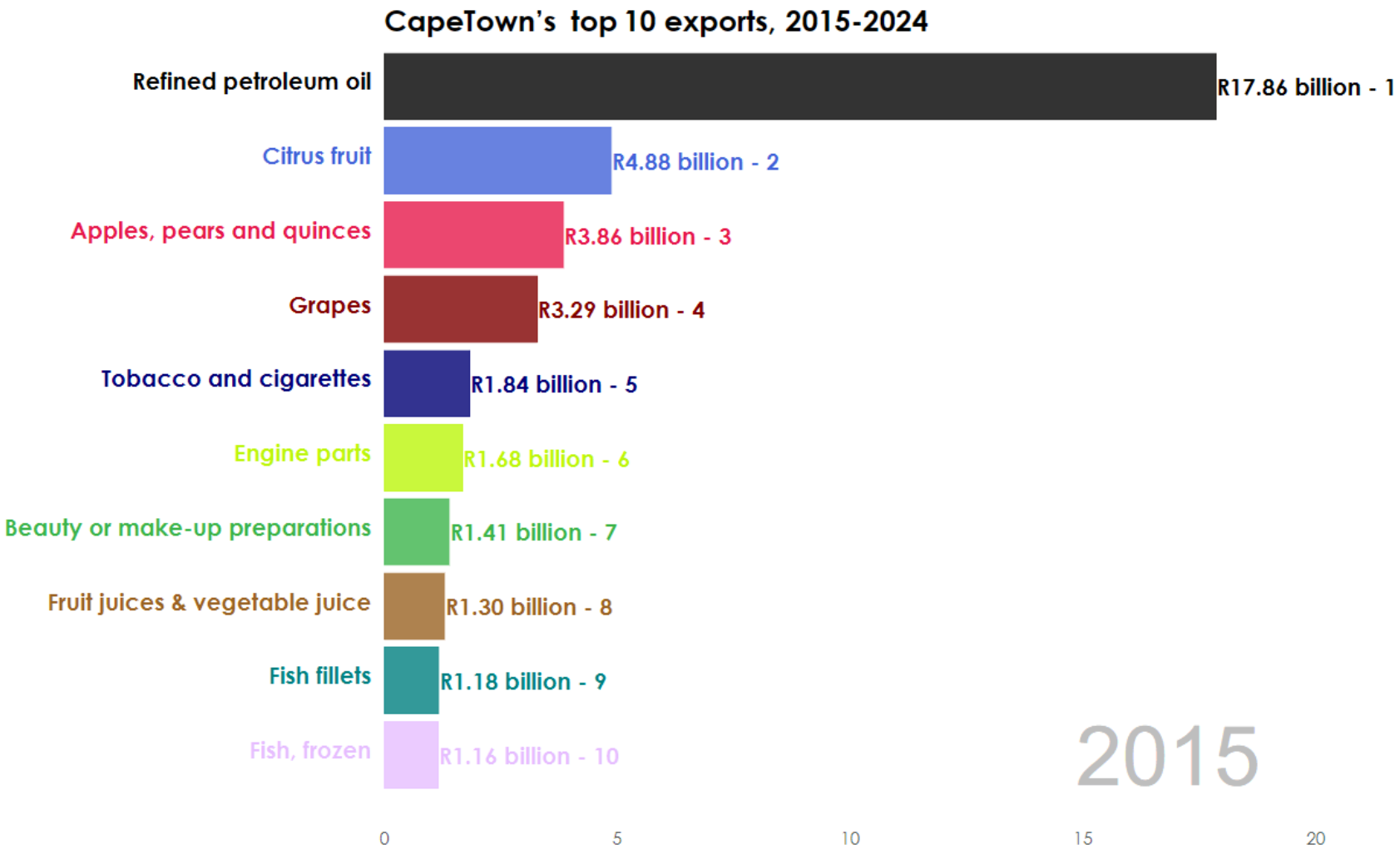

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Source: South Africa Regional Xplorer, 2024

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REFORMS
THAT SUPPORT ECONOMIC OPPORTUNITIES

Open Skies:
More competition and air access to grow routes, trade and tourism.

Modern visa systems:
Faster, simpler visas to unlock tourism, skills and investment.

Port Reform:
More private-sector participation to improve port efficiency and exports

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