



# BUSINESS CPT

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## Cape Town means **Business!**



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**The Business of Sport**

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**Cape Town on the up  
as Regeneration  
Takes Off**



# Contents



## Welcome to Cape Town

Welcome to the City of **Cape Town**, proud custodian of South Africa's most beautiful city.

It gives me great pleasure to welcome the inaugural business publication of **BUSINESS CPT**, a multi-sectoral business magazine dedicated to Cape Town and its beautiful surroundings.

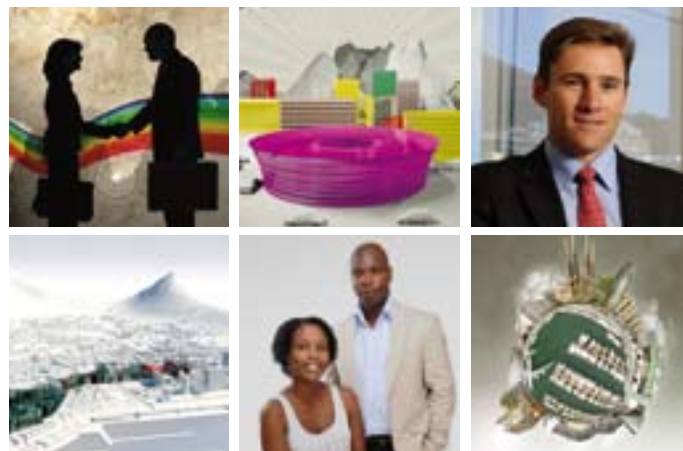
I am proud to inform you of the City of Cape Town's strategy of infrastructure-led economic growth to boost Cape Town's position as a globally competitive city. Our aim is to further increase the city's ability to attract investors and skilled workers based on its productivity, growing economy and efficient transport networks. This will create jobs, and in so doing transform lives, particularly those of the poor.

By getting the basics right we will position Cape Town as Africa's leading city and a leading international investment and tourism centre. Development will flourish and we will be well on our way towards creating an equitable, safe and enabling environment in which our citizens can thrive. The City has adopted a vision to make Cape Town a leading enabler of entrepreneurship on the African continent.

We are confident that we can achieve our aims. Cape Town is alive with possibility, and we have realistic and achievable plans to maximise the city's potential.

We are laying the foundations for a very bright future, and I look forward to the challenge.

Executive Mayor Alderman **Dan Plato**



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Cape Town

Win a weekend for two bed and breakfast at the Condé Nast Traveler Hot Listed **One & Only**, Cape Town

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with "One & Only" as the subject to be entered into this fantastic draw. The winner will be announced on July 31st and will be posted on our website.

In conjunction with One & Only Cape Town / [www.oneandonlyresorts.com](http://www.oneandonlyresorts.com)



# THE BUSINESS CPT Thermometer



**South African wine** sales in the UK have overtaken French wine sales for the first time, making South Africa the United Kingdom's fourth largest wine supplier.

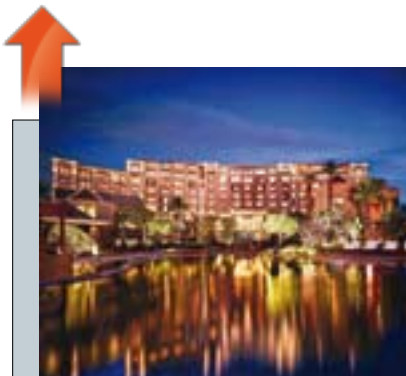
According to the latest figures from analysts AC Nielsen, South African wine sales stood at 12,270,000 12 bottle cases between January 2009 and January 2010, up by 20% on the 2008 – 2009 period. French wine sales however dropped 12%, with the French selling only 12,266,000 cases.

South African wines have soared in popularity in recent years with UK drinkers no longer automatically deferring to the European wines of France, Spain and Italy. These figures prove that South African wines can compete on the world stage and take on the European giants in their own backyard.

- ▶ During **President Jacob Zuma's** recent visit to the UK (March), the two countries laid out plans to double trade in the coming years, aiming to restore trade to the level it was at before the global economic crisis. Before the crisis, trade volume between the UK and South Africa stood at around R79 billion (7.9 billion Euros). Due to the current financial climate, trade has slowed down considerably and trade levels have fallen to around R40 billion (4 billion Euros).



**Business Tourism** is set to soar after the World Cup. There are many factors contributing to the opinion that in the months and years after the World Cup, business travel will significantly increase. Many business travellers, from South Africa, the African continent and beyond have chosen to delay their trips due to congestion during the World Cup period and inflated prices. However, the CTICC and Cape Town Routes Unlimited's efforts in securing large events such as the 8th World Congress of the World Society for Paediatric Infectious Diseases will lead to billions of Rand in revenue for the city. Business tourism has been hailed as an element that could sustain tourism in the province well after 2010.



- ▶ **The One&Only Cape Town** has been named as one of the world's best international hotels in May's edition of both the US and UK editions of Conde Nast Traveler magazine. The hotel was placed in the annual 'Hot List' of international hotels, despite having only opened its doors last year. The hotel occupies an enviable position by the V&A Waterfront and boasts an extensive array of fine wines and offers fine dining in the form of Nobu (Nobuyuki Matsuhisa) and Maze (Gordon Ramsay).



- ▶ State-owned Electric company **Eskom** fears that it will come under intense pressure during the World Cup.

It will regularly update South Africans on supply during the tournament, which starts June 11th, and may even ask them to turn off some appliances if power runs low. If the worst comes to the worst, South Africans will be asked to turn off everything but one light and one TV, so that they can continue to receive updates on the electricity situation.



- ▶ Negative developments in the Greek debt crisis could threaten Old Mutual's sales growth according to Chief Executive **Julian Roberts**. "We are closely looking at how things play out there. If things do not work out well, sales growth will be held back," Roberts said. He stated that it was "tough to look forward", adding, however, that the company would experience the drama anyway. The International Monetary Fund (IMF) released a report in May saying that the Greek economic recovery would be more difficult than anticipated. This assessment highlighted concerns about the joint IMF-EU-sponsored programme.

- ▶ **Harmony**, South Africa's third largest gold producer posted a third quarter loss (Jan – March). The mining company's earnings per share fell from a profit of 28c to a loss of 69c. Following suit, headline earnings slipped from a profit of 49c to a loss of 32c per share. **Graham Briggs**, CEO attributed this decrease to lower production levels.



- ▶ **Pravin Gordhan**, South African Minister of Finance, announced that the high unemployment rate showed that more urgent work needs to be done to restructure the economy. Unemployment in Africa's largest economy rose to 25.2 percent in the first quarter, as it emerged from its first recession in nearly 20 years. Gordhan said the government was also seeking to boost revenue, which is under pressure after last year's recession, by clamping down on tax evasion.

**South Africa, Brazil and India** have signed a trilateral agreement to jointly develop a satellite to be launched into orbit for scientific research and to detect natural disasters. President Jacob Zuma said that this initiative is an "opportunity to reinforce our shared development objectives. A joint satellite could lend support to areas like agriculture, education, energy, health, information and communications, trade and transport."

- ▶ **South African Airlines** reportedly lost R14 million (€1.5 million) per day in the aftermath of the Icelandic volcano eruption. Thousands of travellers were left stranded both in South Africa and Europe as SAA was forced to cancel flights to and from London, Frankfurt and Munich. Around 100,000 flights were affected and it is estimated that the eruption crisis, at its height cost the airline industry \$400 million per day (€325 million).





## Doing Business with Capetonians:

# what you need to know

■ By Wikus Engelbrecht

CapeTown's iconic reputation of being an hospitable, cosmopolitan, creolised port city precedes it. Marked by breathtaking natural beauty, an eclectic mix of architectural styles and freedom of expression, Cape Town is a cultural melting pot of Dutch, British, French, German and Indonesian settlers, who each indelibly stamped their mark upon the foundations of the city and surrounding areas for all generations of its future inhabitants.

Once a fertile land for cultivating victuals for ships traversing past



the tip of Africa during the height of the spice trading era, Cape Town is now home to a modern blend of corporate and independent business that lends it a characteristic vitality. Venerated as a top international holiday destination, it is somewhat difficult to attempt a visit that will strictly involve business pursuits. Its tourism-friendly aura permeates from street level even to the top executive boardroom, and successful negotiations are often expedited by having a compatible attitude and grasping the importance and make-up of Cape Town's cultural and racial diversity as represented in business and commerce.

### Multilingualism in a Multiethnic Community

South Africa has eleven official languages. These are English, Afrikaans, Xhosa, Zulu, Tswana, Tsonga, Venda, Sotho, Northern Sotho, Swazi and Ndebele, which are then further subdivided into distinct regional and tribal dialects. While all of the official languages are formally on equal standing, many account for minority use by the correlating population groups and do not prevail commonly outside of the country's borders or feature in international transactions or relations.

English is utilised as the parallel-medium language across the board with Afrikaans (a hybrid tongue similar to Dutch and German) ranking in second place, especially within the Cape Town area. While it is reliably unlikely that any other language than English will enter into business dealings or litigation, South Africa is a genuine multilingual society and structures are in place to accommodate minorities as well as special communication needs. As a matter of convenience, larger organisations that have European interests are known to staff French, German and to a lesser extent Spanish, Portuguese-speaking representatives.

Outside the office, people will revert to whichever language they are

most comfortable with and since the majority of South Africans are bilingual, this consistently results in an indiscriminate blend of vernacular.

Cape Town receives South Africa's highest percentage of foreign visitors and residents, ensuring that one is quite certainly never far away from someone who speaks your language. However in a community where multilingualism is the norm, it can be anticipated that nationals are more amenable to people who are at least conversant with the basic greetings of an official native language, which provides for an easy method to establish instant likeability regardless of your origin or culture. For a visit to Cape Town, introductory Afrikaans is the most useful addition to anyone's linguistic repertoire.

### Professional Apparel in the Rainbow Nation

Cape Town is regarded as the polished emblem of an altogether stylistically sophisticated country. Although everyday and business attire is dominantly influenced by European trends, African cultural vestments are as ubiquitous and widely accepted. From top to bottom on the corporate ladder, dress codes are diverse and liberal. Companies typically stipulate their own appearance guidelines, and though a conservative suit & tie or



Though South Africa is a country steeped in a formidable variety of cultures and traditional practices, business proceedings are typically unceremonial and otherwise refreshingly blunt.



standard formal-casual ensemble is entirely prevalent both for office cubicle dwellers and company executives alike, it is not uncommon even for business leaders and heads of state of African origin to don traditional garments ranging from bourgeois to extravagant.

While many foreign executives do find the latter to be an intriguing departure from the homogeneous norms of corporate fashion, it is important to realise that South Africa is very much still in a transformational period after the abolishment of apartheid, and therefore as the tiers of governance and industry have become increasingly multi-ethnic, cultural representation is an aspect that is both encouraged and valued on the national agenda. Consequently, not to be misinterpreted as a local niche for flamboyant or unusual apparel, African garments are best perceived as equivalent to 'blacktie' in formality and are frequently characterised by attributes unique to the person's tribal lineage. This provides an excellent topic for congenial

conversation when socialising with prospective associates or clients.

Though you will find the regional fashion pallet to be colourful, broad and welcoming, apply common sense when selecting your wardrobe. Dressing to match the occasion or engagement as you naturally would in your home environment is the most practical solution. Business is business.

#### Working Hours and Punctuality

Unlike Johannesburg, the country's commercial and industrial hotbed, Capetonian culture is generally less frenzied and strained. Though noted to be more tranquil, punctuality and efficiency are similarly esteemed. While small to medium enterprises will operate more rigidly and exclusively during standard business hours, the hallmark of South African corporate enterprises is that they are willing to roll out the proverbial red carpet to attract European clientele, no doubt attributed to the glorious



currency exchange rate, and can be expected to compromise on service availability time-frames to suit your preferences and necessities.

### Economy

South Africa is a middle-income country by UN classification. Ranked approximately 25<sup>th</sup> in the world in terms of Gross Domestic Product, it is inaccurate to measure business potential based on the country's image as a 'third world' economy since local markets and infrastructures are firmly established.

Notwithstanding the rural aesthetic with which it is popularly regarded in the Western world, advanced development has significantly transformed major urban areas such as Cape Town, which have become virtually indistinguishable from leading global business centres, reflected in SA's foremost trading partners which include Germany, the United Kingdom, China, Japan, the United States and Spain.


Cape Town is the country's second leading economic centre and the third main hub city on the continent. It has been celebrated as the most entrepreneurial city in South Africa with the percentage of Capetonians pursuing new business opportunities peaking at about three times higher than the national average. Though chief commercial nodes are spread throughout its prominent suburbs, most companies have headquarters in the city's central business district, typically including retail groups, publishers, design houses, advertising agencies, shipping as well as chemical companies. Having the primary harbour and airport in the province, it serves as the regional manufacturing centre. In recent years Cape Town has enjoyed prosperous growth in the construction and real estate markets due to the 2010 FIFA Soccer World Cup, increased land value and its booming desirability as a holiday destination.

### Cultural Interfacing

Though South Africa is a country steeped in a formidable variety of

cultures and traditional practices, business proceedings are typically unceremonial and otherwise refreshingly blunt. The post-apartheid embracing of multiethnicity has resulted in a widespread attitude of professional neutrality, where no specific ritual of conduct is universally applicable.

Cultural impartiality is then, perhaps to some, a surprising paradigm of South African business. Barring involvement with companies of a more social or political orientation, dealings should remain pleasantly undemanding, straightforward and uncluttered.

Lauded for its hospitality, Cape Town is ideally equipped for accommodating foreign businesses and executives wanting to enter the South African market, or effectively gauge its feasibility. Cape Town's founding ethos of being a welcoming port at the toe of Africa has remained unchanged through centuries of conflict and redevelopment. 

# The Business of Sport

■ Alastair Turner

In a time of worldwide financial insecurity, sport, in particular football, has been one of the few industries to walk away somewhat unscathed. Every week there are fresh rumours about the next player to be transferred for millions of Euros, with a salary in excess of a hundred thousand Euros per week.

South Africa has hosted three major international sporting events since the first democratic elections of 1994. Starting with the Rugby World Cup in 1995, the 2003 ICC Cricket World Cup and last year playing host to crickets Indian Premier League (IPL) after the tournament was moved from its native home. As well as the recent success of a thrilling British and Irish Lions rugby tour and the 2009 FIFA Confederations Cup.

Ever since Los Angeles showed the way with its hosting of the 1984 Summer Olympics, major sporting events have not just been about great skill and athletic achievement but a vehicle for nations to position themselves amongst the global elite by showcasing a competitive, well organised and enjoyable event but also exploiting the earning potential that comes hand in hand with big sporting events.





The **2010 World Cup** should present the perfect opportunity for South Africa to not only host the biggest sporting spectacle of the year but reinvent itself in front of the world. When soccer, and especially the World Cup, comes to town, governments, businesses and the people of the country are centre stage for a global event that enthral people all over the globe.

to, the city will be hosting games from the opening game right up to the final knock out stage. And with many of the big European countries, including England, France and Italy all playing games at the new 70,000 capacity Green Point Stadium, there should be every opportunity to reap the financial benefits.

2009 was the year when South Africa cemented its reputation as one of the world's leading sporting events destinations.

The last-minute relocation of the IPL due to the Indian national election was a considerable coup for the African nation, and its runaway success silenced the critics who had voiced concern over South Africa's readiness to host events of this stature.

The tournament injected almost R2 billion ( 213 million) into the South

With major sponsors, or partners as they like to be called, flooding into the country and the likelihood of hundreds of thousands, if not millions of fans arriving throughout the tournaments duration, South Africa and Cape Town in particular should be in for a financial boom.

With five group stage matches, a round of sixteen match, quarter final and semi final to look forward

African economy with over 40,000 hotel rooms and 10,000 domestic flights booked.

The British and Irish Lions tour in June and July contributed R1 billion (€106 million) to the South African economy, with R250 million (€27 million) in direct foreign exchange.

June's 2009 FIFA Confederations Cup was the next opportunity to showcase South Africa's readiness and to rigorously test much of the 2010 FIFA World Cup infrastructure. Almost 600,000 fans attended the two-week tournament which took place in four of the nine 2010 FIFA World Cup Host Cities.

South Africa is putting massive amounts of capital into manpower, infrastructure and marketing to make a good impression on the world this summer when it hosts the planet's most popular sporting event: the World Cup.

It's a huge challenge for South Africa, a country striving to overcome problems left over from decades of social unrest, but also blessed by some of nature's most spectacular gifts and a fascinating cultural history stretching back hundreds of years. Alongside a centuries-old winemaking tradition, spectacular game parks and scenery that's breathtaking even to the most seasoned traveller, stands deep poverty and inequality.

South Africans, deeply aware of the contradictions that will be on vivid display, are eager to introduce the world to a transformed republic this summer. They also understand that they have a heavy responsibility to themselves - and all of Africa - to make a good first impression. Tourists and sports fans that plan to attend the tournament will be well placed to take advantage of South Africa's outstanding tourism offering.

According to Tourism Minister Marthinus van Schalkwyk, the success of the IPL, the Lions tour and the Confederations Cup, unlocked the potential for the 2010 FIFA World Cup to return South Africa to its pre-recession tourism high.

He said construction linked to the World Cup would contribute R50bn (€5.3 billion) to the economy, while tourism would generate a further R15bn (€1.6 billion), with 3.5 million fans expected to attend the tournament. Foreign arrivals would also receive a huge boost with 450,000 fans expected in the country during the tournament.

He said: *"The World Cup affords us a once-in-a-lifetime chance to showcase the best we have as a tourism destination."*

*"Together with exposure to billions of television viewers, 2010 provides an unparalleled opportunity to*

### World Cup Finals Facts and Figures 1930-2006

Year	Host	Teams	Games	Attendance
1930	Uruguay	13	18	589,300
1934	Italy	16	17	361,000
1938	France	15	18	376,000
1950	Brazil	13	22	1,044,763
1954	Switzerland	16	26	872,000
1958	Sweden	16	35	819,402
1962	Chile	16	32	892,812
1966	England	16	32	1,464,944
1970	Mexico	16	32	1,690,890
1974	W.Germany	16	38	1,809,953
1978	Argentina	16	38	1,685,602
1982	Spain	24	52	2,108,723
1986	Mexico	24	52	2,393,031
1990	Italy	24	52	2,516,354
1994	USA	24	52	3,587,088
1998	France	32	64	2,775,400
2002	Korea/Japan	32	64	2,705,566
2006	Germany	32	64	3,367,000
<b>TOTAL</b>		<b>361</b>	<b>708</b>	<b>31,051,828</b>



▼ Two Oceans Aquarium



▼ Robben Island



▼ City Bowl District



▲ The V&amp;A Waterfront



▲ Table Mountain



**“The **World Cup** affords us a once-in-a-lifetime chance to showcase the best we have as a tourism destination.”**

- Marthinus van Schalkwyk, Tourism Minister

*enhance the brand awareness of SA as a premier tourist destination.”*

The chances of Cape Town cashing in on this economic boom are high as previous tournaments have seen an economic influx into the country that usually exceeds expectations.

Cape Town is not only the most popular international tourist destination in South Africa, but also one of Africa’s most popular international tourist destinations. This is due to its good climate, natural setting, and well-developed infrastructure. The city has several well-known natural features that attract tourists, most notably Table Mountain, which forms the back drop to the City Bowl.

The city has several notable cultural attractions. The Victoria & Alfred Waterfront, built on the docks of the Port of Cape Town, is the city’s most visited tourist attraction. It is also one of the city’s most popular shopping venues, with several hundred shops and the Two Oceans Aquarium. Part of the charm of the V&A, as it is locally known, is that the Port continues to operate and visitors can watch ships enter and leave. The V&A also hosts the Nelson Mandela Gateway, through which ferries depart for Robben Island. It is possible to take a ferry from the V&A to Hout Bay, Simon’s Town and the Cape Fur Seal colonies on Seal and Duiker Islands.

Cape Town is also renowned for its sports teams, so sports fan should feel right at home.



▲ The South African Rugby Team  
▼ The Cape Cobras



In Rugby Union, Cape Town's Newlands Stadium is the home of both the Super 14 Franchise the Vodacom Stormers and the 32 time Currie Cup winners Western Province.

South Africa's other main sport is cricket and the Cape Cobras play at the Newlands Cricket Ground. The team is the result of an amalgamation of the Western Province Cricket and Boland Cricket teams. The Newlands Cricket Ground regularly hosts international matches. Football, or soccer as it is better known across South Africa, is also popular. Two clubs from Cape Town play in the Premier Soccer League (PSL), South Africa's premier league, Ajax Cape Town and Santos.

The United Nations World Tourism Organisation (UNWTO), of which the *International Tourism Trade Fairs Association* ITTFA is an affiliate member, has been actively

advocating to position sport and mega-events in national tourism development strategies to maximize their potential as drivers of growth and development.

*"Sport and tourism bring people together in many unimaginable ways and can play a major part as instruments of change"*, said UNWTO Secretary-General, Taleb Rifai, in his opening address. He praised Jacob Zuma for the model way in which South Africa has approached 2010; including his outreach to make this the first African World Cup and a beacon for an inclusionary global engagement.

*"The FIFA World Cup 2010 in South Africa has generated more revenue than any other World Cup in the past 100 years"*, Local Organising Committee CEO Danny Jordaan said.

He explained that FIFA had set a

revenue target of \$3-billion for the 2010 event, despite widely voiced reservations that, from a business case perspective, no African country could guarantee that amount of revenue.

However, Jordaan noted that FIFA had, to date, signed contracts valued at \$3,2-billion, and this was expected to increase to between \$3,5-billion and \$4-billion, making it the highest revenue generated in World Cup history.

FIFA collected some \$2,8-billion in revenue from Germany for the 2006 World Cup. Jordaan believes that South Africa, from a commercial perspective, had *"outperformed"* other FIFA World Cup host countries.

In what he called South Africa's *"next critical moment,"* President Jacob Zuma called on citizens to *"renew our commitment to national*



**"The FIFA World Cup 2010 in South Africa has generated more revenue than any other World Cup in the past 100 years",**

- Danny Jordaan, Local Organising Committee CEO



- Jacob Zuma, President of South Africa

“(Lets) renew our commitment to national unity and nation building.”

“The year, 2010, must be the year in which, for the first time, we all communicate positive messages about our country to the world - the successes and possibilities,” he said. “We have to put the culture of negativity behind us.”

“It must be the year in which we work together to make the Soccer World Cup the biggest turning point in the marketing of our country.”

unity and nation building,” in his New Year’s message.

“The year, 2010, must be the year in which, for the first time, we all communicate positive messages about our country to the world - the successes and possibilities,” he said. “We have to put the culture of negativity behind us.”

“It must be the year in which we work together to make the Soccer World Cup the biggest turning point in the marketing of our country.”

People first took notice of the potential money making element of major sporting events after the 1984 Los Angeles Olympics. Until then the Olympics, especially the 1976 Montreal games, has been at best a financial burden and in the case of '76 a major disaster.

With America, the home of capitalism,

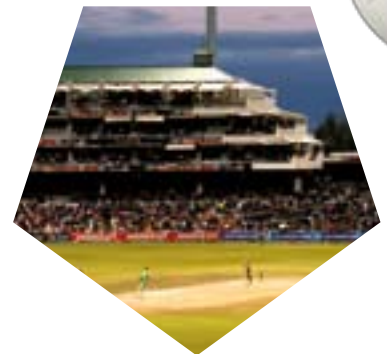
showing the way, countries began seeing sporting events as an opportunity to cash in and revitalise a city, state or entire nation. South Africa will be firmly in the shop window for the entire month that the World Cup lasts, and with people travelling from all over the world and a new influx of interest from the United States, the Rainbow Nation could be set for a tourist boom the likes of which the country has never seen.

There is a concept called the 'magic triangle', which highlights the way that three unique markets come together to capitalise on a tournament of this size. This is composed of the event-organiser, media and business. This is supported by specialised agencies which deal with sports rights or develop marketing and sponsoring concepts.

Together, all of these participants form a symbiosis in which each



▲ Newlands Stadium  
▼ Newlands Cricket Ground



party has its own interests and goals but are nonetheless dependent on each other.

The companies use the event as a platform to communicate their advertising message; on-the-spot and via the media. Without media presence, predominantly TV broadcasting, the value of a sports event for companies is much lower and therefore companies tend to make their sponsoring dependent on relevant TV coverage.

The media plays a double function: both as sponsors of the event through the purchase of broadcasting rights and as essential distributors through the spread of communicative

Sports sponsorship has proved very successful for producers of 'branded' products, in terms of increased publicity and developing a positive image; especially for companies trying to enter a market. It can also have other benefits such as increasing the turn-over of stock and the value of share prices.

Five copyright owners of the sports event trade-mark have also profited enormously from the growth of mega-sports events: for the Olympics this is the International Olympic Committee (IOC) and for the World Cup it is Fédération, Internationale de Football Association (FIFA). In particular, the sale of television and sponsoring rights, have



Green Point Stadium



**“2010 provides an unparalleled opportunity to enhance the brand awareness of SA as a premier tourist destination.”**

- Marthinus van Schalkwyk, Tourism Minister



and advertising messages. With the sale of advertising time, TV stations re-finance their purchase of broadcasting rights. The role of the spectators is also highly relevant in this process: they must be interested in watching the sports event, as their interest or indifference has a major impact on the communicative and financial success.

Companies are interested in being engaged in sports events because they want to create and develop their brand - to transform it from an abstract image into a concrete offer. This is done through a combination of sponsoring of sports events and merchandising.

provided high revenues for both organisations with positive impacts for their functionary body in terms of expansion, income and expenditure.

The final thing that South Africa will hope to achieve from the World Cup is sustainable tourism. People need to see the country at its best and want to come back or if they are watching back home on TV they need to feel that South Africa is a place that they want to go. This is the true test of a host city or a host country. Soccer will bring the people to South Africa; South Africa should make them want to come back. 



**Cape Chamber of Commerce**

Attracting • Empowering • Growing Business

Since 1804

Photograph  
Bruce Sutherland  
City of Cape Town

The international service organization which represents the views of the Private Sector and provides all people in business with business opportunities, training and information.

### voice of business

- Promotes and protects the interests of over 3 000 Cape businesses
- Speaks for small as well as large businesses
- Represents industrial as well as commercial interests
- Deals directly with national, provincial and local government to promote and protect economic growth
- Oldest Chamber of Commerce in Africa  
Founded in 1804 and still going strong

### small business

- Networking
- Creating business opportunities
- Business advice and guidance
- Training - seminars/workshops and conferences

### international trade

- Specialist support and advice for importers/exporters
- Export document certification
- International trade library
- International trade database
- Access to foreign Chamber services
- Trade missions and inter-industry opportunities

### business information

- Specialists to advise and inform
- Reference works and databases
- Key contacts in government offices
- Networks with research facilities
- Regular updates on Business and the Economy

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[www.capetownchamber.com](http://www.capetownchamber.com)

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Cape Town  
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# Investing in the City of Cape Town

Financial Times, FDI Intelligence, 2010

The City of Cape Town is the engine of the Western Cape regional economy, with most of the region's heavy and medium industry located within the metropolitan area of Cape Town. The City contributes 76% of the regional gross domestic product. The largest sector in the city's economy is the financial and business services industry. This is supported by the tourism, retail, construction and property sectors.

The Port of Cape Town is ideally situated at the crossroads of some of the world's most important trade routes. The transport, maritime and logistics sector is consequently an important factor in the economy. The port plays a major role in exporting the province's excellent fruit, wine and other agricultural products to international markets.

The City of Cape Town has a diverse manufacturing sector, with petroleum products, food and beverages, metals and metal products being major sectors. Growth sectors include the film industry and information and communications technology.

## City of Cape Town

### GENERAL INFORMATION

TOTAL AREA	2,454.72 km <sup>2</sup>
TOTAL POPULATION (2007)	3,497,097
POPULATION DENSITY	1,424.6/km <sup>2</sup>
TIME ZONE	SAST (GMT+2)

### INTERNATIONAL FLIGHT DESTINATIONS INCLUDE:

- ▶ LONDON
- ▶ WINDHOEK
- ▶ SINGAPORE
- ▶ DUBAI
- ▶ AMSTERDAM
- ▶ LUANDA

## Inward Investment into the City of Cape Town

2006 - 2010



- ICT & Electronics
- Professional Services
- Retail Trade
- Transport Equipment
- Creative Industries
- Tourism
- Transportation, Warehousing
- Environmental Technology
- Financial Services
- Food, Beverages & Tobacco
- Construction
- Energy
- Life Sciences



## BUSINESS PROCESS OUTSOURCING AND OFFSHORING

The Western Cape BPO&O industry is fast becoming a major driver of the local economy, and the current annual turnover is estimated to be between ZRR2.5bn to ZAR3.3bn, approximately 20% of the national industry. With a well-established ICT and contact centre industry, the Western Cape is well-placed to service international investors.

Existing ICT available and reliable telecommunications networks and the advantageous geographical location enables the Western Cape to meet the needs of European and North American clients with regard to time zones, coupled with a well-established financial services and insurance industry. A large labour pool with high levels of literacy and language capabilities makes the Western Cape industry compatible with European customers.

[www.callingthecape.org](http://www.callingthecape.org)



## RENEWABLE ENERGY

The Western Cape is a leader in the renewable energy sector, being the first province to have a Sustainable Energy Strategy and a Policy for Solar Water Heaters in place. The province's current electricity consumption is approximately 3500 megawatts (MW). To ease the current strain on energy demand the province has set itself renewable energy targets of 15% of total energy by 2014.

This sector has high potential for various renewable energy activities, including biomass, methane, hydro, solar and wind energy. The Western Cape is currently responsible for 26% of the national industry and has numerous infrastructural requirements in place. The province has extremely high solar radiation levels and substantial wind and hydro resources. Land and technology costs are comparatively lower than other countries, with available public and private land zoned for development of renewable energy projects.

[www.wesgro.co.za](http://www.wesgro.co.za)



## CREATIVE INDUSTRIES

The creative industries sector incorporates activities in the supply chain of the film, crafts, music, performing arts, visual arts industries and cultural tourism. This exciting sector in the Western Cape is a melting pot of creativity, attracting foreign and local investors and merging international trends with local creative culture. Currently, Cape Town is competing to become the World Design Capital in 2014.

The Western Cape boasts numerous competitive advantages which include a range of excellent and varied locations, affordable production costs, world-class technology and post-production facilities, experienced technicians and set crews, good telecommunications infrastructure, the biggest visual effects studio in South Africa, and facilities for PAL/NTSC television systems conversions and bulk duplication making Cape Town an ideal destination in this respect. The injection of R430-million into the building of a world-class film studio has further boosted the Western Cape's capacity to host and produce films and commercials. A location film and television production incentive offers 15% rebate to foreign productions.

[www.capecraftanddesign.org.za](http://www.capecraftanddesign.org.za)



[www.capefilmcommission.co.za.org.za](http://www.capefilmcommission.co.za.org.za)





## ICT



The Western Cape ICT industry is highly diverse with many niche segments and role players. It is the best performing industry in terms of inward FDI. The industry has approximately 3 000 companies, with most of these being micro and small businesses. It is estimated that the market will grow by between 15 and 20% over the next 5 years. Cape Town offers investors a cost competitive location for ICT and quality levels similar to Europe and other leading destinations.

A typical 50 person IT centre costs approximately 50-70% less per annum compared to London and Dublin. An IT support analyst costs approximately half of the cost of employing that person in Warsaw or Lisbon. There are over 200 IT & Software companies in Cape Town, employing 7500 staff in the Western Cape.



## OIL & GAS



The oil and gas services industry include a variety of activities, such as ship and rig maintenance, repair, marine construction and engineering, sea and air freight and personnel transport. The identification of interventions in this industry will enable the Western Cape to be regarded as the preferred oil and gas service and supply hub for exploration and production off the African West Coast.

It is estimated that the oil and gas services and supply industry (including ship repair) in the Western Cape currently produces in the vicinity of ZAR1.3bn (€138 million) worth of output, with exports comprising in the region of ZAR1bn. The majority of the Western Cape employment in this industry is on a contract basis. About 60 per cent of the total labour bill constitutes semi-skilled artisan type labour including welders, pipe-fitters, burners, fitters and turners, riggers, boiler makers, etc.

[www.saoga.wordpress.com](http://www.saoga.wordpress.com)



## BOATBUILDING



The Western Cape is endowed with a wide-range of suppliers for materials for boat construction, supply industries of sail-making, mast builders, naval architecture, outsourced manufacturing of component parts as well as post-production parts. It is estimated that the core boat-building industry in the Western Cape produces in the vicinity of ZAR1,5bn (€159 million) worth of boats, with exports accounting for ZAR1.2bn or 60% of the sector.

According to the Financial Times, the Western Cape's boatbuilding industry is the most cost-effective location when benchmarked against other cities with boat-building industries. Cape Town (as a proxy for the Western Cape) is the most affordable location for companies looking to invest in or establish operations in the boatbuilding industry.

[www.ctbi.co.za](http://www.ctbi.co.za)





**TOURISM**

The Western Cape is the main leisure tourism destination in South Africa and is home to the majority of the top tourist attractions in the country. The province boasts world class infrastructure including Africa's third largest airport with direct flights to major destinations and a sophisticated and extensive road network. The tourism industry in the Western Cape is well developed with a range of accommodation including numerous 5-star hotels, guesthouses, bed & breakfast establishments, backpacker establishments and holiday apartments.

The Western Cape is also well served with international and local tour operators providing a range of touring options from general sightseeing holidays to niche travel such as medical tourism, cultural tours, etc. The Western Cape received 19,4% (or 1.8 million) of all foreign visitors to South Africa in 2007 (the latest available data) and the number of foreign visitors to the Western Cape grew at a compound annual growth rate of 3.7% between 2002 and 2007. As of 2009, the City of Cape Town shares the title of most visited African destination with Cairo.



[www.capetowntourism.co.za](http://www.capetowntourism.co.za)



**AGRIBUSINESS**

The Western Cape's agribusiness sector is well established, diverse and consistently strong. The province produces more than 50% of national agricultural exports and 90% of South Africa's wine. Over the next five years, food and drink consumption is set to increase considerably in the country. The Western Cape is well positioned to take advantage of this, thanks to its rich and full bodied agribusiness market.

Cape Town has a very strong business case for investors seeking a cost competitive location for food & beverage manufacturing while at the same time offering similar quality levels to Europe. Individual South African wine brands (almost exclusively established in Western Cape), as well as overall national wine brands remain strong, setting South Africa among the top wine producing countries.



[www.wesgro.co.za](http://www.wesgro.co.za)



► **Leisure Hotels** is a hotel group offering a selection of affordable hotels in Cape Town, one of the most desirable destinations in the world. Find yourself at the Strand Tower Hotel, the Fountains Hotel and Suites, the Lady Hamilton Hotel and the Tulip Hotel and Conference Centre. Each hotel offers conferencing facilities and is located within easy reach of major business centres, tourist attractions and popular nightclubs.



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[www.leisurehotels.co.za](http://www.leisurehotels.co.za)



# Accelerate Cape Town



**Accelerate Cape Town** sprang into action in March 2007. It is responsible for developing Cape Town Vision 2030, a long-term vision of Cape Town as “Africa’s Global City, a city of Inspiration and Innovation”. This sees Cape Town being known as “the Southern Tiger”- an iconic, internationally competitive region characterised by inclusive and sustainable economic growth.

**We spoke to Guy Lundy, CEO of Accelerate Cape Town, who explained the reasoning and motive behind the organisation and its vision for the economic future of the city.**

Guy explains that much of the economic focus of South Africa has moved towards Johannesburg, at the same time as a political consolidation around Pretoria and Johannesburg. With this attention on the economic heartland of the country comes a sense among large business in Cape Town that they should be closer to the action.

Until recently the relationship between local government and

the corporate sector in Cape Town was not very strong. As a result, it has been difficult for government to convince some companies not to move their head offices to Johannesburg. That is obviously a serious concern for Cape Town business, because if big companies leave it will start to have a knock on effect through the midsized and smaller companies.

Three years ago, with the support of

The group agreed that because of the instability that has plagued city and provincial leadership over the past decade, a common long-term vision was needed to inform the strategies and activities of business, government, labour and civil society. It agreed that "big business" should play a leading role in developing this vision and leading the implementation of projects that will help achieve it. On 1 March 2007 Accelerate Cape Town began operating.



**"It is about influencing the thinking that Cape is a viable, vibrant business destination."**



KPMG, we brought together a group of CEO's of large corporations and started asking the question – what can we, as a corporate community do to make sure that we have a viable and vibrant long-term future for business in Cape Town? That led to the birth of Accelerate Cape Town, which today has grown to a membership of 42 of the large corporations based in the Cape. This number continues to grow.

We are essentially a membership driven organisation, fully funded by the private sector. The corporate members support us in focussing on 4 major activities:

**Thought leadership** – what it takes for a city or a region to work. We learn from similar cities around the world, like Barcelona, to understand how

we should be driving regional economic growth.

**Networking** – we look at building a network of corporate leadership and connecting that network with other key stakeholders that make this city work like provincial government, city government, national government, parastatals like the harbours, the airport, etc., universities and other business associations.

**Influence** - we use this thought leadership and network to have influence on decisions that are made about Cape Town. It is about influencing thinking and action to ensure that the Cape Town city

**"Our vision is to become the key vehicle that will help big businesses to play a leading role in forming a common 2030 Vision, in identifying key levers of change and in turning great ideas into tangible projects."**

region is a viable, vibrant business destination.

**Specific Projects** – we undertake specific projects in order to make the above work. Connect'd Cape Town is a good example.

**Connect'd Cape Town**

One of the projects that Accelerate Cape Town has initiated is Connect'd



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Cape Town. This reaches out to international business leaders who happen to be visiting Cape Town for an event such as the World Cup, assisting them to connect with their local counterparts and get advice about doing business in Cape Town. During the Football World Cup, Connect'd Cape Town is running three international business networking breakfasts to coincide with three of the major games of the tournament.

### Vision 2030

Vision 2030 is one of the major projects set in motion by Accelerate Cape Town. The project puts forward the business view of what Cape

Town should be characterised by over the next 20 years, positioning Cape Town as "Africa's global city – a city of inspiration and innovation".

**"One key issue is the establishment of a business brand and establishing Cape Town as "Africa's global city – a city of inspiration and innovation".**

The project polled the opinions of a very broad range of business, political leadership, trade unions, academia and others.

The key points focus on Cape Town being an educated and trained city, a safe city and a hub of creativity and innovation. One key issue is the establishment of a coherent,

consistent and compelling business brand.

Vision 2030 is put forward as a framework that will direct the projects that Accelerate Cape Town chooses to undertake in the short, medium and long term. Any specific project must fit into one or more of 8 goals that have been identified.

The organization also uses the framework of Vision 2030 to encourage action from other key stakeholders who have a significant impact on the economic growth of the Cape Town city region. This involves lobbying, supporting strategy development processes and presenting the vision to leadership groups. 

**The 8 identified goals of Vision 2030 are that over the next 20 years, Cape Town will be:**

- › Educated & Trained
- › Safe & Efficient
- › Welcoming & Caring
- › Connected & Vibrant
- › Green & Beautiful
- › Creative & Cultural
- › A Global African gateway
- › Iconic & Emulated



## Accelerate Members

KPMG	Murray & Roberts
BP	Pam Golding Properties*
Webber Wentzel*	Close Fund Services
Chevron	Allan Gray
Deloitte	JP Morgan
British American Tobacco	Power Group
Santam	Sekunjalo*
Ernst & Young	ITEC
Nedbank	Distell
Edward Nathan Sonnenbergs	Circle Capital Ventures
Engen*	Grinaker
PriceWaterhouseCoopers	LTA
PetroSA	Dimension Data
Standard Bank	Truworths
Coronation	Johnson & Johnson
Cadiz*	Fruit & Veg City
Spur	Odgers Berndtson*
I&J	Media 24
Woolworths	Investec
Ogilvy	

\*For full interviews with these companies, visit [www.businesscpt.com](http://www.businesscpt.com)



## PETROLEUM AGENCY S.A.

**Our Vision:** “a vibrant sustainable and responsible upstream oil and gas industry in South Africa.”

**Our Goal:** to attract more technically and financially qualified companies to explore oil and gas and help convert South Africa’s resources.

Petroleum Agency SA acts on behalf of the government to promote and regulate oil and gas exploration and production in South Africa. It actively promotes exploration of natural oil and gas resources and their optimal development in South Africa. In pursuing these goals the company has liaised closely with government, explorers and others in recent years, to create a regulatory framework that will stimulate exploration while at the same time promote

the optimal exploitation of resources for the benefit of the country. Petroleum Agency S.A. is confident that this framework will serve the country well and will sufficiently reward those prepared to take on the enormous risks associated with oil and gas exploration.

Since 2003 the agency has run an internship programme aimed at new graduates in order to develop the skills required for full participation in the developing upstream industry. It also supports university students with thesis topics and data at Honours and Masters level.

Oil and gas explorers in South Africa are required to make donations to the Upstream Training Trust, which supports the development of specialist skills

in natural sciences, engineering and technology. The agency administers this trust and supports its activities through sharing exhibition and staff costs and assists with exhibitions at science fairs and career days, where students and attendees are encouraged to develop an interest and improve their skills in science, maths and engineering. Recently, the agency hosted a career day in one of the local townships, and has donated computers for Learners Focus Week.

This involvement of agency staff in community upliftment is carried through to a more personal level. In 2009 the agency funded and built a house for a family in Mfuleni, in cooperation with Habitat for Humanity. Staff contributed to this project by working as labourers, assisting bricklayers and builders. This cooperative project gave the company and staff a strong sense of identity with the local community, while the agency’s mandate makes its staff aware of their role as corporate citizens serving the interests of the country.

**CEO:** Mthozami Xiphu  
**Manager:** Resource Evaluation: David van der Spuy

**Physical address:** 7 Mispel Street, Tygerpoort Building, Bellville, 7530, Cape Town

### “EXPLORE SOUTH AFRICA”

Designated in terms of the Mineral and Petroleum Resources Development Act, **Petroleum Agency SA** promotes exploration for onshore and offshore oil and gas resources and their optimal development on behalf of government. The Agency regulates exploration and production activities, and acts as the custodian of the national petroleum exploration and production database.

Exploration opportunities are available offshore over shelf areas and in unexplored deep water frontier regions.

The onshore Algoa and Karoo basins present opportunities for conventional oil and gas exploration as well as for unconventional coalbed methane and shale gas in the Karoo Basin.

South Africa offers an investor-friendly and stable political environment, competitive fiscal and commercial terms and an excellent infrastructure.



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# Cape Town on the up as Regeneration takes off

■ By Chris Dove

**D**ramatic transformational improvements will see inner-city areas boosted by a massive R20 billion urban regeneration plan. Welcomed by city authorities and citizens alike for its capacity to modernise major infrastructure facilities, the ambitious scheme will cement Cape Town's position at the centre of South Africa's economy, enterprise development and innovation. Maybe even Africa's.



## Regenerating "the Mother City" -Cape Town Partnership

A hybrid of best practices from the West's most successful economic models, Cape Town Partnership was set up 11 years ago within the context of the city's deteriorating industrial landscape. According to CEO Andrew Boraine: "At that stage things were declining. Businesses were moving out for all sorts of reasons. Office and building vacancies were increasing. Crime and grime were increasing."

The Partnership's purpose is to manage, develop and promote Cape Town Central City as the core business zone, simultaneously improving the district and creating a secure urban environment. Cleaning, security, urban management and social development services address

homeless and unemployed people, while strategic issues including public transport, upgrading public spaces, pedestrian networks and buildings are dealt with on a public-private partnership basis with the City Council, provincial Government and Chamber of Commerce. Other key stakeholders include property owners, the four universities and organisations working across the cultural and social sectors.

## The World Cup's role in Cape Town's regeneration

Sport plays not only a socially uniting role in world cultures, but is proven to deliver hard outputs in terms of local economic development. The 2010 FIFA World Cup is a catalyst for attracting capital investment, acting as a springboard for development

activity and providing an on-going legacy for citizens to enjoy.

Boraine explains how the proximity of the stadium to Central City has seen coordinated efforts to organise a well-designed event with a specialist fan walk, park and parade area supported by high levels of security to minimise congestion. New transport systems put in place for 2010 will combine with the new integrated rapid transport system rolling out over the next 10-12 years offering longer term benefits to all.

On the strength of the level of investment and global interest in the World Cup, the Partnership recently launched Cape Town's bid for the title of World Design Capital 2014, awarded by the International Council of Societies of Industrial Design.



### Design-led regeneration

Cape Town has plenty to sing and dance about as an increasingly stylised society. Already described by commentators as “becoming the city that never sleeps along the lines of trendy Barcelona”, its cultural credentials and eye to innovation place it as a frontrunner to be crowned World Design Capital 2014.

A history of hosting internationally acclaimed events including the Design Indaba Expo, World Economic Forum, Global Forum 2010 and Cape Town Jazz Festival each bring world focus and raise the city’s public profile, together with an influx of cash-spending tourists contributing to the economy’s bottom line. The many creative industries concentrated in the city offer an enviable level

of design related companies and industry leaders.

In the wake of the World Cup, infrastructure projects including the new international airport terminal, new train station, new stadium and the beginnings of a more efficient public transport system all showcase recent advances in structural design and engineering.

Cape Town’s pool of creative and artistic talent are likewise invited to fully engaged in the 2014 bidding process with their own projects forming part of this unique design heritage and impulse towards innovation.

### Cape Town – “Barcelona of the south”

Among the urban regeneration models favoured by Cape Town Partnership

is that of post-Olympics Barcelona. Located in northeast Spain, it’s the second largest city both in size and population, and gained a worldwide reputation for implementing a carefully planned programme of physical infrastructure, business support and community cohesion.

Mr Boraine cites the @22 Barcelona urban, economic and social innovation project as a basis for Cape Town’s own regeneration efforts. “Our job is to attract investment into these areas and to make sure the area is planned, organised and managed so that public and private investment can take place. We have been quite successful since we started: 170 buildings have been renovated or created, whole city blocks have been developed and there are many more retail areas and apartments.”

“The City Council has upgraded at least ten public spaces including Grand Parade, Green Market Square, Jetty Square and Pier Place. We have seen improvements to the public transport system and the pedestrian network has been upgraded and strengthened. There has been a huge amount of regeneration with fifteen new hotels in the last 10 years alone in the downtown area. Obviously this acts as a platform for our tourism industry. The character of Cape Town Central City is based on our 350 year old heritage – not old by European standards but certainly old for African and South African standards.”

### Five Year Integrated Development Plan

Agreed between local government and residents, Cape Town City Plan is for the entire city, not just for specific areas with its three priorities being jobs, housing and security. By providing effective service

delivery, well-maintained roads and infrastructure, and corruption-free administration, Cape Town will create the favourable conditions in which investors and entrepreneurs will want to do business – the main source of sustainable job creation.

### Future Cape Town – R20 Billion Investments

Focusing on the here and now, development plans currently on the drawing board will lay the foundations for the city's future with an ambitious R20 billion regeneration programme "which could help place Cape Town on the radar screen of global investment, which in turn will help boost economic growth and job creation", says Alderman Felicity Purchase, Mayoral Committee Member for Economic Development and Tourism.

Central themes of the Inner City Regeneration Programme are a Central City Regeneration Strategy; a Creative Cape Town Strategy; Quality Urban Management; Sustainable Development; and Public Space for Public Life. Working alongside Cape Town Partnership, the Central City Improvement District is a private-public partnership formed by property owners within a defined geographical area to provide top-up or complementary services over and above those provided by the City Council.

Andrew Boraine outlines the different district plans in discussion, despite the impact of the global recession. "A few of the plans are driven by the public sector", he explains, "in particular one project driven by the Passenger Rail Association (PRISA) together with their property company,



"Our job is to attract investment and to make sure the area is planned, organised and managed."

**Andrew Boraine**

CEO, Cape Town Partnership

Intersite." Initially a property division of the former South Africa Rail Commuter Corporation, Intersite are overseeing Cape Town's proposed massive regeneration project. "They are looking very seriously at sinking the railway lines that come in (26 lines if I'm not mistaken) and building over them – creating a new precinct in our city at the railway station," he continues.

"Secondly, a provincial property project will look at how all provincial property assets can be better used. They have huge amounts of land

and property in this area – some they need to retain for their own use to build new offices and maintain better public services. Others would go into public-private partnerships such as old warehouses, old hospitals and government garages. This will take at least 10-12 years."

"Third will be continuously rolling out the integrated rapid transport system. Providing a good public transport system is a key factor in attracting investment. We are looking at the densification of mixed use developments – residential and business, commercial and public facilities along these public transport corridors."

### Intersite proposal in detail

As Boraine highlights, Intersite envisage sinking the railway lines between Cape Town station and Woodstock into underground tunnels, creating an additional 3 million square meters of bulk mixed use development. International investors are already on the lookout for property developments in Africa of appropriate scale, and with Cape Town the first of three major conurbations to be given an Intersite makeover – Johannesburg and Pretoria will follow – the city is poised to see a huge uplift of capital and social projects.

The proposal includes the creation of four precincts in Salt River, Woodstock, Foreshore and Castle/Grand Parade. With economic innovation and a fast, efficient public transport at its core, the scheme will add a substantial contribution to Central City's housing stock and is estimated to create 500,000 jobs during the construction phase alone.

The scheme's other elements include upgrading of the parliamentary village at Acacia Park to put it to new use; the provision of cycling lanes and additional parking facilities; high end apartments; leisure amenities including museums, cinemas and art galleries; a health centre; tennis and squash courts; day-care facilities, boutique hotels and restaurants.

"The proposed project dovetails with the City's promotion of compact, integrated development along a major transport corridor. The fact that most of the land is owned by Intersite/ PRASA makes it less complicated than dealing with multiple landowners," says Mansoor Mohamed, Executive Director for Economic, Social Development and Tourism.

"This bold initiative could help sustain the momentum created by Cape Town's multi-billion rand investments in public infrastructure, leveraged by South Africa's hosting of FIFA's 2010 World Cup tournament," explained Alderman Purchase.

Following approval of Intersite's R20 billion Cape Town regeneration plan due in May, the project is expected to shift into gear within the next two years, with residents seeing developments spring up over the course of its 10-30 year projected lifespan.

### Cape Town station regeneration

A principal platform of the Central City regeneration programme is the R418 million upgrade of Cape Town Station – completed in time for the World Cup kick-off. Remodelling began in September 2008 including upgrades to the ageing station building,



▲ Cape Town Station



▲ Birds eye view of current train lines

relocation of the long-distance bus terminal and improvements to formal and informal trading spaces.

"The vision is for the station to be turned into a major shopping mall and lifestyle centre," said Lindelo Matya, Intersite's regional manager. "This market will give existing informal traders the opportunity to upgrade into an inviting and safe trading environment."

Intersite has divided the station into five precincts: the station square, city concourse, Old Marine Drive, Strand Street and station deck. With improved train information systems, major investment in an electronic information system, a public address system, information kiosks and new ticket offices on Strand Street and Old Marine Drive, facilities for commuters with special needs have also been beefed up, with the long-distance bus precinct accommodating more buses and improved passenger facilities.

### Property, enterprise and innovation driving regeneration

Cape Town Partnership are also coordinating a major 200,000 m<sup>2</sup> development equivalent to eight city blocks on the foreshore area for new commercial, residential, hotel and motor show rooms. "We are not a development agency in the sense that we don't do the physical planning and development, our public and private partners do that. We coordinate and act as a translation service so they learn to speak the same language," explains Andrew Boraine.

In similar fashion, Cape Town Activa is pushing ahead with developing and supporting the city's enterprise base – a significant driver for innovation-led economic development. Operating as an online community created by the City Council to assist local entrepreneurs, Mansoor Mohamed emphasizes how "Actions of entrepreneurs will help generate wealth by creating a demand in the market from newly introduced innovation." 



**Cape Town Regional Chamber of Commerce :**

**“ We are the first port of call for business people visiting Cape Town and the Western Cape.”**

▲ Joe Emeran, President

**Interview with :**

- Joe Emeran** | President
- Albert C. Schuitmaker**
- Acting Executive Director

**Can you start by giving us a brief history of the Chamber and its history?**

Founded in 1804, the Cape Town Regional Chamber of Commerce and Industry is the oldest and largest chamber of commerce in southern Africa. The mission is to represent the views of business in this region and to provide value to its members. It is based on the British model; it is a voluntary organisation independent from government and it relies on voluntary membership. We follow the British system which is the same as in the United States and Australia. About 60 percent of our income comes from membership fees and 40 percent from services that we render in this community. We work closely with the Government on many projects, particularly in the field of trade and development.



## “Our mission is to represent the views of all business in this region and to provide value to the members”

We are a completely a-political organisation which in our context means that we do not follow any political party but we do engage with the Government of the day, whichever political party that may be from a business point of view. You could almost call us a business party.

**You said that 40% of the revenue comes from services that you offer, what type of services are these?**

**AS:** The main reason why people join the chamber is to create business opportunities. Our aim is to bring business people together and we do that via networking, functions, organizing conferences and any other way that enables business people to meet and exchange ideas and information. We welcome trade missions, and foreign business people and

facilitate introductions. We are the first port of call for business people visiting Cape Town and the Western Cape in order to set up trade opportunities, business opportunities and investment opportunities with the local businesses.

We are very active in training and development. We organise seminars, workshops, conferences from the minor ones for 5 to 10 people to big conferences for 400 to 500 people and we generate revenue stream from these events through fees and sponsorships.

**JE:** That is probably the most vital role that the chamber currently plays because with the change of government in the 90's you had new emerging entrepreneurs and

business owner coming into the commercial world and who were unfortunately not familiar with the systems and procedures of business. The chamber plays a huge role in bringing them into the mainstream of business.

*“The main reason why people join the chamber is to create business opportunities”*

**AS:** The Chamber is fully supportive of the broad based, Black Economic Empowerment Policy and strategy of the government.

We believe strongly that we have to get black business into the main stream of the economy in order to grow our economy and by doing that creating more job opportunities, less unemployment and alleviation of poverty. We believe that there is an important role to be played in bringing black business into the mainstream and

**“Our aim is to bring business people together and we do that via networking, functions, organizing conferences and any other way that enables business people to meet and exchange ideas and information.”**



black people into the management stream of business.

**What kind of cooperation do you have with international chambers of commerce for example to French Chamber or the German Chamber of Commerce?**

**AS:** We are part of the International Chamber of Commerce movement therefore there is this invisible link or chain of brotherhood between chambers of commerce around the world. We have particularly strong links with a number of the UK chambers, German chambers and Eastern European ones because we have either visited them or they have come here and once you put a face to the name you get a better relationship, but any chamber of commerce or member of any chamber of commerce from around the world is welcome here.

We are members of the Carnet du Commerce membership system which is almost like a chamber of commerce passport and with it you can go to any chamber and say look I come from the Cape Chamber, can you please assist me.

**JE:** I can personally vouch for the assistance I have received international simply by producing that carnet. It is a very important tool as far as business is concerned. In the past week now we have met with several international Ambassadors. So we are very strong where building business relationships is concerned. We are very strongly involved with international chambers.

**There are many sectors that contribute to the Cape Town economy and Tourism is one of the fastest growing sectors,**



▲ Albert C. Schuitmaker, Acting Executive Director

**but manufacturing remains the core sector representing around 20 percent. Which are the main pillars of the economy at this moment and which do you foresee being stronger in the future?**

**AS:** As you mentioned tourism is the fastest growing industry. Construction is doing well. The ship repairs industry is going to grow, the oil and gas industry will also grow. We have the call centre industry and IT development has become important. It is important to realise that 52% of the Cape economy is driven by the service industry in the broader sense so you have financial services of some of the major players in the South African

economy located here. We have the head office of the five major retailers – Woolworths, Pick’n’Pay, Checkers, Shoprite, Clicks all based here in Cape Town.


**JE:** This is an area where the whole of the Western Cape comes into play because we have

*“We have the head office of the five major retailers – Woolworths, Pick’n’Pay, Checkers, Shoprite, Clicks all based here in Cape Town.”*

a very proactive agricultural sector and we do export a tremendous amount to the EU. Agriculture and food processing is one of the sectors that we are concentrating on quite a lot. The

wine industry nowadays is so closely linked to the tourism industry.

The manufacturing side of Cape Town and the Western Cape is beginning to pick up now.

Unfortunately, like every other country in the world, one of the prime industries that we have here has been very hard hit by Chinese imports and that’s clothing and textiles. What we have done over the last few years is to turn the focus away from mass production into the niche markets and we have developed smaller manufacturing units and lines and this is coming on quite strongly now. 

For more information about the Cape Town Regional Chamber of Commerce and Industry, please visit:

[www.capetownchamber.com](http://www.capetownchamber.com)



Interview with

# Deon Cloete

GENERAL MANAGER CAPE  
TOWN INTERNATIONAL AIRPORT

**Q** Were there plans in place for the renovation of the airport before Cape Town was announced as a world cup host city?

Yes, but we didn't want to be in construction mode when the World Cup arrived. So we had to realign our planning accordingly. This meant that all we did was to bring some of our projects slightly forward so as to make sure it fit in well with the World Cup. Also, key to us was ensuring that all our infrastructure projects fit into the airport's projected growth and that it would not be unnecessary developments.

In fact, over the last 10 years we've seen very strong organic growth, year on year, so it was important for us to build the required capacity. Cape Town International Airport currently processes 8 million passengers per annum (more or less) and now that the airport's transformation is complete we have the capacity to process 14 million passengers – something which will stand us in good stead in future years.

At the centre of our expansion programme is our Central Terminal Building. In the past we had a split scenario, domestic and international,

“It's always been about  
2010 and beyond.”

but the modern airports these days have joint facilities. That's why we call it a central terminal building as both domestic and international passengers pass through one space. We've made it more efficient, made it more effective and made it bigger, much bigger. We're confident that our airport users are now experiencing a seamless airport process.



**What's the kind of ratio of domestic to international passengers?**

It varies but on average for the year you can say it's about an 80:20, 75:25, with domestic passengers being the larger portion. Cape Town has a very strong seasonal trend. In winter, you find that a lot of our international flights stop operating and only pick up in the summer season again – these include your airlines such a Virgin Atlantic, Lufthansa and Air Berlin. So during the winter months we lose our international component in traffic and remain very reliant on our domestic movement, which is the biggest component of our operation.



**With remodeling the airport and increasing the capacity to 14million, how do you go about making sure that you do hit targets in terms of capacity and you get that amount of passengers passing through to make the airport work as a profitable entity?**

Passengers visit countries, provinces and cities; they don't visit the airports. Airports are simply the gateway and from that



“We're very proud of the recognition that Cape Town airport continues to receive, and its reputation as Africa's most award winning airport.”

perspective we naturally have a significant focus on ensuring a seamless and positive airport experience. We're very proud of the recognition that Cape Town airport continues to receive, and its reputation as Africa's most award winning airport. Recently we received the International Skytrax award as Best Airport in Africa and as Best Airport in Africa for Staff Service Excellence – testimony to the dedication and hard work of those working at the airport.

But, as the gateway to Cape Town we also realise that we form part of a broader subset and to this end it remains key to us to ensure our engagements with the province, City, tourism agencies and other key agencies are robust, this with



“We have a huge focus on customer service delivery, simply because the airport experience is not in the bricks and buildings alone, but in the people you encounter.”


a view to see how we can support any initiatives to drive more business to the region through the upstart of new airlines.

**Q You mentioned getting more airlines here and promoting new routes, what other areas have you got to generate revenue?**

We have a business model with two major components - it's what we call the aeronautical and the non-aeronautical revenue streams. Aeronautical revenue is anything related to aircraft, landing of the aircraft, passenger and passenger fees. The non-aeronautical revenue is the commercial take up. If you visit the new terminal you'd notice we have almost doubled our retail shops. We are also quite active in property development and the company owns quite a number of properties. We use those properties for developing commercial sites, warehouses or offices which we then lease on commercial terms. The significance of this is the more successful we are in the commercial side, the more we are able to mitigate tariff increases on the aviation side, this is a key

consideration as we endeavour to keep tariffs as low as possible. When this company started 16 years ago, 80% or 90% of the revenue was all about landing, aircraft and passengers and only 10% was commercial revenue. These days it's a 50/50 split and this has helped to strengthen the business model quite substantially.

**Q Cape Town International Airport now has the facilities and the capacity to compete on the world stage. Which area have you identified as the key to its success?**

Key to our business is delivering a seamless passenger experience. And while we are now able to offer our airport user world class infrastructure, we are also well aware of the importance of service. This is why we have a huge focus on customer service delivery, simply because the airport experience is not in the bricks and buildings alone, but in the people you encounter. I'm pleased to say that the Cape Town team is a proud team who aptly represents Cape Town and the Western Cape in all they do. 

FROM ACCESSORIES TO  
**FASHION**  
FROM MAKARAPA'S  
TO VUVUZELA'S



COME EARLY AND  
**SHOP**  
AT **THE** AIRPORT



**O·R·TAMBO**  
INTERNATIONAL AIRPORT  
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# Cape Film COMMISSION



**B**reathtaking scenery, spectacular backdrops, stunning coastlines. This sums up the Western Cape as depicted on countless picture postcards and tourist brochures.

It's a region abounding in natural landscapes which have long been a "must location" for any professional with an eye for pictorial grandeur and great scenic vistas.

If tourism immediately comes to mind as a natural by-product of the splendours Cape Town and the Western Cape has to offer then think again.

Film-making is also a highly significant industry thanks to the immensely divergent natural panoramas this stunning region has to offer.

Cape Town itself is rapidly becoming a strategic focal point where national and international film companies

turn to for help in transforming fledgling ideas into reality-based projects.

The city is the home of the Cape Film Commission, the hub of the Western Cape film industry, which is able to offer quality advice and support to film companies large and small.

The Cape Film Commission is the official representative of the city of Cape Town and the Province of the Western Cape, for the economic development, marketing and promotion of the film industry.

The CFC's vision is to position the Western Cape and Cape Town as a globally competitive film destination, thereby creating sustainable jobs and business opportunities, boosting tourism, and developing core skills.

To achieve this the CFC's mission is to provide superior, specialised services and information on the Cape

## The Commission achieves this through:

- ▶ Dedication to the needs of customers - local and international.
- ▶ People centred development of staff, policies, research and systems.
- ▶ A customer-centred service culture based on the supportive management of competent, friendly, informed and empowered staff.
- ▶ Generating key economic returns and strategic value for the city and province.

## The CFC's primary tasks are to:

- ▶ Market the Cape film industry internationally, nationally and locally.
- ▶ Facilitate investment and develop the film industry in the Western Cape and Cape Town.
- ▶ Provide logistical support, guidance and advice to the film industry regarding production in the region.
- ▶ Encourage transformation and the provision of opportunities for persons, especially from disadvantaged communities, to participate in the film industry.
- ▶ Position the CFC among the leading film industry agencies in the world



film industry, both to encourage international production activity and to stimulate the growth of domestic production opportunities in the region.

With South Africa's biggest production companies based (or having offices) in Cape Town, the city also offers the perfect entry point to filming in the country and to a large part, the continent.

Local crews and talent have built a firm reputation amongst international clients, receiving much praise for professional and innovative service.

The Cape Film Commission aims to supply clients with everything they need to know, and more about film production in Cape Town and the Western Cape - from information on permitting, service suppliers and facilitation companies to tax and finance incentives set in place for co-production in South Africa. 

Terrence Howard is to star in the role of Nelson Mandela joining Jennifer Hudson, who will portray Winnie, the ex-wife of Nelson Mandela in the epic motion picture "WINNIE"; it was announced in early May. Renowned filmmaker, Darrell James Roodt (Yesterday, Cry, The Beloved Country, Sarafina!) will direct the South Africa/Canada co-production. The announcement was made jointly by producers Andre Pieterse of Ma-Afrika Films and Michael Mosca of Equinoxe Films, Canada.

Said Roodt: "Terrence Howard is one of the most gifted and versatile actors in the world today. It is going to be an absolute privilege to watch him bring Nelson Mandela to life, one of the most formidable individuals in modern history."

"We are honoured to be making this film and to be working with the brilliant Terrence Howard alongside the talented and beautiful Jennifer Hudson. This is inspired casting; Howard as Nelson Mandela and Hudson as Winnie, two of Hollywood's great talents," commented Pieterse and Mosca.

"Their story is one of the most inspirational true love stories of all time," says Howard. "Nelson and Winnie's story is an uncompromising devotion to the principles prescribed in the Apostle Paul's recommendation of God's own loyal love. "What a most crowning honor for Ms. Hudson and myself, to share in the telling of their remarkable story," he adds.



**"Terrence Howard is one of the most gifted and versatile actors in the world today. It is going to be an absolute privilege to watch him bring to life Nelson Mandela, one of the most formidable individuals in modern history."**

Jennifer Hudson says, "I was compelled and moved by the script. Winnie Mandela is a complex and extraordinary woman and I'm honored to be the actress asked to portray her. This is a powerful part of history that should be told."

Penned by Andre Pieterse and Darrell James Roodt, the screenplay is based on the book

Winnie Mandela: A Life by Anne Marie du Preez Bezdrob, a former journalist.

Main photography on "Winnie" was due to commence at the end of May and continue for 10 weeks on location in Johannesburg, Cape Town, Transkei Mountains (birthplace of Winnie) and Robben Island - where Nelson Mandela spent 18 of his 27 years incarcerated before becoming his country's first Black president.

capEfilm commission

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# CAPE TOWN & BARCELONA :

## A MARRIAGE OF MUTUAL CONVENIENCE



■ By Chris Dove

Host of last year's World Economic Forum on Africa, Cape Town is widely viewed as one of Africa's most entrepreneurial cities. Now that Barcelona and Cape Town have signed an economic exchange agreement, we look at the striking similarities between these two progressive cities.

### **Mission accomplished**

One of the most exciting "two cities" agreements signed 4th July 2008 strengthens economic, cultural and sporting ties between the City of Cape Town, South Africa, and Europe's centre of knowledge and innovation, Barcelona.

Following the successful spin-offs from Barcelona's 1992 Olympic Games, the City of Cape Town and local development agency Barcelona Activa are cooperating on shared priorities including further developing the knowledge economy and supporting cultural industries.

Co-organised by Barcelona City Council and Barcelona Chamber of Commerce, the mission agreed to create Cape Town Activa – sharing Barcelona Activa's experiences to help internationalise Cape Town businesses and project the city's economic and social environment to the wider corporate world.

### **Olympic spin-offs**

With the agreement's foundation in place, Mansoor Mohamed, the City of Cape Town's Executive Director of Economic, Social Development and Tourism led a delegation of Cape Town business leaders to the HIT Barcelona 2010 - World Innovation Summit last

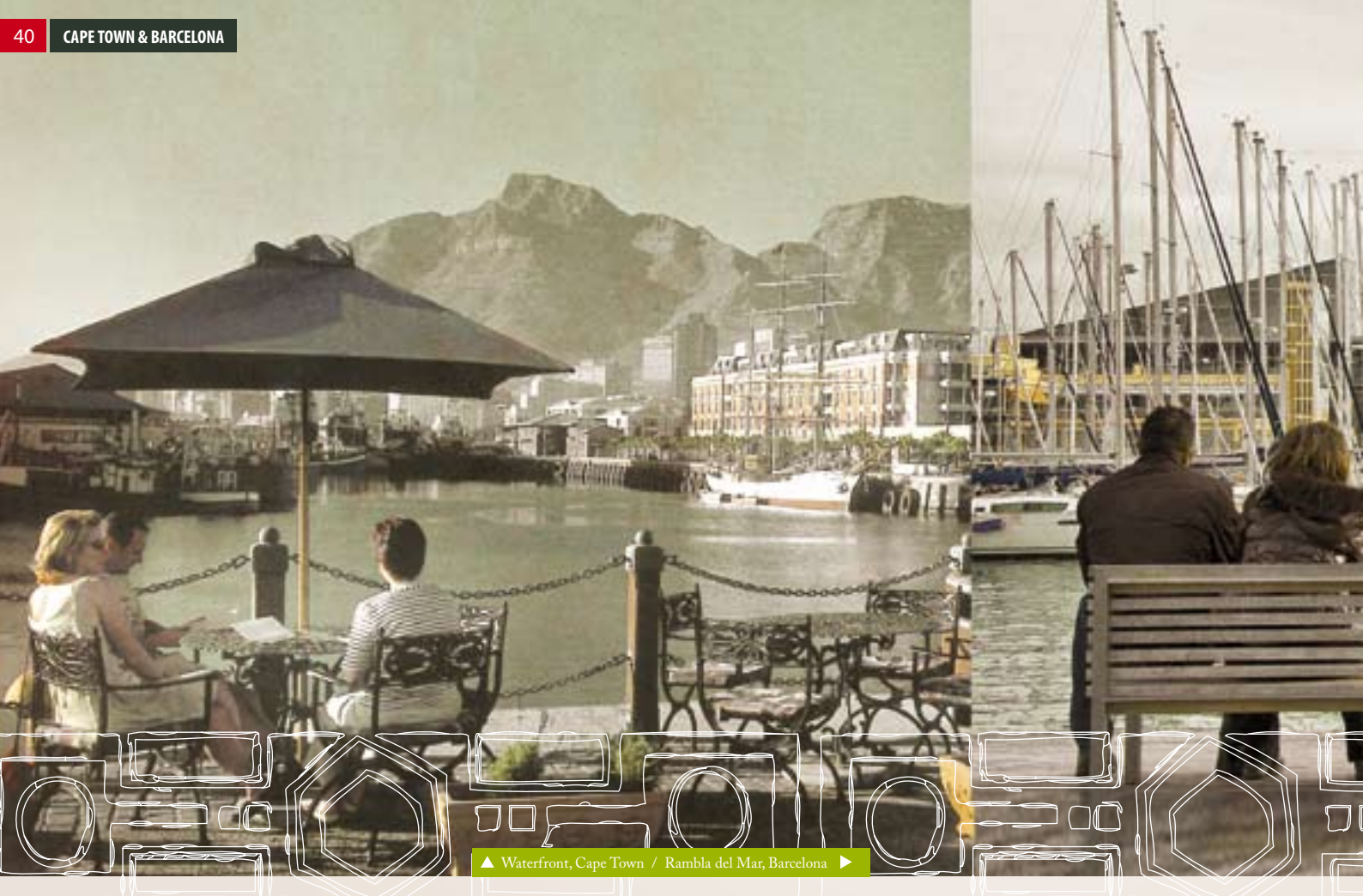


June “to set-up an entrepreneurship ecosystem in Cape Town on similar principles to those employed so successfully by the city of Barcelona.”

“With proper planning and foresight, Barcelona was able to accelerate its own development using the 1992 Olympic Games to enhance its global positioning”, Mohamed explains. “The Games’ benefits are still being felt today and it is widely accepted that Barcelona, through the Games, achieved ‘100 years development within ten years’. Entrepreneurship is a significant enabler of economic growth and job creation,

and Barcelona has demonstrated proven ability in this area.”

The agreement spearheads progress on both cities’ priority economic sectors. Exchanging best public and private practices in entrepreneurial initiatives, business growth, human capital, employment, urban regeneration, higher education and city development strategies are all on the collaboration agenda, along with mutual knowledge exchanges to help organise institutional and trade missions, trade fairs, exhibitions, seminars, conferences, training courses, personnel exchanges,



▲ Waterfront, Cape Town / Rambla del Mar, Barcelona ►

fact-finding visits and other informative and promotional activities.

*“Cape Town is facing similar challenges to the ones faced by Barcelona just prior to the 1992 Olympics,”* says Alderman Felicity Purchase, Cape Town’s Mayoral Committee Member for Economic Development and Tourism. *“These included the decline of their manufacturing sector, high unemployment and being reduced to ‘second city’ status after Madrid.”* According to Andrew Boraine, CEO of the Cape Town Partnership, *“Barcelona has been successful in redeveloping an obsolete inner-city industrial area into an innovative district offering modern spaces for knowledge-based activities.”*

Giving his overview of Cape Town’s current economy, Mohamed explains: *“Cape Town is well-positioned as a globally competitive destination and as an excellent location to create a soft-landing spot for the rest of Africa.”*

*“There is potential for significant urban regeneration. There has always been a dampened pessimism about Africa, there will no longer be this pessimism.”*  
- Mansoor Mohamed

City of Cape Town’s Executive Director:  
Economic, Social Development and Tourism

*The economy has been quite resilient during the recession: consumers spending is holding up, and lots of Cape Town based outsourcing companies and global multinationals aligned to the world’s emerging economies such as China, India and Brazil are experiencing a good mix of business.”*

### Best practice urban regeneration

City of Cape Town’s strategy for leveraging the World Cup’s urban regeneration and development impact aims to induce a sense of citizenship so that people feel that they live and work in a great city, thereby building confidence, pride, accountability and perspective whilst simultaneously offering visitors a unique and authentic Cape Town experience.

To keep the wheels of industry turning, and citizens and tourists moving, the City of Cape Town is investing millions of Rand into its integrated rapid-transit system



linking the West Coast to Cape Town's central business district. Comprising a priority rail plan, bus rapid-transit system, improvements to conventional bus and minibus operations, cycle ways, bicycle parking, pedestrian and urban space upgrades, metered taxi integration and park-and-ride facilities, the first phase is due for completion this year. Mohamed cites transport as *"the second biggest sectoral economy after services."*

### Cultivating the knowledge economy and creative industries

Cape Town can learn valuable lessons from Barcelona's position as a City of Knowledge with Barcelona City Council's digital literacy campaign aimed at bringing new technologies within the reach of all its citizens.



## WORLD CUP WONDERS



With the 2010 FIFA World Cup Football Tournament due to kick off in South Africa from 11 June to 11 July, all eyes will be on Cape Town Central City as it hosts what is described as possibly the single most important event in the Town's history. The focal point is the newly-built 70,000 capacity Green Point Stadium, *"one of the most artistic football venues in South Africa"*, situated in a much sought-after area of the town, and one of the two semi-final World Cup venues.

Hand-in-hand with the fanfare of top level international football, Cape Town's tourism offer will be on show. Can the Town use this global event to kick-start new tourism investment, and can it emulate the Cup's regenerative impact to boost its tourism credentials?

Mohamed is in no doubt that it can. *"A lot of work has gone into supporting the*

*infrastructure base and that infrastructure further supports the development of new hotels. We have seen the recent opening of establishments such as the Taj and the Coral International Middle Eastern Group. We have upgraded lots of existing hotels as well, so we expect increased occupancy paying off investment in those hotels early in the World Cup."*

*"But the most exciting part of the World Cup is going to happen after 2010 – that is in the next 10-15 years. We believe that if we get the World Cup right, this World Cup will prove to be the single most important event in the recent history of Cape Town and South Africa. There is potential for significant urban regeneration. There has always been a dampened pessimism about Africa; there will no longer be this pessimism. People will have faith that Africa can do something other than wars. It is very important to show our ability to deliver and illustrate our other competencies."*

The knowledge economy is a sector that Cape Town wants people to explore. Mohamed explains: *“We want people to recognise the talent base that is sitting in Cape Town that can help them achieve their goals. We want more businesses to come and establish themselves here and make use of our unemployed youth who have lots of capability.”*

*“Our economy is made up predominantly of services, the single most important sector going forward. The call-centre industry, animation and creative industries – we are looking to benefit from these to create entrepreneurship.”*

Emphasis is placed on Cape Town's film industry which, Mohamed says:

Europe's most ambitious; 180 million Euros of public infrastructure investment had already seen 1,441 firms established by December 2009 and more than 42,000 new workers in its five strategic sectors: media, ITC, MedTech, energy and design.

### Cape Town Activa

Modelling itself on Barcelona Activa's entrepreneurial initiatives, Cape Town Activa was recently launched to encourage innovation and entrepreneurship, and to create an entrepreneurial ecosystem. With a pool of local entrepreneurs, the programme also encourages foreign entrepreneurs as a catalyst for investment.



▲ Mansoor Mohamed

City of Cape Town's Executive Director:  
Economic, Social Development and Tourism

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*“The first thing we want to do is ensure that Cape Town has the capability to support entrepreneurship on a global scale on the African continent. Everyone in Africa is going to be in Cape Town.”*

*- Mansoor Mohamed*

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*“From a destination marketing point of view as well as a tourism development and economic development point of view, if more and more people see local films set in Cape Town, they automatically become associated with it. Like Vicky Cristina Barcelona. We believe it would be strategic for us in many ways and we will continue to boost that industry.”*

22@Barcelona is also a regeneration benchmark for Cape Town as it transforms 200 hectares of industrial land in Poblenou into an innovative modern district for the strategic concentration of intensive knowledge-based activities. One of Barcelona's most important transformation projects and possibly

According to Mohamed, *“Everyone in Africa who has an idea or growth business and wants access to entrepreneurship and innovation will know they can come to Cape Town because the entrepreneurship ecosystem here will be best developed. Whether it is legal support, business plan support or funding, they need to be comfortable that they can get access to that quite easily here. Our key focus is to develop our competence level locally - we are already the leader in Africa in terms of entrepreneurship - but we need to develop this competence by instilling confidence in the global entrepreneurship community.”*

While the Accelerate Cape Town project supports big business,

KEYS OF SUCCESS OF THE BARCELONA MODEL AND LESSONS FOR CAPE TOWN:  
SHARING CLOSE BUSINESS, CULTURAL AND SPORTING CONNECTIONS.

BARCELONA

CAPE TOWN



Barcelona Activa			Cape Town Activa
Barcelona Business			Accelerate Cape Town
Universitat de Barcelona			Cape Town University
Barcelona Turisme			Tourism Cape Town
La Boqueria and Carnyflin established municipal markets			13 municipal markets proposed in Mitchell's Plain Central Business District
Aldem wind energy Barcelona HQ			Barling Wind Project
Moving in Barcelona's city council initiative			Traffic system parking public transport
Carbon Trading Conference Barcelona 2009			Carbon footprint reduction programmes
Global Sports Forum held 2009 and 2010			FIFA World Cup 2010 host

BARCELONA

CAPE TOWN

Barcelona Triathlon Championship 2010



Cape Argus Cycle Tour March 2010

Barcelona World Race 11 December 2010



Volvo Ocean Race

1992 Olympic Games host & 2022 Winter Olympics bid



2018 Commonwealth Games & 2020 Summer Olympics bids

1st host of the Universal Forum of Cultures 2004



Host candidate Universal Forum of Cultures 2016

Vicky Cristina Barcelona, Oscar-winning movie in 2008



Invictus, Academy Award-nominated movie in 2010

Barcelona Jazz Festival



Cape Town Jazz Festival

"A really cool, edgy city with the funkiest bars, clubs and shops"



"A gritty, edgy city with an increasing hipster scene"

"2nd city" status after Madrid



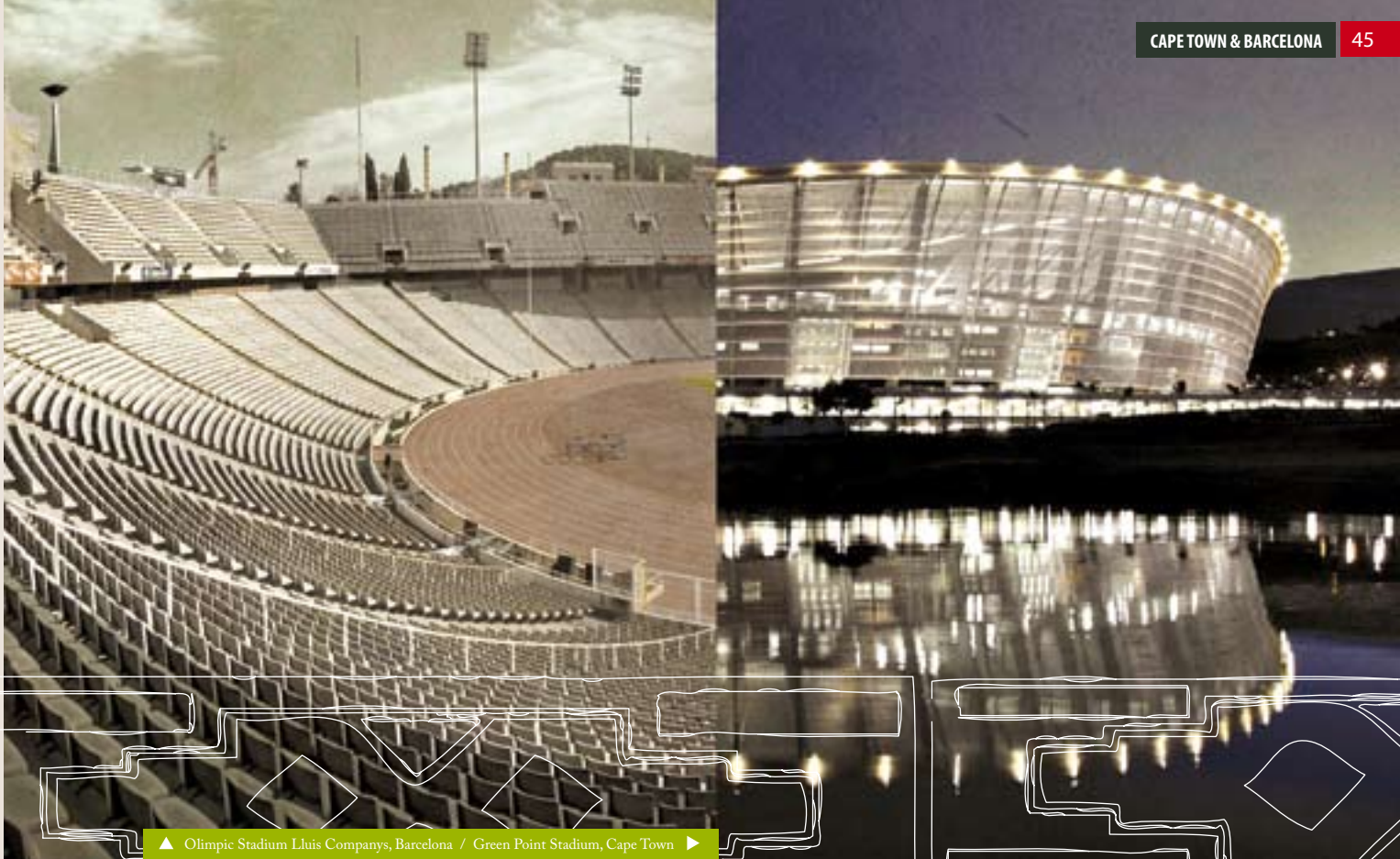
"2nd city" status after Johannesburg

Mediterranean climate



Mediterranean climate, little rain, 11 hours daily sunshine, long sunny evenings





*"If more people see local films set in Cape Town, people automatically become associated with it. Like Vicky Cristina Barcelona."*

- Mansoor Mohamed

Mohamed emphasises the value of SMEs as an engine of growth and renewal. *"This is a very important sector for our economy as the bulk of our small businesses employ 10 people or less. Big business is just as important but we encourage small business because, especially in the early stages, they require more government support. We will be putting in systems imported from Barcelona Activa so that we can use their methodologies for better business creation and growth."*

**Eyes on the prize...**

With many more economic and cultural bonds tying Cape Town and Barcelona – municipal markets, propagating green industries, hosting major international events,

annual jazz festivals, city zoos and an upbeat pace of city life – businesses in both Cities are primed to see the fruits of further success.

As we toast South Africa as World Cup host, Mohamed concludes: *"The single biggest sporting event is going to hit our shores very soon and we believe that it will be a catalyst for uniting people in the same way that the Rugby World Cup did in 1995 when Nelson Mandela took his tee-shirt and now the Invictus movie has been made. Sport has a very important link to the economy – this is a sport-hungry society."*

Will this be the single most important event in Cape Town's history? Watch this space. 



▲ **Mansoor Mohamed**

City of Cape Town's Executive Director:  
Economic, Social Development and Tourism

[ Chris Dove / International Business Writer. ]

# Cape Town Entrepreneurship Competition

The City of Cape Town has launched the Cape Town Entrepreneurship Competition 2010. This competition is another step forward in the development of the city as an entrepreneurial hub in Africa. The contest not only encourages local talent but will *“ensure that Cape Town has the capability to support entrepreneurship on a global scale on the African continent”* by encouraging foreign entrepreneurs and offering all the support necessary to grow their business in the Mother City, *“whether it is in the form of legal support, business plan support or funding, they need to be confident that they can get access to that in Cape Town quite easily”* says Mansoor Mohamed, Director of Economic, Social Development and Tourism of the City of Cape Town.

The competition was launched by Cape Town Activa, the city's online entrepreneurship and start-up incubator, which is based on the Barcelona Activa model. The competition is centred around the areas of Biotechnology, Telecom and Media, ICT, Clean Technology, Healthcare and Social Entrepreneurship, and has secured funding of 1.8 million rand (180,500 euros) from the city council, with 600,000 rand (around 60,000 euros) funding the competition and the remainder going towards building and developing entrepreneurial networks and encouraging innovative ideas in the city.

The winners were The Development House (Growth Track); Personera (Startup Track) and Cognition [www.cognition.com](http://www.cognition.com) (Idea Track). The winners of the Growth and Startup tracks, as well as second place JO M Cosmetics, have been nominated to go on to compete in the Global


Entrepreneurship Competition in Barcelona. Mansoor Mohamed, the Executive Director of Economic, Social Development and Tourism and a Global Nominating Member for the Global Entrepreneurship Competition, said: *“the competition is part of the city's strategy to position Cape Town as a leading enabler of entrepreneurship on the African continent. It is in the process of developing a world class entrepreneurship ecosystem that will help bring entrepreneurs closer to investors. The quality of the entries once again illustrates there are many talented entrepreneurs in Cape Town who require support from government at the early stages in their business.”*

The winners of the Startup and Growth tracks will each receive 50,000.00 rand (around 5,000 euros) in prize money, while the Idea Track winner will receive 25,000.00 rand.

CTEC 2010

# Entrepreneurship 2010

Councillor Felicity Purchase, the Mayoral Committee member for Economic Development and Tourism, said: *"the city has recently given 1.8 million rand to boost technology and innovation in Cape Town and the results from this competition provide evidence that entrepreneurship support from government must be advanced further."*

The competition was managed by Bandwidth Barn, a worldwide leading ICT incubator and a strategic partner of the city. According to Chris Vermeulen, its CEO, *"The Bandwidth Barn was very excited to see the entrepreneurial talent that emerged from the Cape Town Entrepreneurship Competition 2010. These businesses have the potential to create many jobs for the residents of Cape Town; therefore, it is important that the government should continue to provide an enabling environment for entrepreneurs."* 

## Cape Town's Talent

Three of this year's entries have been shortlisted for the Global Entrepreneurship Competition in Barcelona:

### ► PERSONERA ◀



[www.personera.com](http://www.personera.com)

The world has gone mad about social networking and nowadays it seems that everything physical is becoming obsolete and being replaced by its digital format (in the same sense as "video killed the radio star"). However, Personera have created a way to make Facebook physical, with a product that will create the first-ever personalised printed Facebook calendar, where users can choose their own theme, important dates, birthdays, events etc. by synchronising their Facebook account through Personera's website. The final product is then printed and delivered anywhere in the world.

### ► THE DEVELOPMENT HOUSE ◀



[www.thd.co.za](http://www.thd.co.za)

South Africa's non-profit sector employs more people than the mining sector, one of the country's economic pillars, and is a relatively untapped market in terms of software development. This software development company has based its business on providing customised software systems for non profit organisations and the SME market, specialising in Microsoft Development Technologies, as well as being a Microsoft Partner.

Managing Director: **Darlene Menzies**

### ► JO M COSMETICS ◀



[www.jomcosmetics.co.za](http://www.jomcosmetics.co.za)

Jo M Cosmetics was established in 2005 to provide a herbal or natural cosmetic range for skin and hair. The range includes products that are specially formulated for African hair and all products for skin and hair are produced using plant extracts and 100% natural essential oils. In hair care, Jo M offers products prepared exclusively for coarse, unruly hair, braids and dreadlocks, with products to naturally relax African curls. These products are suitable for both children and adults.

Managing Director: **Johannah Moriti**



Power  
to the  
People and

# Black Entrepreneurs

South African business owners are well aware of the importance of black economic empowerment as a key factor in winning new business. Two-thirds of Eastern Cape and Western Cape companies rank BEE as imperative according to Grant Thornton's 2010 International Business Report, with many fast-tracking key employees and developing existing staff to achieve empowerment targets. These positive results are clearly evident as confidence, innovation and opportunities combine to yield a growing crop of black entrepreneurial talent.



▲ Solomon & Johannah Moriti, founders of Jo M Cosmetics

### What is Black Economic Empowerment?

Black Economic Empowerment does not take wealth from white people and give it to blacks. It is a growth strategy targeting the South African economy's weakest point: inequality.

A progressive step forward from "positive discrimination", BEE is the process by which previously disadvantaged South Africans are empowered through the transfer of ownership, management and financial control of companies,

creating conditions for the multi-level transfer of skills and widespread creation of jobs. It aims to bring the majority of South Africans into the mainstream economy and is key to the country's future prosperity.

To ensure that historically disadvantaged, low income workers have a meaningful stake in the economy, dedicated BEE initiatives funded by Government and businesses help support broad-based outcomes which benefit the community as a whole. The need for skills development and job creation in urban and rural areas, addressing

poverty alleviation, empowering women and providing access to finance for wealth creation lie at the root of BEE initiatives.

### BEE background and rationale

All South African citizens are encouraged to participate in achieving balanced, sustainable economic growth. Poverty resulting from the systematic exclusion of African, Indian and coloured people from meaningfully participating in the economy led to wide distortions, and at a time when developing economies with similar resources were growing, South Africa was stagnating.

Forming a key part of its BEE strategy, the Department of Trade and Industry's empowerment policy *"is not simply a moral initiative to redress the wrongs of the past. It is a pragmatic growth strategy that aims to realise the country's full economic potential. Our country requires an economy that can meet the needs of all our economic citizens - our people and their enterprises - in a sustainable manner. No economy can grow by excluding any part of its people, and an economy that is not growing cannot integrate all of its citizens in a meaningful way."*

### State Sponsored BEE

The Government's approach is to *"situate black economic empowerment within the context of a broader national empowerment strategy focused on historically disadvantaged people, and particularly black people, women, youth, the disabled and rural communities"*.

Black economic empowerment is driven by national legislation and also applies to multinational companies. It measures companies' empowerment progress against a sector-wide generic scorecard governing how companies do business in South Africa, and covers:

- ▶ Direct empowerment through ownership and control of enterprises and assets
- ▶ Management at senior level
- ▶ Human resource development and employment equity
- ▶ Indirect empowerment through preferential procurement, enterprise development and corporate social investment.

Signed in Cape Town on 9 January 2004, the Broad-Based Black Economic Empowerment Act established a legislative framework for the promotion of black economic empowerment; issuing codes of good practice and transformation charters; and establishing the Black Economic Empowerment Advisory Council to oversee matters connected with BEE.

The Act redresses the balance of power in an economy where access to productive assets and the possession of advanced skills were beyond the reach of a majority of people, and seeks participation of black people in promoting a higher growth rate, increased employment and more equitable income distribution.

### How BEE affects business

Black economic empowerment requires all state bodies, public companies and government to make economic decisions on procurement, licensing and concessions, public-



**Mike Lee**, Chairman of the SA Chapter of the World Future Society



**Maria Ntuli**, Deputy Minister of Trade and Industry

“No economy can grow by excluding any part of its people, and an economy that is not growing cannot integrate all of its citizens in a meaningful way.”

- South Africa's Black Economic Empowerment strategy



private partnerships and the sale of state-owned assets or businesses. Private companies must apply the codes if they want to do business with any government enterprise or state department in relation to tendering, applying for licences, entering into public-private partnerships or buying state-owned assets.

Companies are given some flexibility in how they structure their empowerment deals so, for example, representation does not only have to be at ownership level. Companies are also encouraged to apply the codes in their interactions with one another as preferential procurement affects operations throughout the supply chain. Again, flexibility is built-in with different industries drawing up their own BEE charters so that all sectors adopt a uniform approach and comparable measurements.

In order to achieve corporate BEE targets, South African business owners believe that developing people internally and fast-tracking key employees are the most



beneficial strategies to implement. *“Owners also turn to socio-economic development initiatives in an effort to improve their [empowerment] score,”* claims Grant Thornton 2010 International Business Report.

*“Procurement policies are a powerful tactic too, with 54% of business owners in South Africa agreeing that procurement from suppliers with certified procurement recognition levels play a vital role in ensuring businesses achieve targets set by the codes. The past 36 months have seen a similar level of attention on broad-based BEE implementation with most [privately held business] owners citing the issue as important.”*

#### **Backing black businesses**

The DTI's Small Enterprise Development Agency works across four directorates to promote BEE advocacy and institutional support; procurement, transformation and verification; partnerships; and equity equivalent secretariat,

“Let's create entrepreneurs and opportunities for the people, so they can stand up for themselves.”

Maria Ntuli, Deputy Minister of Trade and Industry

“Leaders in business, labour, government and civil society pulling together in the same direction towards a sustainable future.”

- Mike Lee, Chairman of the SA Chapter of the World Future Society

while, 100% black owned service providers are themselves forging ahead with customised enterprise solutions to help bring about a more equitable corporate playing field. 1,072 companies across the country and covering all business sectors are signed up with Black Pages – an initiative by Shanduka Black Umbrellas in Gauteng and the Western Cape, serving as the successful incubation and mentoring initiative for black owned SMEs.

Supporting black entrepreneurs is also central to investments made by the country's Industrial Development Corporation. *“Emerging entrepreneurs have a key role to play in the development of the economy. We have adjusted the way we work in order to give these new business people the extra support they need to establish businesses that are sustainable in the long term. As a development finance institution we view BEE in the broadest possible context. Through our recent financing activities 23,211 new job opportunities have been*

“South African women are taking the lead as entrepreneurs... it is a positive development. The private sector is beginning to address this challenge in more creative ways.”



*created, SA export earnings have increased by R5.7 million, and we are currently preparing to launch a R10 billion fund to finance BEE business opportunities.”*

### **Empowering women entrepreneurs**

#### **Isivande Women’s Fund**

The DTI’s Isivande Women’s Fund improves women’s access to formal finance in the absence of personal savings “to improve the lives of women in business and women led households in South Africa.” Offering start-up funding, bridging finance and loans from R30,000 to R2 million per transaction, repayable over five years, IWF supports black women at the bottom of the economic ladder with high potential as “survivalists” and skilled women with feasible business ideas. To qualify, the enterprise must be 60% women-owned or controlled.

#### **South African Women Entrepreneurs’ Network (SAWEN)**

A direct response to the challenges South African women face in starting, growing and sustaining their own enterprises, SAWEN is a networking forum committed to the promotion and advancement of women entrepreneurs. Representing the aspirations of all women entrepreneurs operating in the South African SME sector, SAWEN

operates a R2 million annual budget, has 2000 members and has provincial chapters in Eastern Cape, Northern Cape and Western Cape, among other regions.

### **Technology for Women in Business**

Though not targeted at black women specifically, this DTI initiative identifies the technological needs of women in business in Information and Communication Technologies, Textile, Clothing and Crafts, Agriculture, Food and Agro-Processing, Tourism and Infrastructure – all widely recognised as sectors where black women are gaining increasing levels of personal and collective empowerment.

#### **Cape Town Global Forum 26-28 June 2010**

Following the May meeting of South Africa’s leading thinkers “Imagineering South Africa’s Future to 2030”, the city is also the venue for the 11th Fortune/TIME/CNN Global Forum at the Cape Town International Convention Centre, 26-28 June.

“The New Global Opportunity” themed programme organised by the DTI is designed to connect Africa to the world through sustainable partnerships. With government policies in place, South Africa’s black men and women entrepreneurs will be looking for visible signs that the country is making real and measurable in-roads to achieving economic equality from the ground up. 

## Case Studies: Cape Town's enterprising men and women



### Samantha Luntz Café Zanne

Head over to Café Zanne in the Central Business District any weekday from 06:30 for a delicious breakfast of fresh croissants or sample home-made cakes, tarts, muffins and scones. The lunch buffet consists of traditional South African dishes all sold by weight with owner Samantha Luntz presiding over her "little coffee shop with great main meals...your stomach will be rewarded!"

### Lere Mgayiya Lere's Shoe Shine Experience

With little formal education and after several unsuccessful business ventures, when Lere saw someone cleaning and shining shoes, he capitalised on the idea and started his own shoe shining business at Cape Town International Airport. With just two chairs, he extended the business into a franchise training unskilled youngsters from the township to manage and own a business and become income-generating, contributing members of society.



### Anne Siroky The Future Factory

Putting a positive spin on the prospects for Cape Town's youths, Anne Siroky was South Africa's number one beach volleyball player before having to retire after sustaining a back injury in 2001 - a year after earning her coveted title. Translating her passion for volleyball into a compulsion to engage local youth in the sport, Future Factory took off in a couple of Western Cape schools and has now grown to over 30 schools in the province - without outside funding, and operating from Anne's car and cellphone.



# FARMSECURE

## Sustainability and Profitability in Agriculture

■ By Chris Dove

**Innovative agricultural support strategy bears fruit for South Africans.**

**What do you get when you cross a successful, visionary insurance broker with an innovative farm support strategy? Answer: Farmsecure – a unique programme founded on the principles of precision farming offering access to specialist crop risk mitigation through possibly Africa’s biggest team of agricultural scientists.**

Operating a unique business model from their Tyger Valley HQ, Farmsecure is a truly progressive Cape Town company. Brainchild of CEO Jerome Yazbek, a former insurance industry professional, it was formed in 2004 following the collapse of South Africa’s commodity prices, and at a time when the farming community sought ways to make their businesses profitable without state subsidies. According to Yazbek, “Our primary focus is to empower farmers with precision farming skills, agricultural knowledge and technologies, and hands-on support to assist farmers in fulfilling their maximum potential.”

Citing an often quoted statistic that two-thirds of the world’s population work in agriculture, corporate social responsibility is a central theme of their philosophy. Contracting more than 400 farms—each employing between 10 and 50 workers—Farmsecure contribute to the livelihoods of thousands of South Africans, making a powerful impact on the agriculture community. The company contracts farmers on large tracts of land on which they farm up to 8% of the country’s grains and oilseeds and raise 90,000 head of cattle, with the intention of expanding into other livestock. Farmsecure has also recently become involved in contracting fruit farmers, aiming to be one of Africa’s

largest agricultural employers within the next five years.

### Vision and mission

As a flourishing support service which reaps real rewards for its members, Farmsecure is ahead of the field in the region’s agricultural development. Its core business provides conditions for sustainable agricultural practices. They work mainly on a commercial farming basis with a long term goal to further develop small scale farming supported by the infrastructure of sustainable commercial farming.

With global food security an ever growing concern, Farmsecure’s model focuses on implementing the latest scientific farming practices to maximize volume outputs and the highest quality produce from the soil. For grain farming – maize, sunflower seeds and soya beans – this involves finding locations with the most productive soil yields capable of holding adequate quantities of water, a system known as precision farming.

### Practical precision farming

Precision farming is a practical scientific application creating “sustainable and

**“It seems to be a global problem that there are not enough people in the agricultural sector going through University”**

- Farmsecure

profitable farming enterprises whose produce is managed from soil to shelf.” Effective water management is at the root of its success. Careful monitoring and plant protection ensure crops have just the right amount of water throughout their growth, yielding up to 40% more produce and corresponding profitability projections.

Also in the pipeline is an advanced water desalination system which cleanses water using a low energy source – this is a patented technology of which Farmsecure owns a percentage of the shares, enabling it to invest in two plants which are up and running with the potential to upscale the process ready for commercialisation.

In May, the company agreed to sign an exclusive distribution agreement with Yara International, making it one of Southern Africa’s major importers and suppliers of chemical, biological and organic fertilizers. This further develops Farmsecure’s precision farming strategy “as a meaningful contributor to securing the world’s food supply”, said Schalk Lubbe, CEO of Farmsecure Technologies.

**Minimising risk, protecting prices**

While risk mitigation is a priority for all businesses, agriculture is particularly prone to extreme weather variations, adversely affecting crop volumes with prices sky-rocketing or tumbling depending on the crop and length and impact of the damage. A pillar of Farmsecure’s model is a package of insurance policies covering crops against all weather perils. Using its wide product range to trade in volume derivatives, Farmsecure offer farmers risk insurance policies so he is assured that even if his crop is washed away, the value of his investment is protected. According to Yazbek, “The insurance policy gives us a guarantee of a certain tonnage. We take that tonnage and we hedge

it at a minimum price. Against the value of that we can raise a working capital facility.”

Insurance packages were already in place but were never specifically tailored to South African agriculture. As a result, Farmsecure fulfils its role as a targeted, unique enterprise support initiative which fits the best type of insurance, finance and commodity trading to the individual nature of each crop.

**Funding sources and financial backers**

Preferring a strategic tri-partner relationship with European, Asian and South African banks, Farmsecure has

economic growth and improved living conditions. Working within the scope of DEG’s 100 million euro initiative ‘AgroAfrica’, Farmsecure can provide services to many more farmers and is contributing considerably to sustainable and profitable agriculture in South Africa.

This investment led to Farmsecure diversifying into the green energy sector using their knowledge of farm animals’ potential as energy converters. Boasting what they believe is Africa’s biggest independent team of engineering, horticulture, agriculture and animal scientists, Farmsecure set up a critical Carbon Division which takes animal waste, turns it into gas which is then converted

.....  
**“Farming is a very profitable business if done correctly, within the right structures”**  
 .....

**“Africa is the development hub of world food security; it’s got the land, it’s got the productivity, we could export this model!”**


.....  
 - Jerome Yazbek, Farmsecure Group CEO

the backing of leading financiers from the country’s Standard Bank, London’s Standard Chartered Bank and DEG in Germany (Deutsche Investments and Development). This strong banking consortium is central to Farmsecure’s five year plan to develop an equity base that will comfortably cater for the company’s gross investment as it exports its successful business model in Africa.

**Green agri-business investments**

Applauded for their achievements, the company were the proud winners of the ‘Agriculture Deal of the Year’ Award in 2008, given by Global Trade Finance Magazine. They also struck up a deal with DEG – one of Europe’s largest development finance institutions promoting private business structures to contribute to sustainable

into electricity. Completing the 100% recycling process, this electricity goes back into the production process, further contributing to the farmer’s profitability.

Working towards a reputation as South Africa’s innovator in the future development of renewable biogas energies, with the option to further expand to wind and water energy, Farmsecure manage the country’s first and only demonstration biogas plant rehabilitated for the purpose of biomass-to-biogas testing in Africa. Biogas is the product of fermentation of biodegradable waste such as manure and sawdust, and is beneficial to both man and nature. As Schalk Lubbe declares: “Waste is destroyed and energy is produced – two great benefits from one simple idea”. 



# Global Icons

**Global Icons is an exciting new name in Cape Town – a name that will well and truly be put on the map this year during the World Cup celebrations.**

**T**he brainchild of Abbas Jamie and Feizel Warley, this company plans to take the Mother City to new level. Taking a bold decision, they have decided to host Africa's biggest football party at the iconic Cape Town International Convention Centre, less than a kilometre from the new stadium where eight matches will be played in June and July.

The 31-day celebration will be the continent's longest get-together, and some massive names have been signed up to perform. Working in collaboration with Cool Britannia, a British-based company known for its ability to host 'home from home' football events, they plan to set Cape Town alight with a varied mix of entertainment.

*"We started our planning last August," says Abbas. "Everyone was talking about the 31 days of the World Cup, but we realized*

*that Cape Town was only going to be part of the action for eight of those days. We started to wonder how we could keep the momentum going for the other 23 days."*

Looking around at what was being planned, and realizing there was more than 10,000 sq metres of space available at the CTICC, the pair put their thoughts on paper and paid a hefty deposit before Christmas, committing themselves to hosting a massive event.

It hasn't all been straightforward though. Early plans saw the partners aiming to attract international support, with plans for a country expo where participating nations would put showcase pavilions on display. When the draw came in early December, some of the interested countries were, sadly, drawn to stadiums in the north of the country – their interest in exhibiting in Cape Town diminished.

*"We had to re-think," says Feizel. "Throughout we have been totally flexible, I have lost count of how many different floor plans we have drawn..."*

A true partner throughout, the CTICC themselves have fully supported Global Icons, and are delighted to also be welcoming Cool Britannia to the Centre.

The latest plans see the whole of the ground floor hall area turned into a massive global arena with a rock 'n' roll stage, DJ boxes, party boxes for companies and their clients, lounge areas (a seated 'Gold Circle') bars and massive screens where each and every game will be shown live – every kick recorded as it happens.

*"We are busy working with Cool Britannia to ensure we have the right balance of entertainment to suit every genre," says Abbas. "We want to have the right mix of international entertainment – artists like Dizzee Rascal and Fatboy Slim – blended with local sounds. We have some incredible talent in our country; the World Cup gives us a chance to showcase it to the world."*

Turning Cape Town global was where the story started, and while the football tournament gives them an ideal launch pad, this is only the beginning...

*"We want Global Icons to be seen as the event organizing company in South Africa," says Feizel. "We will bring more exciting, different and*



***"We live in the most amazing city in the world, and can offer some of the best facilities, at affordable prices, of anywhere"***

*challenging events to Cape Town. We live in the most amazing city in the world, and can offer some of the best facilities, at affordable prices, of anywhere".*


Looking at their backgrounds, it may seem surprising that they are stepping into the football field. Abbas has nearly two decades of experience in the engineering sector where he has mainly operated at senior level within local and international companies. He was CEO and founding member of Citrine Construction, Executive Vice Chairman then CEO of Arcus Gibb, Managing Director of Arcus Engineering Consultants and spent six years within the Western Cape Department of Transport.

Feizel is a hands-on entrepreneur who established his own business

10 years ago focussing on the upmarket sector of the construction environment. His business ethics and personality have allowed him to build a good network with his high-end client base.

As COO of Global Icons he is responsible for all logistics and business operations of the new company. He is also responsible for identifying and appointing service providers and project management of events. His passion lies in taking overall responsibility for multi-disciplinary projects and managing them to completion. He holds a project management qualification from the Cape Town University of Technology amongst numerous other diplomas.

***"As the world's eyes are upon this nation we have this single opportunity to showcase that we are capable of putting on major world class events. Our team includes leaders in the field of entertainment, exhibitions, hospitality, fashion and logistics. We are also very fortunate to be hosting Global Icons and Cool Britannia at a world class venue thereby ensuring all local and international visitors of an unforgettable African experience."***

As for the future, although the duo were up to their necks in the planning of the Africa's biggest party, their eyes were already focused on another musical festival they hope to bring to the Mother City in mid-December, and on two major international events for 2011. Will they ever rest? 

# Africa's biggest football party!

Live music, international and local artists & DJ's.

**FAT BOY SLIM** 18th June and **PIZZET PASCAL** 16th June.

Many more artists to be announced!

- Fashion, retail, teen zone, party boxes, hospitality.
- Live viewing of all the games. 12 noon to 3 am from June 10 to July 11 2010.
- Dry and warm, National days and themed parties. The place to be!
- Venue : Cape Town International Convention Centre


Pre-book your tickets at [www.computicket.com](http://www.computicket.com)



[www.coolbritanniasa.com](http://www.coolbritanniasa.com)



# THE **f** WORD



■ Alastair Turner

**Ask most people to think of a four letter word beginning with F that is unacceptable to utter in polite society and the results will be obvious and not printable here. But for some the worst four letter f-word is actually an acronym for Fédération Internationale de Football Association, otherwise known as FIFA...**

**T**o the majority of the world FIFA, the governing body of association football or soccer, is the friendly front for soccer, putting on spectacular events such as the World Cup and ensuring that the game is played throughout the world in a structured, organised and inclusive way.

Those people have probably never met or had dealings with Joseph 'Sepp' Blatter (FIFA President), Jack Warner (Vice President) and their associate Jean-Marie Weber. Blatter, the 74 year old Swiss national, has had a controversial stint as FIFA President, from his initial election victory that was riddled with allegations of corruption and bribery; his victory over UEFA President Lennart Johansson was marred with controversy. The 2002 candidacy had been marked with rumours of financial irregularities and backroom dealings, culminating with direct accusations of bribery, by a third party, made in the British press by the Farra Ado, vice-president of the CAF (Confederation of African Football) and President of the Somalian football

association, who claimed to have been offered \$100,000 to vote for Blatter in 1998. Irregularities concerning Weber and his sports marketing company ISL involvement which led to paying \$100 million in bribes to FIFA and other sports officials for television and marketing rights, only to collapse into debt.

South Africans will be subject to almost draconian rules and regulations, and businesses and even the government will have to dance to the world football body's tune. The biggest soccer event may be happening in Africa, but it is Fifa's show.

Restrictions are also being imposed on the people there to report the tournament. Local journalists have accused world football governing body FIFA of acting as a bunch of 'bullies' and 'dictators' with a neo-colonialist mentality, following what analysts see as 'unreasonable' media restrictions on the 2010 FIFA World Cup coverage.

Thabo Leshilo, head of the South Africa's media freedom committee, says,



## The regulations include the following:

1

Prohibition amongst others of begging, smoking, swearing, swimming, washing pets, drinking alcoholic beverages in glass containers, advertising, parking a motor vehicle, and selling one's wares without a permit in 'controlled-access sites' and public open spaces.



2

Only World Cup sponsor Budweiser's beer may be sold inside the World Cup stadiums, but S A Breweries' beer may be sold at fan parks (in unbranded cans, it has been reported elsewhere).



3

Any broadcast of the World Cup soccer matches, with the exception of in a private home, is regarded as a "public viewing event", and would be subject to a R 50 000 special liquor licence fee plus a 2 % turnover "donation" to the National Liquor Authority for programmes against alcohol abuse, and a further 2 % turnover "donation" to the provincial Liquor Board to implement such a programme. The regulation in this regard seems contradictory, in that it was originally reported that only if one accepts an entrance fee for public viewing does an establishment require the licence, in addition to a standard liquor licence.



4

Ambush marketing is not allowed, and FIFA's attorneys will be seeking to protect the rights of their sponsors, and prevent any non-sponsors from associating their brands with the World Cup, as kulula.com has just discovered, having had a recent ad campaign banned. The new Col' Cacchio Pizzeria Celebrity Chef Autumn campaign may also be seen to be ambush marketing, in linking itself to the event by linking a chef and a designer pizza to a soccer country.



5

Clothing may not contain visuals or logos linked to the World Cup, nor allude to it visually.

6

The World Cup logo and branding, as well as that of previous World Cups, and words that relate to the World Cup, 2010, and South Africa, stand alone and in any combination, are all trade mark registered by FIFA, and cannot be used for commercial use.



"It's outrageous what Fifa are getting away with." There is also anger that newspapers will be forbidden to sell copies within 800 metres of stadiums - even if this is usual practice at local games. Street vending is an important source of income for poorer South Africans - who will never be able to afford World Cup tickets.

FIFA spokesman Pekka Odriozola insists, "Freedom of the press is guaranteed. That is very important for us and you will be able to cover the World Cup in the best possible conditions. We have never had any problem before. They have been examined by international organisations. Really, there is nothing to fear."

But German sports reporter Thomas Kistner of the Munich *Süddeutsche Zeitung* disagrees. "The German media were concerned about the Fifa terms and conditions before the 2006 World Cup. The World Association of Newspapers threatened to sue FIFA to protect freedom of the press."

South African journalists may not carry the same clout as their European counterparts and as such are feeling the full force of the Blatter machine;

"Yes, they are a group of bullies and dictators - that is what I call them. These infringements simply amount to censorship and are meant to bring us back to the dirty tricks of the old political dispensation," one journalist told Bizcommunity.com back in January.

FIFA restrictions, which are at the centre of a major row between the South African National Editors' Forum (SANEF) and the Zurich-based organisation, include prohibition on newspapers to do video packages for their websites. Accredited reporters will also be prohibited to report on the private arrangements for teams, or report on the names of hotels in which the teams are staying. Newspapers will also not publish pictures on to their mobile platforms, but simply push in text.

SANEF member Raymond Louw told Bizcommunity.com that FIFA's restrictions are meant to protect its rights, brand name, profit-making and status of the games, and the rights of sponsoring companies, including broadcasters' exclusive rights.

However, he said: *"This cannot be done at the expense of journalists, publications and broadcasters, as it forfeits their rights."*



▲ Raymond Louw, SANEF



▲ Sepp Blatter, President of FIFA

Another journalist said: *"To sacrifice a nation's press freedom in the name of commercial interests is nothing but a dictator's mentality which consists of putting his or her own interests at the expense of the information-hungry majority."*

It has been now two years since SANEF has been engaging FIFA on the matter, but it seems that Sepp Blatter and his band refuse to budge - a clear sign that the restrictions are cast in stone and not negotiable.

Louw said: *"We have engaged FIFA over the last two years and are still negotiating with them in the sense we have put further submissions to them and are awaiting their response."*

Asked what SANEF will do if FIFA remains undeterred, Louw said they will continue objecting.

*"We are also proposing to members that they append to their applications a letter saying that reporters and photographers regard the assurances they have been given as indicating that they have full freedom to report in the traditional way on games and all associated events related to the games."*

*"That is the complaint we have made to FIFA and we are still pursuing it."*

FIFA spokesperson Delia Fischer ignored Bizcommunity.com's repeated requests for comment and did not reply

***"We have engaged FIFA over the last two years and are still negotiating with them in the sense we have put further submissions to them and are awaiting their response."***

Raymond Louw, SANEF

to Bizcommunity emails, and several messages left on her answering machine were also ignored.

Cape Town's preparations for hosting the 2010 FIFA World Cup are running almost R2-billion over budget and the city now seems set on a collision course with FIFA.

When the city's 2010 team asked the council's budget committee for an additional R450-million chairperson Ian Neilson sent the team back to reduce their request to R300-million.

He said: *"We are starting to run into difficulty now. We must adopt a tough stance. FIFA can't be bullies, telling us what to do. The city can't afford the extra costs that are being squeezed out of us." "The needs of this city go far beyond 2010."*

Most of this money is going to pay for the new Cape Town stadium something which Blatter insisted was built and is looking more and more like a 'white elephant'

by the day. In South Africa's 2010 bid document Newlands was proposed as the Cape Town match venue, which FIFA initially accepted. Athlone, on the economically depressed Cape Flats, was the choice of city and provincial officials, as they believed it would have the most developmental impact.

But Green Point (renamed Cape Town Stadium) won, because it was in the interests of FIFA and the local organising committee to have access to "state-of-the-art stadiums in the 'best' locations to draw the maximum number of visitors and viewers".

FIFA makes most of its revenue from the sale of television rights. The organising committee, FIFA's local implementing agent, derives its revenue largely from ticket sales. 

# Hotels in Cape Town

**Hotel:** 12 Apostles / **Phone Number:** 021 437 9000  
**Address:** Victoria Road, Oudekraal, Camps Bay, 8040.  
**Website:** www.12apostleshotel.com



**Hotel:** Chapman's Peak Hotel / **Phone Number:** 021 790 1036  
**Address:** Chapmans Peak Drive, Hout Bay 7806.  
**Website:** www.chapmanspeakhotel.co.za

**Hotel:** 15 On Orange / **Phone Number:** 021 430 5000  
**Address:** 15 Orange Street Gardens, Cape Town 8001.



**Hotel:** Circa / **Phone Number:** 021 431 8820  
**Address:** 15 Anton Anreith Arcade, Cape Town 8001.  
**Website:** www.urbanhiphotels.com/circa

**Hotel:** Adderley hotel / **Phone Number:** 021 469 1900  
**Address:** Adderley Street, Cape Town.  
**Website:** www.relais-hotels.com



**Hotel:** Colosseum / **Phone Number:** 021 430 5000  
**Address:** Century way, Century City, 7441.  
**Website:** www.proteahotels.com/protea-hotel-colosseum

**Hotel:** Alphen Hotel / **Phone Number:** 021 794 5011  
**Address:** 35 Constantia Road Cape Town.  
**Website:** www.alphen.co.za



**Hotel:** Daddy Long Legs / **Phone Number:** 021 424 7247  
**Address:** 1134 Long Street, Cape Town 8000.  
**Website:** www.daddylonglegs.co.za

**Hotel:** Asara Wine Estate & Hotel / **Phone Number:** 021 888 8000  
**Address:** Polkadraai Street Stellenbosch 7599.  
**Website:** www.asara.co.za



**Hotel:** De Waterkant / **Phone Number:** 021 409 2500  
**Address:** 34B napier Street De Waterkant Cpt 8000.  
**Website:** www.dewaterkant.com

**Hotel:** Avenue, The / **Phone Number:** 021 782 6026  
**Address:** 7 First Ave, Fish Hoek.



**Hotel:** Ellerman House / **Phone Number:** 021 430 3200  
**Address:** 180 Kloof Road, Bantry Bay 8005.  
**Website:** www.ellerman.co.za

**Hotel:** Bantry Bay Luxury Suite Hotel / **Phone Number:** 021 434 8448  
**Address:** 8 Alexander St Cape Town 8005.  
**Website:** www.relais.co.za/bantrybay



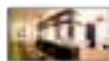
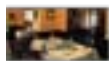
**Hotel:** Fire & Ice / **Phone Number:** 021 488 2555  
**Address:** 198 Bree Str, Cape Town, 8018.  
**Website:** www.proteahotels.com

**Hotel:** Best Western Cape Suites / **Phone Number:** 021 461 0727  
**Address:** Cnr De Villiers & Constitution Stre, Cape Town 7925.  
**Website:** www.capesuites.co.za



**Hotel:** Flat Rock Suites / **Phone Number:** 021 423 3850  
**Address:** 8 Buiten Street Flat Rock Cape Town 8000.  
**Website:** www.flatrocksuites.com

**Hotel:** Best Western Cape Suites Hotel / **Phone Number:** 021 461 0727  
**Address:** Corner of De Villiers & Constitution Streets, Cape Town, 8001.  
**Website:** www.capesuites.co.za



**Hotel:** Grand Daddy / **Phone Number:** 021 424 7247  
**Address:** 38 Long Str, Cape Town, 8001.  
**Website:** www.granddaddy.co.za

**Hotel:** Bickley Terrace / **Phone Number:** 021 439 7613  
**Address:** 23 Bickley Road, Seapoint, 8060.  
**Website:** www.bickley.co.za



**Hotel:** Harbour Edge / **Phone Number:** 021 425 5922  
**Address:** 10 Hospital Road, Greenpoint 8005.  
**Website:** www.harbouredgeapartments.com

**Hotel:** Blue Peter Hotel / **Phone Number:** 021 554 1956  
**Address:** Popham Street, P O Box 1, Bloubergstrand 7436.  
**Website:** www.bluepeter.co.za



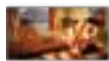
**Hotel:** Holiday Inn Express / **Phone Number:** 021 480 8300  
**Address:** Cnr St Georges Mall & Church Str.  
**Website:** www.hiexpress.com

**Hotel:** Breakwater Lodge / **Phone Number:** 021 406 1911  
**Address:** Portwood Rd, V&A Waterfront, Cape Town 8001.  
**Website:** www.breakwaterlodge.co.za



**Hotel:** Hollow on the square / **Phone Number:** 021 421 5140  
**Address:** 9 Ryk Tulbagh, Hans Strydom Ave, Cape Town, 8001.  
**Website:** www.hollowonthesquare.co.za

**Hotel:** Cape Castle / **Phone Number:** 021 439 1016  
**Address:** 3 main Rd, Greenpoint, Cape Town 8001.  
**Website:** www.proteahotels.com/protea-hotel-cape-castle



**Hotel:** Hotel Graeme / **Phone Number:** 021 434 9282  
**Address:** 107 Main Rd, Greenpoint, Cape Town 8005.  
**Website:** www.hotelgraeme.co.za

**Hotel:** Cape Diamond Hotel / **Phone Number:** 021 461 2519  
**Address:** Cnr Long Market & Parliament Str, Cape Town 8001.  
**Website:** www.capediamondhotel.co.za



**Hotel:** Icon / **Phone Number:** 021 421 4434  
**Address:** Cnr Lower Long & Hans Strydom Street Cape Town 8001.  
**Website:** www.urbanhiphotels.co.za

**Hotel:** Cape Grace / **Phone Number:** 021 410 7100  
**Address:** West Quay Rd, Waterfront, 8002.  
**Website:** www.capegrace.com



**Hotel:** Kimberley Hotel / **Phone Number:** 021 461 2160  
**Address:** Cnr roeland & Buitenkant Street.  
**Website:** www.kimberleyhotels.co.za

**Hotel:** Cape Heritage Hotel / **Phone Number:** 021 424 4646  
**Address:** 90 Bree Street Cape Town 8001.  
**Website:** www.capeheritage.co.za



**Hotel:** Lady Hamilton / **Phone Number:** 021 423 3888  
**Address:** 10 Union Str, Gardens, Cape Town, 8001.  
**Website:** www.ladyhamilton.co.za

**Hotel:** Cape Royale Hotel / **Phone Number:** 021 430 0500  
**Address:** 47 Main Road, Greenpoint, 8051.  
**Website:** www.caperoyale.co.za



**Hotel:** Lagoon Beach Hotel / **Phone Number:** 021 528 2000  
**Address:** Lagoon Gate Drive, Milnerton.  
**Website:** www.lagoonbeachhotel.co.za

**Hotel:** Cape Town Hollow / **Phone Number:** 021 423 1260  
**Address:** 88 Queen Victoria Stre, Gardens, Cape Town, 8000.  
**Website:** www.capetownhollow.co.za



**Hotel:** Le Vendome / **Phone Number:** 021 430 1200  
**Address:** 20 London Rd, Seapoint, 8005.  
**Website:** www.le-vendome.co.za

**Hotel:** Cape Waters Hotel / **Phone Number:** 021 417 1900  
**Address:** 71 Waterkant Street, Cape Town 8000.  
**Website:** www.ukwamkela.com/cape\_waters



**Hotel:** Mandela Rhodes / **Phone Number:** 021 481 4000  
**Address:** Cnr Whale & Brug Str, Cape Town 8000.  
**Website:** www.mandelarhodesplace.co.za

**Hotel:** Capetonian / **Phone Number:** 021 405 5670  
**Address:** Pier Place, heerengracht, Cape Town, 8005.  
**Website:** www.raya-hotels.com



**Hotel:** Mouille Point Village / **Phone Number:** 021 430 9160  
**Address:** 93 Beach Road Mouille Point Cape Town 8001.  
**Website:** www.mouillepoint.com

**Hotel:** Cellars-Hohenort Hotel / **Phone Number:** 021 794 2137  
**Address:** 93 Brommersvlei Road, Southern Suburbs 7806.  
**Website:** www.cellars-hohenort.com



**Hotel:** Mount Nelson / **Phone Number:** 021 483 1000  
**Address:** 76 Orange Str, Cape Town 8000.  
**Website:** www.mountnelson.co.za

# Hotels in Cape Town

<p><b>Hotel: One &amp; Only / Phone Number:</b> 021 431 5888  <b>Address:</b> Dock road, V&amp;A Waterfront, Cape Town 8001.  <b>Website:</b> capetown.oneandonlyresorts.com</p>		<p><b>Hotel: The Cape Manor / Phone Number:</b> 021 430 3400  <b>Address:</b> 1 Marias Road, Seapoint, Cape Town 8060.  <b>Website:</b> www.premierhotels.co.za</p>	
<p><b>Hotel: Peninsula All suites / Phone Number:</b> 021 430 7777  <b>Address:</b> 313 Beach Road, Seapoint.  <b>Website:</b> www.peninsula.co.za</p>		<p><b>Hotel: The Cape Milner / Phone Number:</b> 021 426 1101  <b>Address:</b> 2A Milner Rd, Tamoorloof, Cape Town, 8010.  <b>Website:</b> www.capemilner.com</p>	
<p><b>Hotel: Portwood Hotel / Phone Number:</b> 021 418 3281  <b>Address:</b> Portwood Square, Portwood Rd, Waterfront.  <b>Website:</b> www.portwood.co.za</p>		<p><b>Hotel: The Cape Town Lodge / Phone Number:</b> 021 409 4000  <b>Address:</b> 101 Buitengracht Str, Cape Town 8010.  <b>Website:</b> www.capetownlodge.co.za</p>	
<p><b>Hotel: Protea Hotel Island club / Phone Number:</b> 021 528 7000  <b>Address:</b> Century Boulevard Century City, 7441.  <b>Website:</b> www.proteahotels.com</p>		<p><b>Hotel: The Commodore / Phone Number:</b> 021 415 1000  <b>Address:</b> Portwood Square, Portwood Rd, Waterfront.  <b>Website:</b> www.commodorehotel.co.za</p>	
<p><b>Hotel: Protea North Wharf / Phone Number:</b> 021 443 4600  <b>Address:</b> 1 Lower Bree Str., Cape Town, 8002.  <b>Website:</b> www.proteahotels.com</p>		<p><b>Hotel: The Don Beach Hotel / Phone Number:</b> 021 434 1083  <b>Address:</b> 249 Beach Road, Sea Point, Cape Town 2005.  <b>Website:</b> www.don.co.za</p>	
<p><b>Hotel: Quayside Apartments / Phone Number:</b> 021 780 7000  <b>Address:</b> 4 Prestwich Street, Greenpoint 8005.  <b>Website:</b> www.relaishotels.com/quayside</p>		<p><b>Hotel: The Fountains Hotel / Phone Number:</b> 021 443 1100  <b>Address:</b> 1st Georges Mall, Cape Town 8002.  <b>Website:</b> www.fountainshotel.co.za</p>	
<p><b>Hotel: Radisson Hotel / Phone Number:</b> 021 441 3000  <b>Address:</b> Beach Rd, Granger Bay, Cape Town, 8002.  <b>Website:</b> www.radissonblu.com</p>		<p><b>Hotel: The Glen Boutique Hotel / Phone Number:</b> 021 439 0086  <b>Address:</b> The Glen Road Seapoint.  <b>Website:</b> www.glenhotel.co.za</p>	
<p><b>Hotel: Romney Park Luxury Suites / Phone Number:</b> 021 439 4555  <b>Address:</b> Cnr Hill Road &amp; Romney Road, Greenpoint.  <b>Website:</b> www.romneypark.co.za</p>		<p><b>Hotel: The Hyde (Apartments) / Phone Number:</b> 021 434 0205  <b>Address:</b> 13 London Rd, Seapoint, 8005.  <b>Website:</b> www.hydeapartments.co.za/</p>	
<p><b>Hotel: Seapoint Protea / Phone Number:</b> 021 434 3344  <b>Address:</b> Arthurs Rd, seapoint, 8005.  <b>Website:</b> www.proteahotels.com</p>		<p><b>Hotel: The Park Inn Hotel / Phone Number:</b> 021 423 2650  <b>Address:</b> 10 Green Market Square, Cape Town, 8001.  <b>Website:</b> www.sleeping-out.co.za</p>	
<p><b>Hotel: Southern Sun Cape Sun / Phone Number:</b> 021 488 5100  <b>Address:</b> Strand Str, Cape Town.  <b>Website:</b> www.southern.sun.com</p>		<p><b>Hotel: The President / Phone Number:</b> 021 434 8111  <b>Address:</b> 4 Alexander Rd, Bantry Bay 8001.  <b>Website:</b> www.proteahotels.com</p>	
<p><b>Hotel: Southern Sun Cullinan / Phone Number:</b> 021 418 6920  <b>Address:</b> 1 Cullinan Str, Cape Town, 8000.  <b>Website:</b> www.southern.sun.com</p>		<p><b>Hotel: The Ritz / Phone Number:</b> 021 439 6010  <b>Address:</b> Cnr Main &amp; Chamberwell rd, Seapoint.</p>	
<p><b>Hotel: Southern Sun De Waal / Phone Number:</b> 021 465 1311  <b>Address:</b> Mill Str, Gardens, Cape Town 8000.  <b>Website:</b> www.southern.sun.com</p>		<p><b>Hotel: The Townhouse / Phone Number:</b> 021 465 7050  <b>Address:</b> 60 Corporation Str, Cape Town, 8001.  <b>Website:</b> www.townhouse.co.za</p>	
<p><b>Hotel: Southern Sun E/Boulevard / Phone Number:</b> 021 448 4123  <b>Address:</b> Melbourne Street, Walmer Estate, Cape Town 8000.  <b>Website:</b> www.southern.sun.com</p>		<p><b>Hotel: The Vineyard / Phone Number:</b> 021 657 4500  <b>Address:</b> Colinton Rd, newlands 7725.  <b>Website:</b> www.vineyard.co.za</p>	
<p><b>Hotel: Southern Sun Newlands / Phone Number:</b> 021 683 6562  <b>Address:</b> 7 Main Rd, Newlands 7735.  <b>Website:</b> www.southern.sun.com</p>		<p><b>Hotel: Tudor / Phone Number:</b> 021 424 1335  <b>Address:</b> 153 Long Market Street, Cape Town 8001.  <b>Website:</b> www.tudorhotel.co.za</p>	
<p><b>Hotel: Southern Sun Waterfront / Phone Number:</b> 021 409 4000  <b>Address:</b> 1 Lower Buitengracht Rd, Cape Town, 8002.  <b>Website:</b> www.southern.sun.com</p>		<p><b>Hotel: Tulip Inn / Phone Number:</b> 021 423 5116  <b>Address:</b> Cnr Strand &amp; Bree Str, Cape Town.  <b>Website:</b> www.thetulip.co.za</p>	
<p><b>Hotel: St. Georges Hotel / Phone Number:</b> 021 439-6010  <b>Address:</b> Riebeeck Str, st Georges Mall, Cape Town 8000.  <b>Website:</b> www.stgeorgehotel.co.za</p>		<p><b>Hotel: Urban Chic Boutique Hotel / Phone Number:</b> 021 426 6119  <b>Address:</b> 172 Long Street Cnr Long &amp; Pepper Str Cape Town 8001.  <b>Website:</b> www.urbanchic.co.za</p>	
<p><b>Hotel: Table Bay / Phone Number:</b> 021 406 5000  <b>Address:</b> Quay 6, V&amp;A Waterfront, 8003.  <b>Website:</b> www.suninternational.com</p>		<p><b>Hotel: Victoria &amp; Alfred Hotel / Phone Number:</b> 021 430 3314  <b>Address:</b> On the Waterfront Pier Head.  <b>Website:</b> www.newmarkhotels.com</p>	
<p><b>Hotel: Taj Hotel / Phone Number:</b> 021 819 2000  <b>Address:</b> Cnr Whale &amp; Church Rd, Cape Town, 8000.  <b>Website:</b> www.thebayhotel.com</p>		<p><b>Hotel: Victoria Junction / Phone Number:</b> 021 418 1234  <b>Address:</b> Cnr Somerset Rd &amp; Ebenezer Rd, Cape Town, 8001.  <b>Website:</b> www.proteahotels.com</p>	
<p><b>Hotel: The Ambassador / Phone Number:</b> 021 439 6170  <b>Address:</b> 34 Victoria Rd, Bantry Bay, Cape Town, 8005.  <b>Website:</b> www.newmarkhotels.com</p>		<p><b>Hotel: Villa Belmonte Manor / Phone Number:</b> 021 462 1576  <b>Address:</b> 33 Belmont Avenen, Oranjezicht, 8001.  <b>Website:</b> www.villabelmontehotel.co.za</p>	
<p><b>Hotel: The Bantry Bay Hotel / Phone Number:</b> 021 434-8448  <b>Address:</b> 8 Alexander Road Bantry Bay 8005.  <b>Website:</b> www.relaishotels.com</p>		<p><b>Hotel: Westin Grand / Phone Number:</b> 021 412 9999  <b>Address:</b> 1 Lower Long Str, Convention Square, Cape Town.  <b>Website:</b> www.westingrand.accommodationsouthafrica.co.za</p>	
<p><b>Hotel: The Bay Hotel / Phone Number:</b> 021 437 9701  <b>Address:</b> 69 Victoria Rd, Capms Bay 8040.  <b>Website:</b> www.thebay.co.za</p>		<p><b>Hotel: Waterfront Village / Phone Number:</b> 021 421 5040  <b>Address:</b> West Quay Rd, Waterfront, 8002.  <b>Website:</b> www.waterfrontvillage.com</p>	
<p><b>Hotel: Winchester Mansions / Phone Number:</b> 021 434 2351  <b>Address:</b> 221 Beach Rd Seapoint, Cape Town, 8005.  <b>Website:</b> www.winchester.co.za</p>		<p><b>Hotel: Dock House Hotel / Phone Number:</b> 021 434 2351  <b>Address:</b> Portwood Close, Portwood Bridge, V&amp;A waterfront 8001 Cape Town. / <b>Website:</b> www.newmarkhotels.com</p>	

# International Consulates

## CONSULATE GENERAL OF THE REPUBLIC OF ANGOLA

**Address:** 1st Floor, The Pavilion, Thibault Square, Cape Town 8000  
**Phone N°:** 021 425 8700  
**Website:** www.web.com



## CONSULATE OF THE FRENCH REPUBLIC

**Address:** PO Box 1702, Cape Town, 8000.  
**Phone N°:** 021 423 1575  
**Website:** www.web.com

## CONSULATE GENERAL OF THE REPUBLIC OF AUSTRIA

**Address:** PO Box 6887, Roggebaai, 8012  
**Phone N°:** 021 421 1440/1  
**Website:** www.web.com



## CONSULATE GENERAL OF THE FEDERAL REPUBLIC OF GERMANY

**Address:** PO Box 4273, Cape Town, 8000.  
**Phone N°:** 021 405 3000  
**Website:** www.web.com

## HONORARY CONSULATE OF AUSTRALIA

**Address:** Suite 2b The Wellington, 96 Longmarket Street, Cape Town 8001  
**Phone N°:** 021 465 3346  
**Website:** www.web.com



## HONORARY CONSULATE OF THE REPUBLIC OF GEORGIA

**Address:** 7th Floor, Southern Life Centre, 8 Riebeeck Street, Cape Town 8001.  
**Phone N°:** 021 421 6355  
**Website:** www.web.com

## CONSULATE GENERAL OF THE KINGDOM OF BELGIUM

**Address:** PO Box 2717, Cape Town 8000.  
**Phone N°:** 021 419 4690  
**Website:** www.web.com



## CONSULATE OF GREECE

**Address:** PO Box 3232, Cape Town, 8000.  
**Phone N°:** 021 424 8160/1  
**Website:** www.web.com

## CONSULATE GENERAL OF THE REPUBLIC OF BOTSWANA

**Address:** PO Box 3288, Cape Town, 8000.  
**Phone N°:** 021 421 1045  
**Website:** www.web.com



## HONORARY CONSULATE OF THE REPUBLIC OF HUNGARY

**Address:** 7 Kronendal Avenue Stellenbosch, 7600.  
**Phone N°:** 021 886 9048  
**Website:** www.web.com

## CONSULATE GENERAL OF THE FEDERATIVE REPUBLIC OF BRAZIL

**Address:** PO Box 7958, Roggebaai, 8012.  
**Phone N°:** 021 421 4040/2  
**Website:** www.web.com



## HONORARY CONSULATE OF THE REPUBLIC OF ICELAND

**Address:** P. O. Box 745, Noordhoek, 7979.  
**Phone N°:** 021 789 0053  
**Website:** www.web.com

## CONSULATE GENERAL OF THE PEOPLE'S REPUBLIC OF CHINA

**Address:** PO Box 3714, Cape Town, 8000.  
**Phone N°:** 021 674 0592  
**Website:** www.web.com



## HIGH COMMISSION OF THE REPUBLIC OF INDIA

**Address:** PO Box 3316, Cape Town, 8000.  
**Phone N°:** 021 419 8110/1  
**Website:** www.web.com

## HONORARY CONSULATE OF THE REPUBLIC OF COLOMBIA

**Address:** PO Box 685, Constantia, 7848.  
**Phone N°:** 021 794 3693  
**Website:** www.web.com



## CONSULATE GENERAL OF THE REPUBLIC OF INDONESIA

**Address:** P O Box 10129, Caledon Square, 7905.  
**Phone N°:** 021 761 7016  
**Website:** www.web.com

## HONORARY CONSULATE OF THE REPUBLIC OF CYPRUS

**Address:** PO Box 55249, Sunset Beach, 7435.  
**Phone N°:** 021 552 8204  
**Website:** www.web.com



## CONSULATE OF THE REPUBLIC OF ITALY

**Address:** PO Box 15865, Vlaeberg, 8018.  
**Phone N°:** 021 487 3900  
**Website:** www.web.com

## HONORARY CONSULATE OF THE KINGDOM OF DENMARK

**Address:** PO Box 482, Constantia, 7848.  
**Phone N°:** 021 715 7019  
**Website:** www.web.com



## CONSULATE OF JAPAN

**Address:** 2100 Main Tower, Standard Bank Centre, Heerengracht, Cape Town 8001.  
**Phone N°:** 021 425 1694/5  
**Website:** www.web.com

## EMBASSY OF THE REPUBLIC OF FINLAND

**Address:** PO Box 693, Cape Town, 8000.  
**Phone N°:** 021 461 4732  
**Website:** www.web.com



## HONORARY CONSULATE OF THE REPUBLIC OF LITHUANIA

**Address:** PO Box 596, Cape Town, 8000.  
**Phone N°:** 021 421 7045  
**Website:** www.web.com

## CONSULATE GENERAL OF THE RUSSIAN FEDERATION

**Address:** PO Box 261, Cape Town, 8000.  
**Phone N°:** 021 418 3656/7  
**Website:** www.web.com



## CONSULATE GENERAL OF THE REPUBLIC OF MADAGASCAR

**Address:** PO Box 44612, Claremont, 7735.  
**Phone N°:** 021 674 7239  
**Website:** www.web.com

# International Consulates

## HONORARY CONSULATE OF THE UNITED MEXICAN STATES

**Address:** PO Box 50889, V&A Waterfront, Cape Town, 8002.

**Phone N°:** 021 419 3848

**Website:** [www.web.com](http://www.web.com)



## HONORARY CONSULATE OF THE SLOVAK REPUBLIC

**Address:** PO Box 405, Cape Town, 8000.

**Phone N°:** 021 715 8833

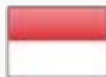
**Website:** [www.web.com](http://www.web.com)

## HONORARY CONSULATE OF THE PRINCIPALITY OF MONACO

**Address:** Unit No. 1 Milton's Way, 11 Bell Crescent Close, Westlake Business

**Phone N°:** 021 702 0991

**Website:** [www.web.com](http://www.web.com)



## HONORARY CONSULATE OF SLOVENIA

**Address:** PO Box 1655, Durbanville, 7550.

**Phone N°:** 021 970 2447

**Website:** [www.web.com](http://www.web.com)

## HONORARY CONSULATE OF THE KINGDOM OF MOROCCO

**Address:** PO Box 356, Gatesville, 7766.

**Phone N°:** 021 853 6745

**Website:** [www.web.com](http://www.web.com)



## CONSULATE GENERAL OF SPAIN

**Address:** 37 Shortmarket Street, Cape Town, 8001.

**Phone N°:** 021 422 2415-18

**Website:** [www.web.com](http://www.web.com)

## CONSULATE OF THE REPUBLIC OF MOZAMBIQUE

**Address:** 10th Floor, Pinnacle Building 8 Burg Street, Cape Town 8001.

**Phone N°:** 021 426 2944/5

**Website:** [www.web.com](http://www.web.com)



## HONORARY CONSULATE OF SWEDEN

**Address:** PO Box 4446, Cape Town 8000.

**Phone N°:** 021 418 1276

**Website:** [www.web.com](http://www.web.com)

## CONSULATE GENERAL OF THE KINGDOM OF THE NETHERLANDS

**Address:** PO Box 346, Cape Town 8000

**Phone N°:** 021 421 5660

**Website:** [www.web.com](http://www.web.com)



## CONSULATE GENERAL OF THE SWISS CONFEDERATION

**Address:** PO Box 563, Cape Town, 8000.

**Phone N°:** 021 418 3665

**Website:** [www.web.com](http://www.web.com)

## HONORARY CONSULATE OF NEW ZEALAND

**Address:** 345 Lansdowne Road Lansdowne 7780.

**Phone N°:** 021 696 8561

**Website:** [www.web.com](http://www.web.com)



## HONORARY CONSULATE OF THE REPUBLIC OF TUNISIA

**Address:** PO Box 10070, Cape Town, 8000.

**Phone N°:** 021 697 0293

**Website:** [www.web.com](http://www.web.com)

## HONORARY ROYAL NORWEGIAN CONSULATE

**Address:** PO Box 4446, Cape Town 8000.

**Phone N°:** 021 418 1276

**Website:** [www.web.com](http://www.web.com)



## HONORARY CONSULATE GENERAL OF THE REPUBLIC OF TURKEY

**Address:** PO Box 315, Muizenberg, 7950.

**Phone N°:** 021 788 7069

**Website:** [www.web.com](http://www.web.com)

## HONORARY CONSULATE OF PARAGUAY

**Address:** P.O. Box 457, Bloubergstrand, 7436.

**Phone N°:** 082 446 6631

**Website:** [www.web.com](http://www.web.com)



## CONSULATE GENERAL OF THE UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

**Address:** PO Box 500, Cape Town, 8000.

**Phone N°:** 021 405 2426

**Website:** [www.web.com](http://www.web.com)

## HONORARY CONSULATE OF THE REPUBLIC OF THE PHILIPPINES

**Address:** PO Box 284, Muizenberg, 7950.

**Phone N°:** 021 788 9295

**Website:** [www.web.com](http://www.web.com)



## CONSULATE GENERAL OF THE UNITED STATES OF AMERICA

**Address:** PostNet, Suite 50, Private Bag 26, Tokai 7966.

**Phone N°:** 021 702 7446

**Website:** [www.web.com](http://www.web.com)

## CONSULATE GENERAL OF THE PORTUGUESE REPUBLIC

**Address:** PO Box 3433, Cape Town, 8000.

**Phone N°:** 021 418 0080/1

**Website:** [www.web.com](http://www.web.com)



## CONSULATE GENERAL OF THE ORIENTAL REPUBLIC OF URUGUAY

**Address:** PO Box 4774, Cape Town, 8000.

**Phone N°:** 021 425 1847

**Website:** [www.web.com](http://www.web.com)

## CONSULATE GENERAL OF ROMANIA

**Address:** Helderberg House, 24 Highwick Drive, Cnr Herchel Road, Kenilworth 7708.

**Phone N°:** 021 761 1781

**Website:** [www.web.com](http://www.web.com)



## HONORARY CONSULATE OF THE REPUBLIC OF VANUATU

**Address:** P O Box 114, Green Point, 8051.

**Phone N°:** 021 434 6517

**Website:** [www.web.com](http://www.web.com)

# International Consulates

## CONSULATE GENERAL OF CANADA.

**Address:** 19th floor, South African Reserve Bank Building, 60 St. George's Mall.

**Website:** [www.international.gc.casouthafrica](http://www.international.gc.casouthafrica)



## HONORARY CONSULATE OF FINLAND IN CAPE TOWN, SOUTH AFRICA

**Address:** B5 Westlake Square, 1 Westlake Drive, Tokai 7945.

**Website:** [www.finland.org.za](http://www.finland.org.za)

## CONSULATE GENERAL OF CHILE IN CIUDAD DEL CABO

**Address:** 1st.floor-block a, Westquay bldg. Westquay Road Waterfron Cape Town 8001.

**Website:** [www.embchile.co.za](http://www.embchile.co.za)



## CONSULATE OF FRANCE IN CAPE TOWN, SOUTH AFRICA.

**Address:** P.O. Box 1702, Cape Town 8000.

**Website:** [www.consulfrance-lecap.org](http://www.consulfrance-lecap.org)

## CHINESE CONSULATE GENERAL IN CAPE TOWN, SOUTH AFRICA

**Address:** 25 Rhodes Ave. Newlands, Cape Town.

**Website:** [www.chinese-embassy.org.za](http://www.chinese-embassy.org.za)



## HIGH COMMISSION OF INDIA IN CAPE TOWN, SOUTH AFRICA.

**Address:** The Terraces, 9th Floor, 34 Bree Street, Cape Town 8001.

**Website:** [www.indiansouthafrica.com](http://www.indiansouthafrica.com)

## HONORARY CONSULATE OF THE REPUBLIC OF CYPRUS IN CAPE TOWN, SOUTH AFRICA

**Address:** P.O.Box 55249, Sunset Beach, Cape Town 7435.

**Website:** [www.embassiesabroad.com](http://www.embassiesabroad.com)



## CONSULATE OF GREECE IN CAPE TOWN

**Address:** P.O.Box 322, Cape Town 8000, South Africa.

**Website:** [www.grconsulatecpt.co.za](http://www.grconsulatecpt.co.za)

## CONSULATE GENERAL OF THE CZECH REPUBLIC IN CAPE TOWN, SOUTH AFRICA.

**Address:** 2, Fleetwood Avenue, Claremont 7708, Cape Town, South Africa.

**Website:** [www.dfa.gov.za/foreign](http://www.dfa.gov.za/foreign)



## CONSULATE GENERAL OF INDONESIA IN CAPE TOWN, SOUTH AFRICA

**Address:** P.O.BOX 10129, Caledon Square 7905.

**Website:** [www.indonesia-capetown.org.za](http://www.indonesia-capetown.org.za)

## EMBASSY BRANCH OFFICE OF FINLAND IN CAPE TOWN

**Address:** P.O.Box 693, 8000.

**Website:** [www.finland.org.za](http://www.finland.org.za)



## HONORARY CONSULATE OF SYCHELLES IN CAPE TOWN, SOUTH AFRICA

**Address:** Cape Town Unit 2, Azalea House, Tokai, Business Park, Tokai, 7945.

**Website:** [www.seychellestravel.com](http://www.seychellestravel.com)

## MALAWI HIGH COMMISSION

**Address:** 4 Serpentine Road, Oranjezicht.

**Website:** <mailto:highcommalai@telkomsa.net>



## CONSULAR OFFICE OF ITALY IN CAPE TOWN

**Address:** 2 Greys Pass, Gardens, Cape Town.

**Website:** [www.conscapetown.esteri.it](http://www.conscapetown.esteri.it)

## HONORARY CONSULATE OF MALTA IN CAPE TOWN, SOUTH AFRICA

**Address:** 64 Dorchester Drive, Parklands 7441.

**Website:** [www.gov.mt](http://www.gov.mt)



## CONSULATE OF SPAIN IN CAPE TOWN, SOUTH AFRICA

**Address:** 37 Shortmarket Street Cape Town 8001.

**Website:** <mailto:embespza@mail.mae.es>

## THE NETHERLANDS CONSULATE GENERAL IN CAPE TOWN, SOUTH AFRICA

**Address:** P O Box 346, Cape Town, 8001.

**Website:** [www.dutchconsulate.co.za](http://www.dutchconsulate.co.za)



## HONORARY CONSULATE OF SWEDEN, KAPSTADEN

**Address:** 2805 ABSA Building, 2 Riebeeck Street, Kapstadten.

**Website:** [www.swedenabroad.se](http://www.swedenabroad.se)

## CONSULATE OF MOZAMBIQUE

**Address:** 45 Castle Street, 7th Floor.

**Website:** [www.embamoc.co.za](http://www.embamoc.co.za)



## CONSULATE GENERAL OF SWITZERLAND IN CAPE TOWN, SOUTH AFRICA

**Address:** P.O. Box 563, Cape Town 8000.

**Website:** [www.eda.admin.ch/capetown](http://www.eda.admin.ch/capetown)

## NEW ZEALAND CONSULATE IN CAPE TOWN, SOUTH AFRICA

**Address:** Institute of Healing Memories, 2 Lente Road, Sybrand Park, Capetown 7708.

**Website:** [www.nzembassy.com/home.cfm?c=30](http://www.nzembassy.com/home.cfm?c=30)



## CONSULATE OF TUNISIA IN SOUTH AFRICA

**Address:** 40 Fifth Avenue, Rondebosch East.

## CONSULATE OF PHILIPPINES IN CAPE TOWN, SOUTH AFRICA

**Address:** P O Box 5, Muizenberg, 7945.

**Website:** [mzone.mweb.co.za](http://mzone.mweb.co.za)



## TAIPEI LIAISON OFFICE IN CAPE TOWN, REPUBLIC OF SOUTH AFRICA

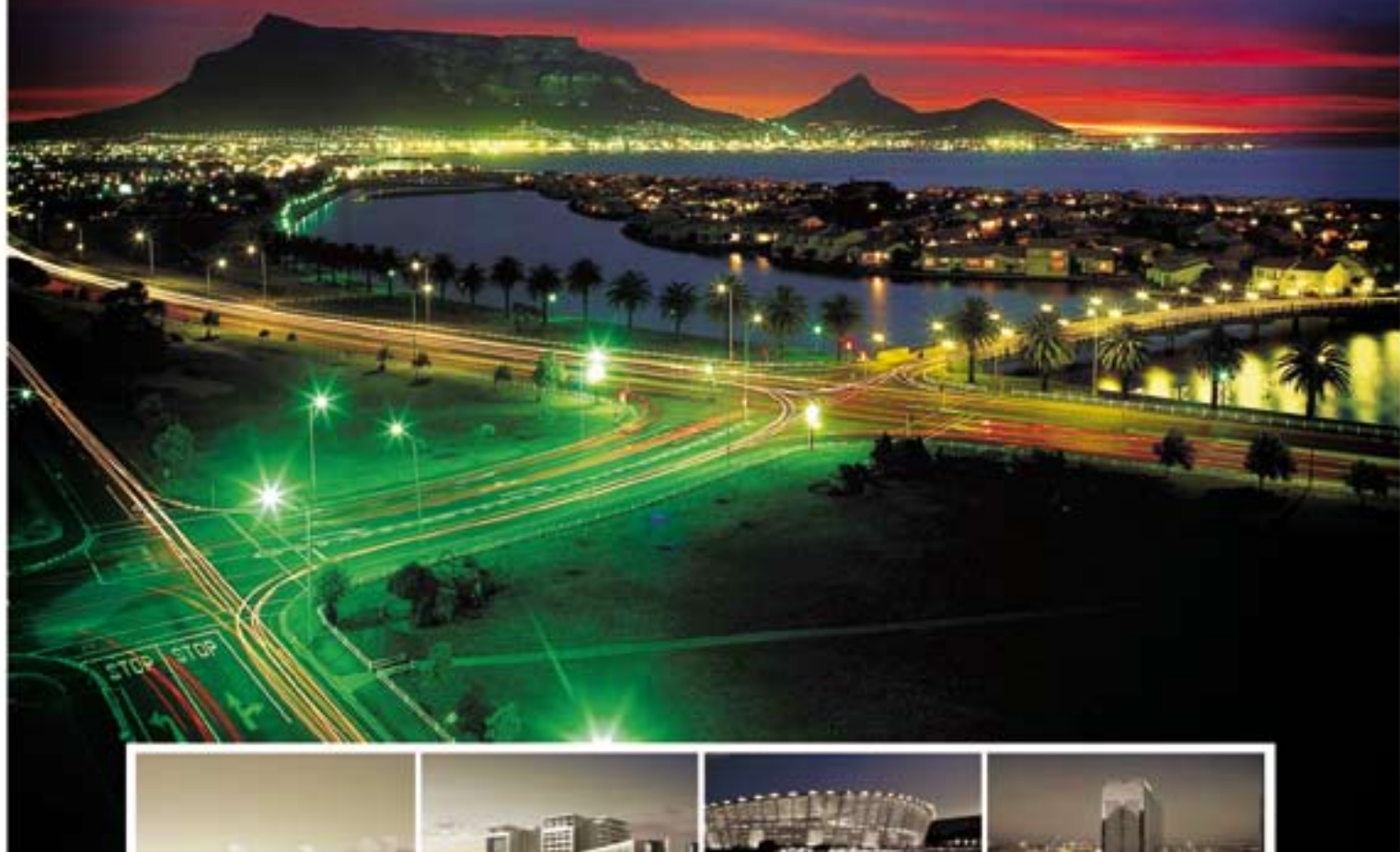
**Address:** Suite 1004, Main Tower, Standard Bank Centre, Hertzog Boulevard, Foreshore, Cape Town 8001.

## ROYAL NORWEGIAN EMBASSY IN CAPE TOWN, SOUTH AFRICA

**Address:** P.O. Box 5620, Cape Town, 8000. / **Website:** [www.norway.org.za](http://www.norway.org.za)



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# Calendar of EVENTS

JUNE / JULY / AUGUST 2010

## JUNE

**11-10<sup>th</sup>** (July)  
 GLOBAL ICONS EXPO-TAINMENT  
 > CTICC

**11<sup>th</sup>**  
 CONNECT'D CAPE TOWN BUSINESS NETWORKING BREAKFAST (FRANCE V URUGUAY)  
 > CTICC

**18<sup>th</sup>**  
 CONNECT'D CAPE TOWN BUSINESS NETWORKING BREAKFAST (ENGLAND V ALGERIA)  
 > CTICC

**24<sup>th</sup>**  
 CONNECT'D CAPE TOWN BUSINESS NETWORKING BREAKFAST (NETHERLANDS V CAMEROON)  
 > CTICC

**26-28<sup>th</sup>**  
 FORTUNE/TIME/CNN GLOBAL FORUM "THE NEW GLOBAL OPPORTUNITY"  
 > CTICC

## JULY



**3<sup>th</sup>**  
 WORLD CUP 2010 QUARTER FINAL TEAMS TBC  
 > Green Point Stadium



**6<sup>th</sup>**  
 WORLD CUP 2010 SEMI FINAL TEAMS TBC  
 > Green Point Stadium

**17<sup>th</sup>**  
 APMC TRADE DAY 2010  
 > CTICC

**22<sup>th</sup>**  
 BUSINESS TO BUSINESS EXPO 2010 ENDORSED BY THE CAPE CHAMBER OF COMMERCE  
 > CTICC



## AUGUST

**21-23<sup>th</sup>**  
 FRANCHISE & BUSINESS OPPORTUNITIES EXPO 2010  
 > CTICC

**21-26<sup>th</sup>**  
 15TH IUFOSI WORLD CONGRESS OF FOOD SCIENCE AND TECHNOLOGY  
 > CTICC

**24-26<sup>th</sup>**  
 MEDIFEST SOUTH AFRICA  
 > CTICC



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