



**ESTABLISH AND GROW
YOUR BUSINESS HERE**



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



INVEST CAPE TOWN

WHY INVEST IN CAPE TOWN?

Cape Town is well known for its breath-taking natural beauty and for being a popular tourist destination. But there's more to Cape Town than meets the eye. It is also a major economy with leading technology, finance, real estate, and creative industries. There are a multitude of reasons to invest in Cape Town - here are our top 10.



IMAGE: CAPE TOWN TOURISM

1 CAPE TOWN'S ECONOMY AND INFRASTRUCTURE

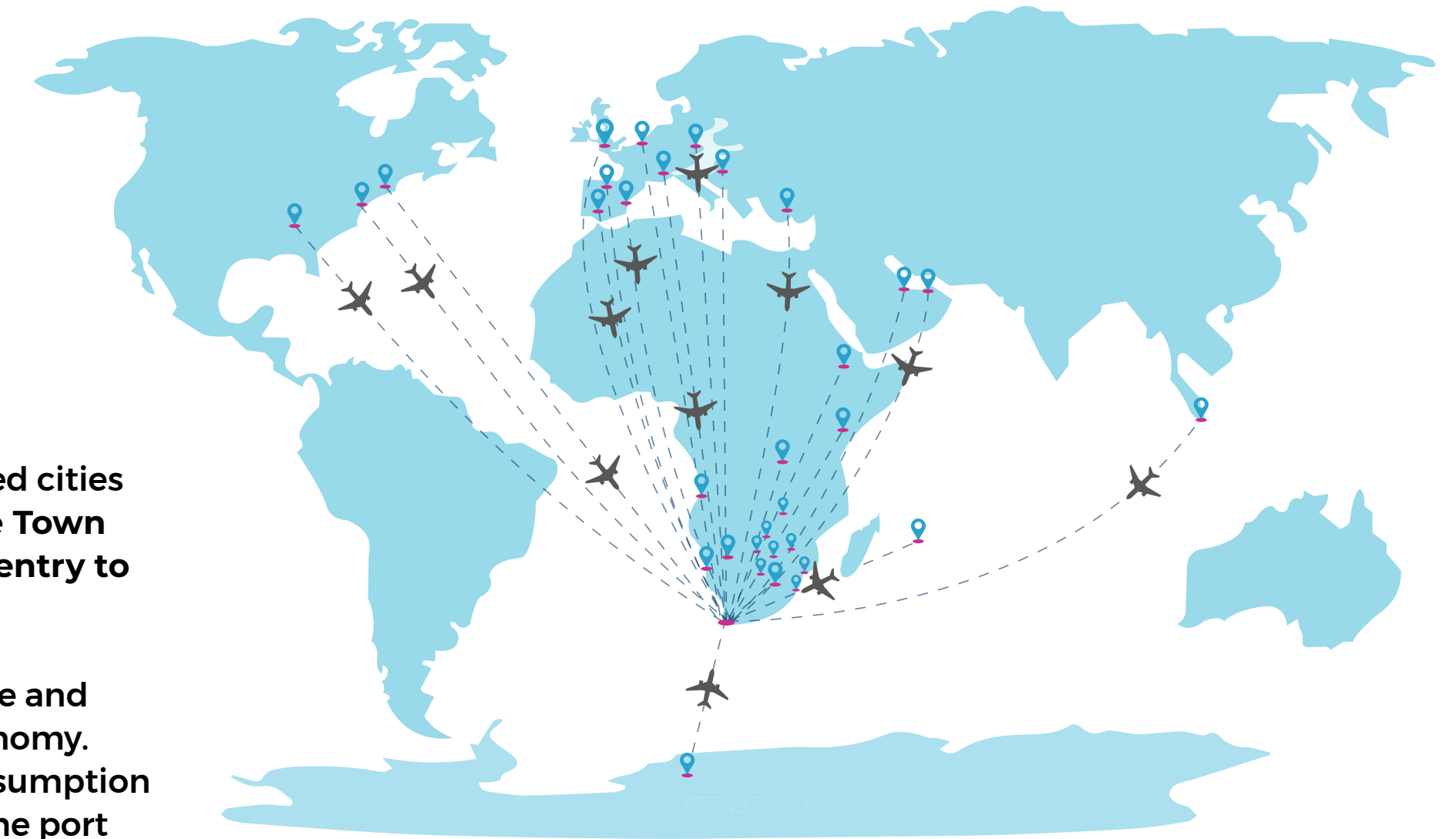
Cape Town's inclusive and sustainable urban environment, and world-class infrastructure, host the perfect ecosystem for global brands and local start-ups. With a GDP per capita higher than the national average, this vibrant business centre makes a significant contribution to South Africa's economy and employment. Rapidly gaining recognition in the Digtch, e-commerce and renewable energy sectors, Cape Town has positioned itself as a nexus for both innovation and industry.

2 ACCESSIBILITY AND MARKET ACCESS

Cape Town is one of the most well-connected cities on the continent. The award-winning Cape Town International Airport connects its port of entry to over 21 countries.

Cape Town's port serves as a vital trade route and plays a significant role in South Africa's economy. Largely facilitating imports for regional consumption and exports of local agricultural products, the port handles the largest amount of deciduous fruit and fish exports in the country.

The city offers access to African markets, strengthened by trade agreements and strong trade links, making it a gateway to the continent's expanding market.





3 INFRASTRUCTURE AND DEVELOPMENT

Cape Town's comprehensive infrastructure contributes to its reputation as one of the most progressive cities in Africa. Demonstrating a commitment to both local and foreign entrepreneurial expansion, the government has invested approximately ZAR 120 billion in infrastructure and transport solutions. Cape Town also leads the way in technology and connectivity, positioning itself as Africa's Ditech hub.

**R120bn
invested in
infrastructure
& transport**

4 EASE OF DOING BUSINESS

Through the Ease-of-Doing-Business programme, the City has targeted the following key aspects in creating an enabling environment for business: **developing partnerships, providing suitable land, delivering efficient services, promoting Cape Town as a preferred business destination, leveraging technology, and establishing effective regulations.**

5 CAPE TOWN'S GREEN ECONOMY

Cape Town has a thriving green economy, encompassing sectors from renewable energy to sustainable agriculture. The Western Cape in particular offers attractive investment prospects in the green sector, thanks to its renewable energy and cleantech hub, presence of professional firms and financiers, research and development capabilities, and green skills programmes. Not to mention, the Atlantis Greentech SEZ which is expected to attract ZAR 3.7 billion in investments over the next two decades.





6 GOOD GOVERNANCE

The City of Cape Town prioritises good governance. From its sound fiscal position and prudent financial management, the City's credit rating reflects strong credit quality and low risk of borrowers repaying debt. These ratings were influenced by the City's good budgetary performance, strong liquidity position, and moderate debt levels. Furthermore, **Cape Town has consistently achieved unqualified audit reports, demonstrating its clean financial record and commitment to transparency and accountability.**

7 DIGITAL CONNECTIVITY

Cape Town is at the forefront of digital technology. **Ranked second in Africa for fast internet speeds and Wi-Fi accessibility citywide**, the City has invested significantly in digital infrastructure, including a widespread network of fibre-optic cables and **over 400 free Wi-Fi zones**. With a Digitech strategy, Cape Town focuses on enhancing digital infrastructure, business initiatives, and government services.





10 ACCESS TO TALENT AND SKILLS

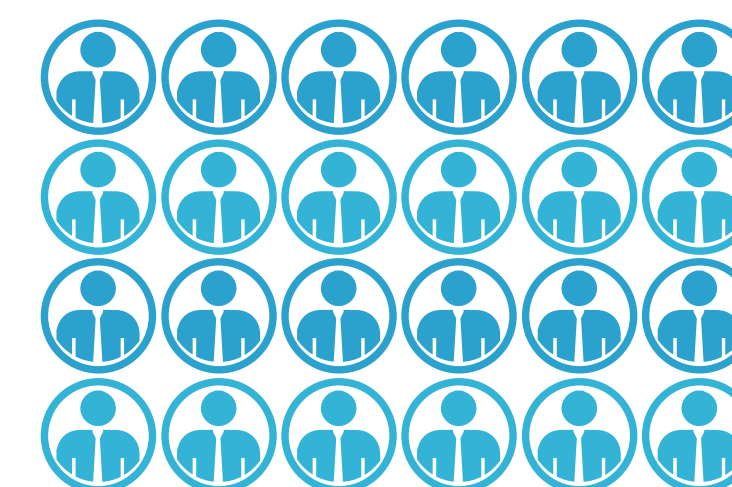
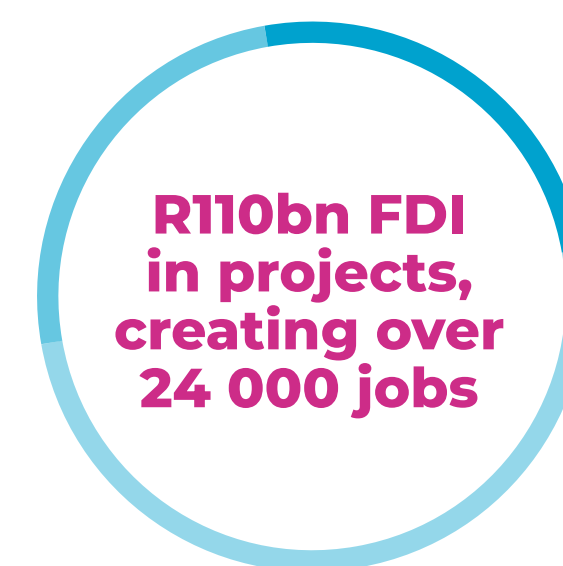
Cape Town boasts four prominent tertiary institutions, including the University of Cape Town, which holds the highest QS World Ranking among African universities. The University of Stellenbosch Business School, University of Western Cape, and Cape Peninsula University of Technology are also key educational institutions in the city, producing thousands of graduates in science, engineering, and technology every year.

8 START-UP CAPITAL OF AFRICA

Cape Town offers a supportive start-up ecosystem. From excellent internet connectivity to co-working spaces and accelerators, Cape Town has established itself as a prominent tech and e-commerce hub. With its attractive lifestyle, diverse communities, access to start-up capital, renowned educational institutions, top talent, and a culture of innovation, Cape Town is recognised across the continent as the Digttech destination of choice.

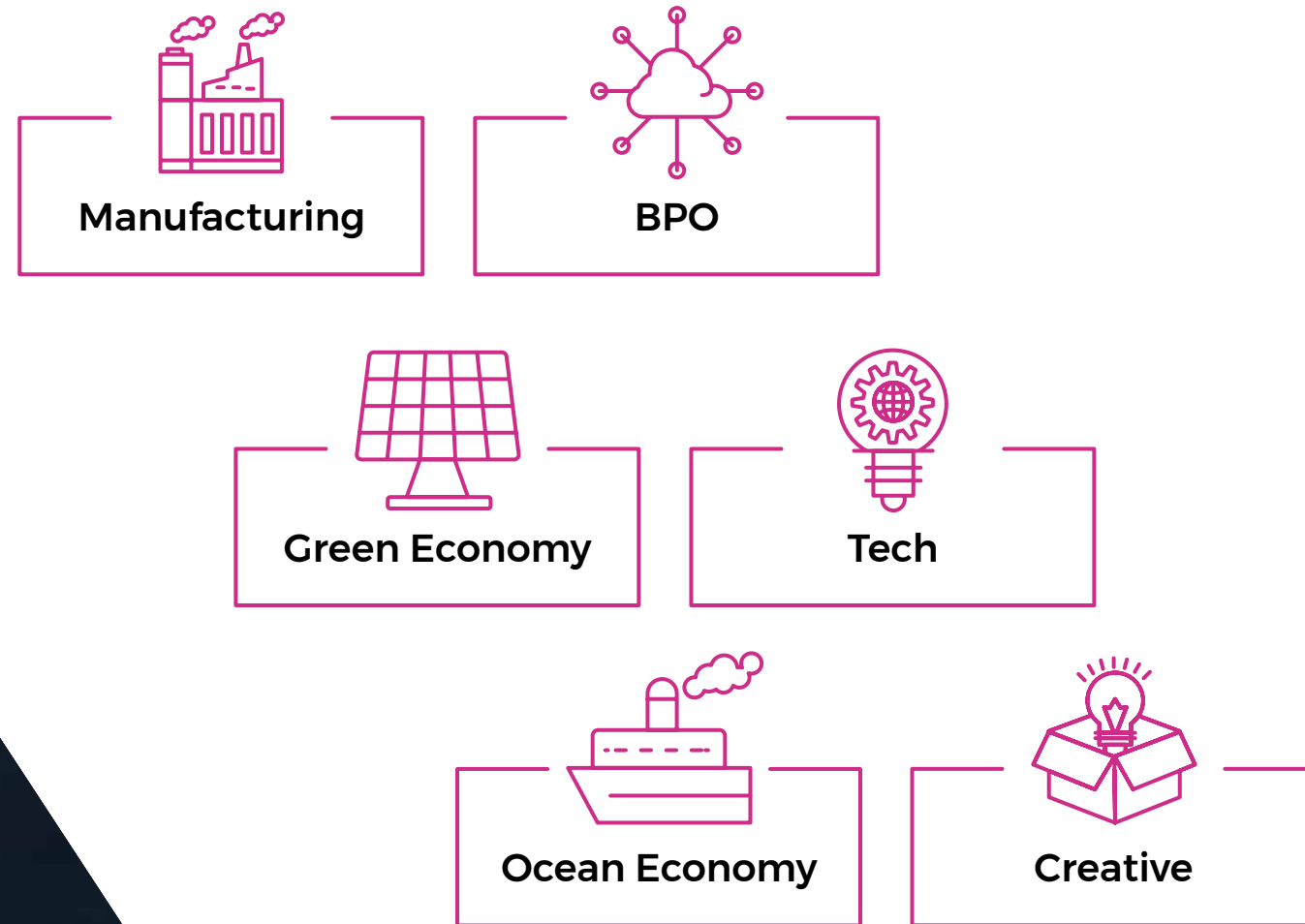
9 FOREIGN COST EFFECTIVENESS

Cape Town has received significant foreign direct investment (FDI) projects, totalling around R110 billion between 2003 and 2018; creating over 24,000 jobs. With lower costs of living, transportation, and entertainment compared to many international cities, Cape Town is a cost-effective investment destination. The city's natural environment, infrastructure, intellectual capital, and innovation make it appealing to ex-pats, remote workers, and digital nomads.



KEY INVESTMENT OPPORTUNITIES IN CAPE TOWN

As one of Africa's leading investment destinations, Cape Town presents enticing prospects for investors in diverse sectors that are at the forefront of the city's development and innovation. These sectors include:



"Our goal is to make Cape Town the easiest place to do business in Africa. We are committed to achieving this by streamlining regulatory processes, thus making it easy for businesses to start and grow. We hope that this guide leaves you inspired to open the doors of investment opportunities in this city."

– Alderman James Vos, Mayoral Committee Member for Economic Growth at the City of Cape Town.

SUCCESS STORIES

Cape Town has witnessed remarkable success in both local and international business. From local brands like TFG Limited, Cape Union Mart and Veldskoek Shoes that are revitalising the city's clothing manufacturing industry, to international award-winning brands like PURA which have taken the US by storm, Cape Town has a rich portfolio of success stories.

TOP INTERNATIONAL COMPANIES HAVE INVESTED HERE

Johnson & Johnson

Microsoft

KPMG

amazon

amazon
web services

DHL
EXPRESS

Panasonic

Hisense

THOMSON REUTERS

BLUEWATER

gsk

IBM

WIND
PROSPECT

JUWI

HARVARD
UNIVERSITY

SPACES.

ORACLE

Kimberly-Clark

AIRBUS

CAPE TOWN LIFESTYLE

Fondly known as The Mother City, Cape Town offers a unique lifestyle experience, allowing you to swim with penguins, hike mountains, indulge in award-winning wines, and enjoy top-notch infrastructure all in the same day. With a vibrant creative and cultural scene, Cape Town welcomes all investors with open arms.



CONNECT WITH US:

 info@investcapetown.com

 www.investcapetown.com

 [@InvestCapeTown](https://twitter.com/InvestCapeTown)

 [Invest Cape Town](https://www.linkedin.com/company/invest-cape-town)



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



INVEST CAPE TOWN