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A View from the City

MMc for Economic Development & Planning

Cllr Subesh Pillay

Cllr Subesh Pillay explained in context what the mandate of TEDA is from the city’s point of view and how the city plans to support TEDA to help it achieve its expected objectives in contributing towards the growth of the economy of Tshwane.

Cllr Pillay explained the thinking behind the establishment of TEDA as a conscious decision that economic development is an imperative in unlocking the overall growth of Tshwane.

He further explained that the city’s approach towards TEDA was to have it take the shape of a one stop shop agency that will accommodate and facilitate all economic development initiatives in the city regardless of the specific economic sector, unlike in cities where each economic sector has a sector specific developmental agency. The one-stop-shop approach adopted by the city encompasses all facets of economic development from opportunity sourcing, facilitation, partnerships and implementation across the entire value chain of economic development.

The relationship between TEDA and the City is informed by a service level/delivery agreement between the two institutions.

The critical success factors for TEDA remains the eradication of poverty, wealth creation and to position the City of Tshwane as destination of choice for investors.

Apart from the City being the financier for TEDA, it will also make use of its inherent governance and institutional role in ensuring TEDA functions accordingly and achieves its set mandate and objectives.

The city’s vision is to see a TEDA which will present/facilitate opportunities for investors to come and invest in Tshwane, thus unlocking opportunities for increased economic growth, which will benefit the number one stakeholder for the city: the people of Tshwane.

Cllr. Pillay also highlighted that for the greater part of the early stages of TEDA’s existence, most of its projects will be projects handed over from the City of Tshwane for TEDA to facilitate implementation on behalf of the city.

TEDA remains an important vehicle for advocating economic growth in the City Tshwane and the City desires a TEDA that will function devoid of any municipal bureaucracy, which often hinders on economic development.

“The critical success factors for TEDA remains the eradication of poverty, wealth creation and to position the City of Tshwane as destination of choice for investors”
A View from the Board Chairperson

Tshwane Economic Development Agency was established as a municipal entity of City of Tshwane Metropolitan Municipality on 2 November 2006. The primary objective of TEDA as mandated by the Council is to facilitate economic development, growth and job creation in Tshwane.

Directors of the TEDA Board were appointed in April 2012 and held their first official meeting on 1 August 2012 where they extensively discussed the Auditor General’s report. The AG’s report prompted the board to explore various options that ensured TEDA was operationalized in 2012/13 financial year. The board also ensured that TEDA compiled the company’s 2011/12 financial statements which were then submitted to the Auditor General.

The overall TEDA strategy is in line with the City’s 2055 strategy and the National Development Plan (NDP). TEDA through its mandate and the Service Delivery Agreement (SDA) with the City, will play a crucial role in ensuring that the City achieves its objective of the “Remaking of SA’s Capital City and a creation of a new identity”, eradicating poverty, reducing inequality, raise the levels of employment and through productivity grow the earnings of the working people, as prescribed in the National Development Plan.

The foundation has been laid for TEDA to prosper and become Africa’s leading economic development agency. The 2014/15 financial year will be where TEDA heightens its game plan in the economic landscape of Tshwane. All systems have been put in place to ensure that we achieve our mandate and ensure that we attract quality investment into the city and take forward our mission of improving the quality of lives of our most important stakeholder: The citizens of Tshwane.

Luvuyo Vutula
Board Chairperson

“...All systems have been put in place to ensure that we achieve our mandate and ensure that we attract quality investment into the city”

Members of the Board

Luvuyo Vutula
ADV. Fungai Sibanda
ADV. Letsepe Thubakgale
Jim Matsho
Mike Yates
Shirley Buhula Ernias
Nadira Singh
Nontobeko Ntsinde
Harry Gouvelis
Collen R. Mpyane
Lizelle D. Haskins
Message from the CEO of TEDA

We are very delighted that we were able to develop this platform, Teda Business Review as a means to engage our stakeholders. As a fairly new entity, TEDA has ambitious plans and therefore depends on the support of various stakeholders to realise our business objectives. We do hope that you, our stakeholder will play your part in the contributing of ideas and help us make Tshwane to be an investment destination of choice. The idea of forming Tshwane Economic Development Agency (TEDA) was conceived in 2006 and only came into fruition in 2013.

The newly established Tshwane Economic Development Agency (TEDA) is an entity of the City of Tshwane, with its core objective being to facilitate economic development in Tshwane. TEDA seeks to improve the economic well-being and quality of life in this vibrant city and its regions, creating opportunities for economic development and sustainable jobs, supporting programmes and projects intended to create income, and growing the tax base of those who are able to participate in economic activities in the Tshwane.

From 1 July 2012 to 30 June 2013, TEDA has worked on operationalizing itself as a municipal entity by focusing on staffing, office space, compliance and approved business plans for the 2012/13 and 2013/14 financial years. To this end TEDA has developed a Project Management Framework and a Project Scoring Model which will be used to evaluate the viability and feasibility of projects in order to ensure that adopted projects meet the strategic objective of Economic Growth and Development for the Tshwane region as envisaged in the VISION 2055.

TEDA has collaborated with the City in the implementation of development projects through a Council-approved service delivery agreement. TEDA was instrumental in expediting and providing funding for several City of Tshwane partnership projects such as the Tshwane Tooling Academy (partnership with National Tooling Initiative Programme), and the Tshwane Automotive City Project Management Office (partnership with the Automotive Industry Development Centre).

The service delivery agreement is in place, the five year strategy and business plans have also been developed. TEDA is beginning to find its space in the economic sphere and other investment programmes through the relationship it has created with the DTI and other agencies of the state and the private sector.

Positioning Tshwane as a business and investment destination of choice will continue to be enhanced through TEDA. This has been seen by the TEDA brand being present in the following renowned platforms, such the China International Fair for Investment and Trade: (CIFIT), The 5th Africa Public Private Partnership Conference and the Pan African Parliament (PAP) celebration of ten years.

TEDA as a Special Purpose Vehicle for the City of Tshwane is destined to become an enabler for economic development and will contribute towards increasing our capacity of timely tapping into all economic opportunities in the market place without constraints of bureaucracy. To this end, TEDA has set out to facilitate investments to the tune of approximately R1billion during the 2013/14 and 14/15 financial years. In addition, approximately 300 SMME’s will be supported through various interventions including procurement opportunities, information sharing, export development and promotion programmes. The successful implementation of strategy will see TEDA growing Tshwane’s export by approximately 5%. TEDA is also furthering relations with significant investors in the automotive industry such as Porche, whose investment in building a plant in SA will see many spin-offs related to job creation. Furthermore, the agency will facilitate the creation of approximately 500 job opportunities in the 2014/15 financial year.

TEDA has also been mandated to organise the 5th Tshwane International Trade and Infrastructure Investment Conference (TITIIc 2014). This is taking place on 22 -24 October 2014 at the CSIR International Convention Centre. The previous TITIIc held in 2012 brought over 110 exhibitors and generated trade to the value of over R18 million. The target for TITIIc2014 is to attract investments in excess of R 500 million. A new innovation for this conference is to ensure that our supply chain processes are aligned to take advantage of investments to be made. A process to invite interested parties to submit projects for consideration will start as early as May 2014 months before the conference begin.

We do hope that potential investors will take this opportunity and invest in this fastest growing region in Gauteng province and SADC. You would obviously not want to miss this opportunity. Invest in Tshwane, and watch your investment grow.

Solly Mogaladi
CEO of TEDA

“TEDA has ambitious plans and therefore depends on the support of various stakeholders to realise our business objectives.”

“TEDA seeks to improve the economic well-being and quality of life in this vibrant city and its regions.”

Gautrain Station Centurion
The State of the City Address

Summary

green economy and tourism.

Youths
Cllr Ramokgopa informed those in attendance that 65% of the Tshwane population is made up of youths with a capped age of 35. He outlined that significant progress has been made on reducing the unemployment rate and Tshwane’s youth unemployment remains among the lowest in South Africa by a margin of 17% less than the national average.

A RE YENG
He told all in attendance that the A Re Yeng transport system as a catalytic project is being rolled out with the expectation of delivering an ease of movement for commuters coming into the CBD.

The mayor highlighted that Tshwane’s economy for the 1997 to 2012 period remained the fastest-growing economy.

Tshwane continues to contribute an estimated 27% of the Gauteng GDP and an approximate 9.4% of the national economy. He indicated that that the city’s economy is highly service-based, with community services and government, financial services and manufacturing ensembles being the dominant sectors.

He pointed out that Tshwane’s economy is geared and built on significant opportunities in the knowledge, research, innovation and intensive service industries such as biotechnology, defence expertise and the ICT enterprise, as well as agro-processing, the

PROJECTS
He highlighted a few projects that the City would embark on:

The African Gateway Project
The project is strategically-located on 80 hectares of land in close proximity to airports, local rail stations, bus stations and the Centurion Gautrain Station, and will ultimately be integrated with the planned Government and Tshwane International Convention Centre (TICC) precincts. The Mayor informed his audience that the City has completed an integrated infrastructure master plan for Centurion. It is envisaged that the application of Symbio City for City-owned land parcels.

Equally, drilling and geological testing has been undertaken to establish the extent of developable land as part of the broader Centurion Master Plan.

Tshwane House
Tshwane house is a symbolic initiative for it embodies the City’s two guiding ambitions, which are –
(1) to build an African capital city of excellence; and
(2) to ignite excellence in all that it does on behalf of the people of the city.

East Capital
The East Capital Project covers the Cullinan, Bronkhorstspruit and Rayton areas. The Mayor indicated that the aim of the project is to ensure spatial justice by promoting economic development and attracting investment in the eastern parts of the city.

Dinokeng Festival
Cllr Ramokgopa shared that in line with the country’s 20 years of democracy celebrations, the City of Tshwane will host a spectacular three-day Dinokeng Festival event that could grow to become like the Glastonbury Music Festival in England. The festival is earmarked for September 2014. The Dinokeng Festival is expected to become an annual event aimed at generating significant revenue and contributing to job creation.

He crystallised the commitment of the City in saying, “we remain obstinate in our resolve to create a caring city aimed at improving the quality of life of our entire citizenry and freeing the potential of each person as the supreme law of our land – the Constitution insistently enjoined upon us”.

Executive Mayor of Tshwane, His Worship Cllr Kgosientso Ramokgopa, walking to the City Hall

The tide has turned and our journey has become irreversible, these were the words the Executive Mayor of Tshwane, Cllr Kgosientso Ramokgopa, used to describe the course the City has taken at the recent State of the Capital Address which he delivered on 3 April 2014.

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The Executive Mayor used this address to reflect on Tshwane as the capital city of a democratic South Africa to a packed City Hall. He reflected on the challenge of the economy that was inherited in
TEDA Celebrates 10 Years of PAP

With South Africa celebrating 20 years of democracy and freedom, another milestone was witnessed this year when the Pan-African Parliament celebrated its 10-year anniversary on 18 March in Midrand.

The Pan-African Parliament is the legislative body of the African Union. The Parliament held its first inaugural session on 18 March 2004. At present, it exercises oversight, and has advisory and consultative powers which have lasted for the first five years of its existence, after which time it is envisaged to exercise full legislative powers.

The first president of the Parliament was Hon. Amb. Gertrude I Mongella from Tanzania. The current seated president is Hon. Bethel Nnaemeka Amadi, MP from Nigeria. The establishment of the Pan-African Parliament was an important step forward in ensuring that a common platform is created for all the people of Africa and their grassroots organisations to get more involved in discussions and decision-making on the problems and challenges which beset Africa.

The Executive Mayor of Tshwane, Cllr Kgosientso Ramokgopa, delivered a moving tribute in the context of the Tshwane Vision 2055 of turning Tshwane into Africa’s leading capital city, which is propelled by a connectedness in which improvement and development of Africans is a non-negotiable imperative. It is of critical importance that the City of Tshwane take advantage of the economic investment opportunities through partnerships facilitated in a regional and national context in order to service the ideals of the common aspirations of African renaissance. The Executive Mayor concluded by reminding dignitaries that PAP is today a deservedly well-recognised and celebrated institution in a global context.

The Mayor’s address at PAP is significant when juxtaposed in the historical context of the African struggle, namely Kwame Nkrumah, WEB Du Bois, Marcus Garvey, George Padmore, Julius Nyerere, the likes of Henry Sylvester Williams and Leipoldt S Seymour who contributed immensely to afford PAP its existence in this era.

Africans remain masters of their own destiny by engaging in self-criticism, no different to what the Russians defined as glasnost. The unequivocal aim remained social, political and economic progress.

African Union, and the African Commission inculcate the highest moment in the ideas of Pan-Africanism and African renewal. He captured the historical context of an African renaissance immanent in its first leaders who gallantly fought against slavery, racism, colonialism, and neo-colonialism when he honoured the fallen heroes of the African struggle.

The Mayor went on to highlight the fact that it is in that context that Africans remain masters of their own destiny by engaging in self-criticism, no different to what the Russians defined as glasnost. The unequivocal aim remained social, political and economic progress.

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The TEDA Projects Unit headed by Mr Donovan Pietersen, derives its core focus and function from the exacted mandate that led to the birth of the entity. Mr Pietersen explained that TEDA was instrumental in expediting and developing business cases and project proposals with the explicit intent of converting these into investment packages for submission and presentation to potential investors.

The TEDA Projects Unit has developed a project management model called the Project Value Chain. The TEDA Project Value Chain is front-ended by a business development function. The business development function comprises the identification, development and packaging of the concept before it can be approved as a project. The unit has developed a project management model called the Project Value Chain. The TEDA Project Value Chain is front-ended by a business development function. The business development function comprises the identification, development and packaging of the concept before it can be approved as a project.

In contributing to the TEDA mandate, the unit will through its human capital management systems ensure that the agency responds to its primary objective: ‘to cultivate an environment within which the City of Tshwane can grow its human capital and economy’. The TEDA human capital strategies will contribute towards the following strategic City of Tshwane objectives:

- Economic growth, development and job creation
- Organisational development and transformation
- Ensure that skilled, technical, professional and managerial posts are better suited to reflect the country’s race, gender and disability makeup
- Contribute towards the development of scarce, critical skills and youth unemployment.

In addition to transforming the public transport system in the City of Tshwane, the development of Tshwane BRT system was instrumental in expediting and developing business cases and project proposals with the explicit intent of converting these into investment packages for submission and presentation to potential investors.

A RE YENG (let’s go) is the name for the City of Tshwane integrated bus rapid transportation system (BRT). The BRT system was developed with the intention of transforming the public transport system in the City of Tshwane. This transport system will connect all major areas of Tshwane to the CBD. The route will run from Kopanong to Mamelodi.

A RE YENG will provide a high quality bus transit system that will deliver a fast, comfortable and affordable mode of transport. In addition to transforming the transport system in Tshwane, the development of Tshwane BRT system is also expected to achieve the following:

- Redress historical public transport planning gaps;
- Reduce traffic congestion currently causing delays, increased travel costs, fuel consumption, accidents and deterring investment;
- Reduce over-reliance on private transport;
- Increase inner-city revenue through the provision of integrated public transportation;
- Reduce carbon foot-print of inner-city transport and fuel consumption;
- Make inner-city pedestrian and cycling friendly as well as catering for people who are physically challenged.

Up on completion of phase 1, the system will cover the route from CBD to Hatfield, this route is expected to start operating in 2014. The long term vision is to have 85% of the users of the system to be within 500m from A RE YENG trunk or feeder corridor.
Hammanskraal Tooling Project

The City of Tshwane again demonstrated its willingness to fight youth unemployment by enlisting 76 learners in the Hammanskraal Tooling Project. The project is part of the National Tooling Initiative (NTI) Plan in partnership with The City of Tshwane.

The NTI has been developed as a national, multi-stakeholder initiative and structured as a Public Private Partnership (PPP). The Hammanskraal Tooling Project falls within the ambit of the Skills or Talent Development sphere. The NTI has registered two entry-level skills qualifications, which respectively comprises a one-year programme and a three-year programme.

The Hammanskraal Tooling project is targeting an initial intake of 80 students for the 2014/2015. It is envisaged that the 2015/2016 will see an intake of 100 students. The City of Tshwane identified the students.

The current number of enrolled students comprise of 76 students. These are respectively divided into the 50 at Tshwane Leadership and Management Academy (TLMA) on the 3 year Apprenticeship Programme and 26 at Faranani Skills Centre on the 1 year Foundation Programme. The NTIP recruited the candidates through two career recruitment drives held at Pretoria in respectively during October 2013 and January 2014.

The project is backed by a financial contribution from The City of Tshwane through one of its entity TSHWANE ECONOMIC DEVELOPMENT AGENCY (TEDA). TEDA invested R1.4 million towards the project for the provision of the equipment used at the school. The machinery and equipment for which TEDA remains responsible for in providing the funding were sourced in line with prescribed requirements from two fully compliant BEE service and product suppliers.

Tshwane rolls out free Wifi

The dream of connecting Tshwane citizens to the knowledge economy has been given a massive boost through the roll out of free Wi-Fi network to various communities and schools in the City of Tshwane.

The first phase of the project is contained in connecting 5 designated areas across Tshwane, which include Church Square, Tshwane University of Technology Soshangue, Tshwane North College, University of Pretoria Hatfield, and Mamelodi Community Centre.

Due to the high adoption rate of this service, the service is currently being rolled out to an additional 213 schools in Mamelodi, Atteridgeville, and Soshangue. These 213 schools will be connected by the end of June this year (2014).

The number one website used for accessing information, which will allowance has been made for filtering of information, which will disable access to sites that contain pornographic material. Internet security is important for Project Isizwe, with the main beneficiaries being students; an allowance has been made for faster internet connectivity are met.

The TuT Soshanguve campus

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The TuT Soshanguve campus
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