



Invest in **Tshwane**

Municipal Entity of the City of Tshwane





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Invest in **Tshwane**

South Africa's Capital City, the City of Tshwane, is situated in the province of Gauteng, the economic centre of South Africa. As the seat of government, Tshwane is the country's administrative hub and houses 134 embassies, 30 international organisations making it second only to Washington DC in terms of the concentration of the diplomatic and foreign missions. It is also home to over 30 Johannesburg Stock Exchange-listed companies as well as various multinational companies.

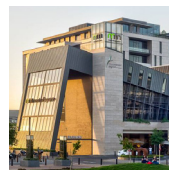
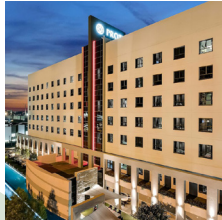
The city is home to four universities and various research institutes and its knowledge and information industry is well-developed. Tshwane has a high literacy rate, a large concentration of financial and business services in the region, support of educational institutions and communication infrastructure, including broadband capacity.

Tshwane Economic Development Agency (TEDA)

Tshwane Economic Development Agency (TEDA) is an entity of the City of Tshwane Metropolitan Municipality and was formed to be a key driver in accelerating economic growth and job creation in Tshwane. We do this by:

- Promoting and facilitation investments into the City of Tshwane;
- Retaining current investors in Tshwane and ensuring they have expansion support;
- Capacity development for emerging exporters to make them export-ready;
- Promoting exports by Tshwane companies to international markets;
- Catalysing infrastructure-led growth and revitalising existing nodal economies; and
- Positioning the City for tourism growth through destination and tourism marketing





Why Tshwane?

- Tshwane is the knowledge centre of South Africa. The City has a high concentration of academic, medical, social science, technology and scientific institutions which produces 90% of medical, science and technology research in the country and 60% of the country's overall research output. The city has a student population of 66,065 and high levels of literacy, giving investors access to a skilled workforce and continuous learning.
- Your investment is safe with us, we are governed by investment protection legislation, The Protection of Investment Act 22 of 2015 which specifically gives foreign investors similar rights and protections available to South Africans.
- We have great investment incentives such as the duty drawback schemes that provide refunds for import duties paid on the materials used in the production of goods that are re-exported.
- There are no restrictions for foreign investors to acquire property in the country.
- There are no restrictions on foreign investors to acquire companies or businesses in South Africa.
- Tshwane has a well-developed infrastructure and road network and is centrally situated on the national road network with direct links to Mozambique, Botswana and Namibia along the east-west N4 route, and with Zimbabwe along the south-north N1 route.

Why Tshwane continued?

- Tshwane boasts a world-class ICT infrastructure utilising both fixed and wireless services. It has the largest deployment of municipal Free Wi-Fi provided by a municipality in Africa.
- The public transport enables ease of economic activity with Gautrain. The 80-kilometre commuter rail system in Gauteng links the City of Tshwane to Johannesburg, Ekurhuleni and O. R. Tambo International Airport.
- The City offers all the services to make family life comfortable. It has various school and further education options from elementary stages through to higher education.
- The City has many entertainment options, including game reserves, adventure experiences, sports and a sprawling nightlife that caters and meets the needs of the different tastes and preferences. There is plenty of top shopping and retails malls, fine dining restaurants, family-oriented entertainment places.
- The Tshwane Economic Development Agency (TEDA) makes the establishment of investment roots in Tshwane as seamless as possible. These services including guidance in navigating government processes, funding and incentives facilitation, and strategic services that help settle and grow investments.





Our sectors and opportunities

Tshwane offers investment prospects that range from opportunities within existing industrial clusters to large catalytic projects in the following sectors:

Automotive & Components Industry

The automotive industry is one of the important sectors for South Africa and accounts for 21.7% of the country's manufacturing output (NAAMSA 2022). The country is home to manufacturers such as BMW, Nissan, Ford Motor Company, Toyota, VW, Daimler, Tata. Tshwane accounts for over 40% of the passenger, medium and vehicles produced in the country.

Catalytic Projects in the Tshwane Automotive Sector

TASEZ

Africa's first automotive city, located in the South African capital of Tshwane, is a project that presents various benefits to the business it houses. Additionally, the project is anticipated to provide many socioeconomic benefits for both local communities and small medium and micro enterprises.

Key Features of TASEZ

- Tax rebates at 15%, versus the South African Standard of 28%.
- Africa's largest automotive city.
- Ideal location for industry growth and investment for the automotive Industry on the African continent.
- Harmonizes living, green, and productive city elements.
- Modern, state-of-the-art facilities.
- Government incentives.
- TASEZ investor support and value-added services.
- Drive economic growth in Tshwane and Gauteng Province.
- Create employment opportunities.
- Promote economic participation for small, medium, and micro enterprises.
- Lead Africa's new industrial revolution.



AIDC

The Automotive Industry Development Centre (AIDC) located in Rosslyn Tshwane was established as a support centre to strengthen global competitiveness in the local automotive industry and to bolster the position of Gauteng as an automotive industry destination of choice.

Key Features of the AIDC

- The AIDC has accelerated economic growth within the automotive industry through strategic partnerships with government, non-governmental agencies, and industry leaders.
- The AIDC prides itself in being a world-class organisation specialising in Skills Development and Training, Enterprise Development, Incubation Programmes, Management of Incentive Programmes and Facility Management.
- The AIDC is a subsidiary of the Gauteng Growth and Development Agency (GGDA), which is a state-owned entity playing a vital role in attracting investment and new business to the Gauteng Province by rendering services and assistance to various projects and businesses.

Investment opportunities in the City of Tshwane's automotive sector

- Battery Storage Production.
- Vehicle Electrification (EV's).
- Green Hydrogen vehicle production.
- Vehicle connectivity: Cars are equipped with a tamper resistant digital identity that differentiates them from other cars in the network.
- This allows for easy tracking of vehicular data for various use.
- Shared mobility: Digital platforms and devices to facilitate the sharing of different modes of transportation, such as cars, bikes, scooters, or buses with the rise of companies like Uber, Lyft, and Bolt.
- Artificial intelligence: Automotive industry is being redefined by artificial intelligence (AI), particularly in the development of cuttingedge hardware and software stacks for intelligent ADAS systems and level 5 autonomy.
- Human-machine interfaces (HMI): HMI is a crucial aspect of autonomous vehicles as it is responsible for enabling communication between the vehicle and the driver. It is a system that allows humans and machines to communicate and interact with each other.
- Autonomous Vehicles (AV's).

Agri-Business **Value-Chain**

The agro-processing industry is key to the City of Tshwane due to:

- The City's proximity to the large inland South African market as well the neighbouring SADC export markets of Zimbabwe, Botswana and Mozambique
- The City's access to feedstock through the Tshwane Fresh Produce Market, the 2nd biggest fresh produce market in the country, which is the primary market for fresh produce from 4 provinces of Gauteng, Mpumalanga, Limpopo and North West Province.

Various investment opportunities have been identified for agro-processing in Tshwane and these include:

- Production of fruit and vegetable juices and juice concentrates, pastes and purees
- Processing of organic, vegan/vegetarian products and dehydrated foods
- Extracting high-value additives, nutraceuticals
- Plant-based pharmaceutical product manufacturing
- Cannabis production and processing
- Expansion of dairy, bakery, and confectionary production

The City's plans to enhance the agro-processing sector:

- The development of an Agro-Processing Master Plan, and the improvement of our agri-parks.
- Tshwane's agro-processing hub will seek to provide and advantageous business environment to agro-processing entities who wish to establish within the City of Tshwane.
- Tshwane's Wonderboom airport attaining international status will enhance the ability of Tshwane's business to conduct international trade.



Global Business Services /

Business Sourcing Outsourcing

The City of Tshwane is a cyber and knowledge economy hub for IT-enabled intelligence and business processing capabilities delivering strong vertical-specific, shared services expertise for the global customer experience market.

Tshwane is renowned as a technology, cyber and knowledge processing hub servicing the global market and is home to companies operating and within the Global Business Services. Several leading companies in the GBS and insurance space call Tshwane home.

This is attributed to the following factors;

- Significant pool of service talent and skills owing to high concentration of tertiary institutions like Universities & Research Institutions.
- High availability of qualified finance, research and ICT talent.
- English-speaking agents with neutral accents and high empathy levels.
- Cultural affinity with Australia, United Kingdom and the United States.
- Cost of operations are at least 50-60% lower than those in the source markets for both voice and non-voice work.



Aerospace & Advanced Manufacturing Industry

Tshwane is the key node in aerospace and defence-related technology development. The Department of Defence, the Airforce and key industry players such as Denel, Aerosud, Saab-Grintek, Electrothread are located in City. The City's aerospace and defence cluster comprises of numerous public and private companies representing over 70% of the country's expertise and manufacturing capacity.

The following are investment opportunities and sub-sectors in the Advanced Manufacturing sector:

- Components manufacturing for Tier 1 suppliers
- Unmanned Aerial Vehicles
- Tracking systems
- Maintenance Repair and Overhaul (MRO) Facilities
- Weapons Systems
- Continuous fibre reinforced thermoform composites
- Digital TV and Set-Top Boxes due to migration to full digital television as Analogue, to be completed by 2015
- Research and Development
- Advanced materials manufacturing viz, Nano-materials
- High-performance materials based on natural resources (advanced bio-composites)
- Electricity Demand Side Management Solutions to improve electricity efficiency usage

Advanced Manufacturing – Laser technology

- Lasers and laser-based additive manufacturing Various applications

Advanced Manufacturing – Advanced Robotics

- Mobile Intelligent Autonomous Systems

Mining and Beneficiation

Tshwane offers opportunities in the downstream beneficiation of the mining industry, as well as in support services to mining companies and operations in adjacent regions. The City is an ideal location for jewellery manufacturers, given its central position near deposits of the platinum group metals, gold and diamonds, mined in North West, Limpopo and other parts of Gauteng. Other investment opportunities are in the metal and metal products industries.

Property and Construction

The value of commercial property in South Africa is estimated at USD52 billion with the listed property market capitalisation at about USD27 billion. Construction activities are evident in most of the main urban nodes in South Africa. Approximately two million m² of shopping centre supply is currently in the development pipeline with the majority of the development in Gauteng.



Green Economy

The city is also home to one of Africa's unique industrial biogas waste to energy plants in Bio2Watt located in Bronkhorstpruit, east of the capital. The project started supplying electricity in 2015 and has been recognised with the Energy Award Project of the Year in 2015 by the South African National Energy Association.

In its quest to move Tshwane closer to energy independence and stabilising the electricity supply to all communities, the City of Tshwane's council has granted approval for the city to proceed with finding suitable partners for the leasing and operating of the Rooiwal and Pretoria West Power Stations on a 40-year lease. This will add approximately 1000 MW into the city's electricity supply capacity and contribute towards the city's plan to reduce the reliance on Eskom for all the city's electricity needs and ensure that the city is shielded from the effects of load shedding.

Healthcare Services

Tshwane's pharmaceutical industry offers the following investment opportunities:

- Active Pharmaceutical Ingredients (API)
- Production of Vaccines
- Production of Antiretroviral drugs (ARV)
- Anti-tuberculosis drugs
- Clinical development and trials
- Private healthcare facilities development



Tourism

Tshwane, the mega city capital of South Africa, which lies only 50km from OR Tambo International Airport and is connected to the airport by the Gautrain rapid rail link, consists of Pretoria and surrounding areas. Five major highways lead into the City of Tshwane providing easy access from all over the region. The city also has its own national airport – Wonderboom airport – and is easily and quickly accessible from OR Tambo International Airport and Lanseria National Airport.

The city is one of the oldest cities in South Africa, with a compliment of many fine heritage sites, museums and art galleries. These include heritage sites such as the Union Buildings and its spectacular gardens, as well as the Diamond Hill Battlefield, Solomon Mahlangu Freedom Square, Voortrekker Monument and Freedom Park.

Museums and galleries include areas such as Melrose House, the Pioneer Museum, and Sammy Marks museum.

Some of the leading tourist attractions in the city includes the Dinokeng Game Reserve which is home to the big five, Groenkloof Nature Reserve which is the oldest game sanctuary in Africa and the Tswaing Meteorite Crater which was the first eco-tourism site in South Africa.

The following are investment opportunities and sub-sectors in the Tourism sector:

- Accommodation – hotels, boutique hotels, lodges and resorts;
- Urban integrated tourism/entertainment precincts;
- Adventure, eco, sport, conference and cultural tourism;
- Infrastructure development;
- Leisure complexes and world-class golf courses;
- Harbour and waterfront developments;
- Transfrontier conservation areas;
- Tourism transport – aviation, rail, cruise liners etc.;
- Green building and green technologies for tourism;
- Attractions and activity-based tourism; and
- Museums and heritage, cultural, music, arts festivals and events.

Tshwane Tourism Contact Details

Tel: 012 358 1430 | **email:** tourisminfo@Tshwane.gov.za | **web:** DiscoverTshwane.com



Information and **Communication Technology**

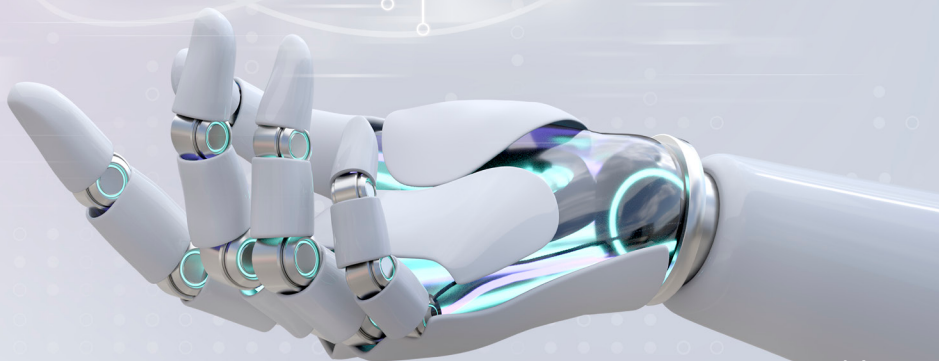
The South African Government has created a favourable environment to stimulate investment in internet infrastructure and continues to establish regulations (digital migration, POPI Act, Spectrum Auction, Cloud Policy Development and ICT Masterplan) to support growth of the sector.

By 2030, ICT is expected to underpin the development of an inclusive dynamic information society and knowledge economy through the development of a comprehensive and integrated e-strategy that reflects the crosscutting nature of ICTs.

The following investment opportunities are available in the city: fibre, datacentres, wireless infrastructure, computing and storage facilities, cybersecurity and institutional and operational capacity across hardware and software infrastructure required to successfully capture 4th Industrial Revolution investment and manufacturing opportunities.









For more information, **Contact us**

 **012 358 6552**

 For general queries: **info.TEDA@Tshwane.gov.za**

 For investment related queries: **investment.TEDA@Tshwane.gov.za**

 **www.teda.org.za**

 Tshwane Economic Development Agency

 Tshwane Economic Development Agency

 TshwaneEconDev

 **Block D**

Council Chambers

Basden Avenue

Centurion 0163

P.O Box 15486 

Lyttelton

0140

