



TEDA BUSINESS REVIEW



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NAACAM 2023 scoops R4,8 billion in investment pledges

The NAACAM Show 2023 held in Tshwane on 30-31 August, attracted investments pledges to the value of R4,8 billion. This major development described as a strong vote of confidence by the minister of Trade, Industry and Competition, Mr Ibrahim Patel, was a first of its kind since the inception of the NAACAM show.



The investment pledges were made by 16 exhibitors/investors that participated at the show. The group coming from different regions and segments of auto-component manufacturing companies consisted of large multinational and domestic investor as well as emerging black investors.

NAACAM Show 2023 was held in Tshwane for the first in collaboration with the Tshwane Economic Development Agency.

The NAACAM Show included a conference with over 570 delegates attending, over 130 brands participating in exhibitions and also featured 30 black owned/emerging SMMEs. The show is a premier forum at which companies showcase the South African automotive manufacturing landscape, providing a visual representation of the strength and depth of the local automotive component production. The show plays a role in connecting manufacturers with key stakeholders in the sector to facilitate dialogues and relationships that support the improved operating environment for automotive component manufacturers.



NAACAM 2023 scoops R4,8 billion in investment pledges continued

In activities leading up to the including the Automotive Roundtable, site visits to the Tshwane Automotive Special Economic Zone, Tshwane Auto City in Rosslyn and NAA-CAM Annual Gold Day. TEDA was able to showcase the City of Tshwane as a premier investment destination and generated leads for investments of over R3 billion.



The Member of the Mayoral Committee for Economic Development and Spatial Planning, Alderman Hannes Coetzee said that the three spheres government, namely national, provincial and the City of Tshwane have worked jointly to position the City of Tshwane as an attractive destination for the Automotive and component manufacturing hub of South Africa.



"As you know, we have established the Tshwane Automotive Special Economic Zone (TASEZ) and Automotive Supplier Park. TASEZ is a 203 hectares development in the east of Tshwane with the value of over R15 billion. The project has created over 7887 jobs and empowered SM-MEs to the value of over R1,1 billion. These milestones were reached in the 1st phase of the development covering only 91 hectares. TASEZ has already embarked on phase 2 of the project. The market has responded positively to these developments. As we speak the investment pipeline of 21 prospective investors that will see over R5 billion invested in the next 5 years," said Alderman Coetzee.





Lets hear from the ACEO

Jobe Mkhonto

In this edition of the TEDA Business Review, seeks to update stakeholders of the milestones we have reached in driving economic development in the City of Tshwane mainly by attracting investments and helping our export ready companies to reach international markets. We have undertaken several activities to ensure that the City of Tshwane remains the best destination for investment and trade.

One of the signature events we were able to bring to the City of Tshwane this year is the NAACAM Show. We were able to work with partners to win the right to host NAACAM Show 2023 after submitting a compelling bid to the organisers of the event. We do provide feedback on the successful hosting of the event and tangible outcomes achieved by TEDA and its partners.

The Automotive industry is going through major changes including the

transition to New Energy Vehicles and Tshwane as a major player in the sector has to keep up with these trends.

We are excited that Original Equipment Manufacturer located in Tshwane have started to produce vehicles that will compete in this sector. On our part as government agency, we have managed to bring stakeholders together to discuss these developments to align our plans with the industry to remain competitive as a destination for manufacturing of NEVs.

Transformation of the Tshwane economy took a centre stage when TEDA hosted the second edition of the Tshwane Women in Business Awards for 2023. We have taken a conscious decision to highlight the role of Women in business and sought to recognise trailblazers in this regard.

We also use this opportunity to

provide readers with highlights for the 2023 and the work that TEDA continues to do grow the Tshwane economy.

This year has been one of the most challenging years given the low projected growth of the global economy which affected South Africa negatively and our city. The two biggest challenges facing our country namely energy infrastructure and constraints in the logistic have dampened our growth prospects. Tshwane as one of the manufacturing hubs of South Africa depends mainly logistics and infrastructure to achieve higher levels of growth.

It is our wish the 2024 will bring about a speedy resolution to these challenges so that we achieve much needed prosperity for the residents of the city.

We wish all our readers a wonderful festive season and prosperous new year.



TEDA & partners host a Roundtable

on the Auto sector's vision for New Energy Vehicles

In the lead-up to the NAACAM Show 2023, the Tshwane Economic Development Agency (TEDA), in collaboration with the Gauteng Department of Economic Development, its implementation arm, the Gauteng Growth and Development Agency (GGDA) and the Automotive Industry Development Centre (AIDC), a subsidiary of the GGDA, hosted a roundtable discussion on the Gauteng Northern Corridor's Development, focusing on the automotive sector and New Energy Vehicles (NEVs). The event took place on 29 June 2023.



With the automotive industry evolving, market expansion and access have become crucial for the vehicle manufacturing sector. Enabling market expansion and improving market access requires strategic planning and implementation. One way to achieve this is by developing partnerships and collaborations with companies and industry stakeholders.

The event brought together industry bodies and experts, Original Equipment Manufacturers (OEMs), component manufacturers, and government stakeholders to discuss and establish precise requirements that will enable the Gauteng Province to develop a long-term strategy to place the Province and the City of Tshwane at the forefront of advanced vehicle and vehicle component manufacturing.

Among others, the following role-players participated in the NEV Roundtable:

- Tshwane Automotive Special Economic Zone
- NAACAM
- City of Tshwane
- Msanzi Rail Technologies (Developers of the Tshwane Freight Terminal and Logistic Hub)
- Rosslyn Hub
- Transnet
- NAAMSA
- AID
- Gauteng Department of Economic Development
- Smart Mobility Africa

Summary observations and key themes of the Roundtable:

- Growing Gauteng Together and 10 priority areas and instruments of intervention: Repositioning Gauteng Province and the City of Tshwane as the Automotive Hub in Africa.
- Tectonic shifts: big forces, consummate effort, unshakable resolve and disruption as drivers of change in the sector.
- Need for Policy certainty which will encourage investment attraction.
- Need for collaboration between government, private sector, research institutions and academia.
- Cooperation between the province and City of Tshwane (Economic Compacting).
- Building ecosystems for skills development, innovation, growth-gear capacity building.
- High impact strategic and catalytic projects.
- Integration of marginal communities and economic transformation.
- Project preparation, packaging, deal structuring, bankability and funding including creation of internal capacity.
- Working towards a common and shared goal to reposition Tshwane as the Automotive Hub.

Based on the above key themes and observations TEDA has drafted an action plan to address issues highlighted by stakeholders at this platform.



Tshwane SMME Symposium



TEDA together with the South African Electrotechnical Export Council (SAEEC) hosted a Small Medium and Micro Enterprises (SMME) Symposium on the 27th of September 2023 at the Ga-Mothakga Lapa and Resort in Atteridgeville. A key objective of the SMME symposium was to provide SMME's with information and guidance on how to extract value from the various supplier development and channel partner programs of Original Equipment Manufacturers (OEMs), Mobile Phone Operators (MPOs) and State Owned Companies (SOCs).

This inaugural SAEEC SMME Symposium under the theme: "LOCAL ECONOMY - BUILDING SMMEs FOR THE FUTURE" sought to profile Tshwane SMMEs that are operating in key sectors and industries of the future. This event also included an exhibition from 14 Tshwane based businesses to showcase their businesses in the Renewable Energy, Green Technology, 4iR and consumer electronics, Electrical Vehicle Manufacturing sectors



TEDA Supporting Women in Business

Tshwane Women In Business Awards 2023

The Tshwane Economic Development Agency hosted the second instalment of the Tshwane Women in Business Awards (TWIBA) on the 22nd of August 2023 at the Protea Fire and Ice Hotel in Menlyn.

The objective of the Tshwane Women in Business Awards was to acknowledge, recognize and celebrate outstanding Female Entrepreneurs who are based in Tshwane.



The individuals are seen as trailblazers and pathfinders who are making a significant contribution to the economy of Tshwane and thriving in a difficult environment. The awards sought to elevate the role of Women entrepreneurs in the economy of the City of Tshwane. In addition, TEDA aimed to link the businesses with further opportunities and support programmes offered by the City of Tshwane and various agencies and role-players.

The Awards were used as an opportunity to encourage women to take up opportunities presented by progressive legislation, various instruments, and institutions to increase the participation of women in business. For its part, TEDA working with the City of Tshwane brought together various agencies on board to assist in showcasing the financial and non-financial opportunities available to the women entrepreneurs as well as to facilitate engagements between Tshwane Women-owned businesses and those agencies.





Categories for TWIBA included:

- Primary Agriculture • Renewable Energy • Automotive
- Agro Processing • Tourism/Events Sector • Manufacturing
- ICT/BPO • Creative Sector • Informal Sector

Winners for the various categories:

- Primary Agriculture: Itjopopya Trading Enterprises
- Renewable Energy: Enpower Energy
- Automotive: Big Sky Trading T/A Excellence Motor Trimming
- Agro Processing : Tanolemon
- Tourism/Events Sector: NVT Communications
- Manufacturing: Tosh Detergents
- ICT/BPO: Technology Infrastructure Architects
- Creative Sector: Elevate Africa
- Informal Sector: TCM Squared



Highlights

of the Financial year 2022/23



R4,746 BILLION

Value of investments landed



R12,7 BILLION

Value of investment projects attracted into the pipeline



7

Trade & Investments & events were convened



18

Investment projects attracted into the pipeline



65

Tshwane based companies capacitated on export readiness

FAREWELL wishes to Simon Makgatho

Teda wishes to extend its gratitude to Simon Makgatho for the excellent services and dedication to the success of the organisation. Simon served TEDA as a Company Secretary, Acting Senior Manager for Business Environment Improvement among the roles he occupied. We wish him the best in his new chapter of his career.



FAST FACTS ABOUT CITY OF TSHWANE

EASY ACCESS

Tshwane is surrounded by several airports and is in close proximity to Johannesburg.



VALUE FOR MONEY

Tshwane is known as one of the most affordable business events and incentive travel destinations in the world, with an exchange rate that favours the dollar, pound and euro.



PROFESSIONAL SUPPORT SERVICES

Professional infrastructure for congresses includes an established Convention Bureau to deliver quality services for, amongst others, bid production. Trained professionals and logistical support abounds for meeting planners, travel agents and corporations.



EMBASSIES

It is home to 134 embassies, the second-largest after Washington DC.



FREE WI-FI

Tshwane is the largest provider of free Wi-Fi in the whole of Africa.



CAPITAL CITY OF SOUTH AFRICA

It is the official seat of the South African government and houses the offices of the President. It occupies the highest point in Tshwane. It is thus the heart of policy development which has changed South Africa.



HIGHER LEARNING

It has the highest concentration of institutions of higher learning. It is the hub of science and technology. The Tswaing Meteorite Crater was formed when a meteorite hit the earth 220 000 years ago. This first eco-tourism site in South Africa has an enviro-museum and offers environmental education, a research facility and a recreation area.



BIG 5 GAME RESERVE

It is the only city in South Africa with a big five game reserve.



CULTURAL AND HERITAGE

The Nan Hua Buddhist Temple is the largest Buddhist temple in the southern hemisphere and the only one in Africa. Freedom Park is a heritage heritage site that acknowledges the heroes and heroines of the struggle for human dignity and freedom.



KNOWLEDGE ECONOMY

It is the knowledge hub of the continent: Seven of the eight research institutes of South Africa are based in Tshwane.



VERSATILITY

A versatile business events destination, Tshwane can



host a vast array of events; from small meetings to massive international gatherings and conventions. The City boasts accessibility, excellent infrastructure, unique transport features, increased hotel inventory, superior meeting venues and world class support services.

POPULATION

Tshwane is home to over 3.1million people.



CLIMATE

The city enjoys plenty of sunshine (an average of 12 hours per day) and very little wind.



ANCESTRY

An amazing 40 percent of the entire world's human ancestor fossils have been found in areas close to Tshwane.



SIZE

The City of Tshwane is the largest metropolitan municipality in South Africa and the third largest city in the world in terms of land mass, after New York and Tokyo/Yokohama.

