

chapter

6

Priority Focus Area 1:
Driving Growth Opportunities
through Investment



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Goal

Private-sector investment will be 20% of regional GDP (translating to R200-billion) by 2035.

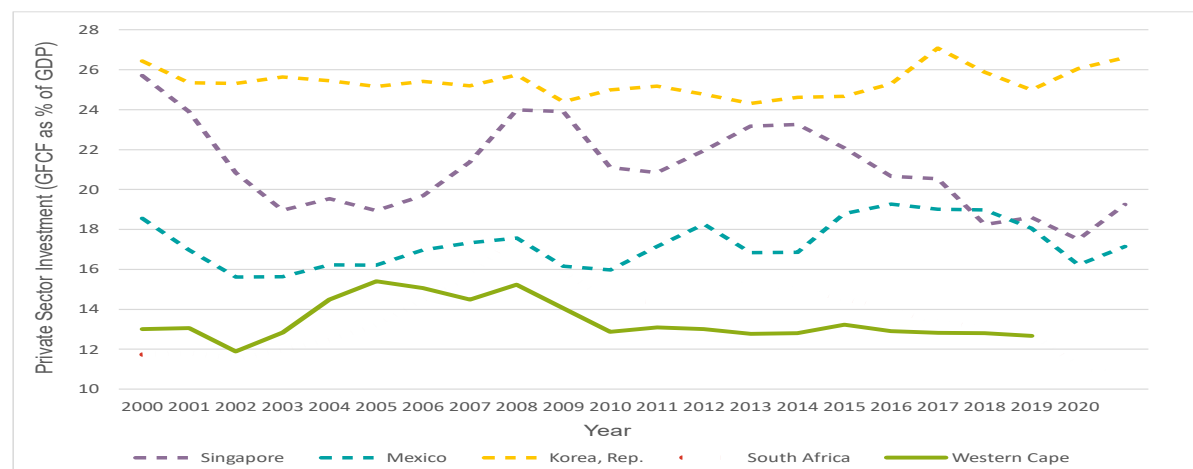
Objective

The Western Cape is the investment destination of choice for local and international investors in a range of growth opportunities, providing an enabled environment and strong networks of ecosystems.

Why it matters

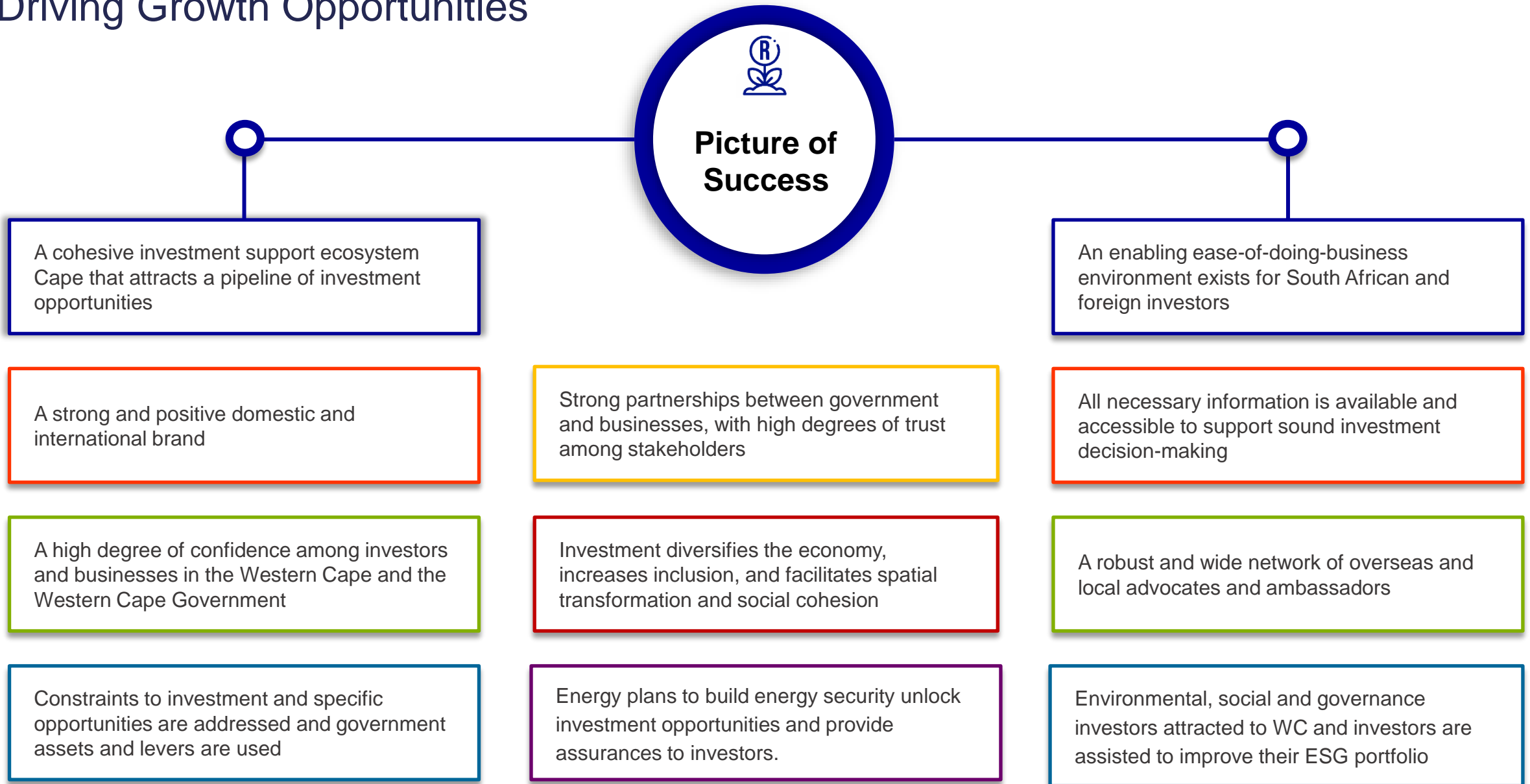
The accumulation of fixed capital raises productivity capacity, increases productivity, and improves business confidence. It is a critical contributor towards GDP growth.

Private-sector investment (GFCF as a percentage of GDP)

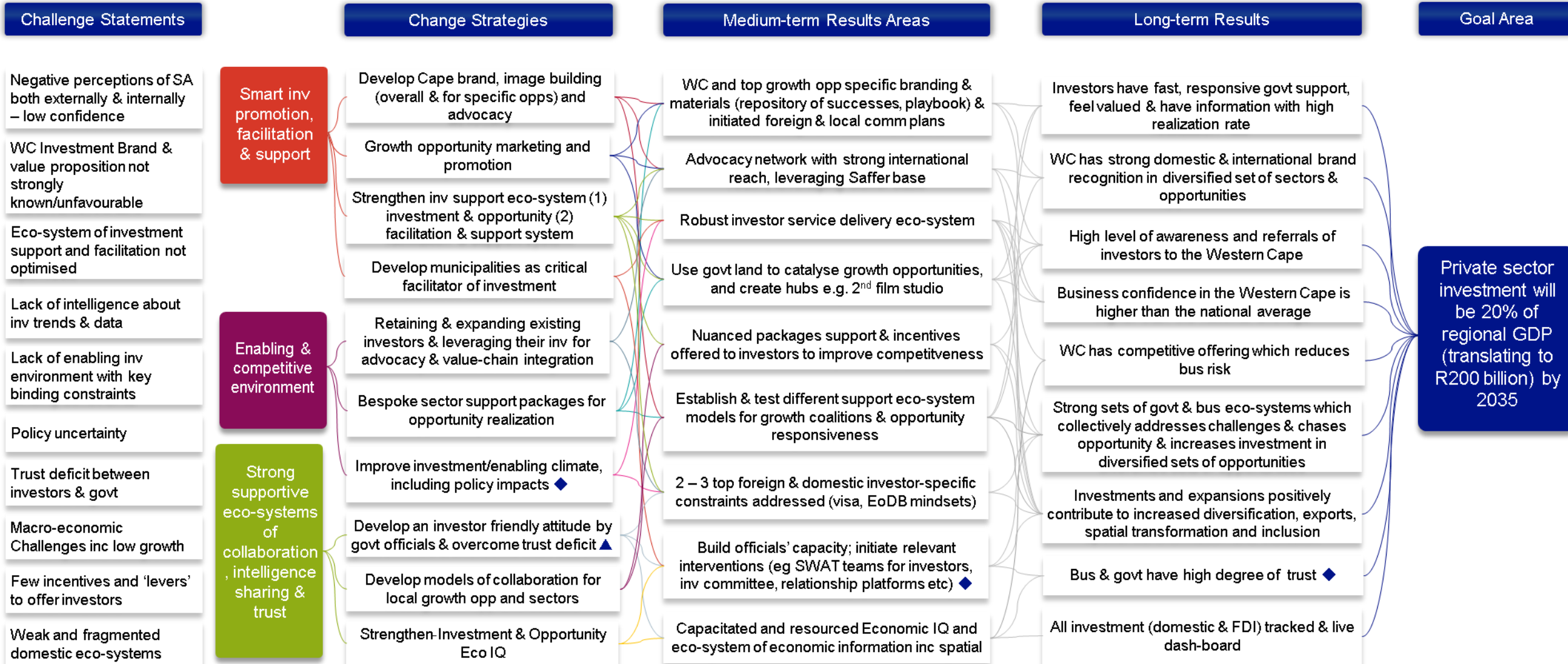


Source: World Bank; SARB / Quantec (Western Cape)

Driving Growth Opportunities



Theory of Change for Driving Growth Opportunities through Investment



Driving Growth Opportunities through Investment



1

Smart investment promotion, facilitation and support

- Developing an overall Cape brand, as well as sets of brands, for specific 'foundation' and emerging industry and place-based opportunities.
- Undertaking aggressive programmes to market and promote the growth opportunities
- Strengthening the overall investment facilitation ecosystem
- Developing a platform to seamlessly link investors with opportunities

2

Enabling competitive environment

- Addressing visa challenges.
- Identifying and addressing the top three investor constraints
- Developing nuanced packages of support and incentives (especially non-financial) for individual growth opportunities, and simultaneously address the systemic competitiveness issues.
- Ensuring that the necessary infrastructure for investment is provided
- Radically increasing supply of affordable housing
- Increasing policy and regulatory certainty through engaging with all spheres of government

3

Strong supportive eco-systems of collaboration, intelligence sharing and trust

- Supporting growth opportunity ecosystems
- Strengthening the investment and opportunity economic IQ