

# ENTERPRISE AND INVESTMENT DEPARTMENT PROGRAMMES AND INITIATIVES

| BRANCH  | OFFERING   |  | CONTENT / RELEVANT URL  | CONTACT POINT  |
|---|--|--|---|--|
| <b>Tourism &amp; Destination Marketing</b><br><br>We aim to position Cape Town as a forward-looking competitive business and tourism city | Invest Cape Town                                     | Invest Cape Town represents the City's business brand. Our digital platforms showcase economic opportunities across the department(s).   | <a href="#">Website</a><br><a href="#">Twitter</a><br><a href="#">LinkedIn</a>                              | <a href="mailto:info@investcapetown.com">info@investcapetown.com</a>   |
|   | Thisiscapetown                                       | <a href="#">ThisIs.Capetown</a> and its related channels are visually striking digital platforms leveraged for Destination Marketing purposes. Content includes blogs and interviews.  | <a href="#">Website</a><br><a href="#">Facebook</a><br><a href="#">Instagram</a><br><a href="#">YouTube</a> |  |
|   | Barberstock  | This is our digital library of photos and videos used to position Cape Town as a prime destination to Visit, Live, Work, Study, Play & Invest. Content is utilised by local and international agencies, media, trade, event organizers, corporates, city officials and locals. | <a href="#">Website</a>   | <a href="mailto:info@thisis.capetown">info@thisis.capetown</a>   |
|   | Branding & eventing                                  | We can assist with branding and signage for stakeholder engagements, activations, and events.  | N/A   | <a href="mailto:info@investcapetown.com">info@investcapetown.com</a> OR <a href="mailto:info@thisis.capetown">info@thisis.capetown</a> |
|   | EPIC (Economic Performance Indicators for Cape Town) | We collaboratively publish a quarterly report on Cape Town's economic landscape.   | <a href="#">Sign up to EPIC Newsletter</a>  | <a href="mailto:info@investcapetown.com">info@investcapetown.com</a>   |

## Enterprise Development

We support the development and expansion of SMMEs by directing programmes that impact throughout the life cycle of SMMEs

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|---|--|---------------------------------------|---|
| The Business Hub                            | <p>City Business Helpdesk service assists with:</p> <ul style="list-style-type: none"> <li>• Access to business partners, funders, support organisations,</li> <li>• Navigating City procedures and compliance requirements i.e. SCM, Business Licences, Informal Trading, etc,</li> <li>• Red tape issues,</li> <li>• Accessing economic information and research.</li> </ul> | <a href="#">More info here</a>        | <p>Call Centre 021 417 4043<br/> <a href="mailto:Business.Support@capetown.gov.za">Business.Support@capetown.gov.za</a></p> |
|   | <p>Facilitates free development training to aspiring entrepreneurs and existing small business owners. Sessions range from social media marketing strategies to various aspects of business development.</p>   | <a href="#">Book to attend events</a> |   |
| Mobile Hub Activations                      | <p>The Mobile Business Hub is an office on wheels that regularly hosts on-site activations. These are held in Sub Councils to ensure local entrepreneurs and small businesses have access to support through consultations with City officials.</p>  | <a href="#">More info here</a>        |   |
| Jobs Connect                                | <p>Jobs Connect is the City's flagship Workforce Development project, making the unemployment queue shorter by connecting job seekers with employment opportunities and/or training opportunities.</p>   | <a href="#">More info here</a>        |   |
| Supplier Development Programme              | <p>Comprising of topical supplier development training workshops, virtual programmes and support to guide and grow prospective and existing vendors.</p>   | N/A                                   |   |
| Ease of Doing Business Indicators Dashboard | <p>The EoDB programme ensures that Cape Town is a competitive business city that's easy to transact with and a place where businesses can easily start and grow. We track and engage with the public to identify all the business-facing services that the City should monitor and improve.</p>  | N/A                                   |   |

## Investment Facilitation

We aim to provide support to new domestic and foreign investors, as well as to investors already in the City

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|--------------------|--|---|---|
| Incentive Leaflets | <p>The City's Investment Incentives Policy focuses on using financial and non-financial incentives to boost investment and to stimulate economic growth and employment creation.</p>                                   | <a href="#">Info</a>  | <a href="mailto:investment.facilitation@capetown.gov.za">investment.facilitation@capetown.gov.za</a>  |
| AIFO               | <p>The Atlantis Investment Facilitation Office enhances a positive economic climate and builds an enabling business environment in the broader Atlantis area in order to promote economic growth and job creation.</p> | <p><a href="#">Info</a><br/>           Brochure available at request.</p> | <p>Contact Atlantis Investment Facilitation Office on 021 444 2830<br/>           OR <a href="mailto:Business.Support@capetown.gov.za">Business.Support@capetown.gov.za</a></p> |

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|   | Load shedding Curtailment  | To mitigate load shedding, the City has an area specific programme to assist manufacturers to reduce their energy usage.  | Flyer available at request.                      | Contact Atlantis Investment Facilitation Office on 021 444 2830 OR <a href="mailto:Business.Support@capetown.gov.za">Business.Support@capetown.gov.za</a> |  |
| <b>Growth Coalitions</b><br><br>We implement interventions that enhance growth coalitions across the Cape Town economy, by working with stakeholders across industries to unlock opportunities that leads to job creation and economic growth | Cape Skills and Employment Accelerator                           | Clothing and textile sector focused – Managed via the Craft and Design Institute to train and upskill machinists.   | <a href="#">Programme info</a>                   |   |  |
|   |  | Business Process Outsourcing sector focused – Managed by CapeBPO to train unemployed South African youth and women, aged 18 to 35, for placement into job opportunities in the BPO sector.  | <a href="#">Programme info</a>                   |   |  |
|   | Online learning and consultations support craft and design SMMEs | Craft and Design sector focused – Managed by The Craft and Design Institute. The workshops have been offered online via a learning platform called LEARN.   | <a href="#">LEARN platform</a>                   |   | <a href="mailto:info@investcapetown.com">info@investcapetown.com</a> |
|   | Graduate recruitment and development programme (GRAD)            | Clothing and Textiles sector focus – Managed by Cape Town Fashion Council. ‘Grads’ have the opportunity to register on our online recruitment portal where registered recruiters will be able to gain access to the graduate profiles.  | <a href="#">GRAD Portal</a>                      |   |  |
|   | Women in Business programme                                      | Women in Business - a flagship programme managed by Cape Innovation and Technology Institute providing strategic support and developing the capacity of female entrepreneurs.   | <a href="#">Programme info &amp; application</a> |   |  |
| <b>Area Economic Development</b><br><br>We promote local economic development of the informal economy through support and management of informal trading, markets, and infrastructure development   | Informal trading management                                      | Facilitating the review of the Informal Trading Policy and Bylaw and guiding informal trading development.  |  | <a href="mailto:informal.trading@capetown.gov.za">informal.trading@capetown.gov.za</a>  |  |
|   | Informal trading regulation                                      | Sector support projects and programmes include; <ul style="list-style-type: none"> <li>• Providing improved access to opportunities for the Informal Sector,</li> <li>• Improving support for Township Economies,</li> <li>• Building platforms of collaboration and developmental engagements with the Informal Sector.</li> </ul> | <a href="#">Info</a>                             |   |  |
|   | Local economic development                                       |   |  |   |  |