

# Cape Chamber

OF COMMERCE AND INDUSTRY

**THE NEW CAPE CHAMBER OF COMMERCE AND  
INDUSTRY** BREAKS FRESH GROUND TO BOOST  
BUSINESS OPPORTUNITIES AND GROWTH

As we emerge from two years of Covid-19 remote work, the Chamber has set up premises in Century City and returned to face-to-face interaction.

With a renewed vision of growing the economy of the Western Cape sustainably - we're evolving!

So, what better time to reveal our exciting, modernised new service offerings, aimed at increasing value for all our members, large and small.

Our offerings have been designed to address critical factors that are key to market competitiveness, which leads to growth of enterprises, value chains, industry sectors and the Western Cape economy.

Whilst it will take some time to scale up completely, some of our new offerings will be available very soon.

We aim to work closely with the many other organisations that share our goals of realising faster economic growth and job creation.

Our revitalised strategy is grounded in international good practice, aims to strengthen public-private dialogue and will systematically strengthen the competitiveness of the business eco-system, whilst driving towards a smarter network economy.

## PURPOSE/MISSION

To facilitate cooperation to unlock opportunities for economic growth.

*"Networks unlock opportunity."*

## VISION

Our vision is to grow the economy of the Western Cape sustainably.

*"Shape a better future."*



## ENTERPRISE DEVELOPMENT OFFERING

We are excited to expand our offerings that enable you to improve your business performance.

The launch our new website, will make it easier for you to find the expertise you're looking for – or, if you're offering expertise, to find new customers.

The website will cover a range of topics to help you enhance the capability of your leadership and business processes. We incorporate useful information on a selection of topics, including instant access to many online training topics.

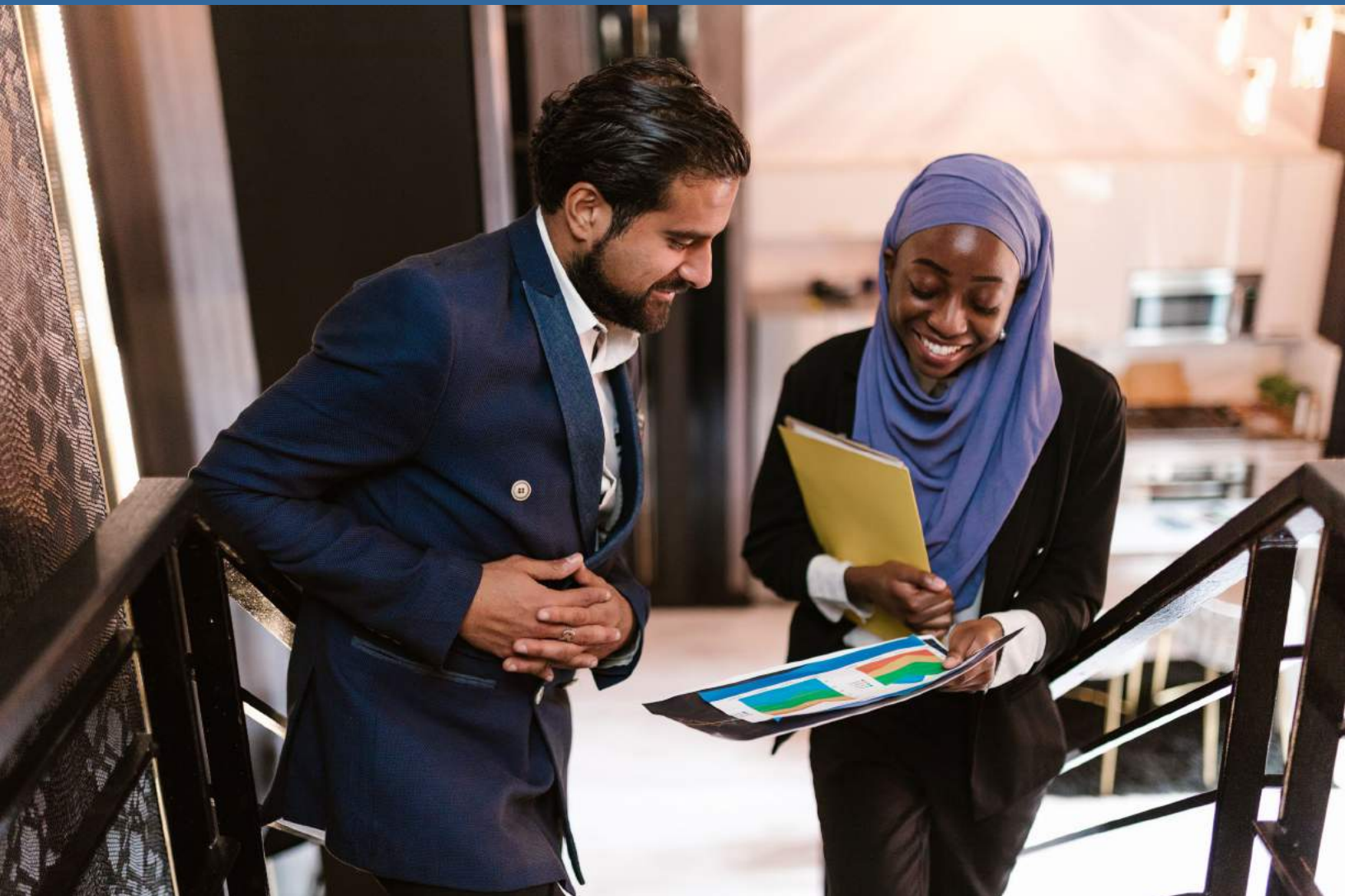
The support includes providing good-practice information, linking our members to experts in specific fields, facilitating discussion forums for peer advice and benchmarking, hosting topical learning events and promotes relevant reputable events and services.



## OUR SERVICES AND OFFERINGS INCLUDE:

- Helping you grow your business in a structured manner
- Helping you to strengthen your leadership - zero in on the skills you need today
- Assisting you to develop and manage your business processes
- Helping you to strengthen the competitiveness of your subsector and value chains
- We also offer access to partners to unlock opportunities, through:

- Chapter coffee clubs/networking
- Tenders
- Customers
- Suppliers
- Technology and innovation
- Financial services
- Marketing platforms
- Export market links



# SECTOR AND PRECINCT DEVELOPMENT

Faster growth of sectors and precincts can be unlocked when stakeholders cooperate. Responsible institutions can address key impediments to growth, if well informed. Making the business environment more enabling. Without systematic diagnostic and dialogue, far too few of these opportunities are currently identified and utilized. We aim to change this.

## Our member businesses cover 15 sectors:



Real estate and construction



Food and beverage



Tourism including hotels and restaurants



The ocean economy



Agriculture



Manufacturing (other)



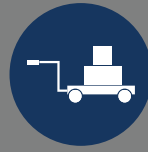
Transport and related



Energy supply



Telecoms and ICT



Wholesale and retail



Business services



Finance and insurance



Education



Health and social services



Non-profit organisations

We recognise that sector needs differ, as do precinct priorities. Lead firms have a deep insight within market eco-systems and this insight will be key to the development of credible strategies for faster economic growth.

The Chamber is therefore spearheading a drive for businesses to take better charge of shaping a better future for their local business eco-system.

We aim to, in partnership with the government and other development organisations, establish annual dialogue processes in order to identify better strategic options, and to ultimately resolve the associated impediments hindering growth.

Lead firms, as well as small businesses, need a reliable process to share their insights regarding growth opportunities and obstacles, which could be resolved by stakeholders.

By mapping out the extent of economic opportunities that could be unlocked, relevant public sector officials may be supportive of the proposed change initiatives.

The Chamber led initiatives will better inform public sector decision-makers to steer public investment with greater certainty, of unlocking economic and employment growth.

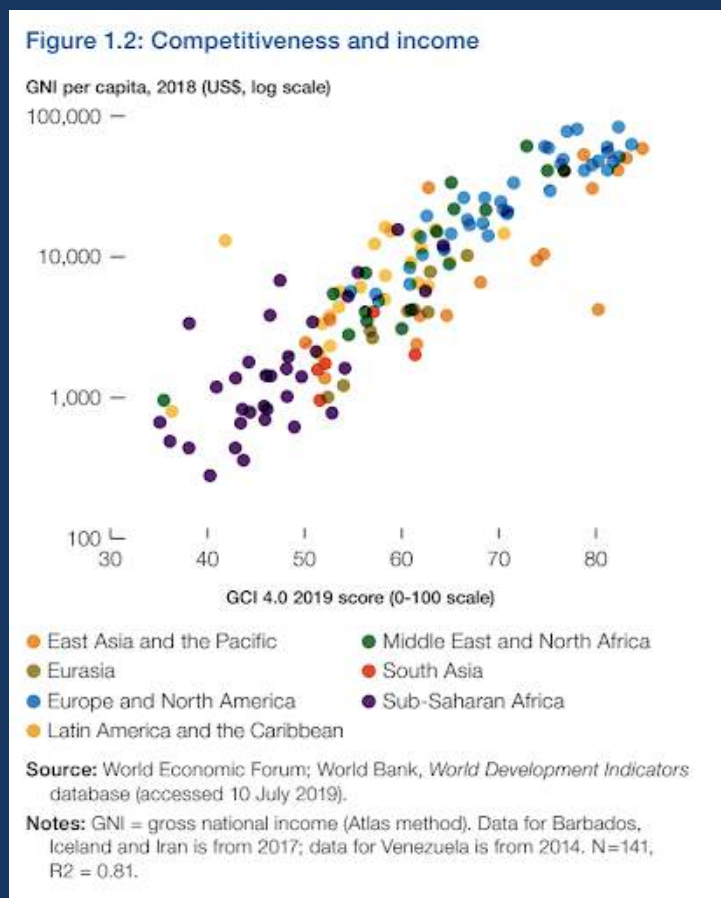
Our renewed direction has led to the restructuring of our portfolio committees, to better match the Western Cape industry structure.



# STEPPING UP TO SHAPE A BETTER FUTURE

The time is now, to get real about our economic performance. To perform better, we need to be more competitive – in the areas that will cause our economy to grow.

The Global Competitiveness Index Framework clearly points out which factors are critical for success. The Global Competitiveness Index score will provide us with various benchmarks of the competitiveness of various aspects the Western Cape economic eco-system.



The Global Competitiveness Index measures 12 determinants of economic competitiveness:

- Institutions
- Infrastructure (water, sewerage, energy, transport, ICT)
- Macroeconomic stability
- Health
- Skills and ICT adoption
- Product market
- Labour market
- Financial system
- Market size and access to international markets
- Business dynamism
- Innovation capability

Source: *The Global Competitiveness Report 2019*, World Economic Forum

Join us in taking ownership to improve these and shape a better economic future for the Western Cape, and the country.

