



WESTERN CAPE DISTRICT UNIT

Connecting you to Tourism, Trade, Investment and Film

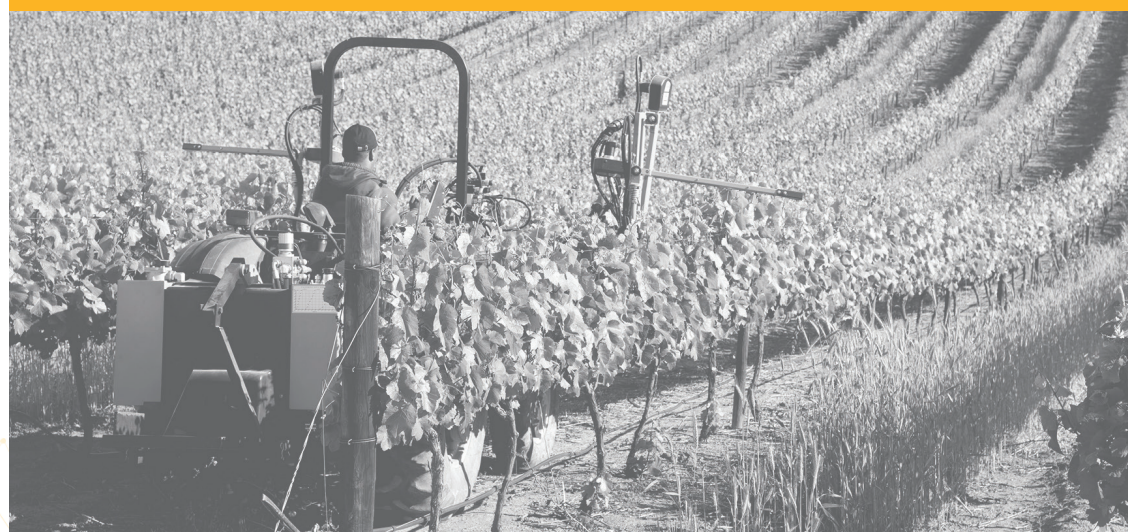
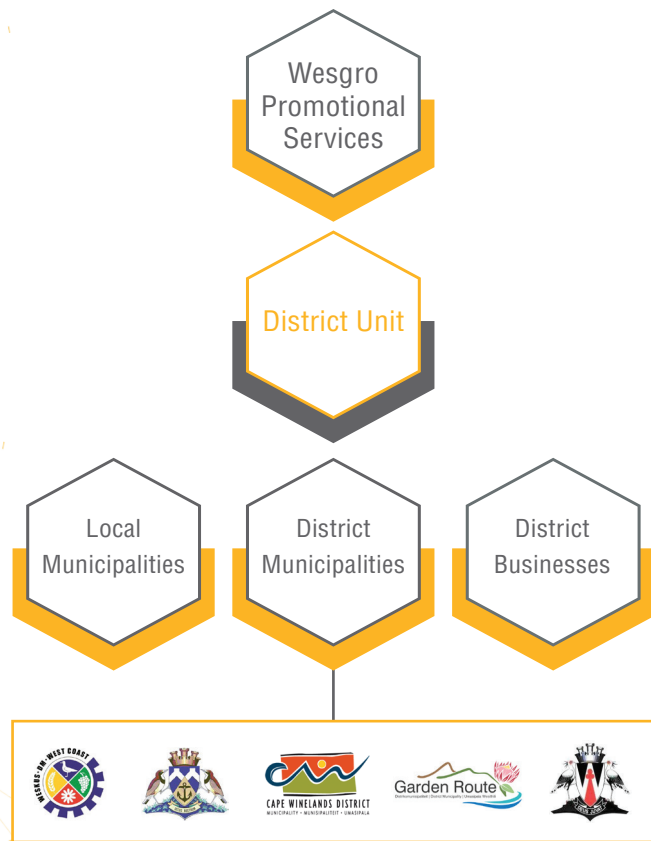
WESTERN CAPE
DISTRICT UNIT
a division of **WESGRO**

Connecting for strategic collaboration and growth

The district unit at Wesgro has been established with the support of the Department of Economic Development and Tourism to provide greater economic promotion support to municipalities across the Western Cape.

The unit is dedicated to extending the reach of the Wesgro service offering across its mandate of tourism, trade, investment and film to both municipalities itself and businesses. Through its overarching goal of facilitating the creation of employment and stimulating economic growth via promotion, the district unit's sole geographical focus is all municipalities across the Western Cape.

Wesgro occupies a unique space between government and private sector. The agency is perfectly placed to facilitate collaboration between these key sectors to access a variety of opportunities.





What can we offer you as a Company?

We provide support and represent the districts as attractive business destinations via upstream linkages to Wesgro and its support service offering to businesses. These include but are not limited to:

- Strategic matchmaking
- Policy advocacy leveraging strategic support of the InvestSA One Stop Shop Western Cape
- Guidance regarding accessing government incentive & grants
- Being the key link to Investment, Trade, Tourism & Film units within Wesgro
- Red tape guidance
- Intergovernmental linkages
- Sector-specific research via the Wesgro Research Unit
- Event promotion via our social media channels
- Information on outward & inward missions being undertaken by our trade and investments teams

Let us help you get faster access to facilitation that serves your individual municipality's needs

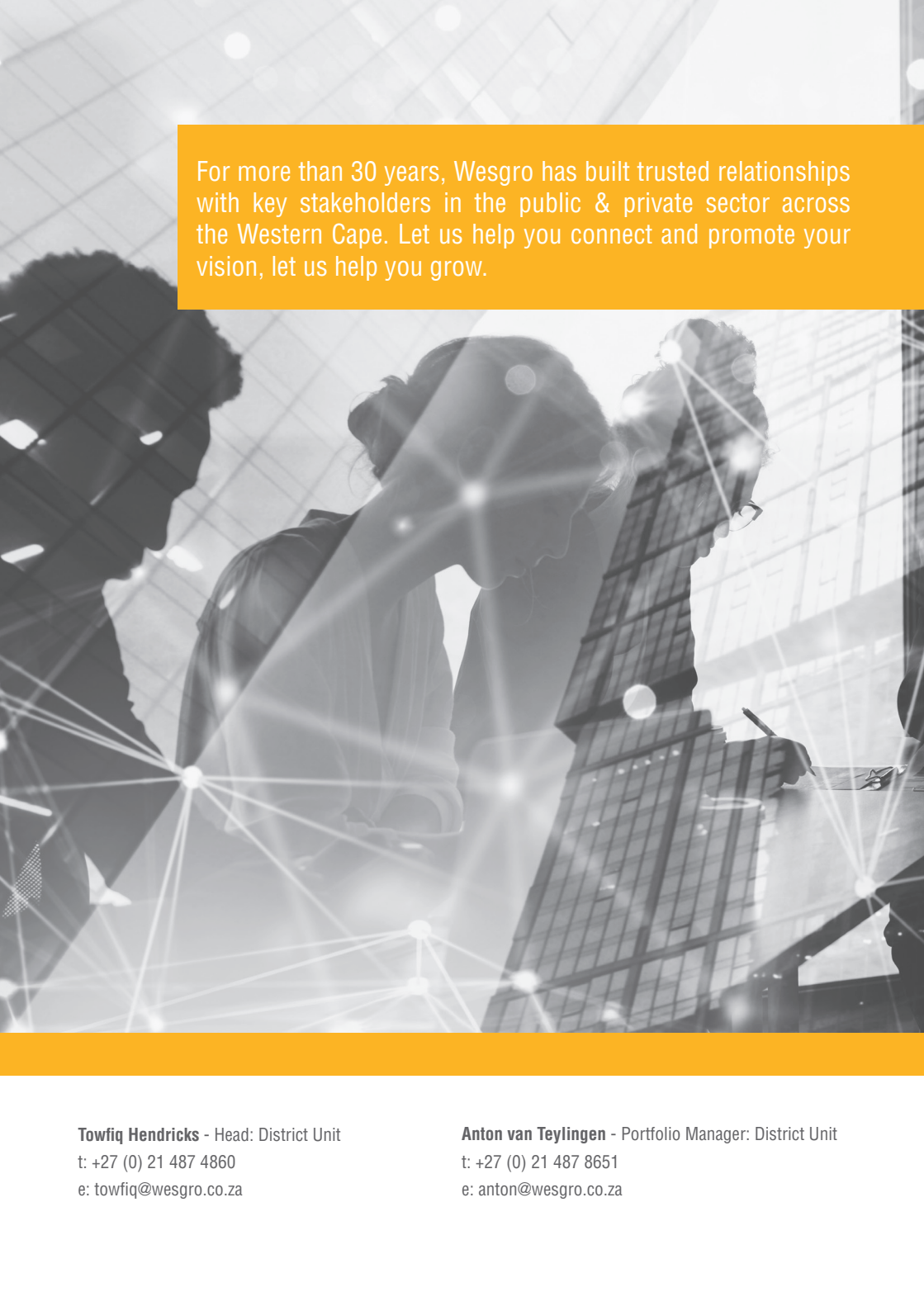
What can we offer you as a Municipality?

In addition to the services listed above, Wesgro via formal partnership agreements with municipalities can tailor support programmes aligned to both identifying and promoting a municipality's value proposition. This is done by focusing on the key areas and objectives outlined in each municipality's integrated development plan. Our collaboration with the municipality is aimed at increasing trade, investment and tourism success in the region.

Our services include, but are not limited to:

- On site export training or export mentorship for municipal companies
- Development and promotion of municipal or project specific investment prospectuses.
- Export mentorship & outward selling missions
- Development of media & trade toolkit

Let us help you connect to what you need to grow in the Western Cape and the world



For more than 30 years, Wesgro has built trusted relationships with key stakeholders in the public & private sector across the Western Cape. Let us help you connect and promote your vision, let us help you grow.

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