



# INVEST IN DURBAN

**MAYOR OBED MLABA**  
**Ethekwini Municipality**  
**South Africa**

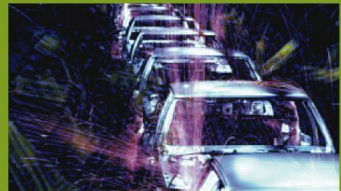
  
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Durban, KZN  
South Africa



Durban  
Investment  
Promotion  
Agency



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# South African Opportunity ...in DURBAN

- Preferential export treaty with IBSA (India, Brazil and South Africa) USA (AGOA), European Union & SADC
- Flexible investment and trade policies
- Modern infrastructure at 3<sup>rd</sup> world prices
- Political and economic stability
- Lower cost of business and living
- Close proximity to continental & international growing markets

• + **“Super 7 – ALL HITS!”**



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# Why 'Super 7'?

Acronym: **“ALL HITS”**

- An easily understandable, mental tool to help us all highlight and expand upon why this is becoming Durban's best decade of delivery and growth.
- Enlightening to our foreign business partners & Government Leaders.
- Will help to secure the economic & business benefits of Durban for All.



# Award winning Municipality.

- Best run and financially strongest local government on the continent.
  - Bestowed on us through the likes of the Vuna awards, recognising Durban as being the best-run city in South Africa.
  - One of the 7 key NEPAD Cities on the continent.
  - International credit rating agencies have given us investment grade credit ratings of AA+.
  - We have a large, expanding fibre optic system to really make Durban *the* Smart City.
  - The City has a competitive, value-for-money basket of rates and services levies across the major centres.
  - PMR (Professional Management Review), Mpumelelo & other awards for most stable & successful Local Government.



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# Lifestyle

- Lifestyle of business and pleasure ***together***.  
Durban is *the* City to live, work and play in one place. ☯
  - Other major centres might dominate on the business front, but are perhaps not as blessed as we are with the sustainable lifestyle, sense of outdoor pleasure and true family living.
  - Conversely, we might have other places that dominate on lifestyle and pleasure, but don't have a huge business base, in terms of manufacturing or infrastructure profile, plus massive port.
  - The emphasis for us is on the word '*together*', it's the two complementary halves, the business or career half and the social, lifestyle, cultural side. ॐ



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# Highest growth rates

- Our economic growth rates have been higher than the country's average, and that of the other major centres, in the region of 6% (pre-recession).
  - We're targeting in the range of 7.5%-9%, off the most balanced budget.
  - We have the best mix of resources, infrastructure and sustainable business required to achieve that level.
  - This impacts positively on Business Confidence Levels, fixed capital formation, and helps to reinforce the trend.





# Tourism Crown

- Successfully hosted FIFA World Cup - 2010
- The largest domestic tourism destination in Southern Africa, plus concrete project pipeline to become one of the largest international tourism destinations.
  - An 'event-led' tourism drive across both business and pleasure tourism: 300+ days of sunshine, & platinum 100km coastline, with warm beaches, plus Ushaka Marine World.
  - ICC is rated by the global trade as Africa's best for the last 6 years. Currently spent nearly half a Billion Rand in terms of further expanding the footprint with an eye on becoming the *World's Best ICC*.
  - Secured Tourism Indaba & Durban Beach Africa, plus have recently hosted higher profile events such as the A1 Grand Prix where the global organisers & competitors rated Durban as the best host City.
  - Bidding for Olympics



# Substantial Business Base

- Substantial, successful and growing business base already in place across the primary, secondary and tertiary sectors.
  - It's a case of functional magnetism – companies like to be clustered around others. They like to invest if there are synergistic businesses around them.
  - Having the second largest industrial & business base provides many options for suppliers, support services, customers, and employees which are all important elements of production.
  - Good multiplier effects which become self-reinforcing of the positive growth rates.



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Durban, KZN  
South Africa

# Durban, KZN in a global context



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Award Winning Municipality

Lifestyle of Business & Pleasure

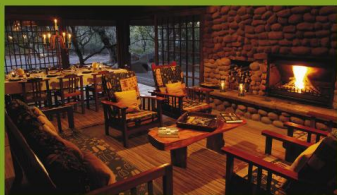
Largest Human Resource Pool

Highest Growth Rates

Infrastructure Leader

Tourism Crown

Substantial Business Base



**"ALL HITS"**



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Thank you for your attention & support

*Partner with Durban, KZN South Africa!*



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