

## GEDA, MAKING GAUTENG THE LUCRATIVE DESTINATION FOR BUSINESS

Gauteng Economic Agency (GEDA) is the official agency of the Gauteng Provincial Government (GPG) in South Africa. We pride ourselves in being the first point of contact for investors who need access to take advantage of investment opportunities that exists within the Gauteng province, South Africa, the Southern African Development Community region and beyond.

GEDA markets, promotes, support and facilitates economic development, investment and trade in Gauteng. The growth of the Gauteng economy is priority and GEDA is striding ahead at redesigning the local economies and positioning government as a catalyst for development – putting up infrastructure to support local economic development and private sector participation. Investors are offered support, advice and facilitation on the following:

#### Pre-Start business support

- Chair initial meetings
- Arrange subsequent meetings
- Organise initial secretarial services
- Match-make with suitable suppliers
- Create an environment in which partners can reach common understanding

#### Related legislation

- Assist with work permits
- Immigration
- Foreign exchange compliance
- Customs and exchange advice

We have aligned ourselves with the Industrial Development Corporation (IDC), Department of Trade and Industry (DTI), National Empowerment Fund (NEF) and municipalities with the view to create a welcoming environment, reduce the cost of doing business in Gauteng and provide the necessary incentives to new investors.

We are proactive, respond swiftly to queries and go further by identifying and marketing opportunities in Gauteng to investors with matching interests. As an investor seeking information, rest assured that you will receive professional and informed advice on a range

of business activities including, new investments, joint ventures, expansions, lucrative tenders, trade and exports within the province.

To promote export growth, GEDA holds outwards missions to carefully selected markets. These missions are important since they provide local businesses with the opportunities to market their goods and services.

With South Africa winning the bid to host the FIFA World Cup for 2010, there has been a lot of new developments and construction taking place around the province.

International expertise has engaged to assist with the preparations for the big event. Since 2007, GEDA in conjunction with the Gauteng Provincial Government has been affording local businesses the opportunity to network with the international football industry at Soccerex, which will take place until 2009. The Soccerex exhibition is one of the platforms which expose business opportunities that will come with the 2010 FIFA World Cup.

Since its inception, GEDA has generated investments worth over R10 billion in the Gauteng economy, has helped local companies sell their products and services to international markets and attracted major international call centre operations.

We are a fully-fledged economic development agency that is forging ahead in positioning the Gauteng province as a Globally Competitive City Region that is a lucrative investment hotbed for industries around the world. Gauteng's vision is to become a 'Smart Province' and we aim to market and grow high value-added manufacturing sector, including Research and Development. More areas of development include:

- Information technology
- Telecommunications
- Business tourism
- Automotive industries
- Bio-medical product and equipment
- Pharmaceutical
- BPOs/ Call Centre

- Agriculture
- Food and Agricultural processing
- Film industry

Commercial and residential property is readily available and competitively priced compared to London and New York. The prices are fair to everyone and there's no favouritism in nationality, colour or creed.

Gauteng is an integrated industrial complex with a highly developed transport and telecommunications infrastructure and a well-serviced urban environment. The Gauteng Provincial Government through its agencies supports new investment within the province and aims to become the 10th largest Global City Region in the world by 2014.

Beyond government policy, which has created an attractive, enabling investment environment there are other important considerations that makes Gauteng an excellent place for business:

- An enabling environment that is stable politically and economically
- World-class infrastructure
- 100% foreign ownership permitted including land
- Outstanding business services
- Magnificent climate (seven months of summer, October to April and cool winter)
- World-class education institutions and health facilities
- Strong financial and industrial base
- Sound policy, reasonable tax rates, reasonable business and production costs

English is the language of business in Gauteng, making the province undoubtedly the best destination for Business Process Outsourcing (BPO) and Call Centre industry. Our country offers the lowest operating costs for a Call Centre in comparison to USA and the UK, and 60% of all the Call Centres in South Africa are situated in Gauteng.

Gauteng Economic Development Agency (GEDA) is the driver of the Gauteng Economic Development Strategy (GEDS) and an important player in positioning Gauteng as the Globally Competitive City Region.



SMART ACCESS  
FOR BUSINESS IN AFRICA