

Trade and Investment South Africa (TISA)

the dti Structure



Vision of TISA

To develop an investment promotion and facilitation service and domestic forum able to attract the optimal amount of investments into South Africa through global best practices.

Mission

TISA's primary mission is to increase South Africa's capability and capacity to promote exports into targeted markets; increase and retain the level of foreign and domestic direct investment and manage the Department's network of foreign offices.

Purpose

Trade and Investment South Africa is a division of the Department of Trade and Industry (**the dti**), a national government department. Its mandate is to develop the South African economy by focusing on investment promotion and facilitation; export development and promotion as well as managing its network of foreign economic offices.

To carry out this mandate, Trade and Investment South Africa regularly interacts with its stakeholders, especially industry and sector customers through various forums, advisory bodies, stakeholder meetings, conferences, exhibitions and business missions.

Trade and Investment South Africa contributes to the dti's strategic objectives by:

Increasing the quality and quantum of foreign and domestic direct investment by undertaking effective investment recruitment campaigns, providing an efficient facilitation and information service in order to retain and expand investment into South Africa as well as into Africa. This will be a one-stop shop initiative.

Developing new and existing South African exporters' capabilities in order to grow exports globally (goods, services and capital) by providing appropriate information, financial support and practical assistance to sustain organic growth in traditional markets and to penetrate new high growth markets.

Effectively managing and administering the Foreign Office network.

Co-operation with key organisations

The division works closely with other divisions of the dti, COTII agencies, other national government departments, provincial government departments and their agencies, urban metropolitan councils, chambers of commerce, private sector companies and international counterparts to meet its objectives.

Business units

Trade and Investment South Africa has three business units viz.:

- A. Investment Promotion and Facilitation
- B. Export Development and Promotion
- C. International Operations

A. Investment Promotion

R million

Source Country	2007	2008	2009	Total
USA	16,467.2	19,244.2	1,740.4	37,451.9
Australia	6,883.1	24,627.4	1,657.0	33,167.5
UK	4,518.4	5,724.6	9,768.3	20,011.3
India	548.9	13,714.0	1,331.2	15,594.0
Ireland	0.0	0.0	16,381.5	16,381.5
India	548.9	13,714.0	1,331.2	15,594.0
Japan	1,656.6	1,068.0	9,688.5	12,413.1
Canada	2,539.4	7,935.2	593.7	11,068.3
China	208.7	5,287.6	3,732.2	9,228.5

Source: FDIIntelligence

A. Investment Promotion and Facilitation

TISA is responsible for attracting foreign direct investment as well as developing and promoting local direct investment by:

- Identifying investment opportunities in South Africa
- Packaging investment opportunities
- Identifying potential investors
- Promoting investment opportunities
- Facilitating investment into and in South Africa
- Providing a dedicated aftercare service
- Providing general information on investing in South Africa and the domestic business environment
- Arranging inward and outward investment missions
- Facilitating funding and government support

Key Targets

- To make South Africa a Top Ten investment destination
- To make TISA a top five world class investment promotion agency
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- Seek to attract an investment pipeline of R115 billion within the next 3 years
- Targeted and co-ordinated investment drive amongst all stakeholders
- Reduce the cost of doing business and administrative barriers
- Common messaging and brand identity

The IPFS Mandate

<u>Activity</u>	Past Generic Activities	Focused Activities
Generic FDI	<ul style="list-style-type: none"> • The current emphasis of TISA's promotional activities 	<ul style="list-style-type: none"> • Transformed to focus as much as possible on priority sectoral opportunities
Focused FDI	<ul style="list-style-type: none"> • Limited part of TISA's service offering at present 	<ul style="list-style-type: none"> • High priority; directs much of the TISA activities
Domestic Investment (retention & expansion)	<ul style="list-style-type: none"> • Not part of TISA's service offering at previously 	<ul style="list-style-type: none"> • High priority afforded to this new proposed service offering but with a highly selected focus
Outward FDI by SA co's into Africa	<ul style="list-style-type: none"> • Not part of TISA's service offering 	<ul style="list-style-type: none"> • High priority, where TISA will work with the National IPAs of the proposed destination countries; upskilling as well
Outward FDI by SA co's to rest of world	<ul style="list-style-type: none"> • Not part of TISA's service offering at present 	<ul style="list-style-type: none"> • Low priority, focus to be placed on developing capacity in this area in the medium term

Investment Opportunities

Sector	Sub-sector
Agro-processing	Fisheries and aquaculture i.e. freshwater aquaculture & mariculture Food processing in the milling and baking industries Beverages viz. fruit juices and the local beneficiation, packaging and export of indigenous teas High value natural fibres viz., organic cotton & downstream mohair production High value organic food for the local and export market Biofuels production viz. biodiesel & bioethanol
Automotives & Components	Engine parts/components, vehicle interiors, electronic drive train components, body parts, catalytic converters, aluminum forgings & castings, diesel particulate filters and leather products
Chemicals and plastic fabrication	Beneficiation of polypropylene used in automotive components & building and construction industries, packaging materials Medical (drips & syringes), manufacture of active pharmaceutical ingredient (APIs) for key anti-retrovirals (ARVs) Manufacture of reagents for AIDS/HIV diagnostics Production of vaccines and biological medicines

Source: DTI/TISA

Investment Opportunities

Sector	Sub-sector
Business Process Outsourcing & IT Enabled Services	<ul style="list-style-type: none"> •Call Centres •Back /office Processing •Shared Corporate Services •Enterprise solutions e.g. fleet management and asset management •Legal process outsourcing
Electro Technical	<ul style="list-style-type: none"> •Software & mobile applications •Smart metering •Embedded software •Radio frequency identification •Process control , measurement & instrumentation •Security & monitoring solutions •Financial software
Clothing, Textiles, Leather and Footwear	<ul style="list-style-type: none"> •Manufacturing of Industrial Textiles using Polyester •Production of other natural fibre textiles such as flax •Wool and mohair production – downstream opportunities for yarns, knitwear and fabric.

Source: DTI/TISA

Investment Opportunities

Sector	Sub-sector
Metal fabrication, capital and transport equipment	<ul style="list-style-type: none"> •Downstream processing and value adding of iron, steel, aluminium, stainless steel ferroalloys and the platinum group of metals (PGM) • Conversion processes of metal products i.e. metal fabrication, pipe & tube, foundry products, wire and jewellery •Manufacturing and assembly of mining, agricultural and construction equipment •Utilities i.e. reticulation plants and pipe lines. •Machine tools and tooling (auto, packaging, mining and aerospace industries) •Electrical motors •Services in the engineering, construction sectors •Rolling stock i.e. locomotives, wagons and coaches •Production of permanent ways i.e. railway lines, signalling equipment, electrification, bridges and stations •Harbour construction and equipment •Ship- and oil platform building and maintenance

Source: DTI/TISA

Investment Opportunities

Sector	Sub-sector
Tourism	<ul style="list-style-type: none"> •Accommodation – hotels, boutique hotels, lodges & resorts •Urban integrated tourism/ entertainment precincts •Adventure, - eco-, sport-, conference - and cultural tourism. •Infrastructure development. •Leisure complexes & world class golf courses. •Harbour & waterfront developments. •Transfrontier conservation areas. •Tourism transport – aviation, rail, cruise liners etc •Green building and green technologies for tourism •Attractions and activity – based tourism •Museums and heritage •Cultural, music, arts festivals and events
Aerospace	<ul style="list-style-type: none"> •Aviation related services, including maintenance, repair and overhaul (MRO) •Rotary and fixed wing components. •Aviation training services •Specialised manufacturing of avionics, including health usage monitoring systems •Aerostructure components, specifically composites and sheet metal (aluminium and titanium) •Small and micro-satellite capability including sensor platforms •Satellite related services (including tracking and control and applications development) •Specialised design expertise, systems level as well as first tier level. •Unmanned Arial Vehicles (UAVs)

Source: DTI/TISA

Investment Opportunities

Power generation and distribution	Independent power generation, energy infrastructure & alternative energy
Renewable energy and energy saving industries	Solar water heating, evacuated tube plants, concentrated solar heating, wind and biomass energy production
Advanced Manufacturing	<p>Advanced materials manufacturing viz.</p> <p>Nano-materials</p> <ul style="list-style-type: none"> •High performance materials based on natural resources (advanced bio-composites) •Composites (intelligent textiles used in medical, building and construction industries) •Continuous fibre reinforced thermoform composites <p>Digital TV and Set Top Boxes due to migration to full digital television as analogue will be switched-off by November 2011.</p> <p>Nuclear Build Programme i.e. joint ventures, consortiums and the establishment of new companies to grow South Africa's nuclear manufacturing capability and nuclear supply industry to supply into the nuclear build programme</p> <p>Electricity Demand Side Management Solutions to improve electricity efficiency usage.</p>

Source: DTI/TISA

Investment Opportunities

Creative and Design Industry

Film and Media

Film studios, treaty film co-production ventures, distribution infrastructure, servicing of foreign productions.

Production of film and documentaries, commercials, stills photography and multi-media

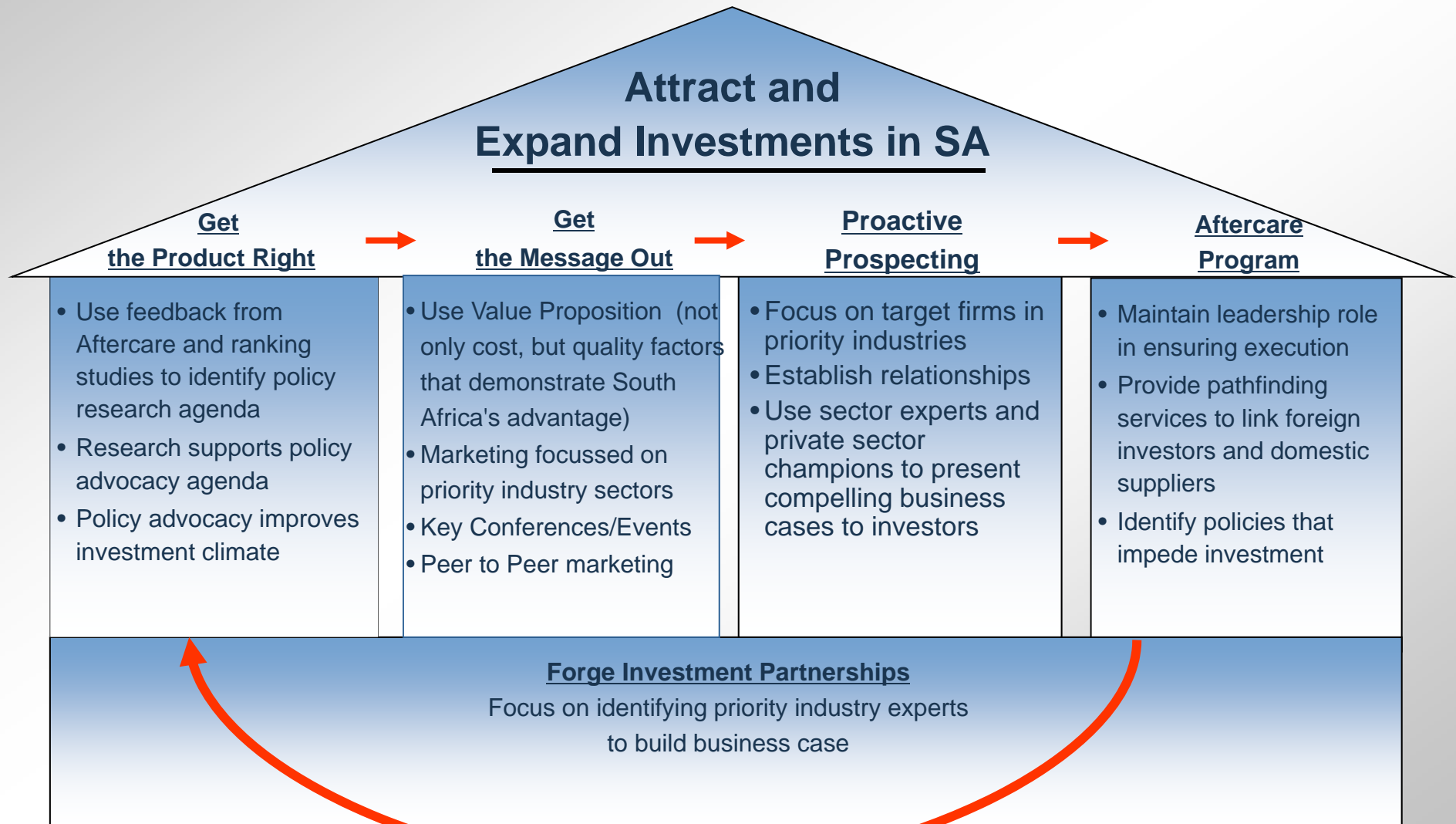
Design

Jewellery manufacturing and design

Fashion design

Source: DTI/TISA

In Conclusion: Role of TISA Investment Promotion



B. Export Development and Promotion

The top 10 export destinations in 2009:

- China (R42,5 bn)**
- United States (33,6 bn)**
- Japan (R28,3 bn)**
- Germany (R25,7 bn)**
- United Kingdom (R21,5 bn)**
- Switzerland (R17,7 bn)**
- Netherlands (R16,1 bn)**
- India (R15,6 bn)**
- Mozambique (R11,6 bn)**
- Zimbabwe (R11,3 bn)**

B. Export Development and Promotion

Development and promotion of South African goods and services including specific assistance in terms of export advice, matchmaking and market intelligence. Some of the services and offerings provided by the Unit are:

- Gathering of market intelligence
- Identify markets with potential and export opportunities
- Identify and facilitate the removal of obstacles impeding export growth
- Match potential exporters with foreign buyers
- Export Marketing and Incentive Assistance
- Development of exporters especially SMME's
- Export advisory services
- Export market information

B. Export Development and Promotion

Export Marketing & Investment Assistance (EMIA) with respect to:

- National pavilions
- Individual exhibitions
- Provision of finance for export skills development capabilities
- Financial assistance for inward and outward missions
- Primary Market Research
- Financial assistance for Patent registration/trade mark & quality mark
- Sector specific funding



C. International Operations Bbusiness unit

International Operations Unit is responsible for the effective management and administration of the Department's Foreign Office network countries (46)

In countries where TISA does not have Foreign Economic Representatives (FER's), TISA works closely with DIRCO (Department of International Relations and Co-operation).

Thank You