

## Invest North West - at the cutting edge of local and international trade and investment promotion.

Invest North West, Acting CEO Floyd Leeuw



Invest North West of South Africa, is the official Trade and Investment promotion and facilitation agency, mandated by the North West Provincial Government to promote the Province as the preferred trade and investment destination with the view of creating employment for the people of the North West Province. The Organisation was founded in 2001 and has grown from strength to strength. "In comparison to other gigantic provinces such as Gauteng, Kwa-Zulu Natal and the Western Cape", says Acting CEO Floyd Leeuw, we have a mammoth task ahead of us. To fulfil this mandate, one needs to look at the challenges and devise means of mitigating them. It is quite unfortunate that, in 2007, we lost almost 80% of our manufacturing base to Gauteng during the demarcation of municipal boundaries, only to be hit by recession in the 3rd Quarter of 2008 where mining, one of our major sectors, took quite a knock that resulted in mass loss of jobs.

"As an Investment Promotion Agency, it is part of our strategic objective to ensure a comfortable and profitable residence of business in our Province. Against the challenges, our focus now leans towards business retention and expansion, with a special focus on developing trade relations with other African states. In a medium term view, we are looking at diversifying sectors and accelerating development of our second bar sectors," Leeuw continues..

"Our role in SADEC is quite clear; we offer our foreign investors a safe launch pad into investing in South Africa; The cost of doing business in the North West is far more competitive than it is in most parts of the Country. "We have already signed a number of cooperation agreements with other African countries, most recently Mozambique. INW is advancing trade relations with Botswana and Namibia; and exploring possible businesses linkages with Zimbabwe."

Since inception 9 years ago, INW's standing with industry counterparts, both domestic and global, has been exceptionally good. "We hold a seat in the WAIPA steering committee, representing economic interests of SADEC countries and Africa as a whole. In the last five years alone, we have been successful in creating over 7000 jobs for the citizens of the Province," states Leeuw.


"Honesty and Integrity are our foundations. We are driven by the notion that if there is no way, we will make a way, "Our strengths are our people, they are the most valued asset in the agency. We have skilled men and women who understand the big idea and, most importantly, how to get there."

"If we constantly challenge ourselves to surpass our current achievements, vigilantly perform our role, lobby for ever improving business environment and cultivate a wealthy culture of doing business beyond boundaries and into new markets, then we will be executing our role efficiently and in line with international best practice. We never lose sight of the guiding strategic economic development policies at National and Provincial Government, being heads-up on international trends and the migration of Foreign Direct Investment globally.

"We focus on our strengths and particularly what our Province has to offer, - this is our comparative advantage. Our Province is one that has all three of the National Spatial Development Routes running through it. We supply 40% of the Country's Sunflowers, we have the biggest maize plant in the Country and we contribute to almost 10% of the 7-million tourists that visit South Africa.

Looking towards the future, Leeuw is confident that In five years' time, Invest North West will be at the forefront of cutting edge global trade and investment promotion and facilitation. "It is our intention to recover all lost jobs and create more employment for the people of the Province, boldly charting forward to the pre- recession vision of a 6.1% provincial growth rate. It will not be easy, but we are focused and determined to bring the cake home. Market intelligence informs our missions; we then develop penetration strategies for each market and descend on the target with a clear trade and/or investment objective.

We also participate in dti led missions into other countries. We follow this up with an intense media and communication strategy to buy audience of relevant targets. We have affiliated with world trade and investment promotion bodies such as WAIPA, which is the World Association of Investment Promotion Agencies. INW holds a seat in the steering committee; this position offers INW a strategic advantage in advancing Africa's economic interests. Brand North West encapsulates inspiration that we are making it; for the interests of business and the people. Advancing on economic freedom is the key to the social liberation of our people. From poverty, HIV and Aids," concludes Leeuw. ▲



North West Trade and Investment opportunities that work.  
Partnering for Success in building a North West Province that truly belongs to all.

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