

EASTERN CAPE MARITIME SUMMIT 2016

26-28 OCTOBER 2016
THE VENUE AT HEMINGWAYS, EAST LONDON



**A SPOTLIGHT ON OPPORTUNITY IN THE
BLUE ECONOMY OF THE EASTERN CAPE**

THE SUMMIT TAKES PLACE AT ONE OF
AFRICA'S MOST RAPIDLY DEVELOPING
MARITIME ECONOMIES.



PURPOSE:

1. Positioning the Eastern Cape as the centre of Maritime opportunity and the preferred Maritime investment destination.
2. While much is spoken about the Ocean Economy and its imperatives, at a practical level, the summit addresses the actual opportunities of the marine economy and how businesses and entrepreneurs can access them, thereby giving wings to Operation Phakisa.
3. The summit will provide a platform for Business to Business discussions and trade between maritime industry players across South Africa, with specific application to the stimulation of the ocean economy in the region.
4. The summit provides local business people, the rest of the country, continent and globe with an opportunity of understanding the business climate and opportunity, as well as networking with its stakeholders at the heart of Africa's maritime economy with a view to investment.

THE SUMMIT CONSISTS OF

Trade Show	Conference	Site Tours	Networking Function
Showcasing major maritime stakeholders, business and careers towards stimulating the industry	Presenting outcomes based business information and opportunities pertaining to the industry in the region	Opportunity to visit ports, boat builders, proposed waterfront and tourism icons. For: 1. Job seekers 2. Industry	Connect with business partners, policy makers and other key stakeholders

GLOBAL CONTEXT & RATIONALE

- In Europe, the **blue economy** accounts for a production value of some **€450bn**.
- Conserving and rebuilding US fish populations to sustainable levels could **generate an additional US\$31 bn** a year in sales, an **extra 500,000 jobs**
- Indonesia's maritime economy could reach US\$1.2tn a year.
- **China**, which has three million sq km of offshore waters and 20,000 miles of coastline, plans to **invest more than US\$100bn in the next five years** to develop hi-tech industries such as marine chemistry, biomedicine, ocean power, seawater use, ocean engineering and construction. By 2016, Qingdao's **Blue Economic Zone** should cover 14 sq km with **10,000 tech companies, creating 200,000 jobs**.

- The **world merchant fleet in 2013** comprised **106 833 vessels** responsible for shipping goods and commodities between the continents, including visits to the three ports of the Eastern Cape.
- During **2013**, around **5 944 container ships**, vessels and tankers were **commissioned for construction** by various countries.

71 % of the planet's surface **covered by water**.

The world's human **population** has more than **tripled in 60 years** with a **-third of the world** – nearly 2.5 billion people – now **living within 60km of the sea**.

Demand for fish and other marine resources has **doubled in just 40 years**.

Between 60% & 70% of the world's fish species are exhausted. And, with **1 of 5 individuals** on this planet **relying on ocean food** as sources of protein aqua-farming is a highly viable proposition.



The South African government announced in October 2014 that it would be implementing **OCEAN ECONOMY PROJECTS**, which it expected to contribute more than **R20- BILLION** to the country's gross domestic product by 2019.

These projects form part of the government's **NATIONAL DEVELOPMENT PLAN**. South Africa's oceans have the potential to contribute up to **R177-BILLION TO THE GDP** and create **OVER 1 MILLION JOBS BY 2033**.

OPERATION PHAKISA

"Unlocking the Ocean economy" through the activities identified at Operation Phakisa, which aims to fast track transformation – has four priority areas:

- marine transport and manufacturing;
- offshore oil and gas exploration;
- aquaculture; as well as
- marine protection services and ocean governance.

PARTICIPANTS:

- Logistics professionals
- Government Agencies,
- Port City authorities
- Industry bodies
- Infrastructure development agencies
- Supplier Parks
- Foreign Trade ambassadors
- Exporters
- Investors
- Academia
- Media
- Marine tourism
- Maritime related/influenced businesses
- Port Authorities
- Frequent port users – manufacturers, agricultural organizations, raw materials

LOCAL CONTEXT & RATIONALE

80% of the country's trade is carried out by sea and it has therefore become necessary to prioritise the shipping industry.

South Africa is one of the **top 15** shipping countries in the world in terms of the tonnage transported to and from its ports.

The Eastern Cape Province with its **800km of coastline**, and **three ports** is set to become South Africa's leading hub of maritime economic activity.

The province is home to the **two major port cities** of Port Elizabeth and East London, both established industrial manufacturing coastal centres, giving the Eastern Cape several strategic competitive advantages.

Nelson Mandela Bay's Port of Ngqura, a deep-water sea port is adjacent to the Coega Industrial Development Zone (IDZ) It is becoming the **fastest growing terminal in the world**.

The South African government has partnered with South Korea to establish a national shipping company.

World sea traffic passes by the Eastern Cape on the East-West pendulum trade routes, opening up major opportunities for ship-building and repairs in the region.

The NMMU formalised ties with the UN-endorsed World Maritime University (WMU) in Sweden in 2013.

Demand for ocean cruises **increased by 77%** over the past decade with the majority of passengers American, followed by travellers from Europe.

The region also houses one of the first-ever **Big Seven** game reserves – Addo Elephant National Park – which integrates the Big Five with marine life to include the Great White shark and Southern Right whale.

The Region is South Africa's water sports capital, home to major water events – including the only international **Ironman event** on the African continent.

The drive for South Africa to maximise its participation in the global "**blue economy**", was strengthened with the launch of the **South African International Maritime Institute (SAIMI)** in Nelson Mandela Bay. Founded as an initiative of the South African Maritime Safety Authority (SAMSA), in partnership with Nelson Mandela Metropolitan University (NMMU), the institute will promote and coordinate maritime education, skills development and research to support South Africa in harnessing the potential of its mostly untapped maritime resources.

Government's recent launch of the Operation Phakisa Ocean Labs initiative to develop the plans required to unlock the economic potential of the country's oceans has placed the **maritime economy** firmly on the **national socio-economic** development agenda.

Similarly, the African Union adopted the 2050 Africa Integrated Maritime (AIM) Strategy in January 2014, with the vision to develop an environmentally sustainable and integrated blue economy across the continent.

NMMU Vice-Chancellor Prof Derrick Swartz said both **Operation Phakisa** and the **AIM strategy** provided "a unique opportunity for the education sector to contribute to stimulating a maritime economy that is sustainable, efficient and globally competitive".

The Nelson Mandela Bay Maritime Cluster is soon to establish a Regional Ocean Council (ROC) affiliated to the World Ocean Council (WOC).



THE FIRST HOST CITY

East London is a short drive from the Eastern Cape's legislative capital, Bhisho. Home to the **unique river Port of East London and the East London IDZ**, the region, adjacent to South Africa's 2nd largest township - Mdantsane, and largely rural surrounds, has a **critical role to play in the socio-economic status of the province and in fact the country.**

Its **economic development** is a key driver to job creation, poverty alleviation and de-urbanisation and its social ills. The **opportunities around the Blue Economy and Operation Phakisa** appear to have not fully reached or inspired business in the region, which requires a **concerted promotion.**

KEY FEATURES OF EASTERN CAPE MARITIME SUMMIT 2016

1. The 2nd edition will take place at **The Venue, Hemingways Mall** in East London for the first time. This will also be the first initiative of its kind in the region.
2. In addition to the **Summit (Conference)**, an **exhibition** which also has a large focus on careers in the sector will run together with **Site Tours** to key Buffalo City landmarks, including the harbour, river front, esplanade and IDZ.
3. More than **20 high profile experts** and policy leaders will present on the Summit programme, with an emphasis again on opportunities.
4. A widespread media/publicity campaign will drive interest in the region and interest in the sector.

ALIGNMENT WITH GOVERNMENT PRIORITIES:

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