

Eden

Executive Summary

This destination sector fact sheet provides key trade and investment related statistics for the Eden district municipality. Specifically, it shows Eden district's area, population, employment, trade, investment and tourism trends with the rest of the world. The key highlights are provided below:

Economy

- From 2006 to 2015, the economy of Eden district grew at an average annual growth rate of 4.8%.
- Eden's district GDP increased from ZAR22.4m in 2006 to ZAR28.88m in 2015.
- George local municipality was the largest contributor to GDP in the Eden district between 2006 and 2015, accounting for 39.97% of total GDP for the district in 2015.
- The finance, insurance, real estate and business services sector was the largest contributors to Eden's GDP in 2015, accounting for 27.81% followed by the wholesale and retail trade, catering and accommodation sector (18.15%).
- The food, beverages and tobacco sector was the largest contributor to Eden's manufacturing sector, accounting for 30%.
- Business services was the largest contributor to Eden's services sector, accounting for 27% in 2015.

Trade

- In 2015, total exports from the Eden district was ZAR2.6bn, an increase of 45% from ZAR2.3bn in 2006, while imports increased by 21%.
- The top destination markets for exports from the Eden district in 2015 were the United States (9%), United Kingdom (7%), Italy (7.6%) and France (5.6%).
- The top exports from the Eden district in 2015 were fresh or dried citrus fruit (ZAR672.49m), leather of other animals (ZAR315.04) and fruits and seeds and fruit spores for sowing (ZAR199.09m).

Investment

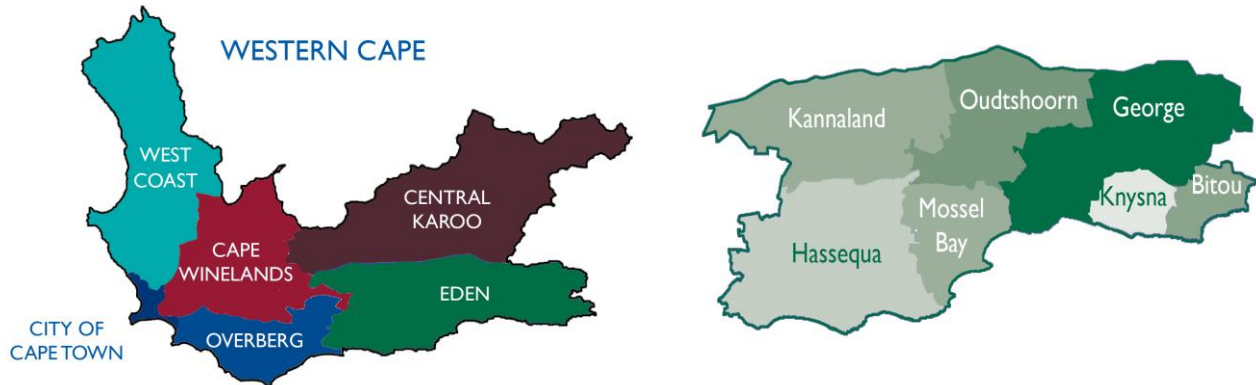
- The Eden district attracted three FDI projects in the coal, oil and natural gas sector and consumer sector, valued at ZAR20.79bn into Mossel Bay and George in the past 16 years.

Tourism

- German visitors represented the largest share of overseas visitors to Eden district in 2013, accounting for 34%, followed by the United Kingdom (17%) and the Netherlands (8%).
- Markets that have experienced the fastest share growth among the top ten in 2013 were France (80%), United States (35%) and Germany (21%).

1. Area

The Eden district is one of six districts located in the Western Cape and it is located in the south-east of the province. The district has a total area of 23,331km² with a population of 595 547 people. The inhabitants are predominantly Afrikaans-speaking, with 75.6% of the population speaking the language, followed by Xhosa (17.3%) and English (6.2%). The largest ethnic group in the district are Coloured people (55.78%), followed by Africans (24.40%) and White people (19.74%). The district is comprised of seven municipalities namely; Kannaland, Hessequa, Mossel Bay, George, Oudtshoorn, Bitou and Knysna.



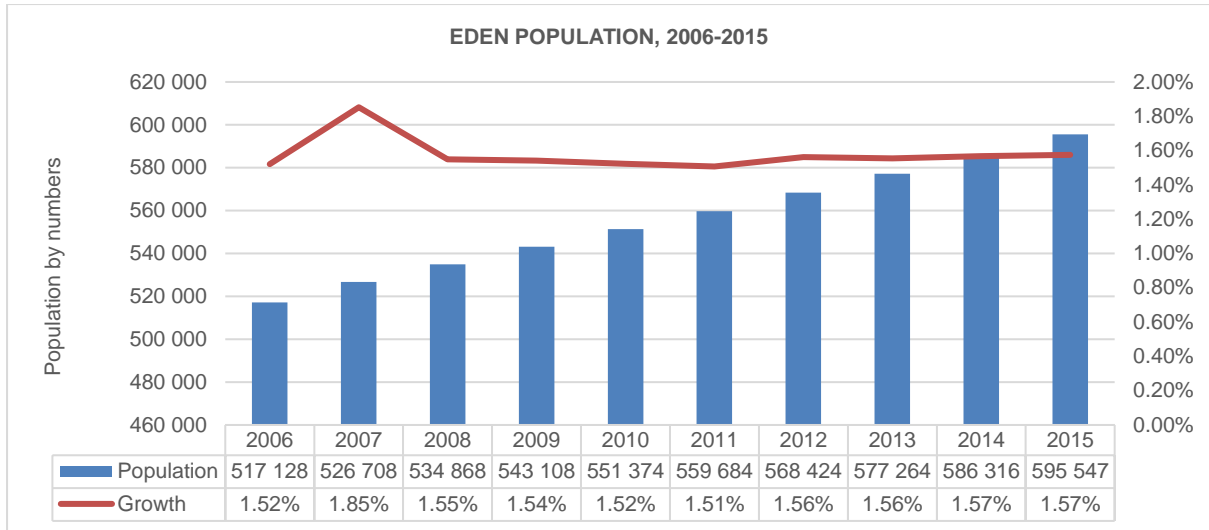
2. General Information

EDEN DISTRICT KEY INDICATORS	
Executive Mayor	Councillor Vernatt Ivan van der Westhuizen
Population (2015)	595 547
Population Density	25/Km ²
Total Area	23,331 km ²
GDP (2015)	ZAR29.6bn
GDP Growth (2015)	0.91%
Unemployment (2013)	21%
Ethnic groups (2015)	Coloured (55.78%), Black (24.40%) White (19.74%) and Indian and Asian (0.08%)
Languages	Afrikaans (75.6%); Xhosa (17.3%); English (6.2%)
Literacy Rate	77.07%
Gini Coefficient, 2010	0.58
Human Development Index (HDI), 2010	0.69

Source: Quantec, 2016; Western Cape Provincial Treasury, 2012

2.1 Demographics

With a population of 595 547 in 2015, the Eden municipal area was the fifth most populous district municipality in the Western Cape, accounting for 10% of the Western Cape's population. Eden's population is estimated to have grown by an annual average growth rate of 1.6% between 2006 and 2015.



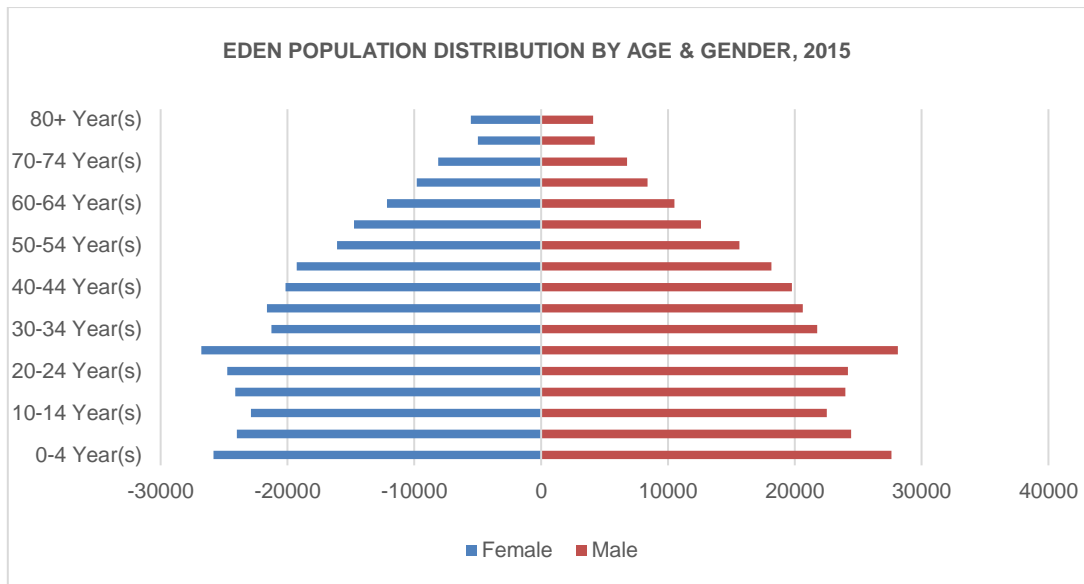
Source: Quantec, 2016

The table below shows Eden district's population breakdown by different ethnic groups. In 2015, the Coloureds represented the largest ethnic group, accounting for 56%, followed by the Africans (24%) and Whites accounting for 20%.

EDEN'S POPULATION BREAKDOWN BY GROUP (2013-2015)					
GROUP	2013	2014	2015	% SHARE, 2015	% CHANGE, 2013-2015
Coloured	323703	327939	332167	55.78%	2.61%
Black African	136394	140812	145343	24.40%	6.56%
White	116722	117110	117565	19.74%	0.72%
Indian or Asian	445	455	472	0.08%	6.07%
TOTAL	577264	586316	595547	100%	3.99%

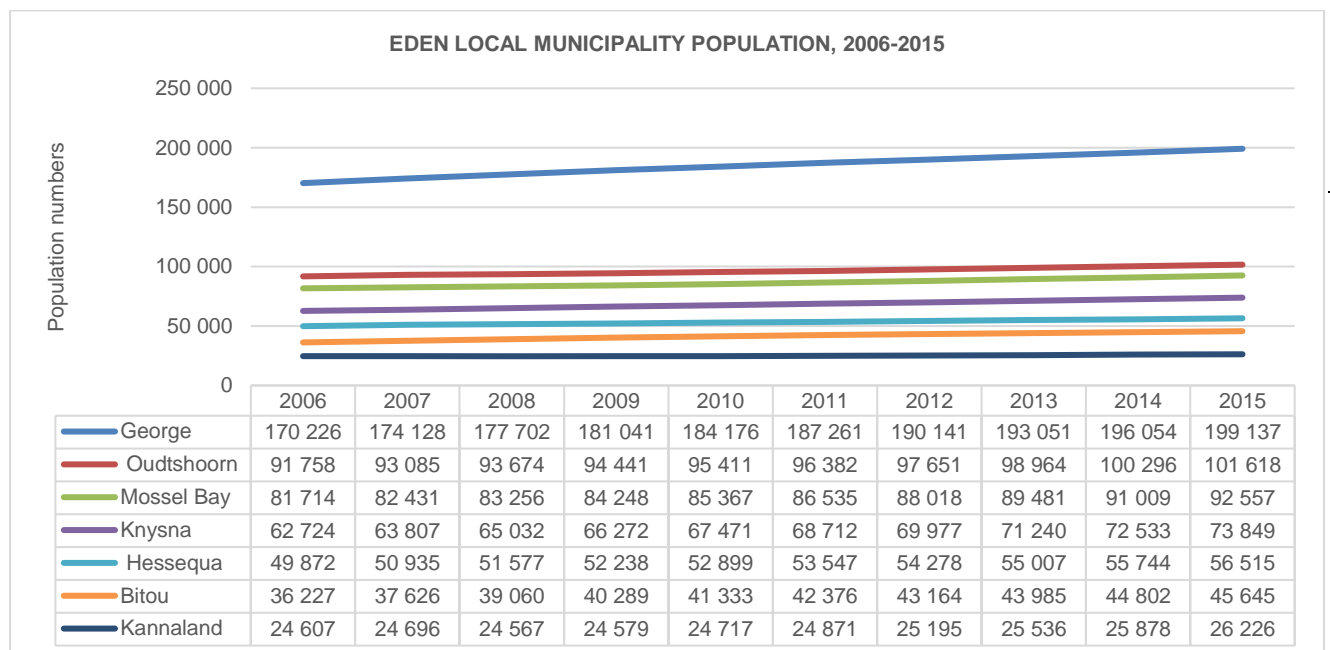
Source: Quantec, 2016

The histogram below shows the age and gender breakdown of the population of the Eden district. As is shown in the graph, the largest percentage of the population are below 35 years of age group indicating that the majority of the population is still young.



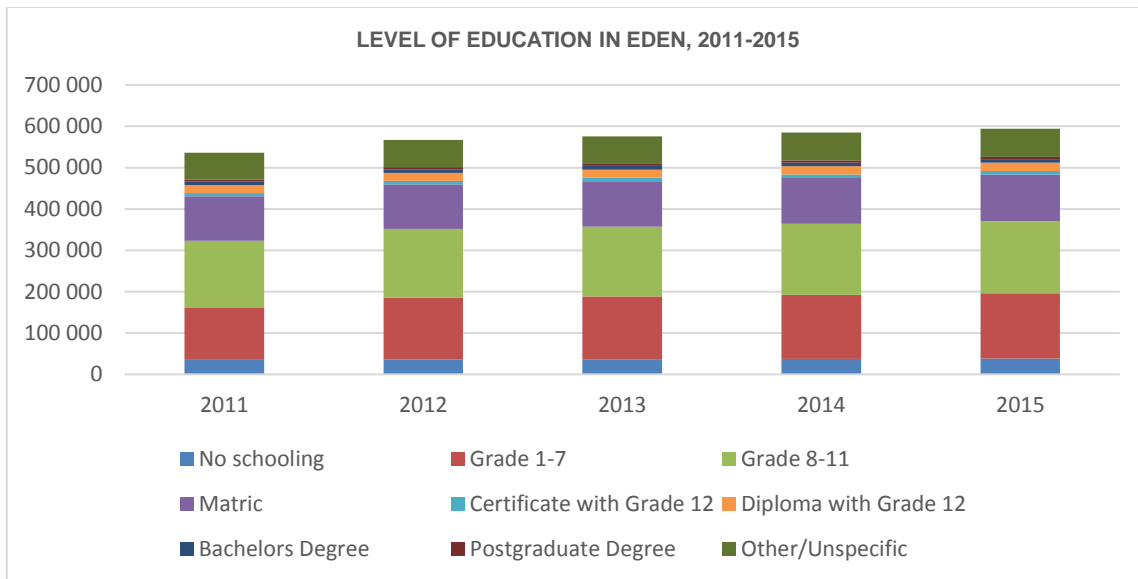
Source: Quantec, 2016

Within the Eden district, the George local municipality recorded the highest population over the period 2006 to 2015. This local municipality recorded a population of 199 137, followed by the Oudstroom and Mossel Bay local municipalities with 101 618 and 92 557 people.



Source: Quantec, 2016

Eden's educational output has been steadily increasing from 2011 to 2015. The number of students with postgraduate degrees increased by an average annual growth rate of 1.1% from 2011 to 2015 while the number of students that obtained a bachelor's degree also increased by 1% during the same period.



Source: Quantec, 2016

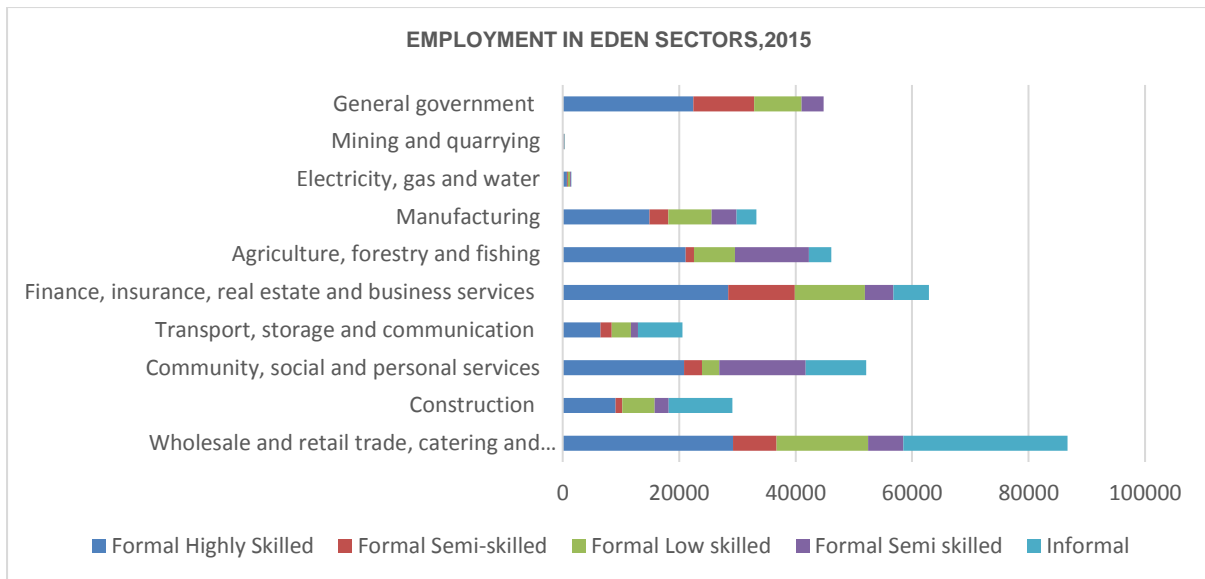
2.2 Employment

The table below provides a snapshot of indicators for employment in the Eden district in 2015. The unemployment rate at this time was 21%, with 181 699 people employed from a working age population of 336 973 people.

EMPLOYMENT INDICATORS EDEN, 2015	
Population aged 15-64 years (2015)	396 299
Labour force participation rate	68
Employed (2015)	224 012
Unemployed	48 616
Not economically active	106 658
Unemployment rate	21

Source: Quantec, 2016

Eden's wholesale and retail trade, catering and accommodation sector was the largest employer with 86,695 people, followed by finance, insurance, real estate and business services employing 62,874 and community, social and personal services employing 52,093 people.



Source: Quantec, 2016

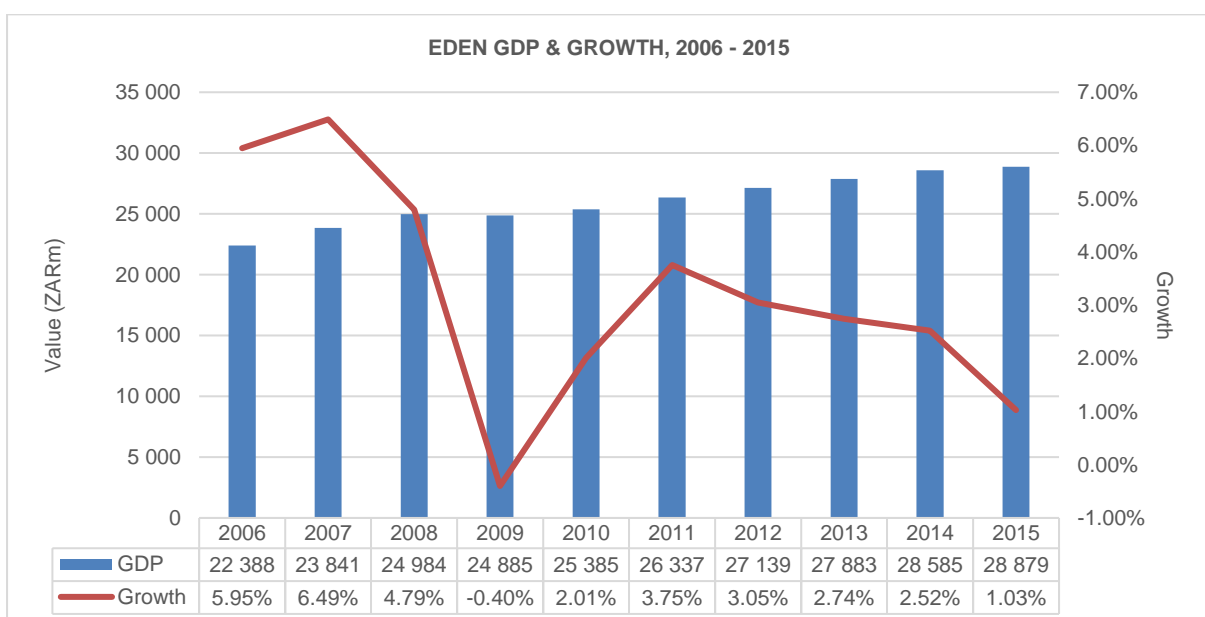
3. Economic Overview

3.1 Economic Performance

The key economic sectors in the Eden district are:

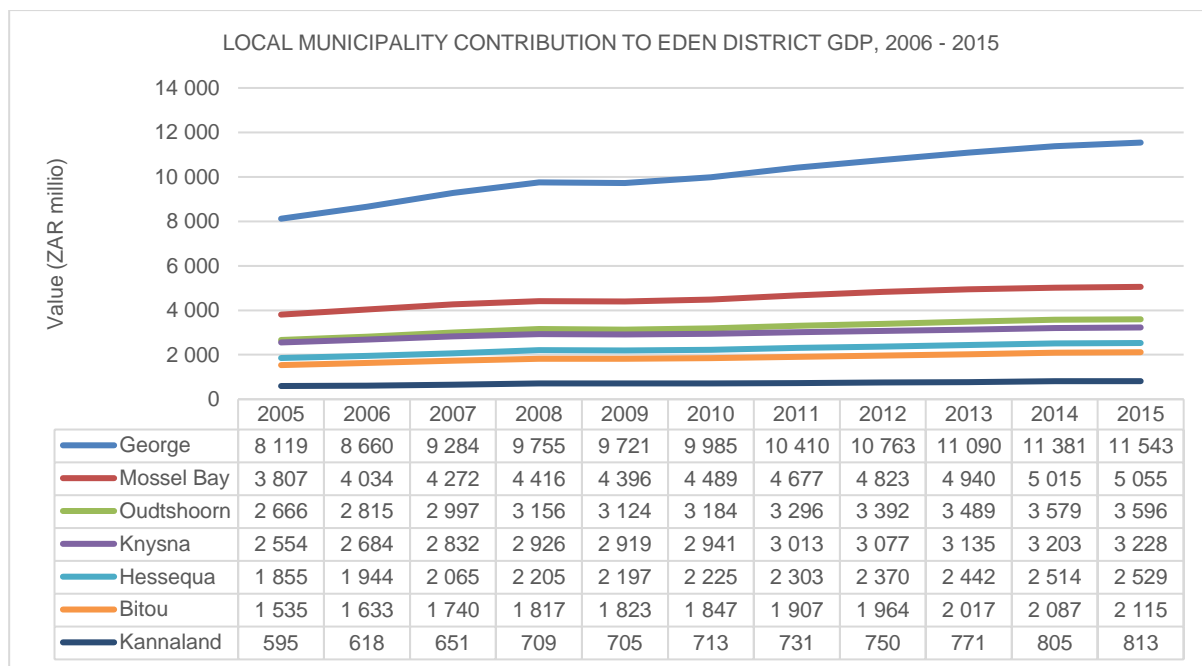
- **Agriculture and fishing** - the district is an ideal location for various agricultural and niche activities because of its topographical and climatic diversity. Agricultural activities include dairy, fruit, vegetable and sheep products, as well as unique products like ostriches, forestry products, aloe, hops and essential oils.
- **Manufacturing** – agro-processing and forestry form a large part of the manufacturing base and are supported by niche industries.
- **Construction** – the construction industry is well-supported by the tourism investments which have continued to increase. The upgrading of facilities have also contributed to the growth of this sector.

From 2006 to 2015, the economy of Eden district grew by an average annual growth rate of 3.19%. Economic growth in the Eden region reached particularly high levels in 2007, with growth rates of 6.49%. Growth declined in 2009, particularly affected by the 2009 economic crisis.



Source: Quantec, 2016

George Local Municipality was the largest contributor to GDP in the Eden district in this period, accounting for 41% of total GDP for the district followed by Mossel Bay and Oudtshoorn accounting for 17% and 13% respectively.



Source: Quantec, 2016

The finance, insurance, real estate and business services sector was the largest contributor to Eden's GDP in 2015, accounting for 29.04%, followed by wholesale and retail trade, catering and accommodation sector at 17.07% and manufacturing sector at 13.96%.

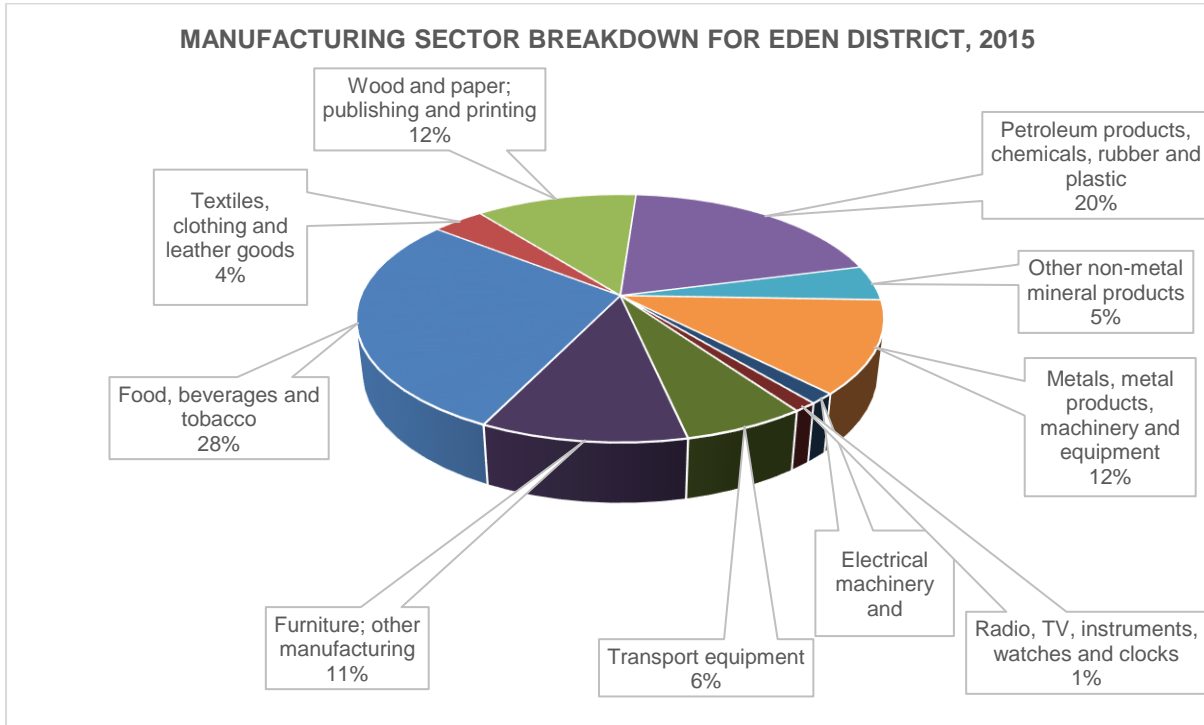
SECTOR BREAKDOWN OF GDP, 2011-2015						
SECTOR DESCRIPTION	VALUE 2011(ZARm)	VALUE 2012 (ZARm)	VALUE 2013 (ZARm)	VALUE 2014 (ZARm)	VALUE 2015 (ZARm)	% SHARE, 2015
Finance, insurance, real estate and business services	7253.256	7546.57	7831.781	8101.567	8385.89	29.04%
Wholesale and retail trade, catering and accommodation	4500.516	4678.079	4789.266	4865.834	4930.153	17.07%
Manufacturing	3859.471	3965.841	4026.102	4038.819	4030.147	13.96%
Transport, storage and communication	2478.837	2555.438	2640.749	2742.459	2822.272	9.77%
General government	2582.63	2644.002	2729.289	2780.286	2776.041	9.61%
Community, social and personal services	1822.599	1868.858	1913.332	1938.033	1946.924	6.74%
Agriculture, forestry and fishing	1766.111	1780.5	1802.827	1919.848	1810.793	6.27%
Construction	1366.979	1394.83	1447.881	1497.206	1481.292	5.13%
Electricity, gas and water	620.422	618.16	612.502	605.188	599.162	2.07%
Mining and quarrying	86.343	87.161	89.766	96.015	96.104	0.33%
TOTAL	26 337	27 139	27 883	28 585	28 879	100.00%

Source: Quantec, 2016

The top manufacturing activities in the Eden district are wood, paper, printing and publishing, furniture, food and beverages, and petroleum and chemical products.

The figure below shows the contribution share of Eden's manufacturing sub-sectors to the district's GDP for 2015. The figure shows that:

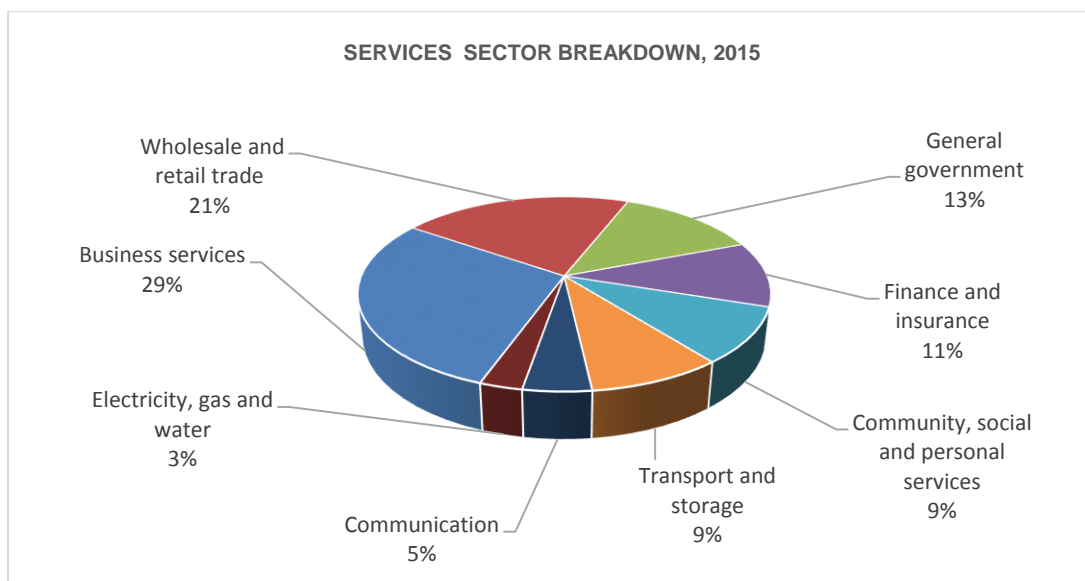
- The food and beverages and tobacco was the largest contributor to Eden’s manufacturing sector accounting for 28%, followed by
- Petroleum products, chemicals, rubber and plastic accounting for 20%, and
- Wood, paper, publishing and printing accounting and metal products, machinery and equipment accounting for 12%.



Source: Quantec, 2016

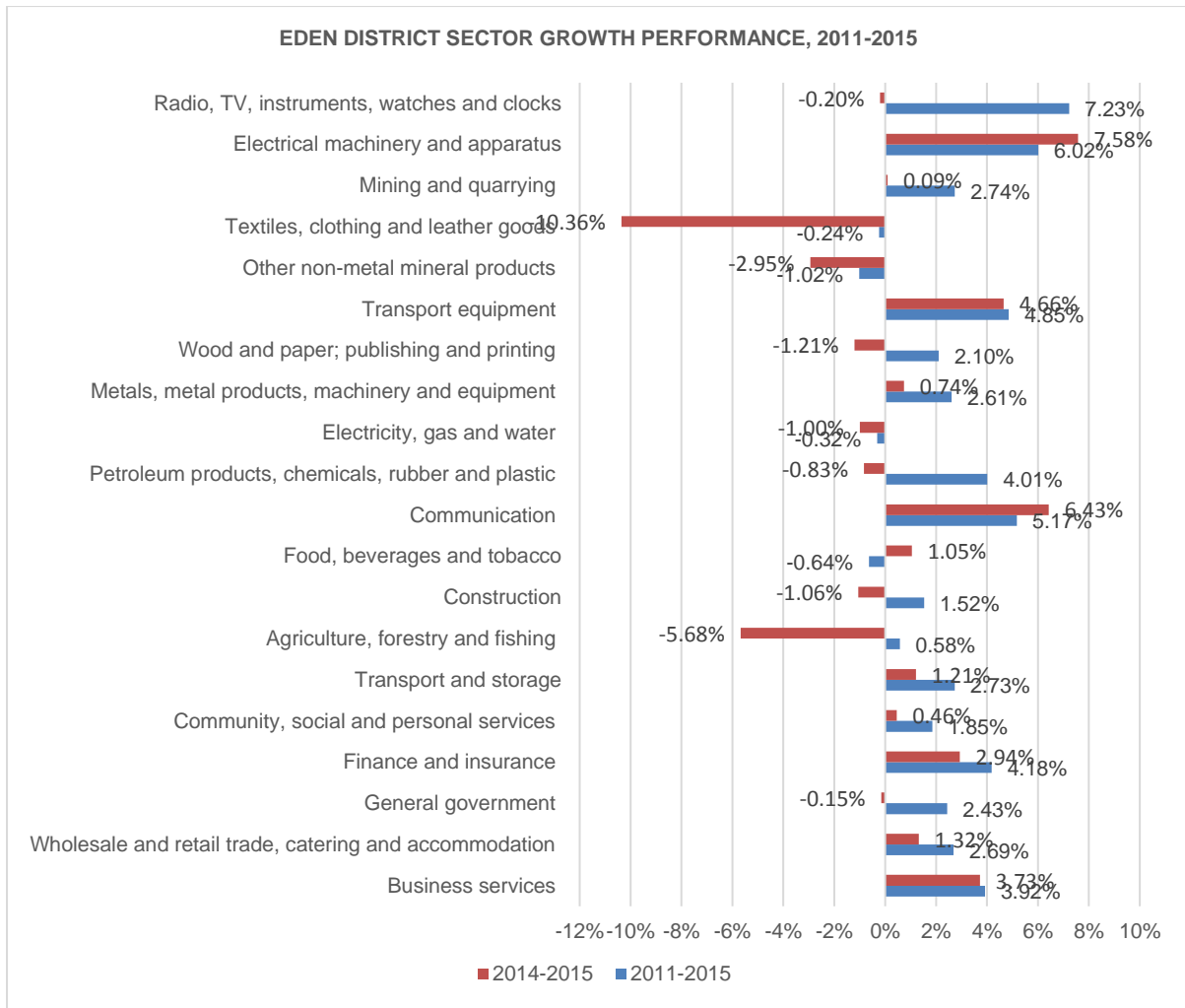
The figure below shows the contribution share of Eden’s services sub-sectors to the district’s GDP for 2015. The figure shows that:

- Business services was the largest contributor to Eden’s services sector, accounting for 29% followed by;
- Wholesale and retail trade accounting for 21%; and
- General Government accounting for 13%.



Source: Quantec, 2016

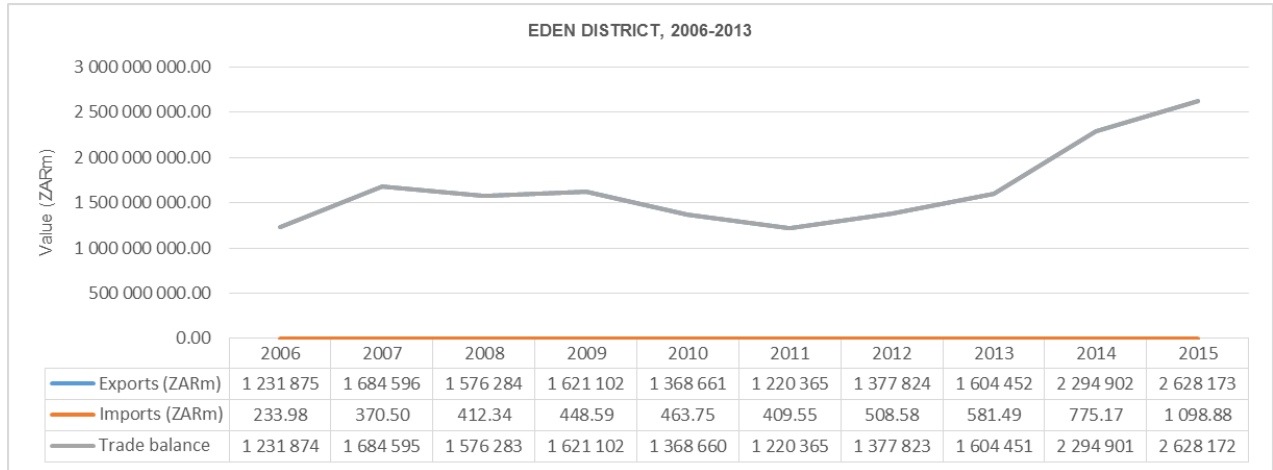
The fastest growing sector in Eden district in 2015 was radio, TV, instruments, watches and clocks sector grew by 7.23%, followed by the communications sector (5.2%) and finance and insurance sector (4.1%). From 2011 to 2015, the electrical machinery and apparatus sector was the fastest growing sector growing at 7.5%.



Source: Quantec, 2016

4. Trade

In 2015, total exports from the Eden district were worth ZAR2.6bn, an increase of 12.7% from ZAR1.2bn in 2014, while imports increased by 18.2%. Over the 10 year period the district has maintained a positive trade balance throughout the years, 2006 to 2015.



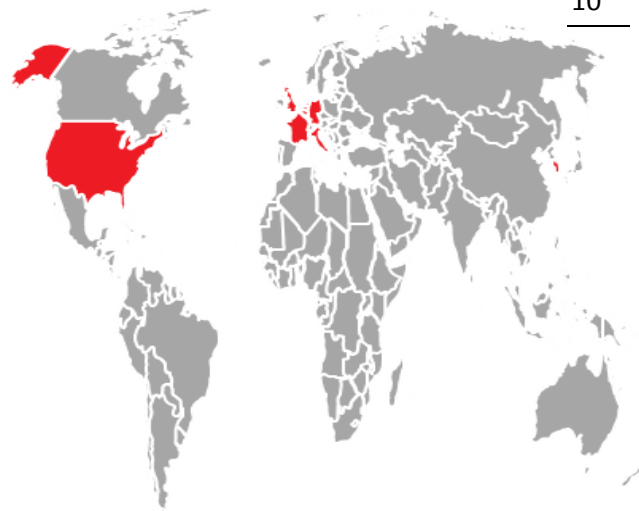
Source: Quantec, 2016

The top destination markets for exports from the Eden district in 2015 were the United States (8.7%), the United Kingdom (7.0%), France (6.7%) and Namibia (6.3%). The top source markets in terms of growth were China (60.5% growth), Mexico (39.5%) and the France (23%).

The Eden district exported 1.6% of the Western Cape's total exports in 2015.

TOP 10 EXPORT MARKETS FOR THE EDEN DISTRICT, 2015				
RANK	COUNTRY	VALUE 2015 (ZARm)	% GROWTH, 2014-2015	% SHARE, 2015
1	United States	229.09	0.55%	8.72%
2	United Kingdom	184.60	14.09%	7.02%
3	France	175.45	39.11%	6.68%
4	Namibia	165.14	27.13%	6.28%
5	Netherlands	149.98	-0.64%	5.71%
6	Italy	131.38	-6.11%	5.00%
7	Mexico	121.72	39.52%	4.63%
8	Saudi Arabia	105.47	8.71%	4.01%
9	China	98.89	60.46%	3.76%
10	Mozambique	87.51	5.99%	3.33%
TOTAL EXPORTS		2 628.17	188.80%	100.00%

Source: Quantec, 2016



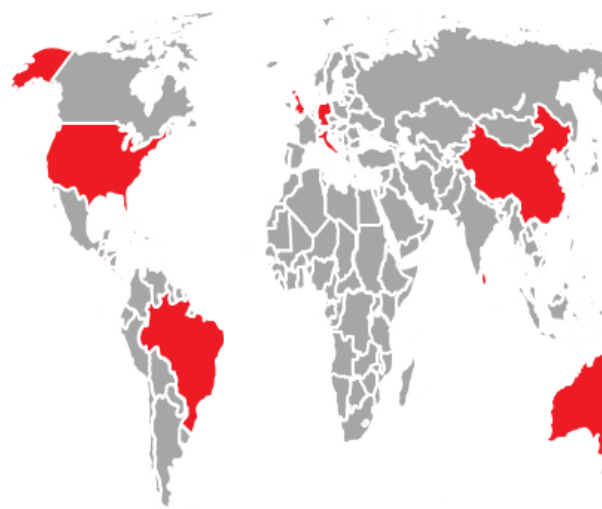
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The top source markets for imports, in terms of percentage share imported, in 2015 were China (16.3%) share, Germany (11.8%), United States (8.9%) and the Namibia (7.6%). The top source markets in terms of growth in 2015 were Netherlands (160.10%), United Kingdom (85.9%) and the United States (23.2%).

The Eden district imported 0.7% of the Western Cape's total imports in 2015.

TOP 10 IMPORT MARKETS FOR THE EDEN DISTRICT, 2015				
RANK	COUNTRY	VALUE 2015 (ZARm)	% GROWTH, - 2014-2015	% SHARE OF WC 2015
1	China	219.59	22.98%	16.34%
2	Germany	158.15	18.25%	11.77%
3	United States	120.10	23.22%	8.94%
4	Namibia	107.06	3.25%	7.97%
5	Australia	85.04	25.80%	6.33%
6	Netherlands	79.79	160.10%	5.94%
7	Italy	55.45	19.27%	4.13%
8	Lesotho	51.54	15.35%	3.84%
9	Brazil	36.18	-15.59%	2.69%
10	United Kingdom	35.07	85.94%	2.61%
TOTAL IMPORTS		1 343.71	358.58%	100.00%

Source: Quantec, 2016



The top 5 traded products for the top 5 export markets for the Eden district are shown below:

United States

- Seed, fruit and spores, for sowing (ZAR35m)
- Brooms, brushes, mops, feather dusters, paint pads (ZAR10m)
- Bird skins, feathers (ZAR10m)
- Feathers, down, skins (ZAR7m)
- Yachts, pleasure, sports vessels, rowing boats, canoes (ZAR5m)

Netherlands

- Seed, fruit and spores, for sowing (ZAR24m)
- Citrus fruit (ZAR22m)
- Meat, edible meat offal (ZAR15m)
- Fruit and vegetable juices (ZAR6m)
- Prepared or preserved meat, meat offal and blood (ZAR5m)

Italy

- Goat or kid skin leather, without hair (ZAR50m)
- Seed, fruit and spores (ZAR4m)
- Bird skins, feathers (ZAR1m)
- Citrus fruit (ZAR0.5m)
- Vegetable saps, pectin, agar-agar (ZAR0.5m)

Belgium

- Prepared or preserved meat, meat offal and blood (ZAR36m)
- Meat, edible meat offal (ZAR3m)
- Citrus fruit (ZAR2m)
- Brooms, brushes, mops, feather dusters, paint pads (ZAR1m)
- Grape wines (ZAR0.6m)

Republic of Korea

- Seed, fruit and spores (ZAR21m)
- Composition leather, in slabs, sheets or strips (ZAR16m)
- Goat or kid skin leather, without hair (ZAR2m)
- Bird skins, feathers (ZAR2m)
- Wood sawn, chipped lengthwise (ZAR1m)

The top exports from the Eden district in 2015 was citrus fruit (ZAR672), leather of other animals (ZAR315) and seeds, fruit and spores citrus fruit (ZAR199). The top exports in terms of growth in 2015 was other meat and edible meat offal,

fresh, chilled or frozen (667.79% growth), prepared or preserved meat, meat offal and blood (80%) and Tanned or crust hides and skins (140%).

The top imports to the Eden district in 2015 was cheese and curd (ZAR106m); Fish, frozen, excluding fish fillets (ZAR100m) and Seeds, fruit and spores (ZAR73m).

The products with the largest terms of growth percentage was Polymers of ethylene (267%), Unmanufactured tobacco (89%), and Cheese and curd (66%).

TOP 10 EXPORT PRODUCTS FROM THE EDEN DISTRICT, 2015					TOP 10 IMPORT PRODUCTS TO THE EDEN DISTRICT, 2015				
RANK	PRODUCT	VALUE 2015 (ZARm)	% GROWTH, 2014-2015	% SHARE OF WC 2015	RANK	PRODUCT	VALUE 2015 (ZARm)	% GROWTH, 2014-2015	% SHARE OF WC 2015
1	Citrus fruit, fresh or dried	672.49	1.07%	25.59%	1	Cheese and curd	105.92	66.13%	7.88%
2	Leather of other animals	315.04	-13.10%	11.99%	2	Fish, frozen, excluding fish fillets	100.42	9.34%	7.47%
3	Seeds, fruit and spores, of a kind used for sowing	199.09	7.68%	7.58%	3	Seeds, fruit and spores	73.02	-9.92%	5.43%
4	Other meat and edible meat offal, fresh, chilled or frozen	155.02	667.79%	5.90%	4	Leather further prepared after tanning or crusting	44.32	-11.19%	3.30%
5	Tanned or crust hides and skins	140.12	41.23%	5.33%	5	T-shirts, singlets and other vests	43.49	13.44%	3.24%
6	Other prepared or preserved meat, meat offal or blood	132.10	80.00%	5.03%	6	Centrifuges, including centrifugal dryers	34.35	-11.01%	2.56%
7	Skins and other parts of birds with their feathers or down	92.54	3.86%	3.52%	7	Unmanufactured tobacco	33.12	88.98%	2.46%
8	Apples, pears and quinces, fresh	53.52	-1.48%	2.04%	8	Polymers of ethylene	32.93	267.09%	2.45%
9	Skins and other parts of birds	53.29	30.89%	2.03%	9	Chromium oxides and hydroxides	28.20	3.95%	2.10%
10	Fish, frozen	48.98	5.46%	1.86%	10	Rape or colza seeds	28.09	71.98%	2.09%
TOTAL EXPORTS		2 628.17	82.34%	100.00%	TOTAL IMPORTS		1 343.71	48.88%	100.00%

Source: Quantec, 2016

5. Investment

The Eden district attracted three FDI projects in the coal, oil and natural gas sector and consumer sector. Two of the projects were in Mossel Bay and the other in George. The three projects were valued at ZAR12,121m creating a total of 564 jobs.

FDI PROJECTS INTO THE EDEN DISTRICT, 2003-DECEMBER 2015							
DATE	COMPANY NAME	SOURCE COUNTRY	DESTINATION CITY	SECTOR	BUSINESS ACTIVITY	INVESTMENT (ZARm)	JOBS
Feb-13	Builders Warehouse	United States	George	Consumer Products	Retail	248	194
Dec-05	Pioneer Natural Resources	United States	Mossel Bay	Coal, Oil and Natural Gas	Extraction	659	214
Jun-04	Statoil Detaljhandel	Norway	Mossel Bay	Coal, Oil and Natural Gas	Manufacturing	11 214	156

Source: FDI Intelligence, 2016

5.1 Selected Initiatives & Opportunities in Eden District

Selected initiatives in the Eden district are shown in the table below.

SELECTED ON-GOING AND APPROVED INITIATIVES IN THE EDEN DISTRICT		
INITIATIVE	OVERVIEW	PROJECT PHASE
George Special Investment Zone (SIZ)	The delineated SIZ is vacant Hans Moes Kraal coastal property. The goal is to develop it into an economic opportunity zone and thus integrate the peripheral communities into the urban town.	Current.
George development incentive scheme	The incentive scheme is focused on the three delineated areas of development: SIZ; Industrial Development Node, Urban Development Node. The aim of the incentive is to lower the initial start-up costs and utility expenses of businesses	Current.
Knysna broadband upgrades	Investment into high-speed broadband is underway in the Knysna town. This roll-out is geared to provide fast and reliable internet to businesses in the area.	Current roll-out.
Knysna Green Industrial Zone	A tender has been submitted to SALGA to create a Green Industrial Zone in Knysna. The town is focused on the environment as it is one of the major attractions and draw cards to the area. Therefore a light industrial area that focuses on the development of innovative technology is promoted.	Waiting approval.

Source: Wesgro Invest in Western Cape, 2014

According to Wesgro's Invest in the Western Cape (2014) and the Local Government Handbook (2013), key selected investment opportunities in Eden district are as follows:

- Value addition to the agricultural sector & floriculture;
- Agro-processing (berries etc.) and packaging plant;
- Fibre-optic network development;
- Establish biofuel plant;
- Establish waste into energy plant;
- Establish sun energy plant;
- Municipal flagship projects ready for private sector investment: including an ict incubator, as well as a planned science and innovation hub in a pristine coastal location;
- Commercial node development in township areas;
- Industrial redevelopment (green industry zone);
- Tourism infrastructure development;
- Establish craft art workshop;
- Establish special economic zone through agro-processing; and
- Establish training colleges/initiatives.
- George Local Municipality offers an Investment Incentive Scheme for investors, which includes discounts on municipal land, rates and taxes, and service charges

6. Companies

Some of the top companies in the Eden district are shown in the table below:

TOP COMPANIES IN THE EDEN DISTRICT, 2012			
COMPANY NAME	TOWN	SECTOR	BUSINESS ACTIVITY
Alcare Aloe	Albertinia	Agribusiness	Aloe beauty/health products
Aloe Ferox Africa	Albertinia	Agribusiness	Aloe beauty/health products
Calitzdorp Spa	Calitzdorp	Tourism	Catering & Accommodation
Cape Pine	George	Manufacturing	Wood
Datadot Technology South Africa (Pty) Ltd	George	Manufacturing	Vehicle Security
Fechters Furniture Manufacturers	Knysna	Manufacturing	Furniture
Garden Route Casino	Mossel Bay	Tourism	Catering & Accommodation
Lancewood	Wilderness	Agriculture	Dairy-processing
McCains	George	Agriculture	Food-processing
Nikwafloora	George	Agriculture	Foliage
Oakhurst Insurance Company Ltd	George	Services	Insurance

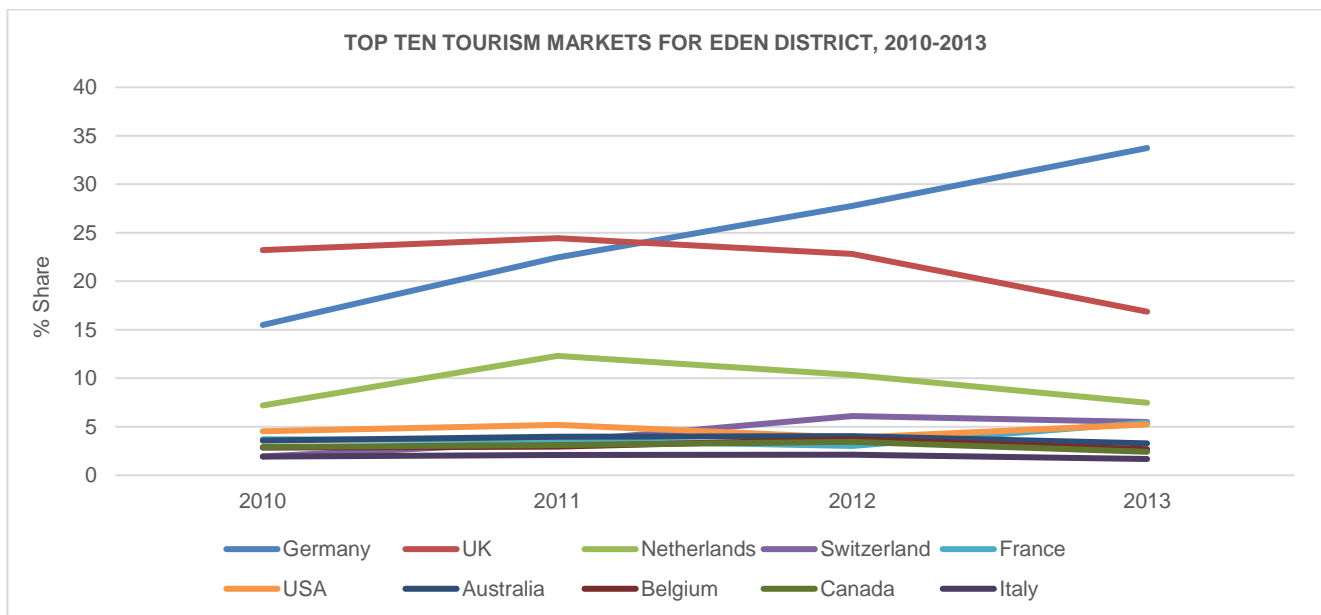
Petro-SA	Mossel Bay	Manufacturing	Oil and Gas
Rheebok Bricks	Mossel Bay	Manufacturing	Construction materials
Robbeberg Fine Foods	Plettenberg Bay	Agriculture	Food-processing
Robins Nest Interiors	Knysna	Manufacturing & Services	Interior design & production
SA Breweries	George	Agriculture	Viticulture
Safari Ostrich Farm	Knysna	Tourism	Catering & Accommodation
Tradelink	George	Manufacturing	Clothing manufacturing
Travelstar	Knysna	Manufacturing	Motorhome design & vehicle conversion

Source: Eden District, 2016

7. Tourism

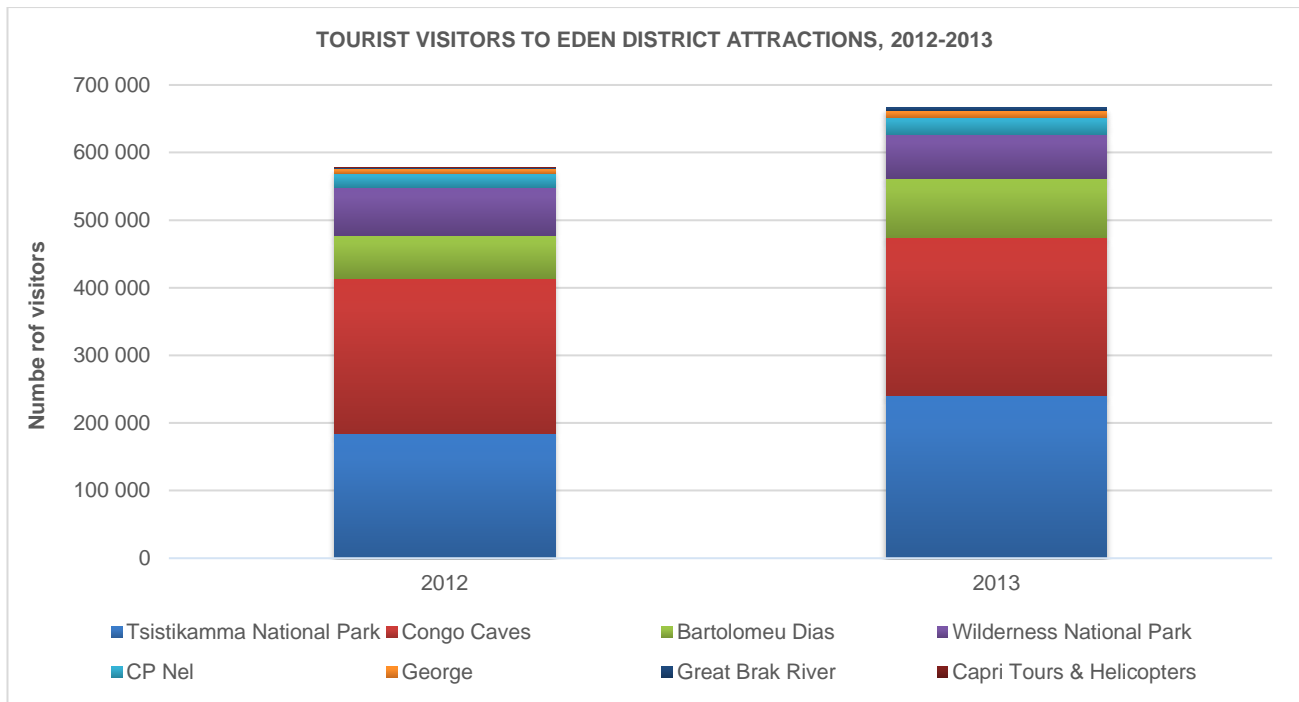
It is estimated that the largest amount of adventure activities exists within 100km² of Knysna in the Eden district. The Eden district also known as the 'Garden Route' is known as the adventure capital of South Africa and therefore there is vast potential for tourism investment and downstream activities such as operators, providers of gear and maintenance, hire companies etc.

The figure below displays overseas respondents recorded into the Eden district for the period 2010 to 2013. The top ten markets represented 84% of all visitors to Eden district in 2013. It is evident from the figure that seven of the top ten markets for visitors into Eden district originated from the European region. German visitors represented the largest share of overseas visitors to Eden district in 2013, accounting for 34%, followed by the United Kingdom (17%) and the Netherlands (8%). Markets that have experienced the fastest share growth among the top ten in 2013 were France (80%), the United States (35%) and Germany (21%).



Source: Wesgro Eden Tourism Trends, 2014

The figure below illustrates the main attractions visited by tourists to the Eden district during 2012 and 2013. The number of visitors to Eden district's attractions increased by 15% in 2013 to reach 666,556 visitors from 577,688 visitors in 2012. Among the main activities undertaken in the region, visiting Tsistikamma National Park was the main activity in 2013 accounting for 36% of visitors. This was followed by visitors to the Congo Caves and Bartolomeu Dias museum, accounting for 35% and 13% respectively.



Source: Wesgro Eden District Trends, 2014

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