

**Your Business Our Priority**



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## CAPITAL CITY BUSINESS CHAMBER (CCBC)

Established in 2008, the Capital City Business Chamber (CCBC) is a recognized Chamber of Commerce working for the success of the Business Community in the Capital City (Pretoria/Tshwane).

Our slogan – “Your Business, Our Priority” – clearly defines our pride in addressing the needs of all sizes of business, be it a Small-, Medium-, Large- or Corporate Business with focus on the following:

- a. Creating a Marketing and Networking Environment
- b. Be a Source of Information & Support to Business
- c. Creating Opportunities for All.

### CCBC PROJECTS

Working within our three (3) Focus areas above, the CCBC developed various projects/ initiatives to co-create a business-friendly environment and to drive economic sustainability.

#### 1. “BUILDING THE CAPITAL”

A model creating a structured platform for collaboration between Government and Captains of Industry, based on the following three pillars:

- Knowing the Capital - creating a Business Eco-system of all businesses operating within the City; identifying and understanding the needs of business per industry; determining opportunities for growth; promoting local by putting “Tshwane First” and saluting our City’s uniqueness and success stories;
- Investing in the Capital - Unlocking of Business opportunities per Industry; Create an environment conducive for business; Drive economic recovery strategies such as “Made in Tshwane” to promote localisation; Create visible change via “Adopt a Spot” and “Establishing of City Improvement Districts, and
- Creating opportunities for all citizens within the Capital - Create a Sustainable Development Model by working together with business, government and the community within the various City of Tshwane Regions.

“Building the Capital” as model has been endorsed by the Executive Mayor, who also made it clear that this initiative must be continuous (regardless of political changes).

Where Implementation be driven via:

- a structured platform inclusive of City Leadership and Captains of Industry to be facilitated by the CCBC through -
- specific Workstreams which fall in line with the three (3) Pillars of “Building the Capital” strategy, and
- which also links into the “Made in Tshwane” strategy.

## 2. ESTABLISHING OF CITY IMPROVEMENT DISTRICTS

Create a secure and business friendly environment by working towards establishing City Improvement Districts to enable the business community to work together with the City of Tshwane in revitalizing the Industrial Areas/Parks and the Business Community at large.

Towards the end of 2022, the CCBC established the **Rosslyn Improvement District (RID)** as NPC in accordance with the City of Tshwane’s By-law for the establishment of an Intermunicipal Service District (IMSD) - sections 85 and 86 of the Municipal Systems Act, 2000.

The focus is on the development of Rosslyn in becoming a **World-class Industrial Hub** by addressing the following Key areas:

1. Safety & Security
2. Environmental and Beautification
3. Technical Infrastructure and Roads
4. Community Engagement and Development.

## 3. “MADE IN TSHWANE”

This initiative focuses on building of the local manufacturing value chain, i.e.: a “*Localization Strategy to Increase manufacturing within the City of Tshwane*” by promoting existing supply chains and getting rid of stumbling blocks.

To assist with this strategy:

A comprehensive and updated database of manufacturers per sector within the seven Regions of Tshwane is being conducted. The outcome will include an accurate outline per business/manufacturer of:

- a) The nature,
- b) Location (Industrial areas/parks),
- c) Goods and services,
- d) Import and export profile, as well as
- e) Opportunities for localisation.

With desired outcomes of:

- Increased interest from internal and external investors
- Increased levels of investment into the manufacturing value chain

- Increased competitiveness for local manufacturers
- Increased exports
- Increase enterprise development and employment opportunities
- Increased economic growth and development.

The initiative includes relevant Key Partners:

- Department of Economic Development and Spatial Planning
- Tshwane Economic Development Agency
- DTIC & GDED
- Productivity SA
- Tshwane Business Forum (TBF) as collective of various Business Formations in the City
- Financial Institutions (Standard Bank, etc) as enablers
- Government funding agencies
- PwC in an advisory capacity
- Service Industry Strategic Partners, e.g.: Insurance; Business Services; etc.

#### 4. EXPORTER'S NETWORK

In support of the "Made in Tshwane" initiative and to assist Business with export readiness and with the development of new export markets, the CCBC established the Exporter's Network. This initiative works with all relevant Key Partners as noted above.

#### 5. CCBC PROPERTY DEVELOPMENT FORUM (PDF)

Established in collaboration with the City Of Tshwane Department of Economic Development and Spatial Planning. The collaboration is supported by a Memorandum of Understanding, signed by the City Manager and with the primary objectives:

- To **develop and advance collaborative dialogue** with the City of Tshwane in an atmosphere of mutual respect to address procedural challenges, and to promote property development and expedite the implementation thereof;
- To **act as the primary spokesperson** on behalf of partaking property developers and related role players in relation to property development matters;
- To **participate in all decision-making and other processes** that affect the general interests of property developers and related role players in Tshwane,
- To initiate the development of a **formal entity to drive Catalytic Projects and ultimately property development** within the Capital City – inclusive of property developers, landlords, property management, etc.

#### 6. CITIIONLINE E-COMMERCE MALL:

To further assist with supporting Business to remain profitable and sustainable, the CCBC looked at different ways of engaging business with one another. As such, we have created a **virtual E-commerce Mall** for businesses within the Capital City to know, connect and do business with one another inclusive of:

- a. **A Personalized layout** of your own virtual shop/office inclusive of company logo; business profile; corporate marketing video; brochures & catalogues;
- b. **Own E-commerce / Check-out function** - Promote electronic transactions to the public/clients in buying directly from your virtual shop/office,
- c. **Branding & Marketing** - Promote your business by including the link to your virtual shop/office in all marketing material.

## 7. ENTERPRISE DEVELOPMENT

The most exciting part is that the CCBC collaborates with the **GrowSA Foundation Trust** as Enterprise Development platform to facilitate the effective spend of CSI-funding on sustainable enterprise development projects. Contributing companies qualify for the relevant BEE-certificates as well as tax benefits stipulated in Section 30C of the Act.

Note: All initiatives and strategies in support of Enterprise Development opportunities will be created around new developments taking place throughout the City.

## AFFILIATIONS

**The Capital City Business Chamber is affiliated to/collaborate with:**

- TBF (Tshwane Business Forum) – a Collective of 10 Business Formations within Tshwane
- CitiOnline (Tshwane Business Digital Platform)
- GrowSA (Grow Southern Africa)
- SACCI (South African Chamber of Commerce and Industry)
- SBi (Small Business Institute).