

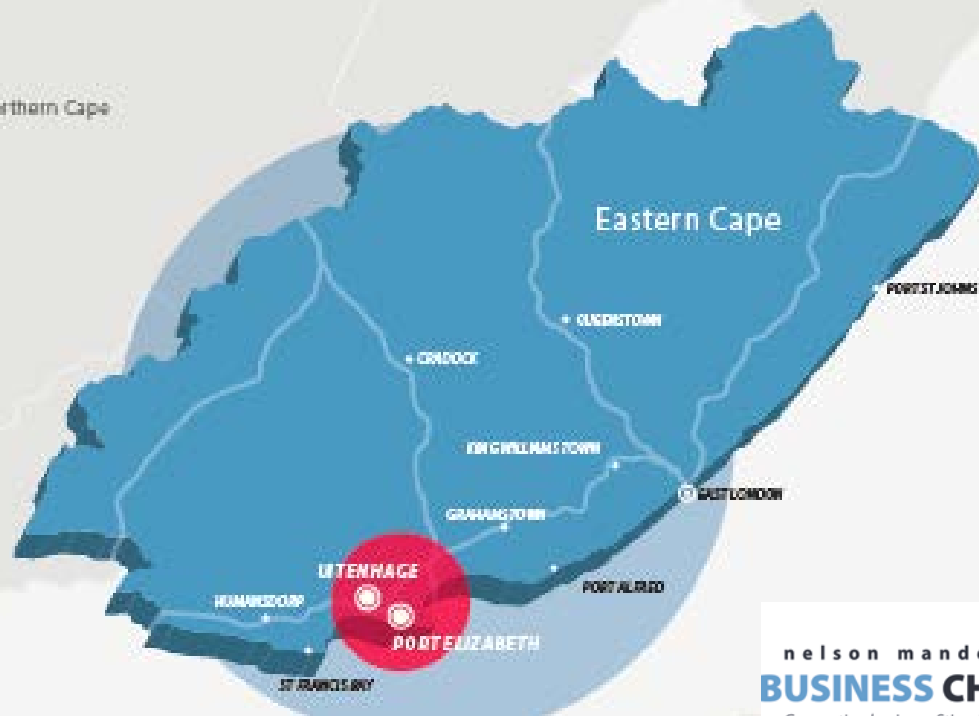
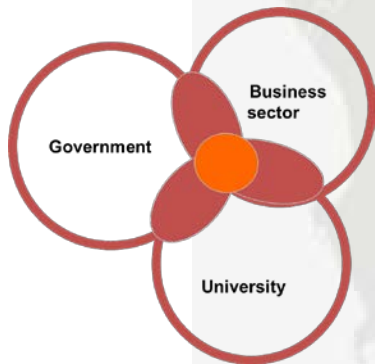
Country: South Africa

Province: Eastern Cape

City: Nelson Mandela Bay

Key take aways:

- Engagement & participation is CRUCIAL to success of any city initiative - this will build long term support BEYOND POLITICAL cycles
- Clear city plan with multi-disciplinary action team, headed by the highest office of the city
- Partnerships



An aerial photograph of Nelson Mandela Bay, South Africa. The image shows the harbor, the city of George Town, and the Nelson Mandela Bay Stadium. The stadium is a large, modern structure with a distinctive red and white design. The city is densely packed with buildings and roads. The harbor is a large body of water with a bridge crossing it. The sky is blue and clear.

Challenge = Economic Growth

1. Cluster based on current economic base (informed by data!!)
2. Economic Growth & Dev. Strategy (EGDS) with clear implementation plan (process already initiated with University – but use Competitive Cities to inform and improve this process)

Challenge = Jobs

1. Review current trade & investment approach)
(sub-set of EGDS but don't have to WAIT for a strategy, some things we can start to work on immediately)

Nelson Mandela Bay will be the best mid-sized city in Africa to live, work, play and grow a business.

Risks

- Political instability
- Political buy-in
- Lack of capacity within institutions (staff skills, financial, etc.)



Action Plan

3 – 4 Months (Nov – Feb 2018)

- Get other senior role players excited about Competitive Cities (event / workshop / something fun) – building on Partnering for Growth event (July 2017) and this TDD
- EGDS process design (what research needs to be done, how are we going to mobilise stakeholders (NOT JUST CONSULT!))

7 – 9 Months (Mar – July)

- Review of Trade & investment approach (international best practice, etc.)
- EGDS being developed (consultation, research, etc.)
- EGDS submitted to Council for approval by June 2018

10 - 13 Months (August – November)

- Transitional phase towards full implementation of EGDS - to include capacity building of staff, institutional arrangements (staff establishment, structure, MoU's, Agency, etc.)

Technical support needed

1. Ongoing city level support for local Competitive Cities work groups (experimenting with action)
2. Mandate and role clarification (less duplication, more collaboration!)
3. EGDS:
 - Process design inputs – linking bottom up mobilised groups into strategy process
 - Quality control of outputs
 - Facilitation and convening where required
4. Trade & Investment Promotion:
 - International best practice
 - Process design, guidelines & inputs
5. TDLC specific
 - Nelson Mandela University opening a new medical school in 2019 ... are their linkages / learning from the Biotech cluster in Kobe to explore