

Cream of Western Cape business gathers at Portside building

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The leaders of business and industry in the Western Cape were joined by Premier Helen Zille for a networking extravaganza at the newly completed Portside building in the Cape Town CBD to gather for the pre-launch of the *Western Cape Top 300 Companies* publication on Friday, 29 August.



Prominent Western Cape businessmen including Stephan Claasen, Provincial Head of FNB Western Cape; Shane Butlion, Senior Manager at Accenture; Chris Sickie, Partner at Ernst & Young; Lesley Wyngaard, Regional Communication Consultant at Absa Bank; and former Springbok captain and Rugby World Cup winner Bob Skinstad, among many others, were in attendance at the exclusive event.

These top corporates were treated to a keynote address from Premier Zille focusing on the Western Cape as an investment destination and revealing the ICT sector as the province's most prominent growth sector.

Premier Zille went on to detail the pilot projects the province would be undertaking to align itself with the National Development Plan, such as the hospital renewal project, piloting the youth wage subsidy, the rolling out of broadband and free WiFi faster than any other province in the country, introducing technology in education, and rolling out infrastructure projects such as the highly successful MyCiti bus transport system.

The Premier revealed that they are doing everything in their power to increase the Western Cape's attractiveness as an investment destination. "The best thing we can do is make it easier to invest here by reducing red tape and making sure that everything here works. That there is a clean government without corruption and that companies can find the skills they need here. We are working very hard to achieve all of that."

Three-time National Business Awards winner Lance Fanaroff, Integr8 Co-Founder and Joint-CEO, highlighted how to effectively use the exposure to further business interests even beyond the province's borders, with specific reference to Integr8's own success.

He showed how Integr8's participation in Topco Media's various publications and awards events created exposure in mainstream national media. He also revealed how success at the awards had created new business avenues and how the company has used those opportunities to pen creative press releases to further their exposure in mainstream media.

For Integr8, as well as all participants in *Top 300 Western Cape*, the proven ability of Topco Media's publications to show credibility, authenticity, leadership, and create recognition among industry peers, the publication is an invaluable tool.

First National Bank Provincial Head of the Western Cape Stephan Claassen gave delegates an express tour of the venue, which has been awarded five stars for its eco-friendliness and urban ecology. One fast-track networking session was held where delegates were granted the opportunity to exchange business cards with fellow leading companies from around the Western Cape.

Western Cape Top 300 is a publication that showcases the province's top contributing companies that propel the Western Cape economy forward. The publication is the ultimate business resource that positions the province as one of the most innovative corporate hubs in South Africa.

For more information about the *Western Cape Top 300* publication, please contact Coleen Tapson at

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