



## The World Cup Legacy Project

Buffalo City offers the best of many worlds for the 2010 World Cup. It is a strategic investment centre to capture the flow of capital that accompanies this world soccer event – a city that combines exceptional beauty as a tourist destination with limitless investment and development potential.

For further information, contact the Director in the Office of the Executive Mayor, Matthew Moonieya, on 27 43 705-2807, fax 27 43 722-1024 or email [matthewm@buffalocity.gov.za](mailto:matthewm@buffalocity.gov.za)

### For more information about...

Buffalo City, see:  
[www.buffalocity.gov.za](http://www.buffalocity.gov.za)

The East London Industrial development Zone,  
see: [www.elidz.co.za](http://www.elidz.co.za)

The Port of East London, see:  
[www.ports.co.za/east-london.php](http://www.ports.co.za/east-london.php)

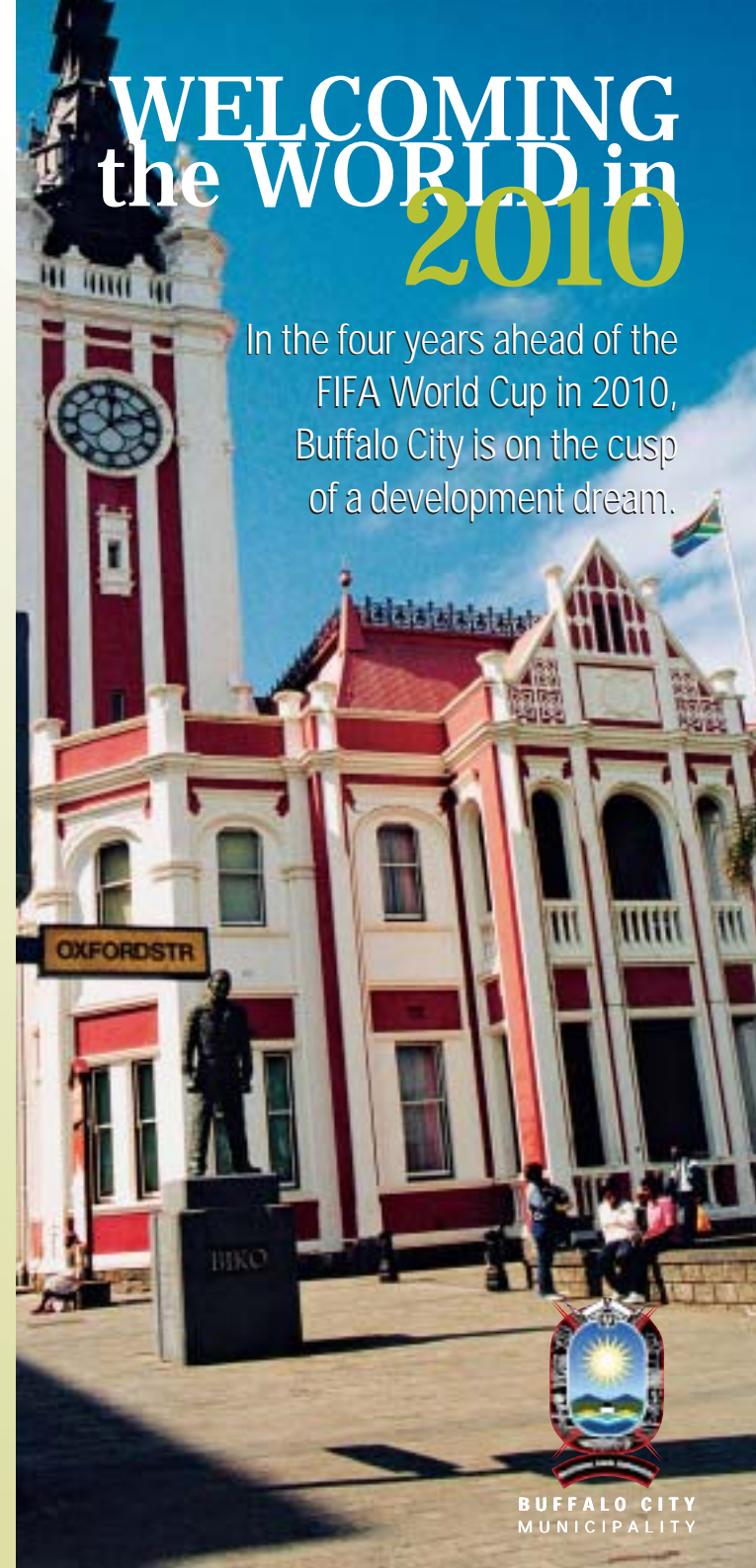
The Coega Project, see:  
[www.coega.co.za](http://www.coega.co.za)



**BUFFALO CITY**  
MUNICIPALITY

# WELCOMING the WORLD in 2010

In the four years ahead of the FIFA World Cup in 2010, Buffalo City is on the cusp of a development dream.



## Why visit Buffalo City?

With its sunny skies, golden beaches and friendly people, Buffalo City captures a diversity unseen in the rest of South Africa and is a perfect holiday destination.

It is well connected by road, rail, sea and air and is the gateway to the world famous unspoilt Wild Coast, the cultural richness of the countryside traditional home of the Xhosa people and birthplace of many famous South Africans, including Nelson Mandela.

To the south is pristine bushveld and some of the country's premier game reserves, where the Big Five can be viewed from the comfort of open game-driving vehicles, and the Garden Route, one of South Africa's most popular tourism and leisure destinations.

Why not make Buffalo City your base for the World Cup 2010? For more information, visit the Eastern Cape Tourism website, [www.ectourism.co.za](http://www.ectourism.co.za)



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## Why invest in Buffalo City?

East London is the centre of the Buffalo City Municipality. It is home to the DaimlerChrysler plant and is part of a national Industrial Development Zone (IDZ) programme aimed at providing a platform for business and investors to improve global competitiveness.

Buffalo City is an attractive centre for import-export business. It is strategically located for trade with the rest of Africa, as well as with the markets of America, Europe and the Pacific Rim. It is equidistant from South Africa's major market centres in Johannesburg, Durban and Cape Town.

**South Africa's seventh largest city – and only river port – is ideally placed to serve as a base city for one of the 32 teams and its many supporters. It's just three hours' drive or a short air trip away from the Eastern Cape's host city, Mandela Bay Metro.**

Buffalo City intends to capitalize on the FIFA pledge to take soccer to the marginalised people of the world by using this important sporting event as a development tool to overcome the legacy of apartheid city planning. The World Cup is seen as an unprecedented opportunity to invite investors to a strategically placed part of the world that offers attractive investment opportunities, superb quality of life, a range of diverse sporting, leisure and cultural activities in a temperate climate and stunning natural beauty.

Buffalo City is one of the nine top cities that are members of the South African Cities Network, and is well placed to claim its share of an estimated 500 000 visitors to South Africa in 2010 and a projected R500 billion in infrastructure investment planned by the state in partnership with the private sector. Among many development initiatives, Buffalo City seeks to build a legacy stadium in a mixed-use precinct. Opportunities abound.

### Executive Mayor Zintle Peter



*Governing with grace in an age of hope.*

### Attractions include:

- Low input costs
- Excellent infrastructure, including an airport and a deep-water port with spare capacity.
- Good connections by rail and road
- Well-developed manufacturing sector, integrated into world economy, particularly the automotive and pharmaceutical industries, with opportunities in agri-tech and food processing, tourism and call centres.



- Large pool of skilled and unskilled labour.
- Cheapest electricity costs, 3-phase electricity at 220/380 volts, abundant water and ample, low-cost, well-sited industrial land.
- Regional and municipal incentives available to interested investors. Contact Buffalo City Municipality's Development Planning Directorate on (043) 705-2253 for more information.

Buffalo City is adjacent to Nelson Mandela Bay Metropolitan Municipality, which encompasses the Eastern Cape capital city of Port Elizabeth and the major multi-billion 12 000 hectare industrial development and deep-water container port at Coega. Together, East London and Port Elizabeth form key nodes in the Fish River Spatial Development Initiative.