

## V&A Waterfront - The first shopping centre and mixed use development to wear the Proudly SA logo

Cape Town's Victoria and Alfred Waterfront has become the first shopping centre and mixed-use development to join Proudly South African in promoting the health and success of local companies, products and services.

Issued by [Total Media](#) 16 Dec 2003

Attracting some 22 million visits annually, Cape Town's Victoria and Alfred Waterfront (V&A Waterfront) is one of South Africa's most visited destinations. It has also been acknowledged as one of the most successful dockland renewals in the world. On the back of its historical significance and economic accomplishments, the company has now become the first shopping centre and mixed-use development to join Proudly South African in promoting the health and success of local companies, products and services.

Since its foundation in 1988, the V&A Waterfront has successfully maintained a working harbour alongside offices, residential units, shopping centres and leisure and entertainment attractions. With just over 400 tenants occupying approximately

82 000m<sup>2</sup>, the V&A Waterfront is also considered to be one of the top shopping destinations in South Africa. With its zero retail vacancies and superlative tenant mix, many international brand names have chosen the V&A Waterfront as their South African point of entry, which has contributed to its ongoing success.

Derick van der Merwe, Managing Director of the V&A Waterfront Company says that with the V&A Waterfront's achievements, the company has been able to market and promote local expertise abroad to countries that are looking at building similar mixed-use developments.

"In its fifteen years of operation, the V&A Waterfront management team has acquired exceptional experience in the development of waterfront projects. We are now able to use this expertise and knowledge as a South African service that can be provided to countries looking to produce similar developments," comments van der Merwe.

Putting its acquired expertise into practice, the V&A Waterfront has been providing consulting services to selected projects both in South Africa and internationally since 1993. Some of the international projects for which the V&A Waterfront Company has consulted include the Caudan Waterfront in Port Louis, Mauritius; Gunwharf Quays Waterfront in Portsmouth, England; the Rê-Dowé Marina Waterfront and Tourism Gateway project in Libreville, Gabon; a resort town on the Black Sea in Gelendzhik, Russia and the redevelopment of the Maremagnum Retail and Leisure Centre in Port Vell, Barcelona.

Another element of Proudly South African that the V&A Waterfront whole-heartedly endorses is its ability to help create job opportunities and economic growth for the Western Cape and South Africa as a whole.

"The V&A Waterfront has been instrumental in creating job opportunities for Capetonians since it opened doors in 1988. Of the permanent jobs created, over 80% are newly created jobs. This represents real regional economic growth and not displaced growth," comments van der Merwe.

"Nearly 70% of jobs created are in the low-skilled, entry categories of labour, such as waiters, salesperson

cleaners and security personnel. Independent studies show that an employment multiplier effect of 3.0 is applicable to the V&A Waterfront. This means that for every job created at the Waterfront, a further two are sustained elsewhere in the regional economy of the Western Cape."

The Chief Executive of Proudly South African, Martin Feinstein, said the support of retailers and shopping centres was vital to the success of Proudly South African and the promotion of local products.

"It's at places like the V&A Waterfront that consumers and products come together in the same space and where decisions are made – this is where the message to support local products and companies really needs to come alive."

The Proudly South African logo will appear on relevant marketing collateral as well as on the V&A Waterfront's website, [www.waterfront.co.za](http://www.waterfront.co.za). An entry point billboard to the V&A Waterfront will also be erected welcoming locals and visitors alike to a Proudly South African establishment. The V&A Waterfront has also agreed to communicate the benefits of joining the Proudly South African campaign to all its retail and commercial tenants.

"The V&A Waterfront project is regarded as one of the most outstanding property developments in South Africa and it is one that instils pride in all the people of our city and South Africa. We are thrilled that we are now able to carry the Proudly South African logo," concludes van der Merwe.

**Editorial contact**

Total Media

Meg Keel

Tel: (021) 448 2020

For more, visit: <https://www.bizcommunity.com>