

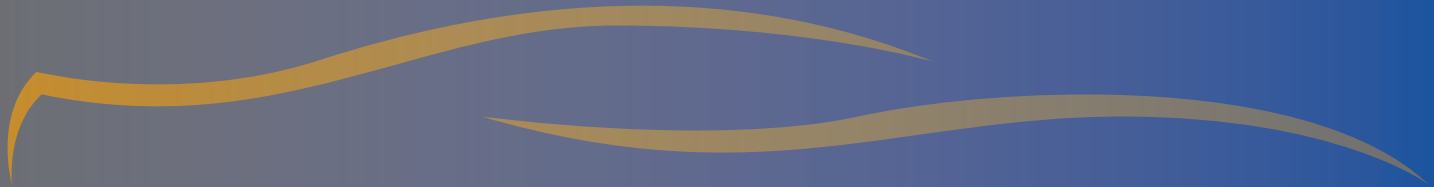


TSHWANE AUTOMOTIVE  
SPECIAL ECONOMIC ZONE

AFRICA'S FIRST AUTOMOTIVE CITY

# TASEZ CENTRE OF EXCELLENCE

# Welcome to the TASEZ Centre of Excellence



# THE FUTURE STARTS HERE AND IT STARTS TODAY

The Tshwane Automotive Special Economic Zone is creating a centre of excellence to make sure the manufacturing industry can more than hold its own on the global stage.



We have heard the call from the automotive manufacturing industry and our local communities for solid skills that open doors into the country's economic sector.

With an ever-changing automotive industry, more and more high-tech and forth industrial revolution skills are required, and we are going to make sure South African workers are well equipped.

## Building skilled workers and entrepreneurs of today and tomorrow

Our centre of excellence focuses on six key areas:

- Incubation hubs for automotive and entrepreneurial skills
- A training academy to answer the driving need for artisan, high-tech and scarce skills
- A STEM programme for high school learners from Grade 10 to Grade 12
- A business centre creating a platform for access to business partnerships, funding partners, and commercialisation of concepts where applicable
- A research and electronic library providing access to various research platforms and portals
- And a Science and Technology Museum providing interactive exhibits for the youth to get a hands-on understanding of technology, physics and mechanics

# A WORD FROM THE CHAIR

Artisans and skilled small, medium and micro enterprises (SMMEs) are the key levers that will help South Africa open up the economy and allow the country to deliver on its infrastructure development programmes.



Lionel October TASEZ Board Chair

That is why the centre of excellence is a significant step into the future for TASEZ in particular and for South Africa more broadly.

Our National Development Plan requires that by 2030 the country should be producing 30 000 qualified artisans a year. Currently, the country produces some 20 000 qualified artisans each year.

While this is a significant achievement, we are playing a role in increasing that figure.

Large-scale developmental and engineering projects are in the pipeline, as is clear from the Industrial Policy and Strategy Review that was launched on 7 May 2024. The review identified the rapid scaling up of infrastructure spending as a priority,

with green industrialisation, intra-Africa trade and embracing the digital transformation as three key focus areas.

It is skilled workers who are required to make sure we can deliver on these projects – and TASEZ is ideally placed to play its role in supporting this endeavour.

It is fitting to set up a training academy in a special economic zone (SEZ).

We believe that SEZs can become engines of skills development, as well as training. By focusing on skills development within SEZs, the government, in partnership with international and local businesses, can empower community members and others, create diverse job opportunities, and drive sustainable development.



A smiling man in a blue shirt is working on a car engine. The image is split into two parts: the top part shows the man's face and upper body, and the bottom part shows his hands working on the engine. A green rectangular box is overlaid on the top part of the image, containing text.

Collaborating closely with our partners, the TASEZ training academy will allow for technology transfer and knowledge sharing on innovative developments within the automotive sector.

We are already looking at the growth of the new energy vehicle market and the rapid changes brought about by the use of artificial intelligence. The exchange of know-how can share evolving innovations, develop local capabilities, creating communities of highly-skilled and highly-sought after workers, as well as improving productivity for tenants based at the plant and beyond.

As an SEZ located within the communities of Eersterust, Mamelodi and Nellmapius, the academy will be in the unique position of providing our local communities – through the Community Project Committee – with opportunities to gain new skills and enhance current capabilities.

This in turn will help boost the local economies.

It is important to note that one of the key programmes offered by the TASEZ training academy is directed at SMMEs and emerging entrepreneurs, with courses in entrepreneurship that offer crucial business and leadership skills along with the very practical

knowledge of the day-to-day operations required to run a business.

By harnessing the potential of SEZs, South Africa can foster sustainable development, improve living standards, and create a prosperous future for their citizens. And with this valuable addition to the zone, TASEZ is well on its way to do just that.

# WHY TASEZ?

Africa's first automotive city, based in Silverton in the City of Tshwane, is a hub of innovation and growth in the automotive sector, and its centre of excellence is dedicated to shaping the future of the automotive industry by nurturing talent, fostering entrepreneurship, and delivering high-performance educational programmes.

One of our key focus areas is supporting the South African Automotive Masterplan (SAAM 2035), which aims to make South Africa's automotive sector globally competitive by 2035.

SAAM 2035 calls for transforming the industry and has identified six pillars for growth:

- Increasing productive capacity: producing at least 1% of global manufactured vehicles – 1.4 million units annually, including hybrids and NEVs
- Doubling employment in the sector: with growth of up to 224 000 workers
- Increasing local content in vehicles assembled in our country: up to 60% from a baseline of less than 40%

- Transforming the sector: providing incubation hubs to participate in the economy – increasing black ownership to 25%;
- Deepening the value add: supporting research and development and innovation; encouraging beneficiation and growth of locally produced components for export
- Improve the sectors' competitiveness: to ensure that products manufactured within the country are globally well-priced

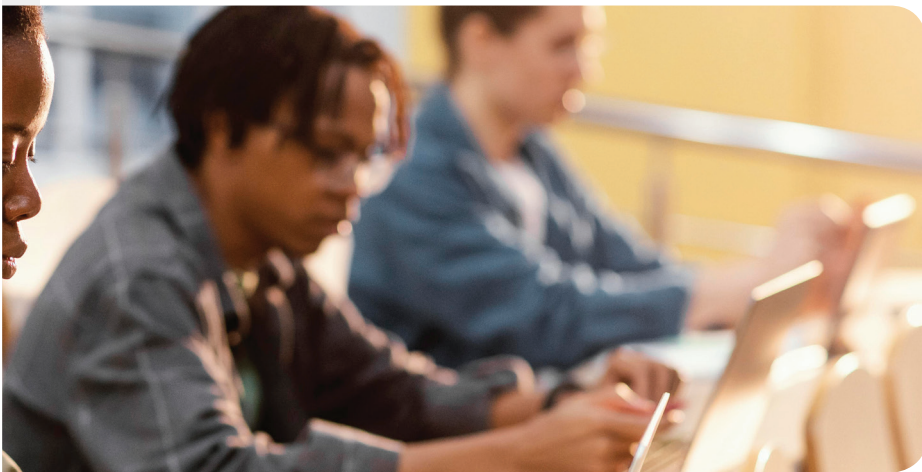
Our special economic zone has played a significant role in all these pillars as an enabler: bringing in investment to increase jobs; increasing original equipment manufacturers production

capacity; and most importantly transforming the sector by bringing black industrialists into the fold, upping the local content, enhancing the skills



of artisans and local communities; and providing support structures to make the sector more competitive.

It is against this backdrop that TASEZ is committed to addressing the evolving skill demands of the industry while uplifting the surrounding communities through empowerment and opportunities. Our centre of excellence has been developed to bridge the gap between industry needs and community development; our comprehensive training and development programmes are tailored to meet the demands of today and tomorrow.



## Our aims

- To understand and respond to industry trends and community needs;
- To provide easy access to a range of much-needed development programmes;
- To build strong partnerships within government, the Sector Education Training Authorities (SETAs); higher education institutions; research bodies; and the industry; and
- To be the go-to academy for South Africa's automotive sector.

In doing this we will shape the future of automotive excellence.

# WHY THE ACADEMY?

## Skills development

Our skills development initiatives are designed to equip individuals with the technical expertise and practical experience needed to excel in various roles within the automotive industry as well as those needed by the local communities. From automotive engineering to advanced manufacturing techniques, we offer a comprehensive range of courses that cater to diverse skill levels and career aspirations.



## Entrepreneurial incubation

We believe in nurturing entrepreneurship and innovation within the automotive sector, and our neighbouring communities. Our entrepreneurial incubation programme provides aspiring business owners with the support, resources, and mentorship needed to turn their ideas into successful ventures. From business planning to market research, we guide entrepreneurs through every step of the startup journey.

## High-performance education

In today's fast-paced industry, staying ahead requires continuous learning and development. Our tailored programmes are designed to provide professionals with the latest insights, trends, and best practices in automotive technology, management, and leadership, for a seasoned executive or a fresh graduate.



# WHAT THE ACADEMY OFFERS

- Automotive scarce and critical skills
- Skills for the future, particularly those linked to the development of New Energy Vehicles
- Practical and theoretical programmes
- Entrepreneurial programmes
- Artisan programmes
- Short- to medium-term technical courses
  - Graduate and post graduate training programmes:
  - Practical programmes linked to universities, industry bodies and research agencies
  - Masterclasses
  - Thought leadership symposiums



# Our training targets for 2024

Individuals

1 000

60%  
women

70%  
youth

80%  
from local  
communities

2%  
people with  
disabilities

SMMEs in the  
automotive value  
chain

40

SMMEs in the  
construction  
sector

40

Training  
linked  
to SETA  
programmes

2 200

beneficiaries  
in learnerships,  
internships, skills  
development, and  
coaching and  
mentorships

# OUR PARTNERS

We collaborate in strategic partnerships with a multitude of experts within both the public and private sectors; with educational experts, with research institutions, and with industry leaders.

## Educational

- Tshwane University of Technology
- University of Pretoria
- SETAs – Manufacturing, Engineering and Related Services Sector Education and Training Authority (merSETA); Services Sector Education and Training Authority (SSETA); Construction Education and Training Authority (CETA)

## Industry

- NAAMSA
- NACAM National Association of Automotive Component and Allied Manufacturers (NAACAM)

## Research

- Innovation Hub
- Council for Scientific and Industrial Research (CSIR)

## Strategic partnerships



**the dtic**

Department:  
Trade, Industry and Competition  
REPUBLIC OF SOUTH AFRICA



## Industry competitiveness partners

- Automotive Industry Development Centre (AIDC)
- Automotive Industry Transformation Fund (AIFT)



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