



Selected Internationalization Indicators and their Relevance Towards Improving the City of Johannesburg's Attractiveness, Openness¹ and Position in the World.

Dear Marang Readers,

The City of Johannesburg's (COJ) International Relations' (IR) vision is an approach that focuses on ensuring that citizens can benefit from trade, investment, and tourism as well as global practices, collaboration, and advocacy, with delivery underpinned by a City administration that encourages and supports the creation of a caring, connected world that targets urban needs and inequality, through the internationalization of local issues. All this is expected while promoting Johannesburg's leadership role regionally and globally.

The Metropolis Observatory reported that the exercise of powers by local government, and the policy management thereof, necessitates the need to build connections with international stakeholders and incorporate them in that field. Moreover, the City of Johannesburg's IR strategy advocates for such connections via strategic participation in global networks and strategic city-to-city partnerships.

Furthermore, as metropolitan cities are key players in globalization, major cities' local governments have embarked on internationalization strategies in order to actualize their cities' agendas.

This then suggests that an analysis of performance related to internationalization gives politicians the necessary information to improve their policies and will help the cities to become truly open cities and more successful economically.

¹ Openness refers to a multidimensional phenomenon defined as "the capacity of a city to attract international populations and to enable them to contribute to the future success of the city". 11 areas are normally analyzed when checking a city's openness and these areas are: Migration, Freedom, Barriers of entry, Quality of Living, International presence, Education, International flows, Infrastructure, International events, Standard of living, Diversity actions.

In addition, the development of a metropolitan public policy for international action requires that the policy be measurable and flexible, so that the objectives and framework of internationalization can adapt and evolve according to the City's progress, surroundings and any events that have an impact on the area.

This is simply because once cities can measure impact, they can then find ways to improve it. With globalization continuing to integrate international society and reduce the salience of borders, cities are being acknowledged as internationally important centers of political and economic power.

Therefore, an analysis of a city's performance on the international space by tracking certain indicators is then necessary to benchmark where a city is positioned both locally and internationally.

These internationalization indicators become essential tools for assessing a city's global competitiveness and attractiveness. By focusing on these indicators, the city can improve its openness, position in the world, and quality of life for its residents, making it a more attractive destination for investors, entrepreneurs, and tourists.

Moreover, by leveraging its strengths and addressing its weaknesses, as would have been depicted by the performance from tracking indicators, Johannesburg can become a more connected, competitive, and globally integrated city.

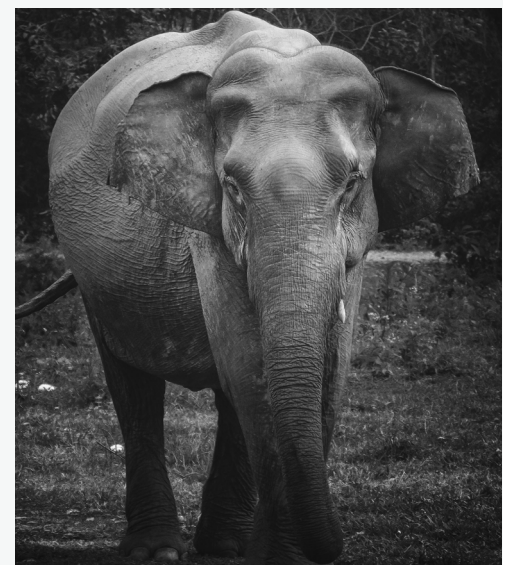
As such, we present to you the Marang 23rd edition, which is centered around selected internationalization indicators and their relevance towards improving the City of Johannesburg's attractiveness, openness and position in the world.

For the City to know its value in providing a means of diffusing knowledge, reproducing creativity and more actively marketing the City and providing a platform for its political leadership to reflect on and amplify the City's developmental agenda, selected internationalization indicators will be analyzed.

These include the Global Power City Index (GPCI) data, tourism data as well as international trade data.

Enjoy the read!!!

~ Chief Editor, Hlompho Mphanje



1. Introduction

Cities are at the forefront of changes in globalization, technology and urbanization. The City of Johannesburg, one of Africa's leading financial centers and economic hubs, is also affected by these shifts, which are constantly creating both challenges and opportunities. International relations therefore play an important part in the development of global cities.

As cities increasingly become key players in the global economy, with many of them functioning as the centers for innovation, trade, and culture, their relationships with other cities and countries become critical to their growth and development.

Cities with strong international relationships can attract more foreign investment, which can help to create jobs and drive economic growth. Furthermore, they can also benefit from foreign aid and technical assistance, which can be critical in addressing challenges such as poverty, inequality, and environmental degradation.

The City of Johannesburg must be strategic in its international relations and ensure that it targets both global network participation as well as targeted City-to-City relations.

In a quest to continue aligning its international relations work along a global spectrum, the City of Johannesburg envisions the internationalization of its local developmental agenda, while maximizing the benefit for the City's residents through a strategically aligned international relations agenda.

This IR agenda fosters increased investment, tourism, knowledge generation, service delivery best practice, cultural exchange and city branding. As such, it is imperative for the City to work with national government and the private sector to enhance its competitive position globally.

Such partnerships can assist in the development of innovative strategies and initiatives that can lead to a better global position. Possible strategies include public-private partnerships, investment promotion, smart city initiatives, talent attraction and retention, and branding and marketing.

In 2001, Knight² stated that an internationalization tracking measure is defined as a measure that 'tracks

2 Jane Knight, 2001. *Monitoring the Quality and Progress of Internationalization.*



the progress and quality of an internationalization element or strategy toward achieving a desired objective or target' and may then identify areas that may require improvement.

These metrics can also be used to benchmark a city's performance against its competitors while evaluating the effectiveness of internationalization strategies over time.

In a survey study conducted by Neuhoff, Laing, Lester, and Rysanek³, the importance of using indicators to manage implementation, facilitate learning, as well as monitor success was shown. The report indicated that:

- Indicators can significantly improve implementation.
- Indicators provide an early warning of problems or issues.
- Indicators offer a fair measure of success.
- Indicators are important to translate experience to other contexts.
- They indicate best practices for future projects/policies.

For the purpose of this newsletter, attractiveness refers to the appeal of cities as a place to live, work and visit. Improving conditions that then make a city attractive is important. Attractiveness can be analyzed by looking at indicators that depict a city's economic, social and environmental levels (according to Mercer)⁴.

On the other hand, positioning does not only refer to the position of cities in a global economy, but also relates to innovative and sustainable strategies for city development and transformation.

" In a globalizes world, if cities can measure impact, they can improve: The value of internationalization indicators of Johannesburg."

2. Data sources for our internationalization indicators

2.1 Global Power City Index (GPCI)

- Global Power City Index (GPCI) evaluates and ranks the major cities of the world according to their "magnetism," or their comprehensive power to attract people, capital, and enterprises from around the world. It does so through measuring 6 functions—Economy, Research and Development, Cultural Interaction, Livability, Environment, and Accessibility—providing a multidimensional ranking.
- The GPCI can grasp the strengths,

weaknesses, and challenges of global cities in a continuously changing world not only through a ranking, but also through analyzing that ranking's specific components.

- The GPCI evaluates its target cities in 6 urban functions and each of these functions comprises multiple indicator groups (total: 26 groups), which in turn consist of several indicators. A total of 70 indicators are used in the GPCI. The average scores for each indicator within an indicator group are combined to calculate a city's function-specific rankings, which are then totaled to determine its comprehensive ranking.

What bodes well is that recently, the City of Johannesburg political principles have instructed that a Key Performance Indicator (KPI) showing 'Percentage improvement in selected competitive city ranking' be included in the current Corporate Scorecard that is in the latest Draft Integrated Development Plan.

The GPCI, which is published yearly was then chosen as the data source.

The latest GPCI data discussed in this publication was released by The Mori Memorial Foundation and it is for the 2022 year.

2.2 Tourism Data

There is an urgent need to focus on building a growing and inclusive economy where IR can support inward investment, tourism as well as trade more directly. Tourism data can provide valuable insights into the popularity and attractiveness of a city as a tourist destination. Key tourism metrics for this publication:

Number of tourists/number of trips (by purpose/by origin of tourist): These can indicate the level of interest in the City as a tourist destination.

Spending patterns: Information on how much money tourists spend on average in the city, as well as on what types of goods and services, can indicate the economic impact of tourism on the local economy.

By analyzing the City of Johannesburg's tourism data, which is released by IHS Markit, City officials and tourism organizations can gain a better understanding of the strengths and weaknesses of Johannesburg as a tourist destination and can make informed decisions about how to promote and develop tourism in the future.

2.3 International Trade Data

Trade data can provide important information about the economic activity and competitiveness of a city. By reviewing trade data, City officials and business leaders have a clear view of the City's performance and can then make informed decisions about how to promote the City's economic growth and competitiveness in the future.

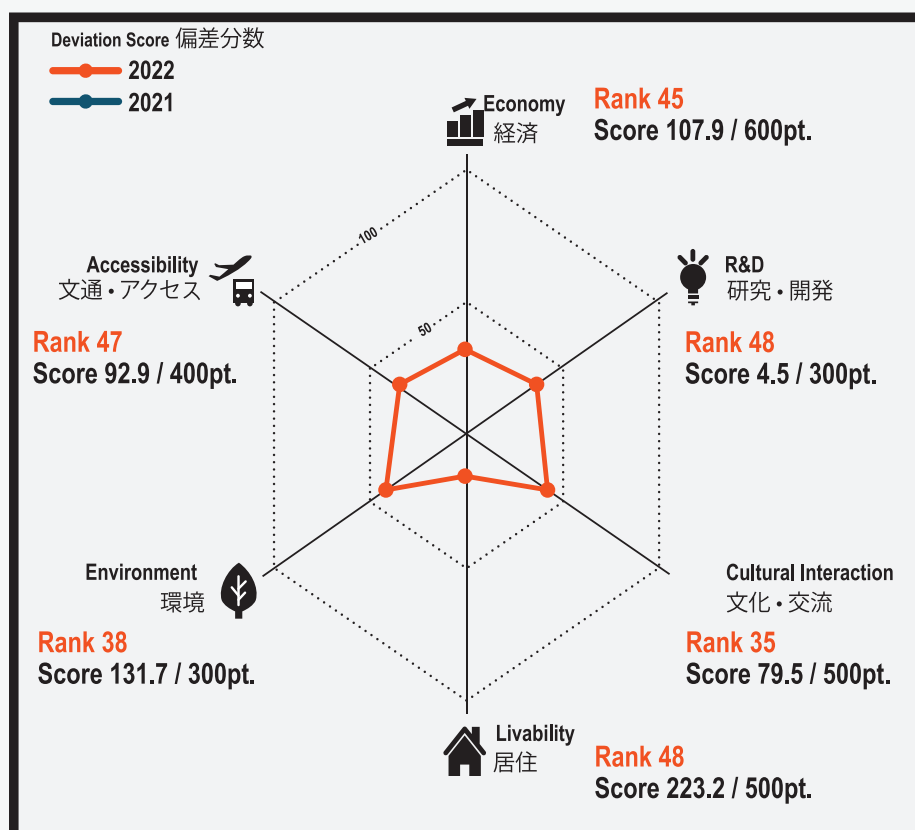
Key trade data for this newsletter, as published by IHS Markit are:

- Import and export volumes: The volume of goods that a city imports and exports can provide insight into the level of economic activity in the region and the competitiveness of local businesses.
- Trade balance: The difference between a city's exports and imports can indicate whether the city is running a trade surplus or deficit. A trade surplus can be an indicator of a strong local economy, while a trade deficit may suggest that the city is importing more goods than it is exporting.



3. What data suggest

3.1 Global Power City Index (GPCI)



3 Karsten Neuhoff, Tim Laing, Sarah Lester, Adam Rysanek, 2014. *The role of indicators for effective policy implementation.*

4 Mercer, 2019. *Mercer City Attractiveness Index.*

3.1.1 Economy Function

Economy	45	107.9			Strength	Weakness
	2022 Rank TOT	2022 Score TOT	ID	SUB INDICATOR	2022 Rank	2022 Score
			1	Nominal GDP	44	1.5
Market Size	46	2	2	GDP per CapitaGDP	46	2.4
			3	Growth Rate	47	11.4
Market Attractiveness	46	16.9	4	Economic Freedom	40	22.5
			5	Stock market Capitalization	16	2.2
Economic Vitality	30	1.1	6	World's Top 500 Companies	38	0
			7	Total Employment	25	10.9
Human Capital	20	40.5	8	Employees in Business Support Services	20	70.1
			9	Wage Level	36	15.2
Business Environment	44	17.6	10	Availability of Skilled Human Resources	36	31
			11	Variety of Workplace options	46	6.6
Ease of Doing Business	45	29.9	12	Corporate Tax rate	36	17.8
			13	Political, Economic and Business Risk	44	41.9

In 2022, City of Johannesburg’s “Economy” function ranked 45th out of 48 cities. Although the economy function overall shows a weakness for the city, it is strong in “Employees in Business Support Services” (with a score of 70.1 points, ranking 20th) and “Stock Market Capitalization” (ranking 16th).

For the city to have an attractive economy, it should improve its ease of doing business that seems to be hammered by “Political, Economic and Business Risk” and its “Gross Domestic Product” that have indeed been at a tailspin even into the year 2023.

The City’s political instability led to some unfortunate changes in some of the global networks, City of Johannesburg lost its political position in C40. Despite this, it is critical that the City of Johannesburg maintains momentum with regards to the relationship.

In terms of sustained economic growth, Johannesburg should continue to be established as a hub of economic activity by promoting investment, supporting businesses, and creating job opportunities. If these are improved, the City’s economy function score will improve and therefore put the City at a better global position.

According to the City of Johannesburg’s Department of Economic Development (DED), the City is striving to become a business-friendly, inclusive, and prosperous city characterized by economic growth, investment, and employment opportunities.

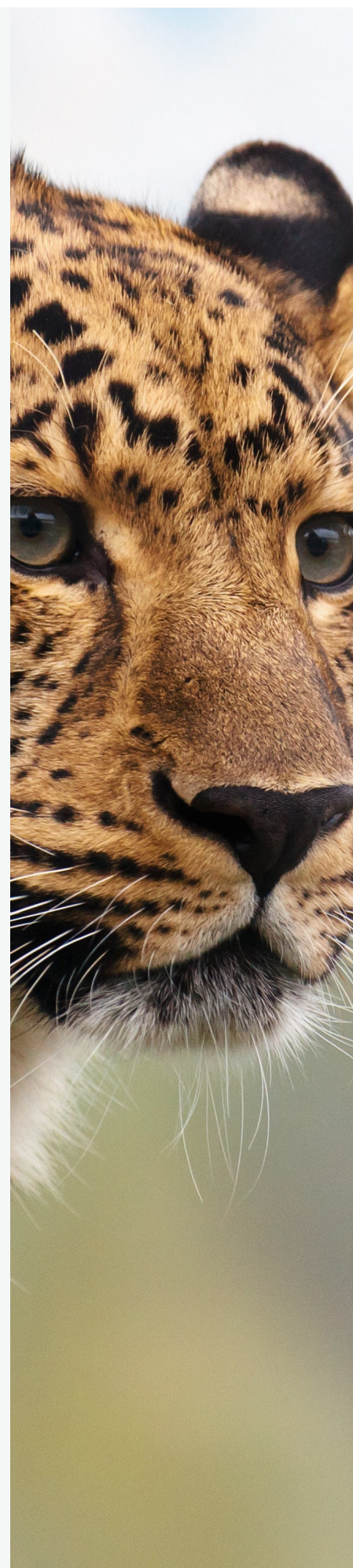
However, the city faces several challenges that hinder its efforts to improve service delivery and enhance the overall quality of life for its residents.

These include high levels of poverty and inequality, high levels of unemployment, lagging economic growth, uneven spatial economic development and subsequent influx of migrants, amongst others.

However, to curb and minimize these challenges, the DED continues to support the alignment of City plans and policies towards achieving an increased economic growth rate and to bringing down unemployment with special focus on youth, to support and promote the development of Small Medium Micro Enterprises (SMMEs).

To facilitate the creation of an enabling environment that attracts investment and provides incentive packages for investors, with a focus on the Inner City, to create enhanced collaboration with public and private sector stakeholders on key projects/ programmes and to also ensure business regulation, compliance, enforcement, and development of the informal trade sector.

Indeed, the City needs an administration and key stakeholders that are responsive and innovative to continue promoting entrepreneurship, innovation, enterprise growth and competitiveness that will put the City of Johannesburg at a global level.



3.1.2 Research and Development Function

R&D	48	4.5			Strength	Weakness
	2022 Rank TOT	2022 Score TOT	ID	SUB INDICATOR	2022 Rank	2022 Score
Academic	46	1	14	Number of Researchers	45	1.8
			15	World's Top Universities	43	0.2
Research Environment	47	2	16	Research and Development Expenditure	43	0.4
			17	Number of International Students	40	4.5
			18	Academic Performance	47	1
Innovation	42	1.5	19	Number Patents	25	1.9
			20	Winners of Prizes in Science and Technology	20	0
			21	Number of Startups	42	2.6

Source: The Mori Memorial Foundation, Global Power City Index (YEARBOOK 2022), City of Johannesburg data

The worst performing function is “Research & Development” (R&D), ranking the last (48th out of 48 cities), with almost all indicators in this area showing weaknesses and ranking between 40 – 47. The Mori Memorial Foundation stated that this function is rarely scored/ measured in the City which is what contributed to the weak performance.

Therefore, improving indicators related to R&D would improve Johannesburg’s weakness. City of Johannesburg needs to start tracking measures affiliated to research and development to help improve its total score.

Although the City’s R&D function is supported by the four major universities (Wits University, University of Johannesburg, University of Pretoria and University of South Africa), it is imperative for the City of Johannesburg to capitalize on innovation and strengthen its partnerships with Higher Education Institutions and think tanks such as Gauteng City Region Observatory and South African Network Cities to boost its strategic actions in aligning to Joburg 2040 Strategy.

The launch of the Tshimologong Digital Innovation Precinct in Johannesburg is a positive for the City. This Precinct is a Wits University investment in the tech and digital future of South Africa and the continent. It works with academia, corporates, international agencies and government across all spheres to unearth, upskill and promote digital talent.

Such an initiative will increase tech innovation and corners between the University’s researchers and students

and the private, public and civil society sectors in Johannesburg and therefore boost investments in the expansion of the tech sector.

3.1.3 Cultural Interaction Function

Cultural Interaction	35	79.5			Strength	Weakness
	2022 Rank TOT	2022 Score TOT	ID	SUB INDICATOR	2022 Rank	2022 Score
Trendsetting Potential Cultural Facilities	34	9	22	Number of International Conferences	42	0,2
			23	Number of Cultural Events	27	32,7
			24	Cultural Content Export Value	39	0,9
			25	Art Market Environment	33	2,1
Tourism Resources	34	24,1	26	Tourist Attractions	23	39,7
			27	Proximity to World Heritage Sites	38	0
			28	Nightlife Options	26	32,6
Cultural Facilities	25	20.3	29	Number of Theaters	43	1,9
			30	Number of Museums	43	6,5
			31	Number of Stadiums	6	52,6
Visitor Amenities	45	29.9	32	Number of Hotel Rooms	48	0
			33	Number of Luxury Hotel Rooms	45	1,5
			34	Attractiveness of Shopping Options	38	22,1
			35	Attractiveness of Dining Options	29	37,7
International Interaction	19	10,7	36	Number of Foreign Residents	13	17,5
			37	Number of Foreign Visitors	26	4

Source: The Mori Memorial Foundation, Global Power City Index (YEARBOOK 2022), City of Johannesburg data



On the other hand, improving “Cultural Interaction” function (ranking 35th of 48), the highest ranked of the six areas, would improve Johannesburg's strengths and make it even more attractive.

City of Johannesburg is indeed known for its diverse cultural heritage and vibrant arts scene which have for the longest time being an important part of Johannesburg's identity and plays a key role in promoting understanding, tolerance, and diversity in the city.

For example, with Festivals and events, Johannesburg hosts numerous festivals and events throughout the year that celebrate its cultural diversity. These include the Johannesburg International Film Festival, the FNB Art Joburg fair, the Rand Show, and the Soweto Arts and Craft Fair, among many others.

Furthermore, the city is home to a range of museums and cultural institutions that showcase its history and cultural heritage.

These include the Apartheid Museum, the Origins Centre Museum, to name a few. The city also has a number of public art installations, such as the Nelson Mandela statue in Sandton and the Walter Sisulu Square in Kliptown.

City of Johannesburg also prides itself in many community initiatives that focus on promoting cultural interaction and understanding. These can include cultural exchange programs (Mzansi Ballet, Joburg Youth Orchestra), language classes, and community events that bring together people from different backgrounds, traditions and different corners of the world.

3.1.4 Liveability Function

Livability	48	223,2			Strength	Weakness
INDICATOR	2022 Rank TOT	2022 Score TOT	ID	SUB INDICATOR	2022 Rank	2022 Score
Working Environment	45	48.8	38	Total Unemployment Rate	48	0
			39	Total Working Hours per Capita	26	65.5
			40	Workstyle Flexibility	7	80.9
Cost of Living	7	85	41	Housing Rent	6	92
			42	Price Level	7	78
Security and Safety	47	49.8	43	Number of Murders	48	0
			44	Economic Risk of Natural Disaster	4	99.7
Well-Being	44	28.5	45	Life Expectancy	48	0
			46	Social Freedom and Equality	27	59.2
			47	Risk to Mental Health	39	26.5
Ease of Living	48	11.1	48	Number of Medical Doctors	44	6.5
			49	ICT Readiness	47	0
			50	Number of Retail Shops	31	34.9
			51	Number of Restaurants	47	2.8

Source: The Mori Memorial Foundation, Global Power City Index (YEARBOOK 2022), City of Johannesburg data

The ‘Livability’ function, which generally measures the quality of life in the City, also ranked 48 out of 48 cities.

However, results showed that City of Johannesburg has a strength for “cost of living” (scoring 7), with “price level” and “house rent” being better in comparison to the other selected 47 cities. A liveable Joburg refers to a city where residents, businesses and tourist are satisfied to call Joburg their home.

The City continues to provide the platform and conditions necessary to aid individuals and communities to move out of poverty and improve their quality of life. It does this through human and social development projects that target the most disadvantaged areas with next-generation infrastructure.

Furthermore, the City will also provide a wide and supportive social safety net to provide short-term relief and enable individuals and communities to care for themselves. The goal is to ensure that all residents have improved life chances and opportunities, especially following the COVID-19 pandemic and with key interventions focusing on HIV/ Aids and TB.

Challenges (affordability, urban sprawl, limited resources, social equity) posed in this livability function can have a negative impact on the quality of life for citizens and can undermine the city's economic competitiveness.

For citizens, higher quality of life and better standard of living means an improvement in livability. According to the 2021 Quality of Life Survey⁵, only 57% of respondents were satisfied with their standard of living, while 61% of respondents were satisfied with their life as a whole in the City of Johannesburg.

The City of Johannesburg employs the Customer Satisfaction Survey (CSS) as another tool to gauge customer satisfaction. According to the most recent iteration of the survey, customer satisfaction in the City of Johannesburg stands at 59%.



5 Dallimore, A., De Kadt, J., Hamann, C. and Mkhize, S.K., 2001. Quality Of Life Survey 6 (2020/21) Municipal Report City Of Johannesburg.

Additionally, the survey identified the top performing services to be Household and Community Services (63%), Basic Services (67%), and Billing and Payment (72%). It is therefore crucial for the City of Johannesburg to continue conducting customer satisfaction studies to stay informed with the expectation's residents have of what they want the City to do in ensuring a better and more fulfilling Joburg experience.

3.1.5 Environment Function

Environment	38	131,7			Strength	Weakness
INDICATOR	2022 Rank TOT	2022 Score TOT	ID	SUB INDICATOR	2022 Rank	2022 Score
Sustainability	30	35,6	52	Commitment to Climate Action	26	37,6
			53	Renewable Energy Rate	36	12,8
			54	Waste Recycle Rate	12	56,5
Air Quality and Comfort	31	70,4	55	CO2 Emissions per Capita	26	81
			56	Air Quality	42	46,5
			57	Comfort Level of Temperature	6	83,8
Urban Environment	42	25,7	58	Water Quality	38	29,7
			59	Urban Greenery	42	35,6
			60	Satisfaction with Urban Cleanliness	46	11,8

Source: The Mori Memorial Foundation, Global Power City Index (YEARBOOK 2022), City of Johannesburg data

This function of the GPCI evaluates a city's efforts and performance in promoting sustainability and environmental protection. For "Environment" function, (ranking 38th), urban environment indicator ranked the lowest (47th), with the city's "Satisfaction with Urban Cleanliness" remaining disappointing at a 46th rank. Despite the low results in cleanliness, the City of Johannesburg strives for improved cleanliness levels in the city (RCR⁶ level 3 to level 1).

As such, the City will continue to promote community ownership and responsibility through 'A Re Sebetseng', a city-wide volunteer campaign, aimed at cleaning up the city.

To add on to this, the City has conceptualized the Operation Manje Namhlanje campaign. This is aimed at delivering a multifaceted service delivery approach through which the City's services that are delivered to its citizens in an integrated manner with the overarching intent being to create a clean and liveable City that attracts investment.

This campaign is also used as a platform to inculcate a culture of active citizenry encouraging the City's residents to take care

of and be accountable for the cleanliness of the environment where they live, work and play.

In terms of sustainable environment, the City plans to lead in the establishment of sustainable and eco-efficient infrastructure solutions (e.g., housing, eco-mobility, energy, water, waste, sanitation and information and communications technology), to create a landscape that is liveable, environmentally resilient, sustainable, and supportive of low-carbon economy initiatives.

Furthermore, COJ recognizes the need to transition towards a green economy, which aims to promote sustainable economic growth while reducing environmental impact. There is an emphasized interdependence between economic growth and essential resources such as water, energy, and ecological goods and services, as well as waste generation.

Thus, the priority of environmental sustainability and climate change seeks to transform Johannesburg into a sustainable, resilient, and liveable city by reducing the consumption of natural resources, decreasing carbon emissions, mitigating



environmental pollution, including air, water, and waste to land and protecting the city's natural environment and related ecosystem goods and services.

Improving all these elements will give COJ the chance to enhance its competitiveness and power in the global economy.



⁶ Refuse Collection Rounds

3.1.6 Accessibility Function

Accessibility	47	92,9			Strength	Weakness
INDICATOR	2022 Rank TOT	2022 Score TOT	ID	SUB INDICATOR	2022 Rank	2022 Score
International Network	43	8	61	Cities with Direct International Flights	34	12,7
			62	International Freight Flows	35	3,3
Air Transport Capacity	33	10,8	63	Number of Air Passengers	35	9,2
			64	Number of Arrivals and Departures at Airports	30	12,4
Inner-City Transportation	45	25,7	65	Station Density	46	2,2
			66	Public Transportation Use	48	0
			67	Travel Time to Airports	26	55,8
Transport Comfortability	31	54,7	68	Commuting Time	29	45,9
			69	Traffic Congestion	4	93,5
			70	Ease of Mobility by Taxi or Bicycle	43	24,8

Source: The Mori Memorial Foundation, *Global Power City Index (YEARBOOK 2022)*, City of Johannesburg data

The last function of the GPCI is designed to measure is the ease of access to a city's various amenities and services. The accessibility function considers several factors that influence how easily people can move around a city, including transportation infrastructure, traffic congestion, and the availability of public transportation.

The results show that "Accessibility" function ranked 47, with data suggesting that "public transportation" remains a challenge for the City of Johannesburg and as such posing a risk for "Inner-City Transportation".

However, the City of Johannesburg has several priority transportation projects underway and will continue to prioritize these over the following years.

These projects include the Johannesburg International Transport Interchange (JITI), Rea Vaya Bus Rapid Transit System, initiatives to improve pedestrian accessibility in the inner city through the Commuter Links project and plans to increase the number and management of public transport facilities, such as the Gautrain that links key nodes to the airport.

Additionally, the City has in place the Integrated Transport Network (ITN) plan, which aims to improve mobility and accessibility in order to enhance economic growth and development through improving people's access to economic opportunities and services; improving goods movement

supporting economic development and trade and contributing to job creation.

The plan also seeks to provide high quality, safe, accessible, affordable, reliable, and environmentally friendly public transport services; and make Johannesburg a Smart City in respect of intelligent transport systems for the road network, bus management, fare collection and passenger information.

As the City continues to successfully implement all the above in a co-responsible and innovative manner, the transport infrastructure and systems will improve, and this will have positive impact on the quality of life not just for present residents but also for future residents of Johannesburg. It is then expected that the City's score would improve, leading to a better positioning in the global space.

3.2 Trade Data

As per the earlier reference made to City of Johannesburg's IR approach, it includes putting focus on ensuring that its citizens can benefit from trade. This, coupled Johannesburg's unique position as an important economic and trade position as the continent's financial hub, major distribution point of goods and services (including trade) into the rest of Africa as well as an important tourism entry point⁷, it is important to analyze the trade data to improve the City's position globally and to make it more attractive.



3.2.1 International Trade Data

INTERNATIONAL TRADE DATA		
	2020	2021
Imports (R1000)	426,092,599	521,196,643
Exports (R1000)	549,551,036	778,573,131
Trade Balance (R1000)	123,458,437	257,376,487
Total Trade (R1000)	975,643,634	1,299,769,774
Exports as % of GDP	63.2%	81.2%
Total trade as % of GDP	112.1%	135.6%
Regional Share - Exports	39.4%	43.0%
Regional Share - Imports	38.6%	39.2%
Regional Share - Total Trade	39.0%	41.4%

Source: *ihS Markit Regional Explorer (2022), City of Johannesburg data*

Johannesburg can benefit from increased trade by exporting its goods and services to other countries and importing products that are not readily available locally. The data above shows that the City of Johannesburg's merchandise exports amounted to R779 billion in 2021 up from R500 billion in 2020.

City of Johannesburg's exports made up around 43% of total national exports in 2021, while 82% of the City's GDP was exports. With exports being greater than imports, the City had a positive trade balance (trade surplus) in 2021 to the value of R 257 billion and also in 2020 (R123 billion).

With surpluses being recorded, this can be seen as a sign of a somewhat strong economy. Furthermore, the fact that the City's exports are increasing on a year-on-year basis may suggest that City of Johannesburg's is to some extent growing and can in the long-run become more competitive on a global scale.

However, the fact that Johannesburg's export trade by mode of transport is via road, rail and air compared to other cities that additionally use maritime can put a damper on total exports.

The City of Johannesburg's Trade and Investment directorate continues to push 'Trade Promotion and Export Development' initiatives to boost exports from the City of Johannesburg (export capacitation workshops, exhibitions, national pavilions etc.).

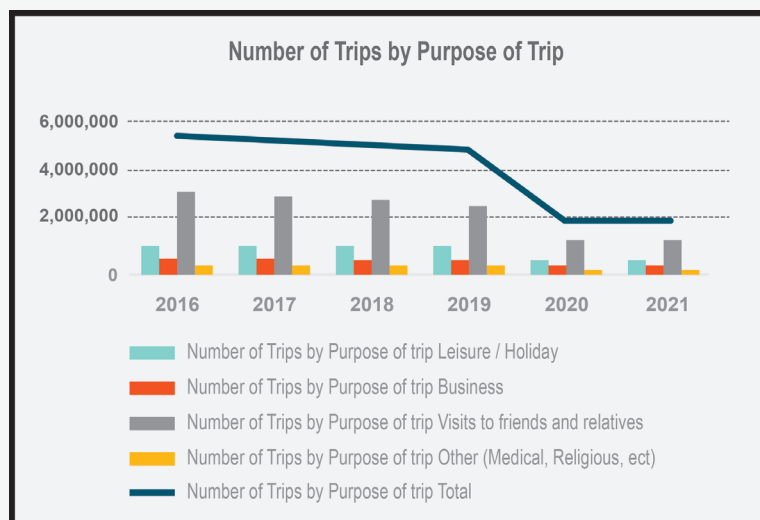
Additionally, a new Trade and Investment Online (new investor online portal for the City of Johannesburg) has been established with

the aim of generating leads and managing investor projects. These measures will indeed have a positive impact on the City's international trade performance.



3.3 Tourism Data

3.3.1 Number of Trips (by purpose) Data

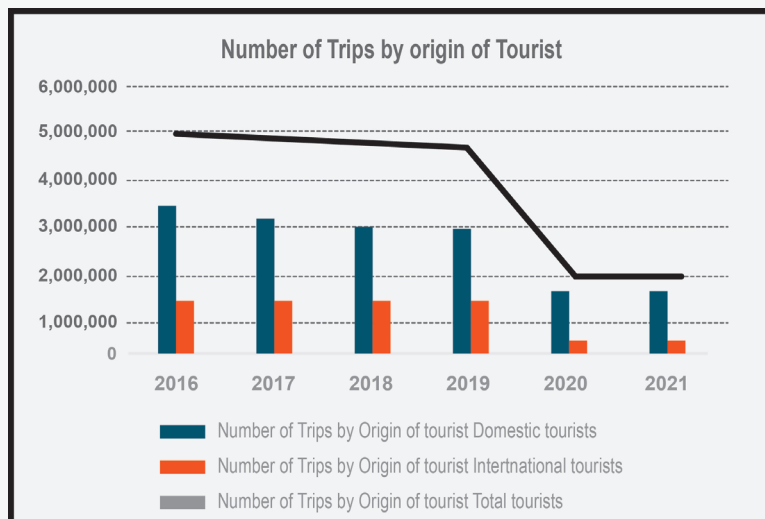


Source: *ihS Markit Regional Explorer (2022), City of Johannesburg data*



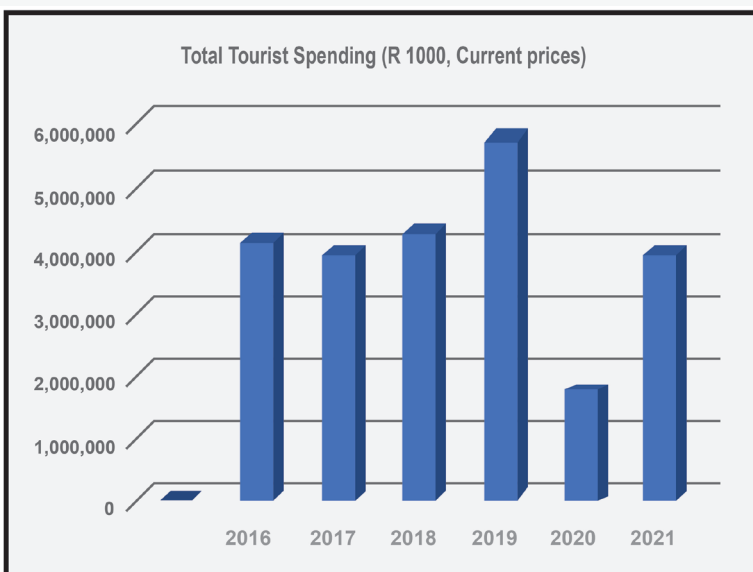
7 City of Johannesburg International Relations Strategy 2021 – 2026, 2021. Group Strategy, Policy Coordination and Relations (GSPCR).

3.3.2 Number of Trips (by purpose) Number of Trips (by origin of tourist) Data



Source: ihs Markit Regional Explorer (2022), City of Johannesburg data

3.3.3 Tourism Spend Data



Source: ihs Markit Regional Explorer (2022), City of Johannesburg data

According to the tourism data provided above, in 2021, City of Johannesburg was seen more as a 'business' destination by tourists, recording 369 000 trips (this increased by 33.9% year-on-year).

However, more trips were recorded for 'visits to friends and family in 2021(908 000), despite the year-on-year growth declining by 7.8%. Data furthermore shows that the number of trips by tourists visiting City of Johannesburg Metropolitan Municipality from other regions in South Africa (domestic tourists) makes up 83% of the total number of trips while tourists visiting from other

countries (international tourists) makes up 17%.

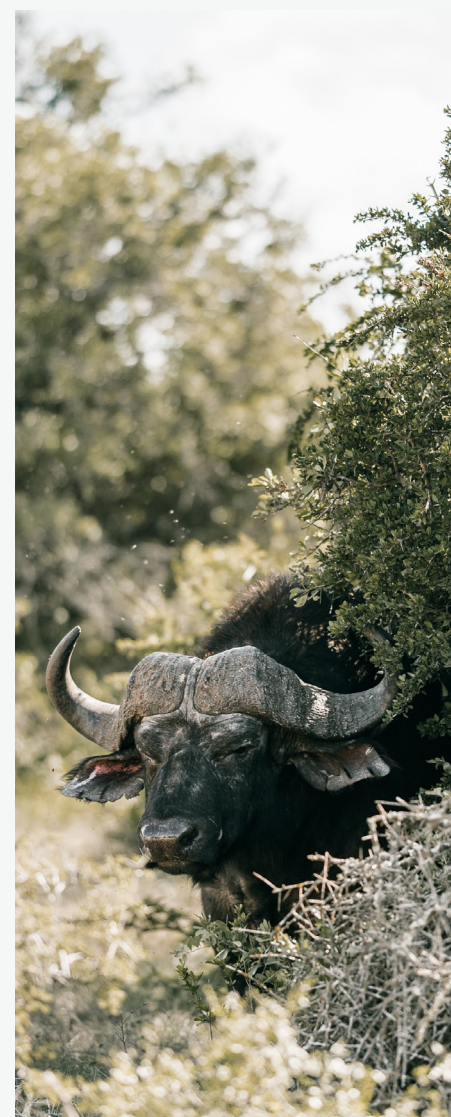
International tourist numbers decreased substantially in 2020 and 2021 due to the Covid-19 restrictions that were placed on travelling and reduced number of airlines operating and available flights during this period. Measures are indeed put in place to ensure that these numbers go up in the near future.

These measures include the JTC focusing on the development and promotion specific niche categories where new tourism products will be developed, packaged and

promoted to highlight outstanding tourism experiences within these special interest categories, improving safety in tourism nodes by placing safety wardens through ward based deployment in order to boost more people visiting a safe city, enhancing destination brand position and awareness, to partner and incentivize global tour operators bring group tours to Johannesburg, to name a few.

Looking at the tourism total spend indicator, (which takes into account all the expenditures made by tourists during their stay, including accommodation, food and drink, transportation, entertainment, shopping, and any other tourism-related activities), it indicates that spending increased in 2021 (R39.7 billion).

Establishing a competitive edge by developing the City's attractions and resources in a way that highlights its authenticity and characteristics will enable it to thrive. Furthermore, ensuring positive visitors' experiences, allowing tourists to push their limitations and venture outside their comfort zone, will deliver an excellent quality experience in the City.



CITY OF JOHANNESBURG'S SELECTED INTERNATIONAL RELATIONS INDICATORS

Global City Power Index (GCPCI) (639,8pt out of 2600pt, rank 47/48)	Trade Data		Tourism Data	
2022 Data	2021 Data		2021 Data	
Global Economy (rank 45 out of 48 cities, 107.9pt score)	Imports (R1000)	R521,196,643	Tourists spend (R1000)	R39,721,052
Global R&D (rank 48 out of 48 cities, 4.9pt score)	Exports (R1000)	R778,573,131	Trips by Leisure/Holiday	R470,877
Global Cultural Interaction (rank 35 out of 48 cities, 79.5pt score)	Trade Balance (R1000)	R257,376,487	Trips by visits to friends/relatives	R368,619
Global Livability (rank 48 out of 48 cities, 223.2pt score)	Total Trade (R1000)	R1,299,769,774		R908,157
Global Environment (rank 38 out of 48 cities, 131.7pt score)	Exports as % of GDP	81,2%		R139,840
Global Accessibility (rank 47 out of 48 cities, 92.9pt score)	Total trade as % of GDP	135,6%		

4. Conclusion

Overall, an increased score and subsequently higher ranking of GPCI, better trade numbers and a positively performing tourism sector for the City of Johannesburg can become a gateway to improving the City of Johannesburg's attractiveness, openness and position in the world.

Additionally, the desire to combine technology, innovation and creative content will add towards showcasing City of Johannesburg's strengths to its global partners.

The above table indicates that the City of Johannesburg has a great potential of improving its status in the world should it continue to strengthen programmes it already has implemented.

For instance, to improve the Economy function score, the City of Johannesburg must align its plans and policies towards achieving an increased economic growth rate and to bringing down unemployment with special focus on youth, to support and promote the development of Small Medium Micro Enterprises (SMMEs), while facilitating the creation of an enabling environment that attracts investment and provides incentive packages for investors.

For the improvement of the Research and Development function, the City of Johannesburg needs to strengthen its ties and collaborations with Universities, Higher Education Institutions and think tanks which could assist boost its strategic actions.

To improve the Cultural Interaction function score, the City ought to forge ahead the diverse cultural heritage and vibrant arts

scene which have been an important part of Johannesburg's identity and plays a key role in promoting understanding, tolerance, and diversity in the city.

Furthermore, the scores of the Liveability function and Environment function can be improved by the City continuing to conduct customer satisfaction studies to stay informed with the residents' expectations.

These would indicate where residents want the City's efforts invested in ensuring a better and more fulfilling Johannesburg that can transform into a sustainable, resilient, and liveable city.

Based on above analysis, we can infer that conducting an impact assessment tool using internationalization indicators to measure performance can be adopted and be used to not only to assist stakeholders in easily identifying opportunities for investments, but can also help the City find and maximize engagements on areas of interests with other cities.

