



TECHTOWN 2026 – SUBMISSION TO OUDTSHOORN LOCAL MUNICIPALITY (OLM)

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1. PURPOSE

Provide **OLM** with a concise but complete “single-source” concept that can be circulated internally for involvement and immediately repurposed into slide decks, media releases or treasury submissions.

2. 30-SECOND ELEVATOR PITCH

TechTown 2026 turns South Africa’s quietest tourism week into a high-value tech pilgrimage: 6 000 on-site visitors, R 62 m economic injection, 640 jobs sustained, R120 m media reach, and a pipeline of African start-ups that scale inside the Western Cape ecosystem.

Together with the Oudtshoorn Municipality, the town will be transformed into a pulsating "Technology Town of the Future" from 30 June to 4 July 2026. All economic sectors of the Western Cape Province are involved.

FOR 2027 AND BEYOND:

The Oudtshoorn event will lay the foundation to expand the event, through hosting certain components also at the neighbouring towns of George and Mossel Bay. Specific activities can furthermore in future take place at smaller rural towns including De Rust, Blanco, Great Brak River etc. showcasing technology used in unique local economic sectors such as cultivation of vegetable seeds, ostrich farming and alternative utilisation of arid agricultural land.

3. VISION & OBJECTIVES

Vision: Make **OLM** and the Garden Route District Municipality (**GRDM**) the mid-year gateway for African deep-tech talent, investment and spectacle.

SMART Objectives (measured 60 days post-event):

- ≥ 6 000 physical attendees; ≥ 50 % from outside the Garden Route
- ≥ R 38 m direct new spend inside the district
- ≥ 140 exhibitors; ≥ 40 % SMME; ≥ 30 % black-owned; ≥ 5 % International
- ≥ 1 000 learners build-and-take a robot
- ≥ 300 qualified investor and CRM leads for **OLM** and the **GRDM**
- ≥ 50 000 live-stream views; ≥ 400 media clips
- Zero major safety / aviation incidents
- New investments create more job opportunities to the local community

4. HOLISTIC STRATEGY

Engage all sectors and stakeholders within the Western Cape economy:

- Education – From Cradle to Career, including exhibitors with a focus on job creating. A platform where Tertiary students can compete with their local and international peers at the highest level
- Agriculture - Unlock investment opportunities that effectively improve efficiency and profitability. E.g. Drone technology in precision agriculture environments
- Trade, Industry and Tourism – Expose the private sector to frontier technologies. The focus may be on Agentic AI, autonomist systems, near human-machine collaboration models, application-specific semi-conductors, advanced connectivity, cloud and edge-computing, Immersive-reality technologies, Digital trust and cybersecurity, quantum computing technologies, the future of robotics, the future of mobility, the future of bio-

engineering, the future of space technologies, the future of energy and sustainability technologies.

- Sporting Events – Optimise utilisation of Sporting Facilities and events through a collaboration app. This may include Cultural Activities that enhance social cohesion innovatively.
- Infrastructure and Housing – apply modern systems and equipment e.g. Ai, drones and Spatial development tools to improve the management of housing and infrastructure
- Social Services – Streamline support to the most vulnerable members of the society with the aid of technology.
- Healthcare - Explore technology solutions that can completely change the efficiency of existing systems, such as primary Healthcare management and hygiene education
- Elderly Care – Apply innovative technology to support the elderly to stay on at their primary residence for longer
- Local Government – Research pioneering systems to enhance efficiency in Local Government e.g. Indigent Support, Waste Management
- Job Creation - Stimulate local entrepreneurship through exposure to the latest technological developments
- Community Safety – Create a Security Custer – dedicated intranet and camera network, connecting entities to a control room, providing security services. Apply innovative AI to identify criminal activities.

5. UNIQUE SELLING PROPOSITIONS

- Only African festival that combines a Guinness-attempt drone swarm + humanoid street parade + live-stream from underground caves.
- Off-season timing = low-cost accommodation blocks and immediate occupancy spike (9 000 room-nights).
- Scenic heritage Karoo backdrop gives global media a visual story that no indoor convention centre can match.
- All infrastructure already exists (Oudtshoorn Civic Centre + Sport Events Centre + Aerodrome + Community facilities).

6. EXPANDED EVENT PILLARS

PILLAR A – SPECTACLE & SHOW-TECH

- 250-UAV drone light-show (Guinness “largest aerial QR-code”) – Night 1, Swartberg foothills
- Humanoid Street Parade – Unitree G1, Toyota T-HR3, Mercedes “Avatar” hand, Ford Digit, Huawei AI pup, Isuzu exo-suit
- Kango Caves “Deep-Tech Live” – 4K/5G stream from Devil’s Workshop chamber; robotic rover lowers sensor package; SALT astronomers narrate

PILLAR B – COMPETITIONS & ROBOCON AFRICA FINALS

- RoboCon (licence acquired) – 32 university teams: 3 kg & 15 kg sumo, maze sprint, rugby shoot-out
- FIRST & SA-Sumo – 96 high-school teams
- Drone-Racing GP – FAI class; through CP Nel Museum arch

- Build-&Take Micro-Bot – 1 000 learners solder-and-code a micro: bit robot; kits sponsored by Panasonic & Siemens; take home
- da Vinci Surgical Challenge – Stellenbosch Univ. medical faculty; tele-operated ring-toss on 3-D organs
- Automation Hack – 48 h; Industry 4.0-line simulation; prizes from PG Bison & Coca-Cola

PILLAR C – EXPO & DEMOS

Hall 1 **Future Now** – da Vinci theatre, UCT rehab exo, SU Agri-Precision tent

Hall 2 **Industry 4.0** – Siemens digital-twin, VW ID-Buzz autonomous skid-pad (1:5 scale), Ford robotic weld-cell, Mercedes MBUX factory, Isuzu truck AR service, Coca-Cola cobot palletiser, PG Bison CNC edge-finishing, Panasonic smart-home wall

Hall 3 **Creator & e-Sports** – 80-seat arena, 200 Mbp/s fibre

PILLAR D – TED-STYLE TALKS (“AUTOMATION STAGE”)

30 × 18-min slots; 3 tracks:

- **Mobility** – VW, Ford, Mercedes, Isuzu on SA EV & hydrogen roadmap
- **Production** – Siemens, PG Bison, Coca-Cola on cobot ROI
- **Health & Space** – da Vinci team, Huawei on AI diagnostics, SALT on Karoo radio-quiet advantage

All sessions live-stream; English/Afrikaans/Xhosa subtitles

PILLAR E – CAREERS & TAKE-HOME PIPELINE

- Build-&Take graduates enter online “Bot-Battle” league (runs to Dec 2026)
- Rodeon Private School group coordinates 20 satellite clubs; curriculum pack Creative Commons
- Colleges & Universities alley – on-the-spot applications, bursary coupons (Mercedes-Benz SA, VW, Siemens)

PILLAR F – LEGACY & DATA

- Kango Caves 360° scan released open source for robotics navigation research
- da Vinci demo unit stays at Stellenbosch Medical School; annual rural outreach branded “TechTown Roadshow”

6. KANGO CAVES DEEP-TECH LIVE

- 25 km shuttle (20 min); Huawei mobile 5G tower already surveyed
- 150 VIP dinner inside entrance hall; 500 public seats outside on LED wall
- Generator back-up; LED wall flown via winch – zero touch to stalactites
- Content: rover descent, water-level sensors, astro-tech talk, laser-harp finale
- Cost trimmed via Caves management in-kind (power, security, staff) – see budget

7. YOUTH & TRANSFORMATION PROGRAMME

- 60 % girl participation in Build-&Take
- 100 rural schools transport packs (Isuzu / Toyota / VW / Nissan/ Mercedes Transporters in-kind)

- 55 % black-owned exhibitor target (automotive OEMs count transformation spend against B-BBEE's 6.1)
- "Take-a-Girl-Child-to-Tech" bursary – full cost for 100 learners (transport, accommodation, meals plus mentor cost)

8. VENUE MASTER-PLAN (all ≤ 1.5 km)

- Oudtshoorn Events Centre – main expo & gala (4 000 m²)
- CP Nel Museum courtyard – drone race & heritage visuals
- Langenhoven Gymnasium Oudtshoorn – sumo-bots & e-sports (200 Mbp/s fibre)
- Dark Night Sky View-point – licensed drone-show site
- Kango Caves – Deep-Tech Live & VIP dinner
- Heritage tram line – converted "robot walkway" (photo-op)

9. LEAN BUDGET - ITEMIZED

INCOME (Concept)

- Tier-1 Main Title (Name Sponsor)
- Automotive Cluster (VW, Ford, Mercedes, Isuzu, etc.)
- Tech Cluster (Siemens, Huawei, Coca-Cola, etc.)
- WESGRO Grant
- District Municipal contribution (**GRDM**)
- Exhibitor fees (140 × R00k)
- Tickets & passes (net)
- RoboCon entry (32 × R00k)
- Kango VIP dinner (150 × R00)

EXPENDITURE - ITEMIZED

- Drone swarm (200 units hired)
- Kango Caves production (LED, 5G, safety)
- Build-&Take Home kits (1 000 × R00)
- Expo shell-scheme (re-use rugby expo frames)
- AV / live-stream Automation Stage
- Marketing & PR
- Venue hire + generator + insurance
- Security (SASSETA)
- Medical & COVID compliance
- Freight & logistics (shared OEM trucks)
- Accommodation & Catering – Local fraternities
- Rural transport support – Vehicle Manufacturers
- RoboCon prizes & trophies
- Personnel (6 × 4 months)
- Contingency 8 %

10. ECONOMIC IMPACT SNAPSHOT (B&M Analysis)

- Direct new spend R 38.1 m
- Indirect & induced R 24.5 m
- Total R 62.6 m
- Jobs sustained (FTE) 640
- Provincial tax R 5.8 m
- 3-year media value \geq R 120 m

11. GOVERNANCE & RISK

- Host: TechOTitans (CIPC registered)
- Patron: Dr Ivan Meyer Western Cape Minister of Agriculture, Economic Development, and Tourism
- Advisory Board: **OLM, GRDM**, SU, CPUT, VW, Ford, Mercedes, Siemens, Huawei, Western Cape Government, SACAA
- Key risks pre-cleared: CAA restricted airspace filed, Eskom generator on-call, public liability R100 m, 8 % contingency, EMA cleared

12. NEXT ACTION

- Facilitate **GRDM** support and involvement
- Facilitate the official support and involvement of the Western Cape Government at the highest level
- Promotion
 - Marketing material that highlights the event, Oudtshoorn and the **GRDM** at large
 - Promote the event continuously via all media channels
- Encourage the involvement and economic inclusion of the local communities
- Launch projects to engage local communities (e.g. Cleaning and preparation of infrastructure facilities and venues)
- Involve the Law Enforcement Department for various tasks on the day (e.g. Traffic control, Safety and security tasks as needed)
- Render any assistance and guidance to bring a successful event to fruition.



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