



MEDIA RELEASE ISSUED BY THE PROUDLY SOUTH AFRICAN CAMPAIGN

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SUBJECT: CALL TO SUPPORT PRODUCTS MADE IN SOUTH AFRICA

Buy Local – to stimulate economic growth and retain employment opportunities



picture source: SACTWU CTFE

No country, business or individual can claim to be unaffected by the slowdown in the global economy. This places a moral obligation on all South Africans to heed the warning signs and to play their part in reducing the risk of further job losses, increased poverty and suffering.

“Now is the time for all South Africans - businesses, as well as individuals; government and civil society - to demonstrate their national pride and loyalty by being more sensitive to the plight of industries and individuals in distress and to consciously do something to alleviate the situation”, says Manana Moroka, Proudly South African’s Chief Executive Officer.

“Collective action, supported by a ‘can-do, will-do’ attitude can make a difference as the national call to use energy sparingly has demonstrated. It is possible, viable and surprisingly effortless for every South African to help sustain local businesses and employment opportunities and to help build a virtuous circle which benefits all”.

It’s time to buy and procure quality locally-produced products and services, whenever possible and viable, because Buy Local is an internationally tried and tested tool to help local businesses to become more competitive, to safeguard employment

opportunities and to promote sustainable livelihoods.

Let's look out for others, especially in times of economic hardship and support local when we enjoy a holiday, buy consumer goods, make larger purchases such as vehicles and office equipment, or acquire other capital assets.

The local Clothing, Textiles, Leather and Footwear Sector is one of the employment-intensive sectors which is especially vulnerable to job losses and retrenchments and which can benefit greatly from local support. So, remember to look for the Made in SA label when you or your family shop for those winter woollies, school clothes or shoes, blankets, linen or towels. Businesses and institutions in South Africa have a great choice of quality locally-made, corporate wear, corporate gifts, corporate vehicle fleets and pool cars, office equipment, cleaning materials, stationery and other regular office requirements. Simply look for the Made in SA label, the Proudly South African logo, or check the credentials of the service provider.

Individuals, restaurants and local retailers can play a significant role in supporting the local agricultural sector and small farmers by buying quality fresh produce locally.

“Collectively we can help build the caring democracy we all desire as discerning citizens, by choosing homegrown products and services. If every South African with a disposable income makes a personal effort to support local as part of a self-imposed ‘Corporate Social Investment’ responsibility, there is no limit to what we can achieve as a collective” enthuses Ms. Moroka.

Buy locally – look for the Made in SA label or Proudly South African logo. Your discerning choice will help change sectors in distress and ensure social and economic freedom for all.

“Buy local and help build the pride and prosperity of our **Nca!**tion”

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