



MAKE LOCAL YOUR BUSINESS

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TRIPLE CHALLENGE

Be Proudly South African, buy local to create jobs.





The unemployment rate in South Africa: **32.6%**; (highest level of unemployment for SA)

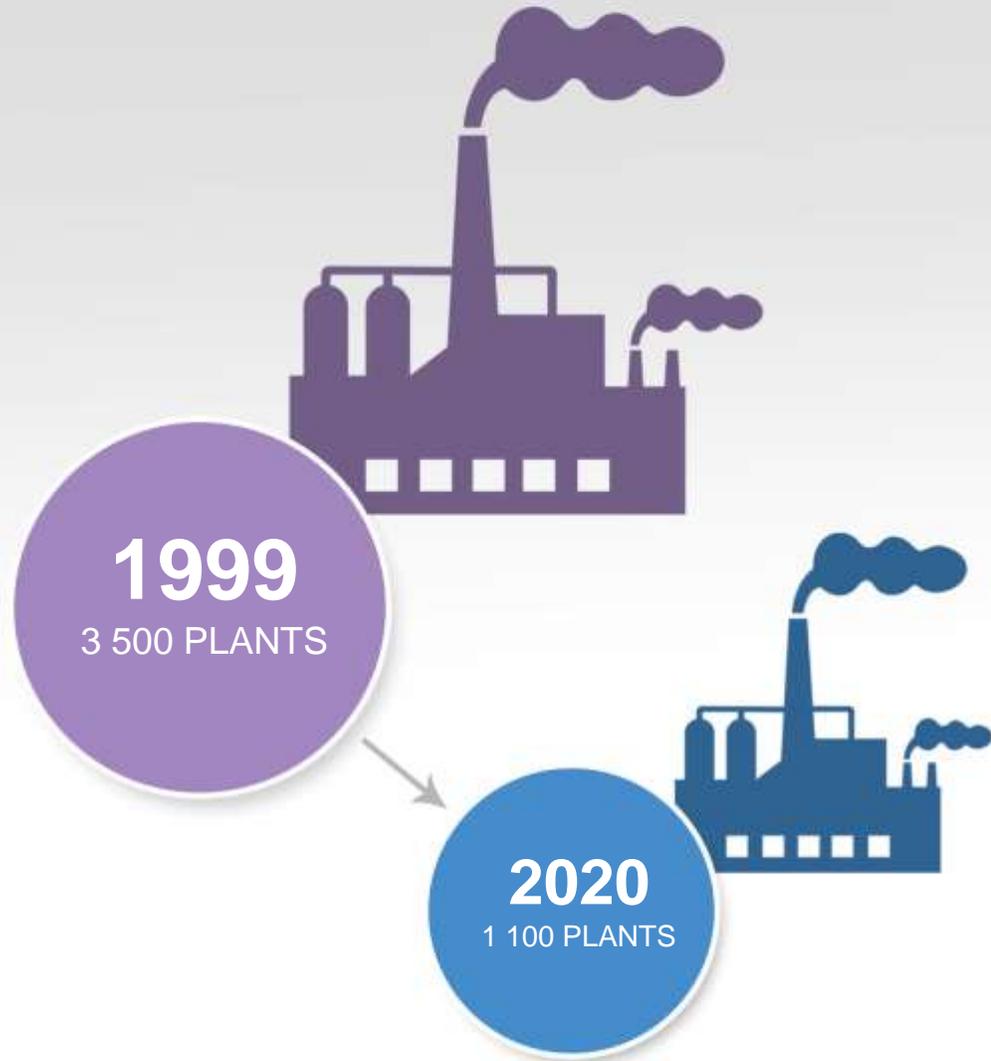
The number of unemployed: **7,2 million people**

Discouraged work seekers: **3,1 million people + 1 million (other reasons for not searching)**

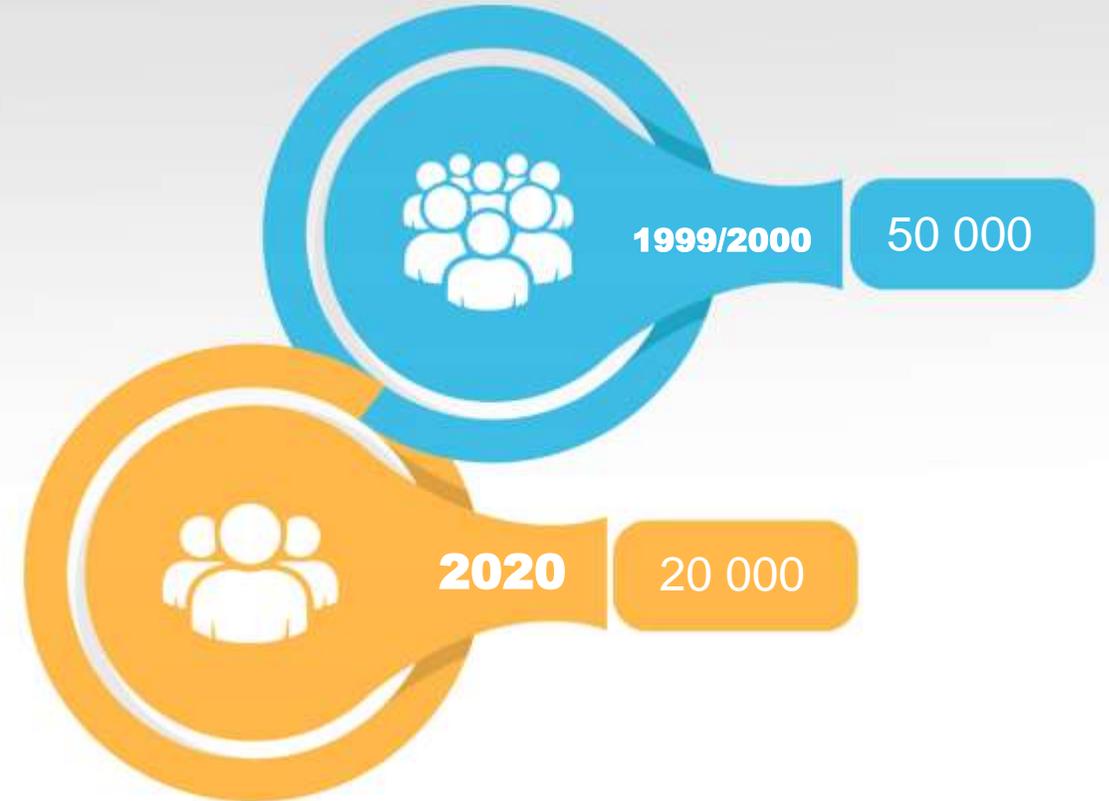
The expanded definition of unemployment, including people who have stopped looking for work: **43,2% (11,4 million people)**

Youth unemployment: **in excess of 60%**

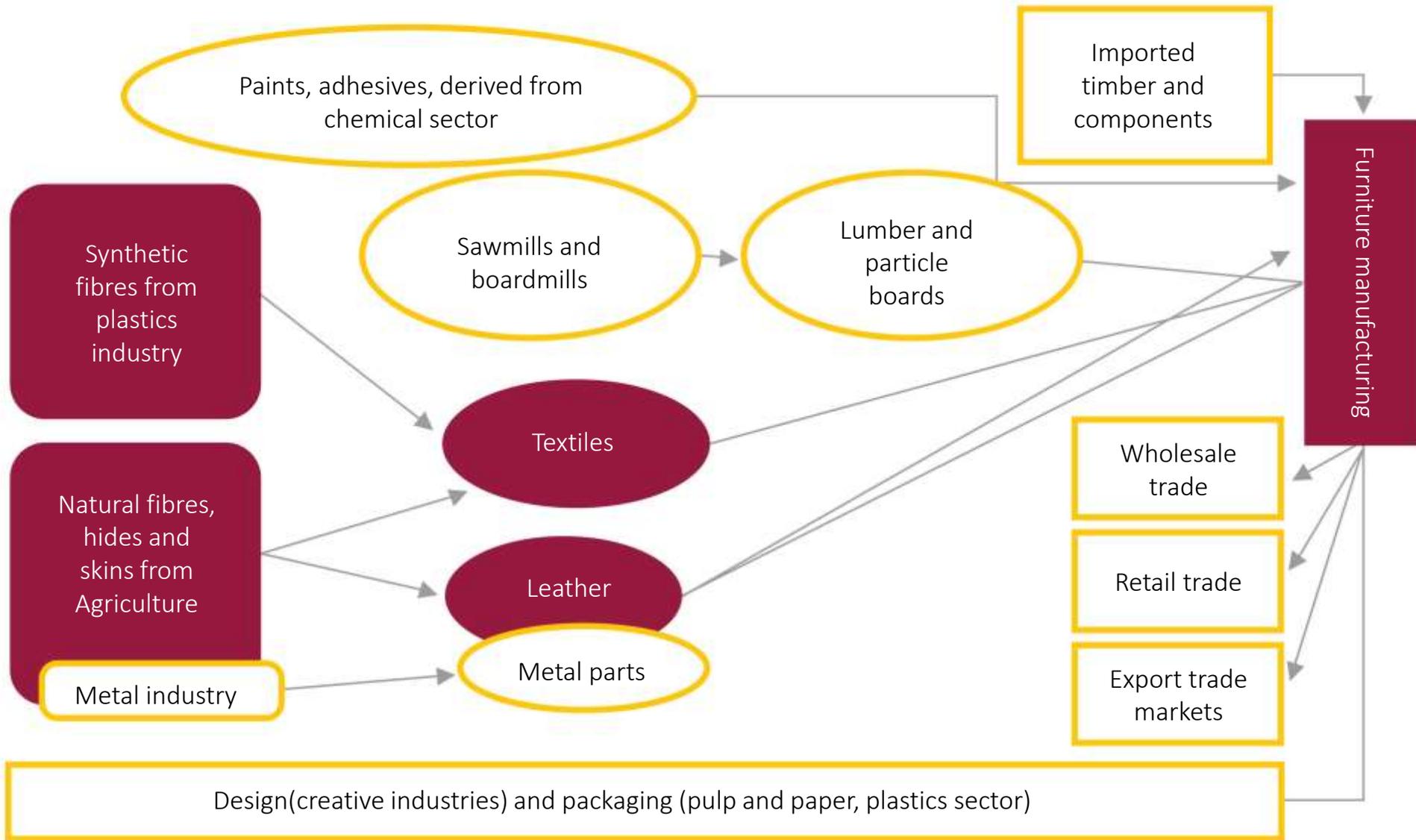
Total Population: 59 million people (estimated)



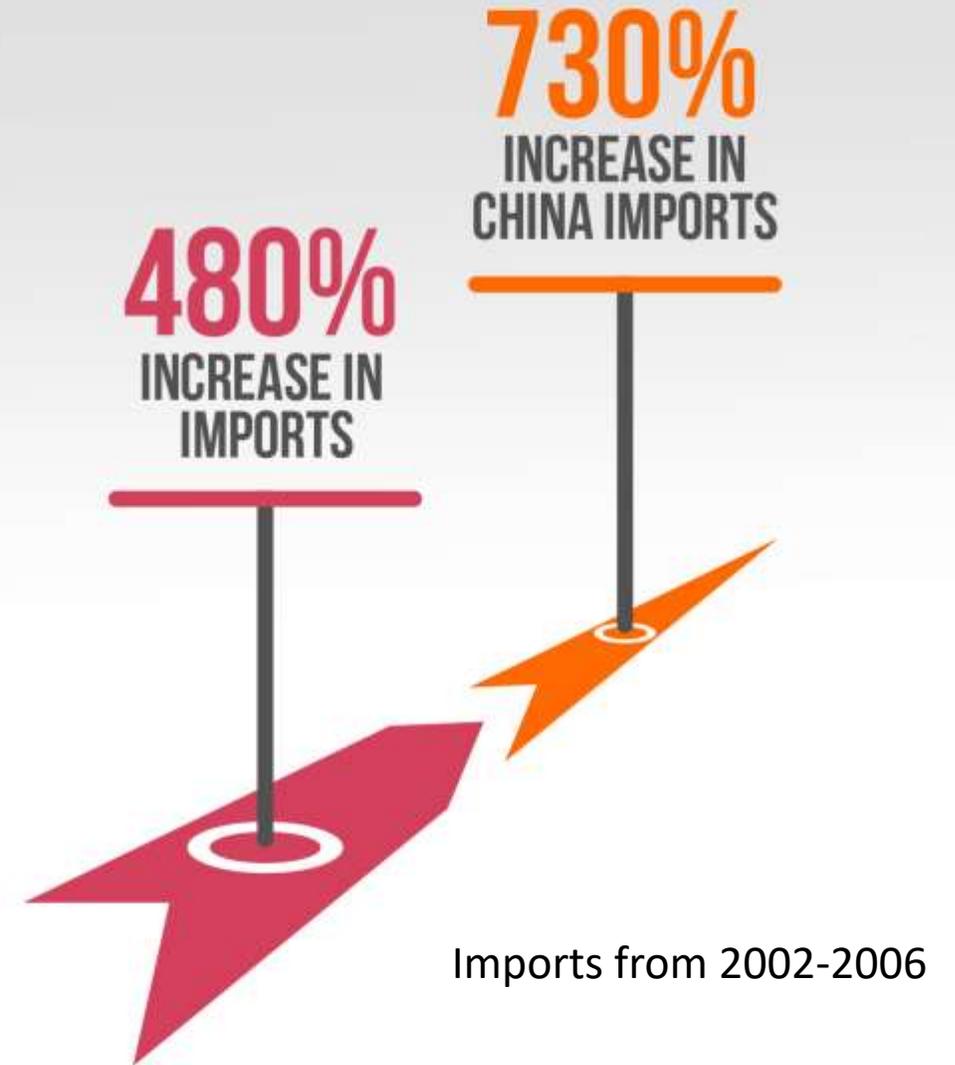
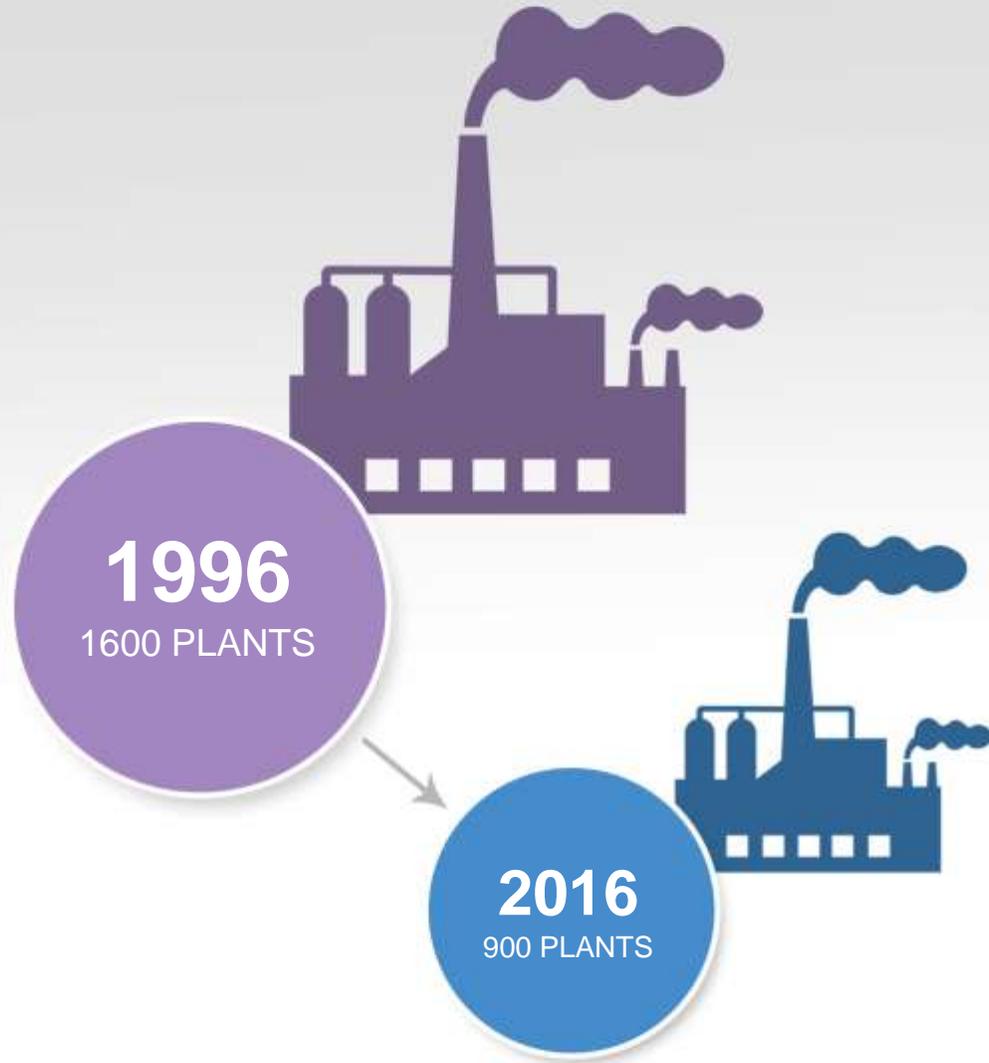
EMPLOYEES IN THE SECTOR



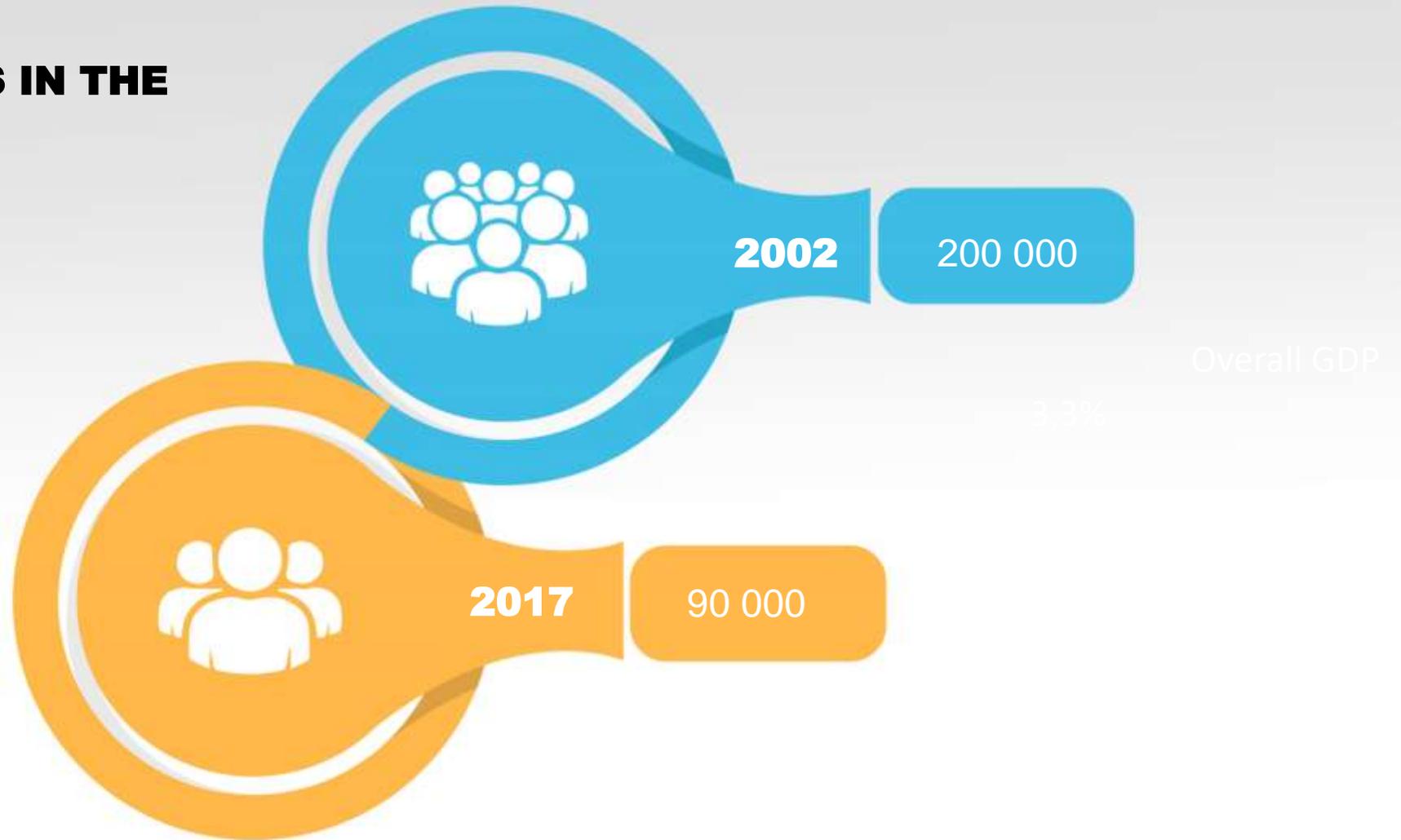
FURNITURE SECTOR VALUE CHAIN - MULTIPLIER EFFECT (FOCUS ON CTFL)



SOURCE OF MATERIALS: CTFL PLANTS & REASON FOR DECLINE



EMPLOYEES IN THE SECTOR



BUY LOCAL GLOBAL PHENOMENON.

- Buying Local is a tried and tested phenomenon all over the world;
- Buy Local campaigns exist for countries, regions and even towns, and are present in countries such as:
 - Australia (Australian Made campaign)
 - USA (Legislated and also enforced by the new President)
 - UK (Keep it Local UK)
 - Philippines (Buy Local, Go Lokal)
- On the African continent, the Proudly SA campaign has been instrumental in assisting the following countries with setting up their Buy Local campaigns:
 - Buy Zambia
 - Buy Swazi
 - Buy Malawi
 - Buy Zimbabwe
 - Mauritius (exploratory discussions)
 - Tunisia (exploratory discussions)



think
globally
act
locally



BUY LOCAL

GLOBAL

PHENOMENON.

(US case study)

- The US has a Buy American Act (1933), Buy America Act (1982) and Buy America Improvement Act (2017) - all aimed at amongst other things, reviving their labour-intensive sectors (incl. their automotive Sector and winning back the jobs they have lost over the years due to large number of imported cars).
- President Biden signed an Executive Order to strengthen “Buy American” provisions to encourage the federal Government to purchase goods and services from U.S Companies in his 1st week in office
- Biden’s briefing to joint houses during April 2021, confirmed the focus on local procurement/buy local focus by the US government

A photograph of a white paper napkin with blue handwriting. The text reads 'think globally act locally'. The napkin is placed on a wooden surface, and a silver pen is visible in the upper right corner. A yellow vertical bar is on the left side of the image.

think
globally
act
locally

IMPORTANCE OF LOCALISATION

Be Proudly South African, buy local to create jobs.



Retain/Create Jobs

Skills development

Economic development

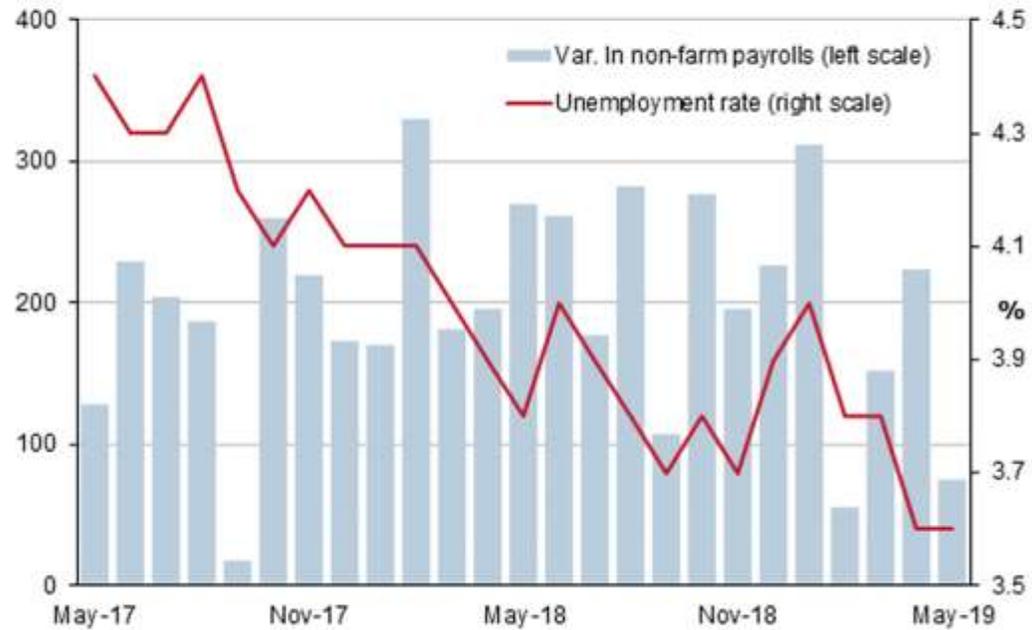
Empowerment

Improved living standards

Infrastructure development

Increase the GDP

Balance of trade- increase exports decrease imports



The **US unemployment rate** stood at 3.6 percent in **May 2019**, unchanged from the previous month's 49-year low.

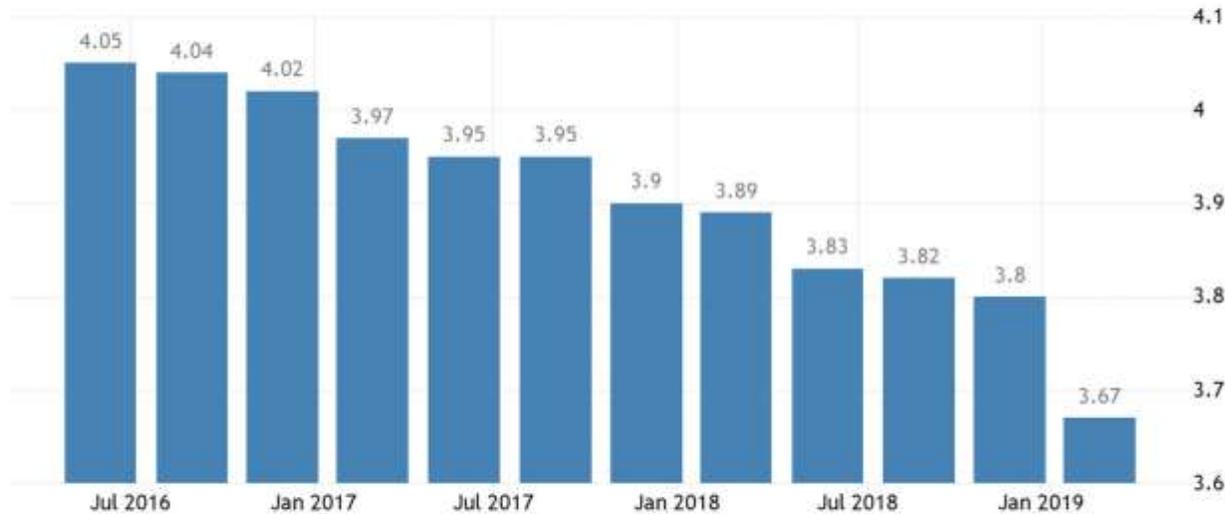
The number of **unemployed** stood at 5.9 million.

The number of employed rose stood at 156.8 million.

Population total: estimated 329 million



UNEMPLOYMENT IN CHINA, INCLUDING TRENDS (Pre Covid-19)



SOURCE: TRADINGECONOMICS.COM | MINISTRY OF HUMAN RESOURCES AND SOCIAL SECURITY OF THE PRC

The current **population of China** is estimated to be 1,420,231,517 (1,4 billion people)
Unemployment Rate in China decreased to 3.67 percent in the first quarter of 2019;
Unemployment Rate in China averaged 4.09 percent from 2002 until 2019, reaching a record low of 3.67 percent in the first quarter of 2019.



OUR MANDATE

Be Proudly South African, buy local to create jobs.



Proudly South African, the country's national **Buy Local** campaign, seeks to strongly influence **procurement** in public and private sectors, to increase local production, influence consumers to **buy local** and stimulate **job creation**. This is in line with government's plans to revive South Africa's economy so that millions of jobs can be created and unemployment can be decreased under the New Development Plan.

Formed through **NEDLAC**, Proudly South African fits hand-in-glove with the national localisation agenda - the Local Procurement Accord signed in October 2011 and now with the Economic Recovery and Reconstruction Plan



PROUDLY SA FOCUS AREAS

Be Proudly South African, buy local to create jobs.



**Preferential
Procurement
Education:
Public Sector**

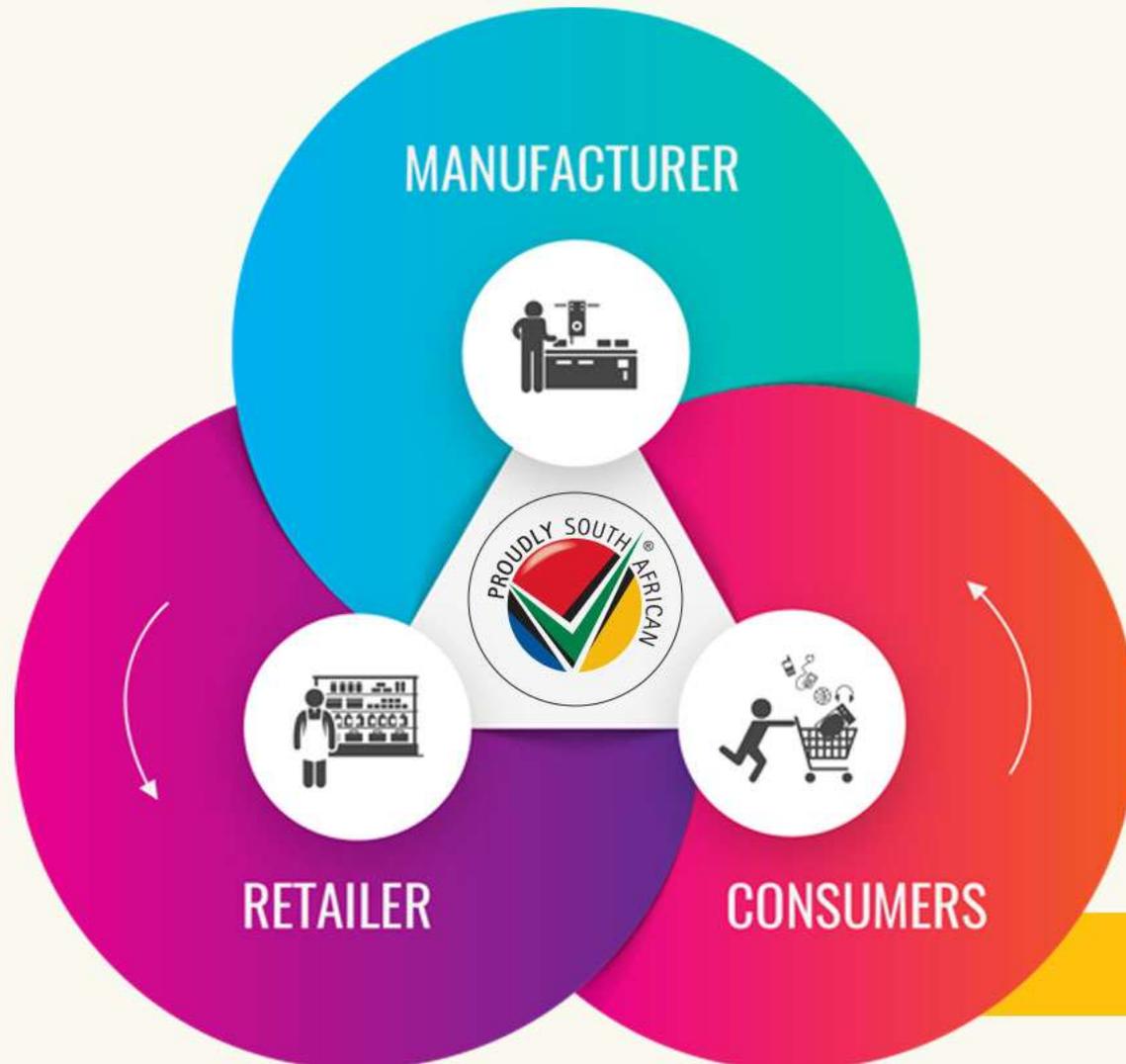
**Consumer
Education:
Private Sector**

**Consumer
Education:
General
Public**

**Promote
accessibility of
locally made
Products and
Services**

PROUDLY SA's ROLE IN RETAIL VALUE CHAINS

Be Proudly South African, buy local to create jobs.



Significant market share needs to be secured for locally made products in all industries, however it is important for consumers to demand locally made products and services, in order for retailers to increase their levels of local content on their shelves

Proudly SA's role is to stimulate demand for locally made products (including SA wines)



PROUDLY SA MEMBERSHIP

WHO CAN BECOME A MEMBER OF PROUDLY SOUTH AFRICAN?



Any company or organisation of any size offering goods and/or services can become a member. Whether a commercial enterprise, NGO, sports team, professional body, educational institution, media house, or government entity – all qualify for membership, provided these criteria are met:



Local Content



Quality



Environmental Standards



Fair Labour Practices

Does your Company Qualify?



Since April 2017, membership fees have been reduced significantly.

Membership Category	Classification	Payable fee (excluding VAT)
NGOs/Startups/Crafters	Newly-established enterprises or enterprises with turnovers less than R5 million	R500.00
SMMEs	Enterprises with turnovers between R5 million & R10 million	R1 000.00
Silver	Companies with turnovers between R10 million & R30 million	R10 000.00
Gold	Companies with turnovers between R30 million & R50 million	R20 000.00
Platinum	Companies with turnovers between R50 million & R100 million	R50 000.00
Diamond	Companies with turnovers of R100 million & more	R100 000.00

Applicable Discounts:

2-year membership at 10%

3-year membership at 20%

Monthly payment plans are also available

1. Use of **Proudly SA logo** – recognised endorsement of local content & quality.
2. **Access to Market Platforms:**
 - Free listing on **RSAMADE** – Proudly SA's official online store for B2C & B2B transactions;
 - First-hand access to **tender opportunities** designated for local content by the dtic;
 - Inclusion in Proudly SA's **database of local products and services** and **private sector portals**, housed on the Proudly SA website;
 - Secured procurement opportunities (Local Procurement commitments)
 - Facilitation of **B2B opportunities** with other Proudly SA members; and



Participation in & access to:

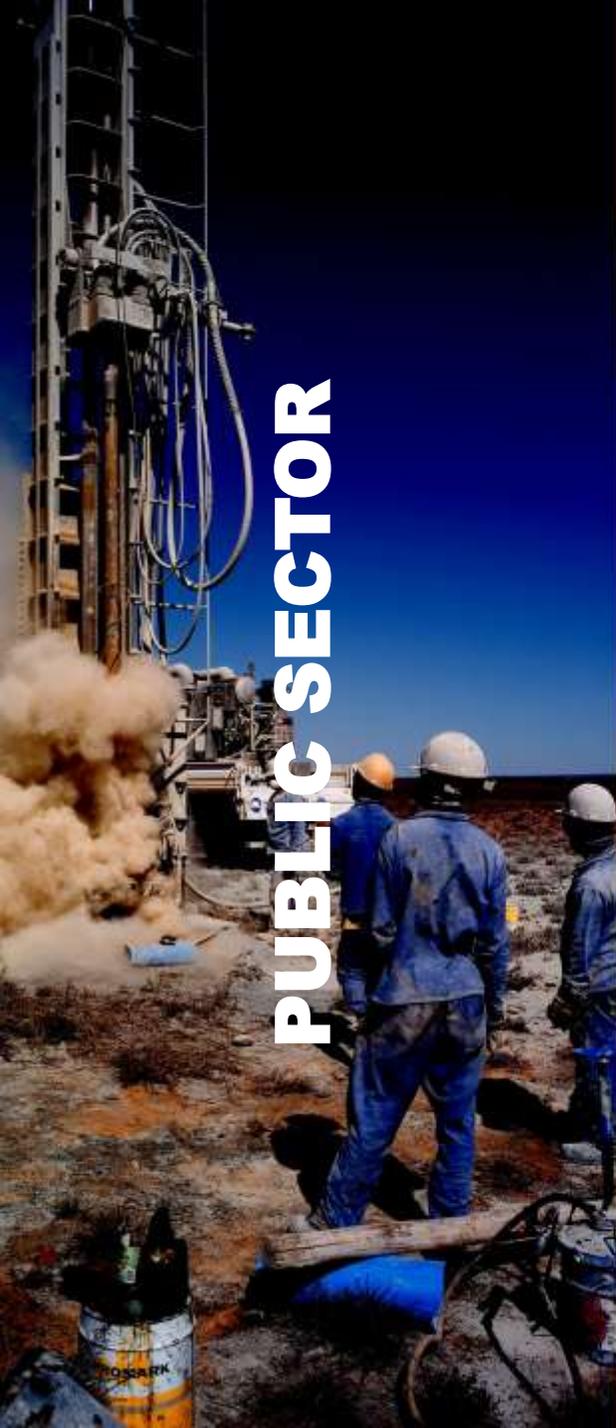
- annual Proudly SA **Buy Local Summit & Expo**;
- **Supply Chain Workshops**;
- **business & sector-specific forums** – networking & info-sharing;
- **joint promotions** with Proudly SA – consumer-targeted campaigns, major events & expos;
- Proudly SA's extensive **marketing strategy & activities** – promote members' products & services;
- Participation in **industry-specific portals** – marketplace for local manufacturers vetted according to industry standards (**procurement tool to drive local demand**)
- Proudly SA's **PR & communication platforms** – newsletter, product booklet, social media platforms & print & broadcast media; and
- **special packages & pricing** between other members.



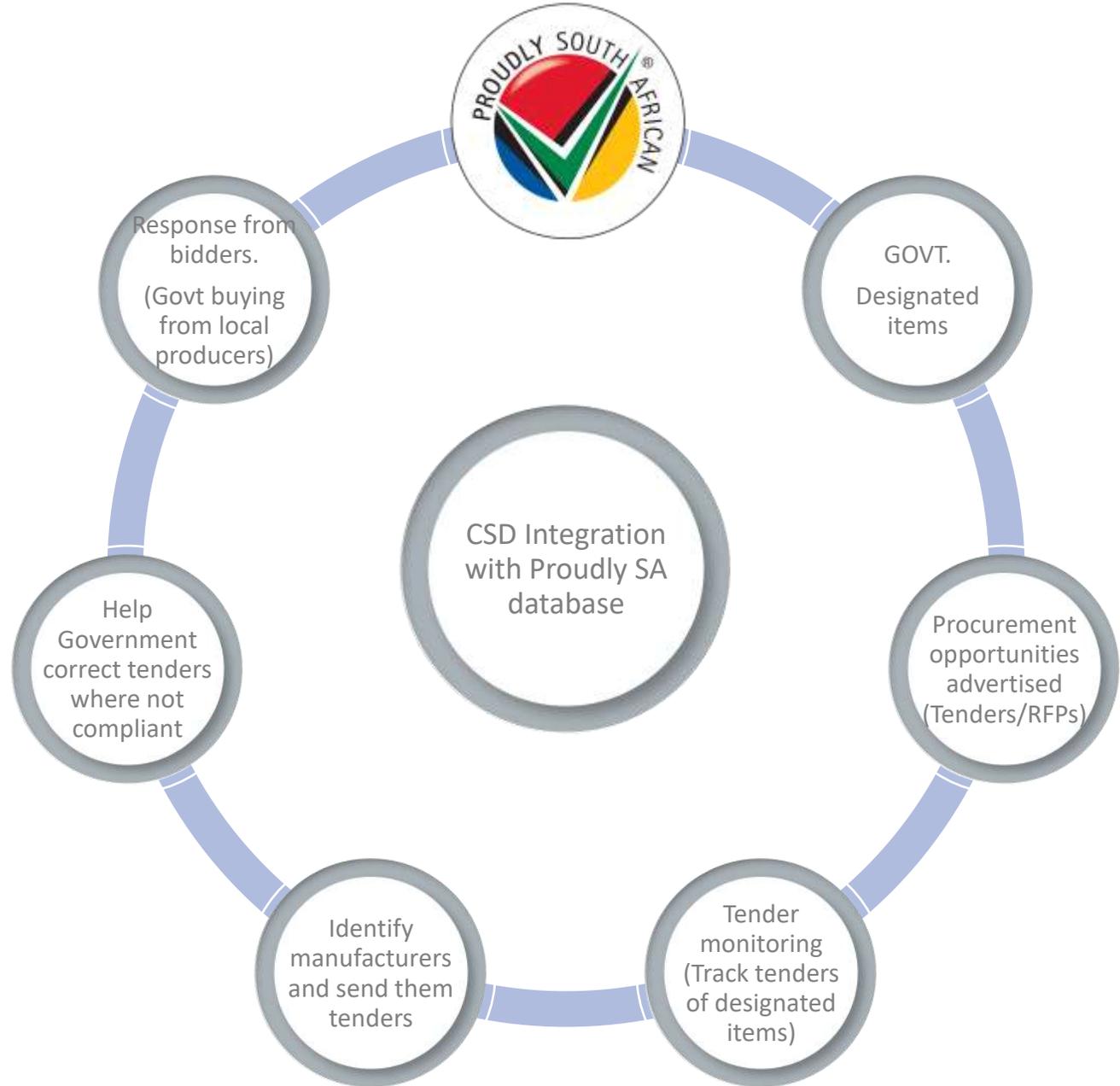


PUBLIC SECTOR PROCUREMENT

Designated Products	LC Threshold	Date
1. Rail Rolling Stock	65%	16-07-2012
2. Power Pylons and Substation Structures	100%	16-07-2012
3. Bus Bodies	80%	16-07-2012
4. Canned/Processed Vegetables	80%	16-07-2012
5. Textile, Clothing, Leather and Footwear Sector	100%	16-07-2012
6. Certain Pharmaceutical Products	Per tender	07-12-2011
7. Set-top Boxes	30%	26-09-2012
8. Furniture Products	85-100%	15-11-2012
9. Electrical and Telecom Cables	90%	08-05-2013
10. Valve Products and Actuators	70%	06-02-2014
11. Working Vessels (Boats)	60%	01-08-2014
12. Residential Electricity Meters and Water Meters	90%	01-08-2014
13. Steel Conveyance Pipes, Pipe Fittings and Specials	80-100%	28-09-2015
14. Transformers and Shunt Reactors	10-90%	28-09-2015
15. Two Way Radio Terminals	60%	30-06-2016
16. Solar PV Components	15-90%	30-06-2016
17. Rail Signalling System	65%	30-06-2016
18. Wheelie Bins	100%	18-08-2016
19. Solar Water Heaters	70%	19-07-2012
20. Fire Fighting Vehicles	30%	21-11-2016
21. Steel Products and Components for Construction	100%	13-01-2017
22. Rail Perway (Track) Infrastructure	90%	13-11-2017
23. Pumps & Medium Voltage Motors	70%	12-12-2017
24. Plastic Pipes	100%	2020
25. Air insulated MV Switchgear	50%	2020
26. Bulk Material Handling	85%	2020
27. Industrial lead Acid Batteries	50%	2020



PUBLIC SECTOR





PUBLIC SECTOR FORUM

- Educate public sector procurement officials
- To ensure officials comply with applicable localisation procurement regulations
- Hosted (virtually) with all 9 provinces
- Presentation made to State Owned Enterprises Procurement Forum SOEPF) at least once per annum on localisation regulations;
- Aim is to also try reach all municipalities in the country



TENDER MONITORING

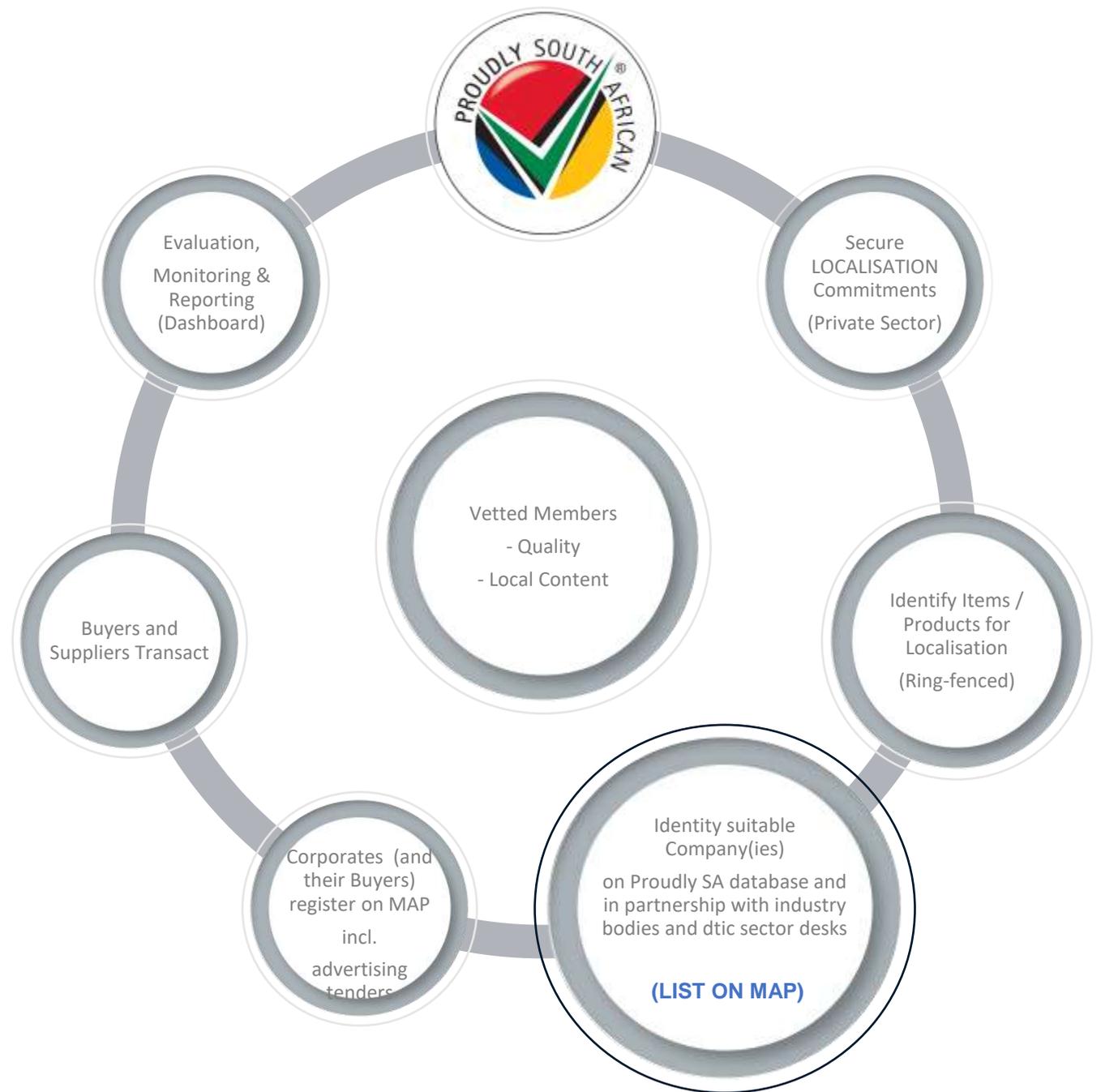
- A tender tracking and monitoring tool
- To monitor tenders for designated sectors in the public sector
- using keywords to search for tenders
- Currently linked to over 800 websites
- Assist all state organs with compliance to local content provisions of the PPPFA;
- Intervene when tender/RFP is issued
- Value-add for Proudly SA members (tenders send to local manufacturers)



PRIVATE SECTOR PROCUREMENT



PRIVATE SECTOR



01

Commitments to increase local procurement from large corporates;

e.g. Jobs Summit commitments from banks to buy local furniture only)



02

Increased local content levels in retail spaces

(CTFL Retailers - TFG, Mr Price; Furniture Retailer - Lewis Stores; FMCG Retailer - OBC increasing local content levels on their shelves)



03

Increase of local content usage (raw materials, components, etc.) in production processes;

(e.g. Sourcing of sugar and other raw material from local farms by Coca Cola Beverages SA; SAB and more)



04

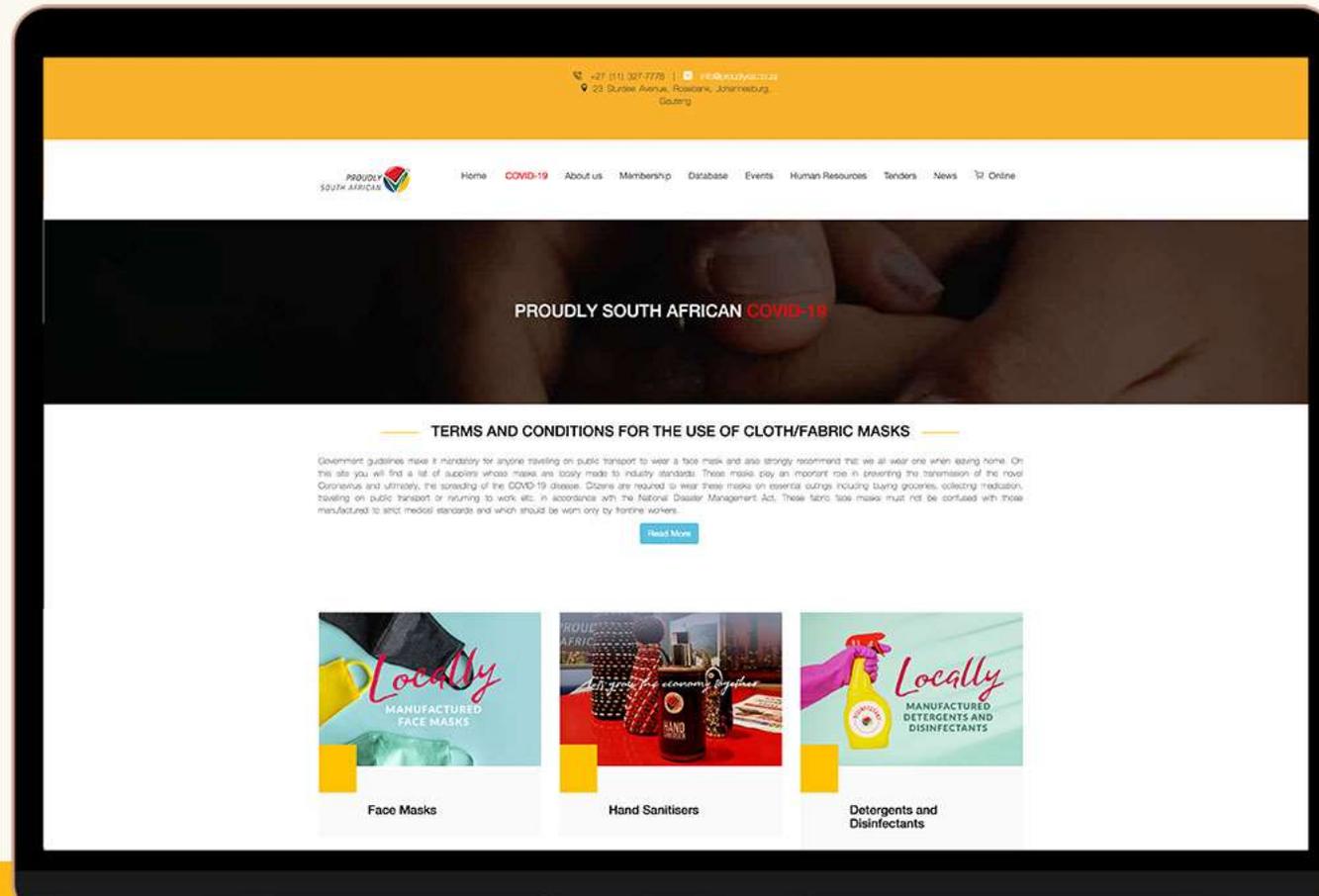
Lobby market access support for SMMEs that manufacture local products and services;

(Introduce Franchise Association of SA companies to Proudly SA black owned SMMEs)



PROUDLY SA COVID-19 RESPONSE (ONLINE PORTALS)

Be Proudly South African, buy local to create jobs.



CLOTH FACE MASKS

HAND SANITISERS

DETERGENTS & DISINFECTANTS

FACE SHIELDS

MEDICAL PPEs

CAPACITY FOR MORE PORTALS

Manufacturers of medical PPEs





Proudly SA is calling on all the local manufacturers of medical PPE that have been vetted by the Business for South Africa team.

The medical PPE portal will only be accessible to the private and public hospital procurement departments to increase the demand for locally-manufactured products.

The portal is non-transactional but is a place where procurement officers can source compliant, approved, locally-manufactured medical PPEs. To get a sense of the functionality of the portal, visit Proudly SA's COVID-19 portals on www.proudlysa.co.za

Who is eligible to register: Local manufacturers of

- Disposable/Plastic Aprons
- Disposable/Isolation Gowns
- Surgical Masks
- FFP2 Respirators
- SANPRA-licensed Sanitisers
- Non-sterile Examination, or Sterile and Non-sterile Surgical Gloves that have been vetted by Business South Africa in accordance with the National Department of Health and SANPRA/NRCS specifications






For more information and to register as a vendor.

CLICK HERE

MEDICAL PPE PORTAL

The COVID-19 pandemic has led to a surge in the demand for PPE used in clinical settings. Our goal is to help you find the suppliers to meet your manufacturing and procurement needs at this time. As a member of the Business for South Africa team, we are now opening up our Medical, Public and Hospital Supplies to assist in the recovery of the multiple economic sectors.

We can't wait to welcome you, ensuring that our manufacturers of PPE, which in addition to creating jobs, comes with quality and efficiency assistance in accordance with industry standards.

@ The International portal, procurement officers can source general and specialist multi-manufacturer medical PPEs from fully approved manufacturers in the following categories:



Disposable/Plastic Aprons



Isolation Gowns



Surgical Masks



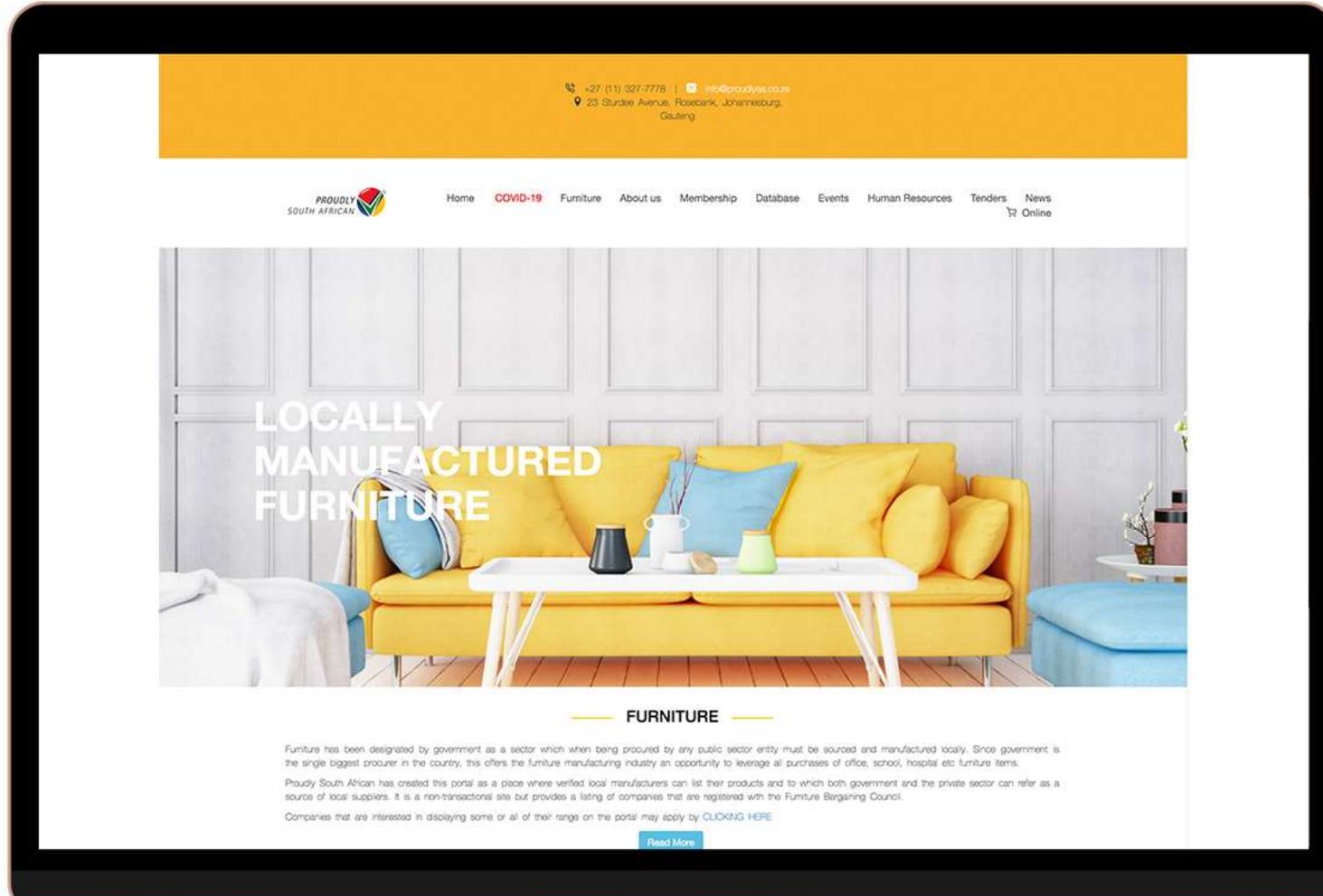
FFP2 Respirators



Medical-grade Sanitisers



Examination/Sterile Gloves



+27 (11) 327-7778 | info@prodyse.com
23 Sturdee Avenue, Rosebank, Johannesburg,
Gauteng



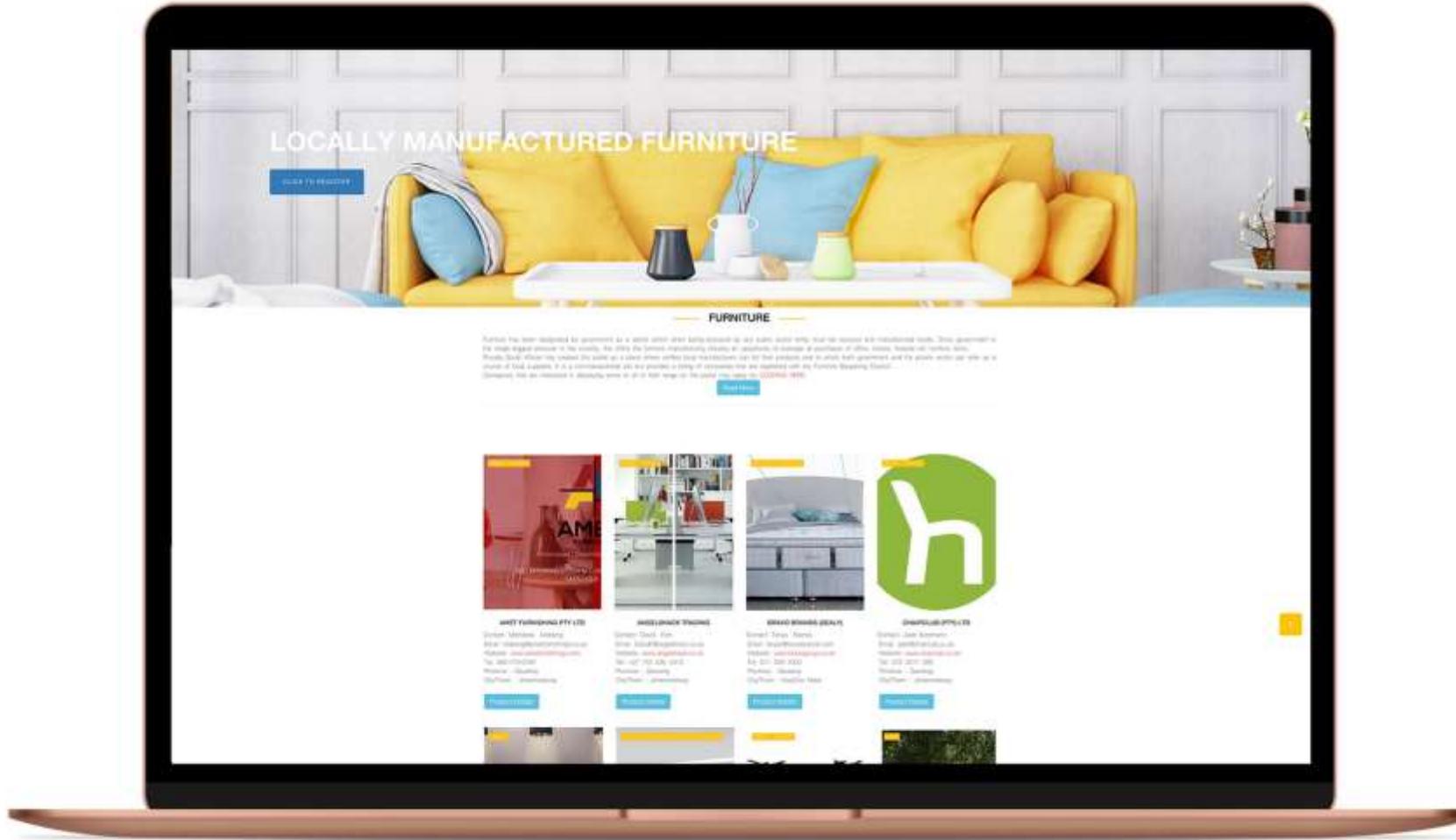
Home COVID-19 Furniture About us Membership Database Events Human Resources Tenders News
Online

LOCALLY MANUFACTURED FURNITURE

FURNITURE

Furniture has been designated by government as a sector which when being procured by any public sector entity must be sourced and manufactured locally. Since government is the single biggest procurer in the country, this offers the furniture manufacturing industry an opportunity to leverage all purchases of office, school, hospital etc furniture items. Proudly South African has created this portal as a place where verified local manufacturers can list their products and to which both government and the private sector can refer as a source of local suppliers. It is a non-transactional site but provides a listing of companies that are registered with the Furniture Bargaining Council. Companies that are interested in displaying some or all of their range on the portal may apply by [CLICKING HERE](#)

[Read More](#)



Portal:

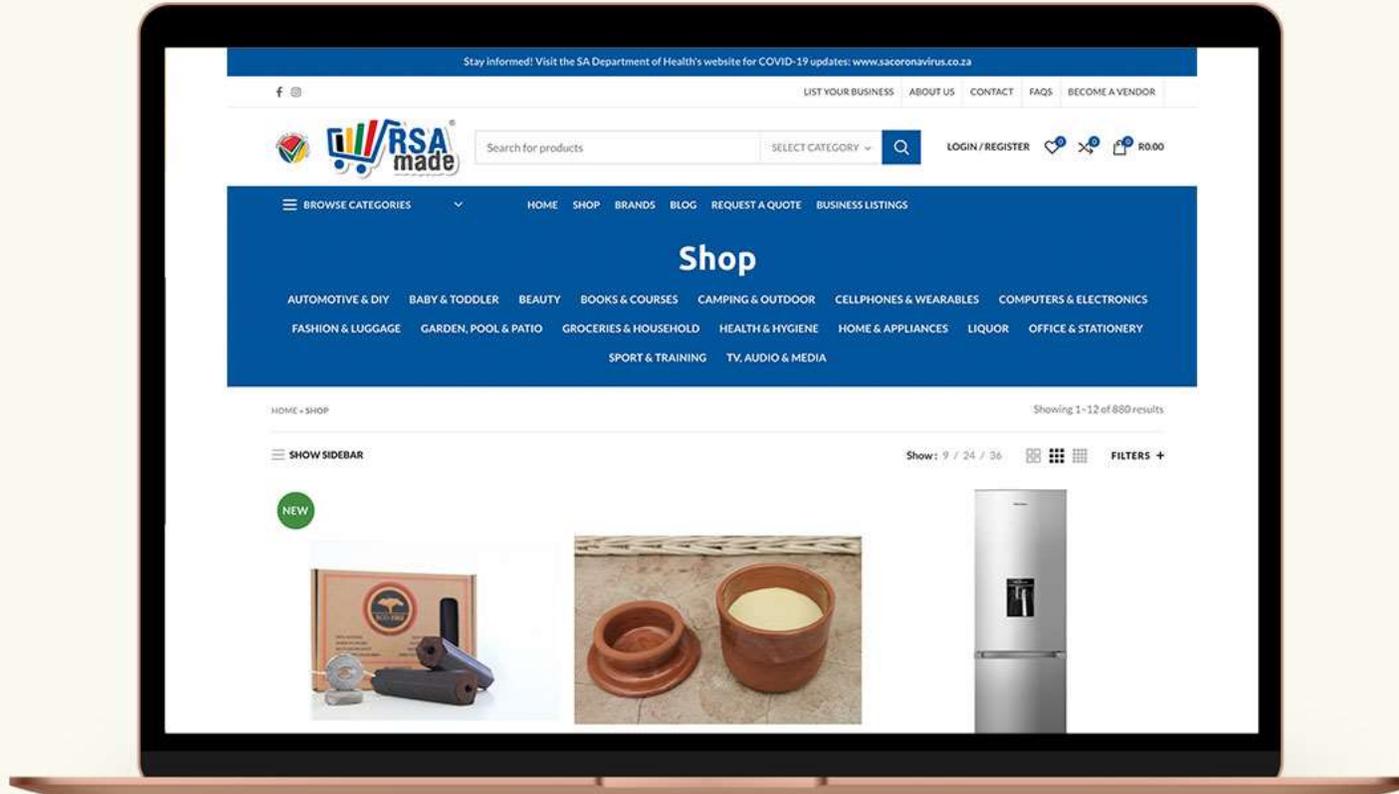
- A collaboration between Proudly SA and **the dtic**
- A database of local manufacturers of a full range of furniture items
- Non transactional
- Accessible to consumers, the public and most importantly, the private sector



FOCUS ON CONSUMERS

ONLINE SHOPPING: www.rsamade.co.za

Be Proudly South African, buy local to create jobs.



Market access opportunity for members

Free listing on site as a member of Proudly South African

Offer high quality (vetted local products) to consumers

Retain jobs and possibly create new jobs for these local producers



Hisense LEDN32A6000F 32" HD SMART LED
R3,299.00

Sold By: HISENSE SOUTH AFRICA

[VIEW PRODUCT](#)



HISENSE LEDN43A6000F 43" FHD SMART LED
R4,999.00

Sold By: HISENSE SOUTH AFRICA

[VIEW PRODUCT](#)



HISENSE LEDN58A7100F 58" UHD SMART LED
R8,999.00

Sold By: HISENSE SOUTH AFRICA

[VIEW PRODUCT](#)

CONSUMER EDUCATION DRIVE (Pre-Covid-19 era)



01

Mall activations

02

Festival activations

03

Online competitions

04

Consumer advertising

05

University activations

06

Consumer expos

07

Labour Mobilisation

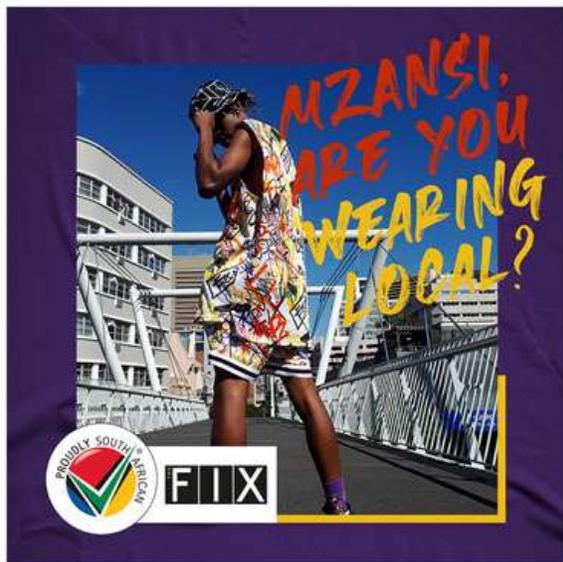
08

Sports events

SECTOR SPECIFIC CONSUMER EDUCATION CAMPAIGNS



CTFL SECTOR



EXACT

FIX

WE
AR
SOUTH AFRICA

POULTRY SECTOR



CHUBBY CHICK
FARM FRESH POULTRY

sovereignfoods™
Full of goodness

CBH COUNTRY BIRD
HOLDINGS

OBC
Better Butchery

GRAIN FIELD
CHICKENS
Buy home the best!

Supreme
chickens

HOSPITALITY SECTOR



#ONE
MEAL
MANY
THANKS

Festive Season



PROUDLY SOUTH AFRICAN

Festive Season Competition

stand the chance to win one of four gift vouchers for www.rsamade.co.za to the value of R1000



Back to school



locally Manufactured School Shoes + Education = local job creation



NASRON



BACK SCHOOL 2021

Black Friday



THE SECOND HALF HAS BEGUN



Buy Local this BLACK FRIDAY

Shop @ rsamade.co.za

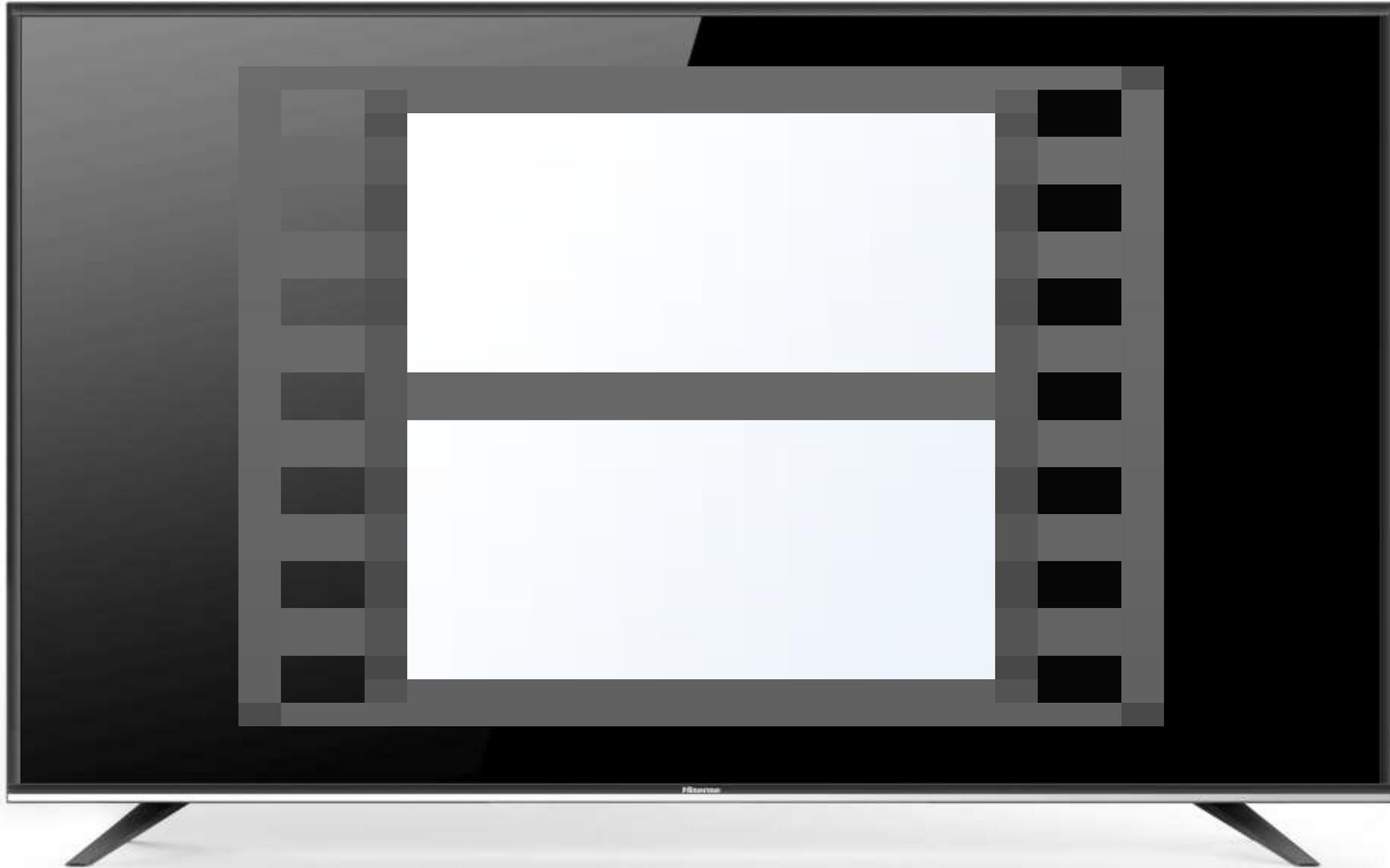


TV COMMERCIAL PARTNERS



ONLINE/ DIGITAL ROLLOUT







THE SECOND HALF IS IN YOUR HANDS, MZANSI

THANK YOU



www.proudlysa.co.za | [@ProudlySA](https://www.instagram.com/ProudlySA) | 011 327 7778

info@proudlysa.co.za