

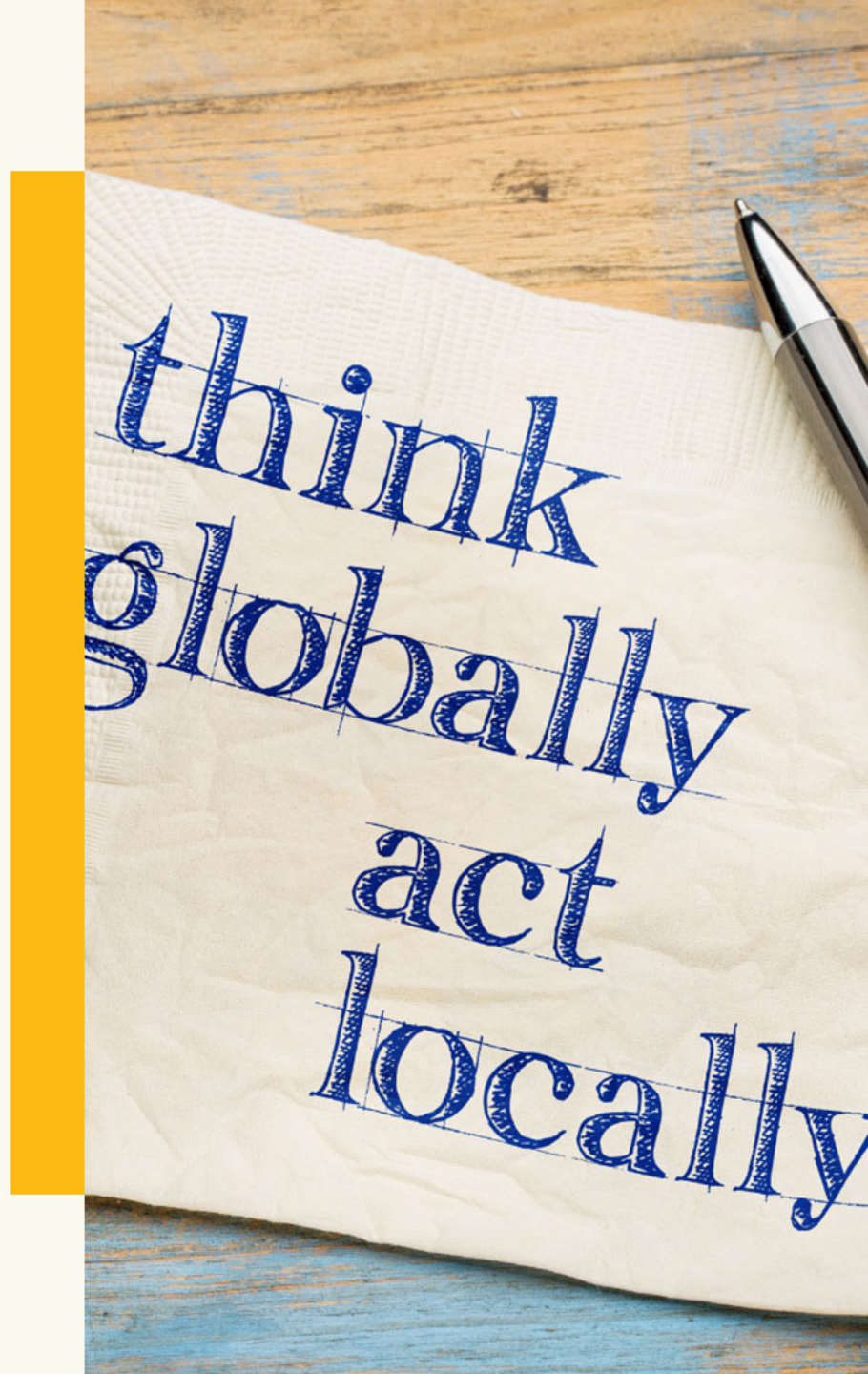


MAKE **LOCAL** YOUR BUSINESS

Eustace Mashimbye
CEO: Proudly South African

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)



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 that reads 'think globally act locally'. The napkin is placed on a wooden surface. A silver pen is visible in the upper right corner of the napkin. A solid yellow vertical bar is positioned to the left of the napkin.

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

PROUDLY SA 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
of Locally
made
Products and
Services**



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

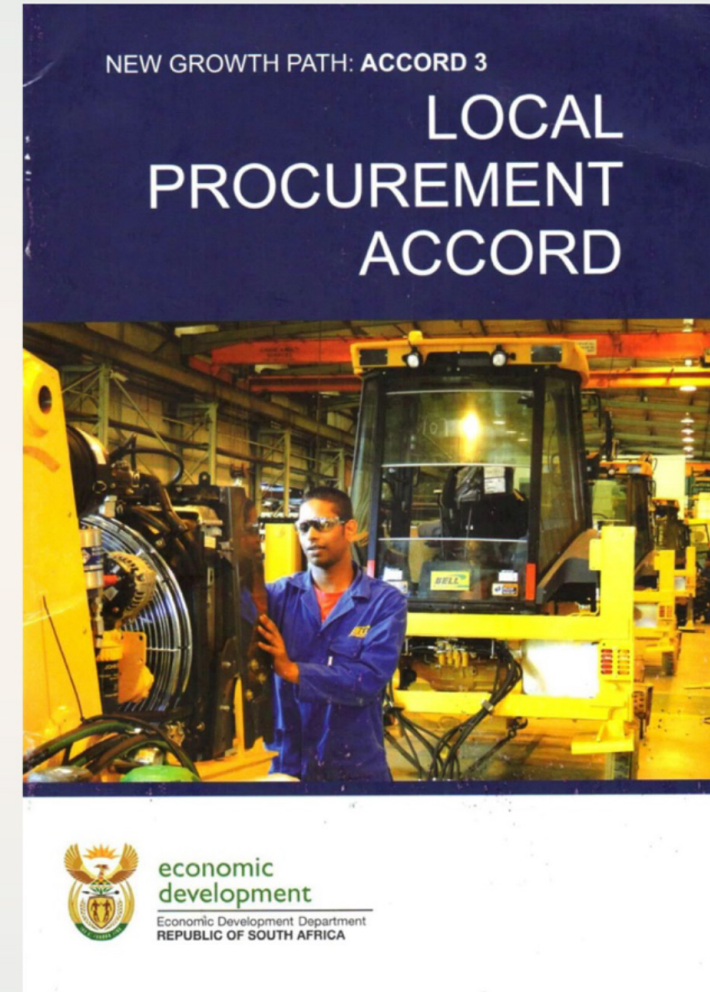
Does your Company Qualify?



The background of the image is a high-contrast, orange-tinted photograph of a construction site. It shows a dense network of vertical and horizontal metal poles forming a scaffolding structure. Two workers, wearing hard hats and safety gear, are visible as dark silhouettes against the bright orange background. One worker is standing in the center-left, and another is on the right, slightly lower. The overall composition is industrial and structural.

PUBLIC SECTOR

4	No. 34350	GOVERNMENT GAZETTE, 8 JUNE 2011
No. R. 502		8 June 2011
<p>PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT, 2000: PREFERENTIAL PROCUREMENT REGULATIONS, 2011</p>		
<p>I, Pravin J. Gordhan, Minister of Finance, acting in terms of section 5 of the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000), hereby make the Regulations set out in the Schedule.</p>		
<p>Signed at Pretoria on this 6th day of June 2011.</p>		
		
<p>PRAVIN J. GORDHAN MINISTER OF FINANCE</p>		
<p>SCHEDULE</p>		
<p>Contents</p>		
PART ONE:	DEFINITIONS	
1.	Definitions	
2.	Application	
PART TWO:	PLANNING AND STIPULATION OF PREFERENCE POINT SYSTEM TO BE UTILIZED, EVALUATION OF TENDERS ON FUNCTIONALITY, PREFERENCE POINT SYSTEM AND BROAD-BASED BLACK ECONOMIC EMPOWERMENT STATUS, AWARD OF CONTRACTS TO TENDERERS NOT SCORING THE HIGHEST NUMBER OF POINTS AND THE CANCELLATION AND RE-INVITATION OF TENDERS	
3.	Planning and stipulation of preference point system to be utilized	
4.	Evaluation of tenders on functionality	
5.	The 80/20 preference point system for the acquisition of goods, works and / or services up to a Rand value of R1 million	
6.	The 90/10 preference point system for the acquisition of goods, works and / or services with a Rand value above R1 million	
7.	Award of contracts to tenderers not scoring the highest number of points	
8.	Cancellation and re-invitation of tenders	



PPPFA AND LOCAL CONTENT:

- Local Content Regulations came into effect on 7 December 2011 through. They are still applicable in the 2017 Public Procurement Regulations
- **Regulation 8: Local Production and Content**

the dti is empowered to designate specific industries/sectors.

- To give effect to government decisions on public procurement; sectors/products were and are being designated for local production

LOCAL PROCUREMENT OF NON-DESIGNATED SECTORS:

Regulation 8 (4) prescribes that “...where there is no designated sector, an organ of state may include a specific tendering condition for local procurement with a stipulated minimum threshold for local production and content. This should be in ***accordance with the specific directives issued for this purpose by the National Treasury in consultation with the dti***”.

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 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)

SUMMARY:

- Linked to 815 public sector website entities – all spheres of govt. including SOEs;
- Utilises keywords linked to each of the 28 designated sectors;
- High levels of non-compliance in Public Sector Procurement remains a concern for Proudly SA;

PROUDLY SA TENDER MONITORING FUNCTION 2017/2018-2020/2021				
TENDERS DESIGNATED FOR LOCAL CONTENT	2017/2018	2018/2019	2019/2020	2020/2021
Local content compliant	108	167	412	201
Local content partially compliant	44	48	28	100
Local content not compliant	110	115	90	457
Local content unclear	23	55	79	38
TOTAL	285	385	609	796
Percentage of tenders that are local content compliant	38%	43%	68%	25%

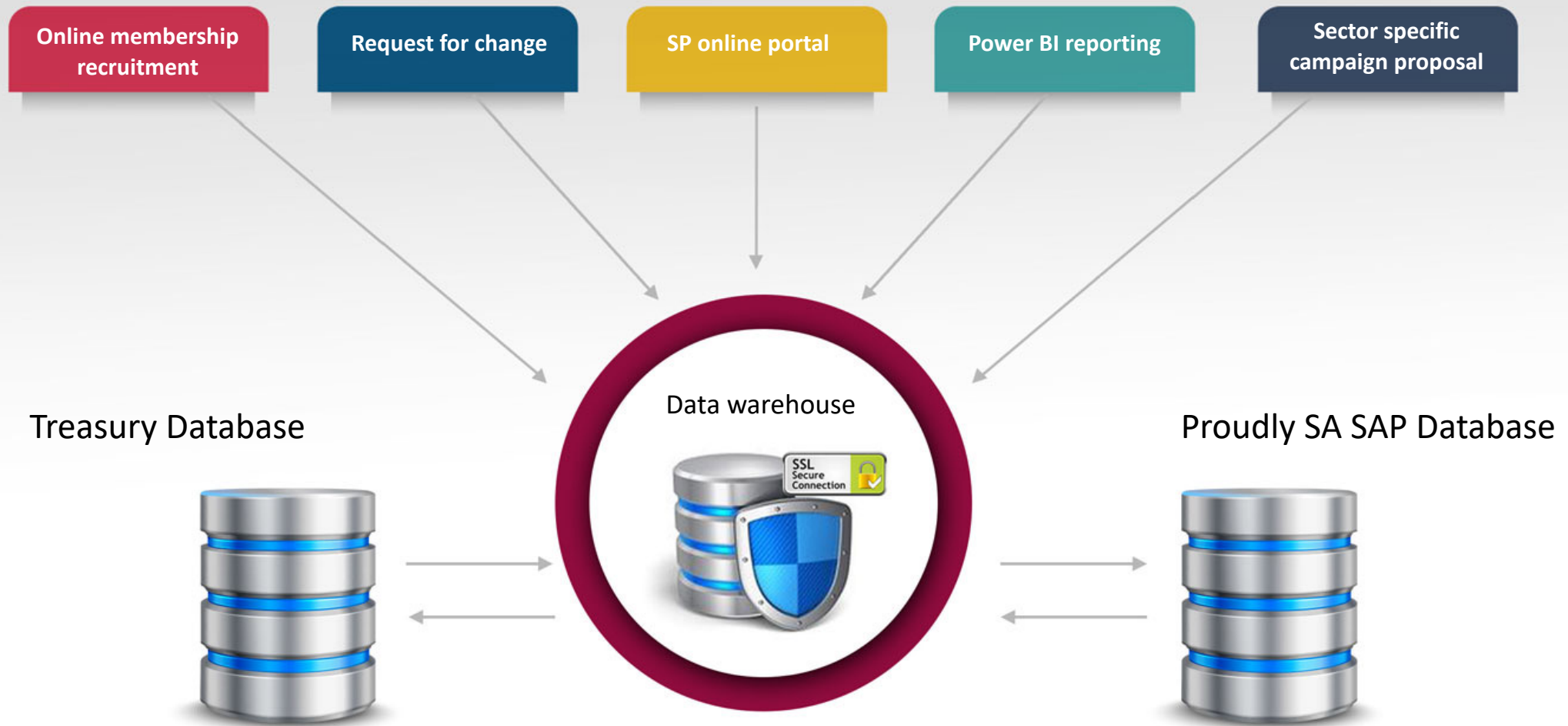
NB: Proudly SA's Tender Monitoring Function is meant to ONLY flag instances to the dtic Industrial Procurement Unit of non-compliance in local content thresholds captured in tenders picked up this system.

BIDS IDENTIFIED IN DESIGNATED SECTORS

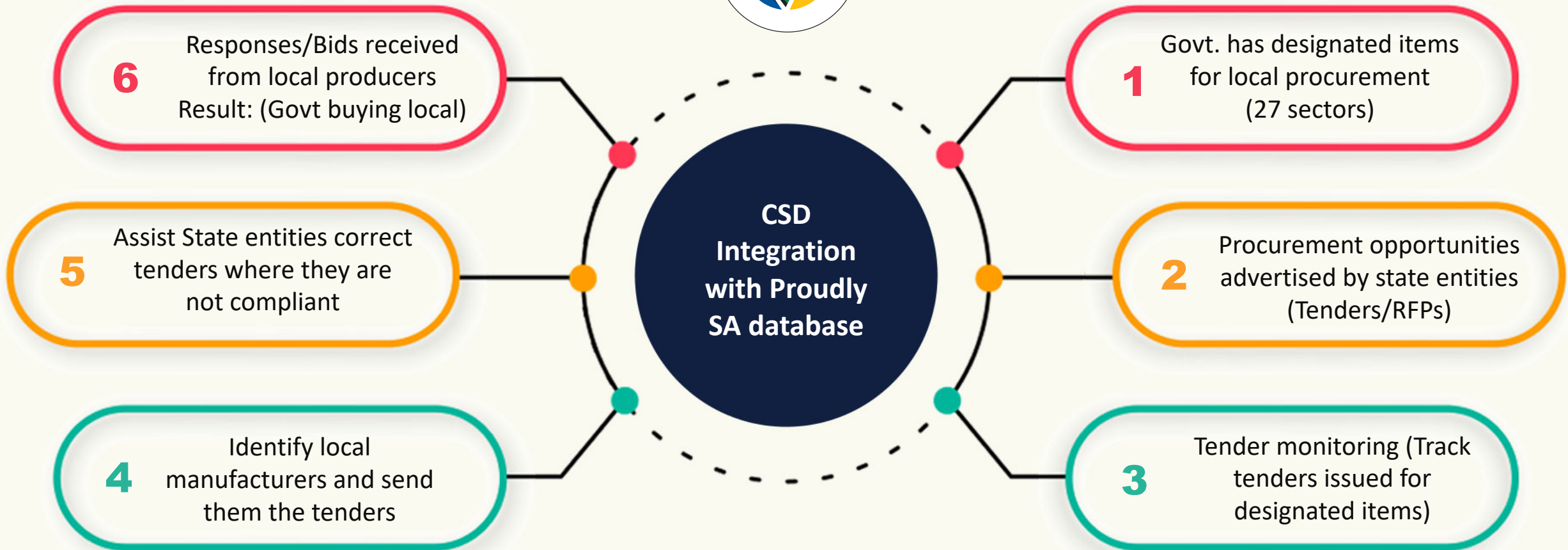
(Monitoring of Public Sector Tenders - need to drive up compliance)

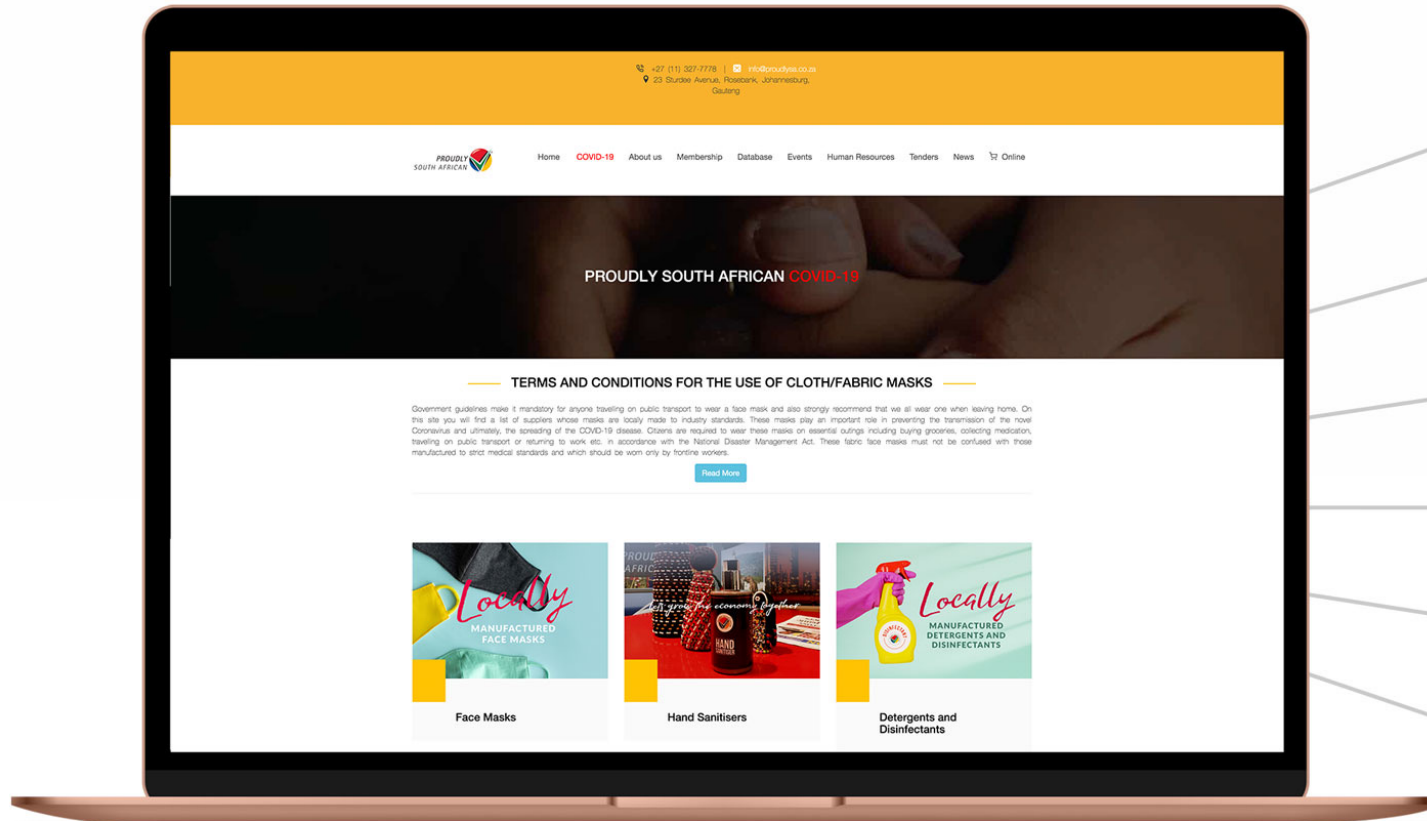
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MIGRATION WITH THE CENTRAL SUPPLIER DATABASE



CSD and Proudly SA database integration map





CLOTH FACE MASKS

HAND SANITISERS

**DETERGENTS &
DISINFECTANTS**

FACE SHIELDS

MEDICAL PPE_s

**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
- SAHPRA-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 SAHPRA/NRCS specifications



For more information and to register as a vendor

[CLICK HERE](#)

MEDICAL PPE PORTAL

The COVID-19 pandemic exposed shortfalls in the levels of local production of PPE used in clinical settings. Post peak infection rates, we now have the opportunity to review our manufacturing and procurement levels of these items. As a member of the frontline sector that took care of the country's physical health, we are now calling on all hospitals, clinics and medical facilities to assist in the recovery of the country's economic well-being. This can in part be achieved through procuring from local manufacturers of PPE, which in addition to creating jobs, comes with quality and efficacy assurance in accordance with industry standards. On this non-transactional portal, procurement officers can source tested and approved locally-manufactured medical PPEs from fully accredited manufacturers in the following categories:

[Read More](#)



Disposable/Plastic Aprons



Isolation Gowns



Surgical Masks



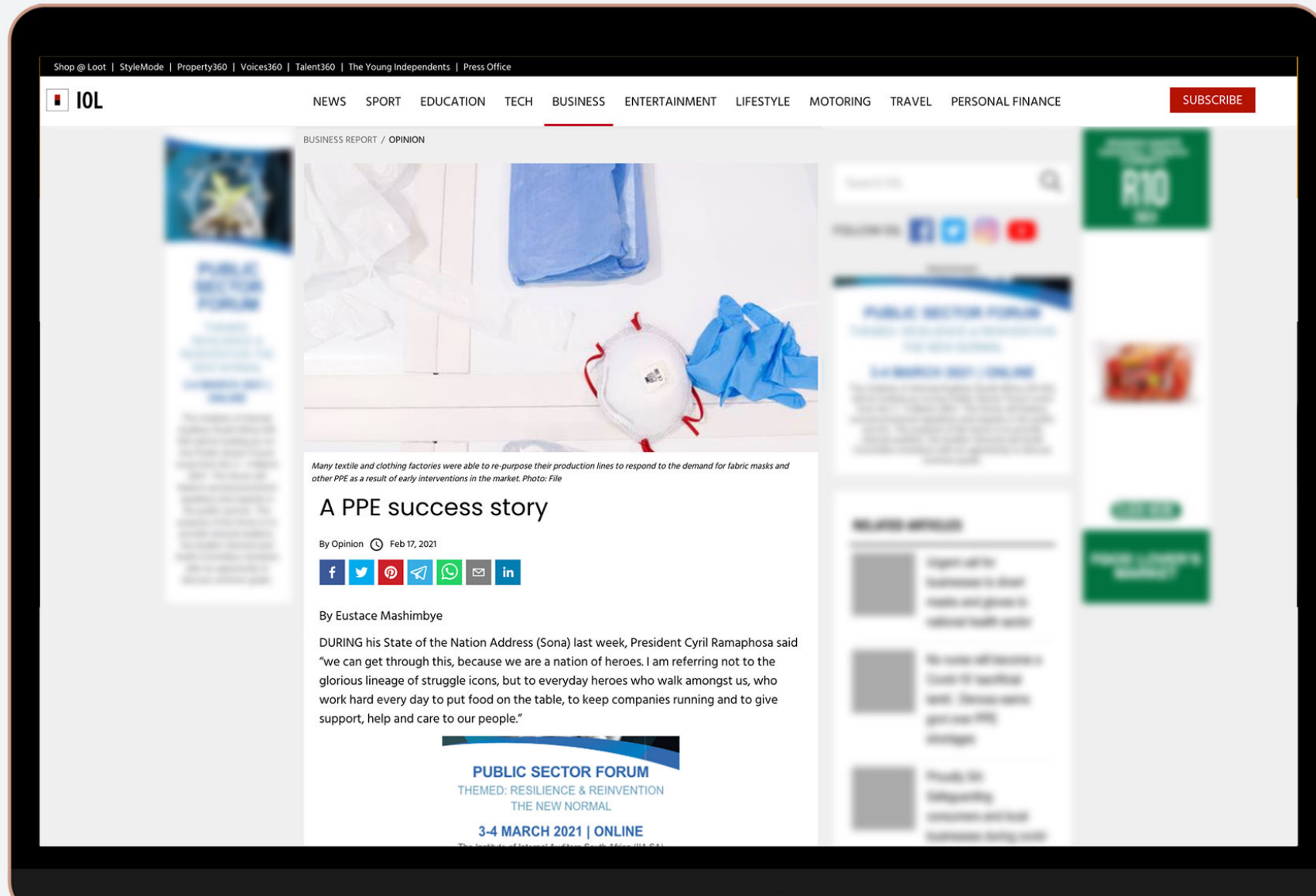
FFP2 Respirators



Medical-grade Sanitisers



Examination/Sterile Gloves



Local supply is increasing



No demand from
public and private
sector facilities.
Companies
retrenching



NOTE:

Numerous interventions, incl. tender monitoring, and contacting 258 companies. A total of 508 emails/letters sent out to corporates and industry bodies, urging them to purchase locally made PPE from the portals, but there has been no proper uptake



The background image shows a welder in a white protective suit and mask, working on a metal framework. A large, bright orange semi-transparent overlay covers the entire scene, with a dense pattern of thin, white, curved lines on the left side. The text "PRIVATE SECTOR" is centered in white, bold, sans-serif font. Dark blue horizontal bars are at the top and bottom.

PRIVATE SECTOR

MARKET ACCESS PLATFORM (MAP)



Members / buyers will be able to

- Find reliable and vetted localised and transformed suppliers
- Refer their high performing transformed suppliers, local manufacturers and service providers to MAP, thereby enabling them to grow and become more competitive.
- Advertise procurement opportunities for private sector
- Support the growth of their own high-performing suppliers
- Increase competitiveness in sourcing suppliers
- Reduce the cost of sourcing
- Rate services received from suppliers
- Record and monitor their localisation procurement commitments
- View the socioeconomic impact of their commercial activity with selected suppliers



REFER • CONNECT • LOCALISE

Suppliers will be able to

- Increase their visibility in a cross-industry marketplace – Access to Market
- Find other suppliers to procure from
- View tenders and RFQs when published for their specific Industry sector
- Report on benefits derived from MAP





FOCUS ON CONSUMERS

CONSUMER EDUCATION DRIVE



01

Mall activations

02

Festival activations

03

Online competitions

04

Consumer advertising

05

University activations

06

Consumer expos

07

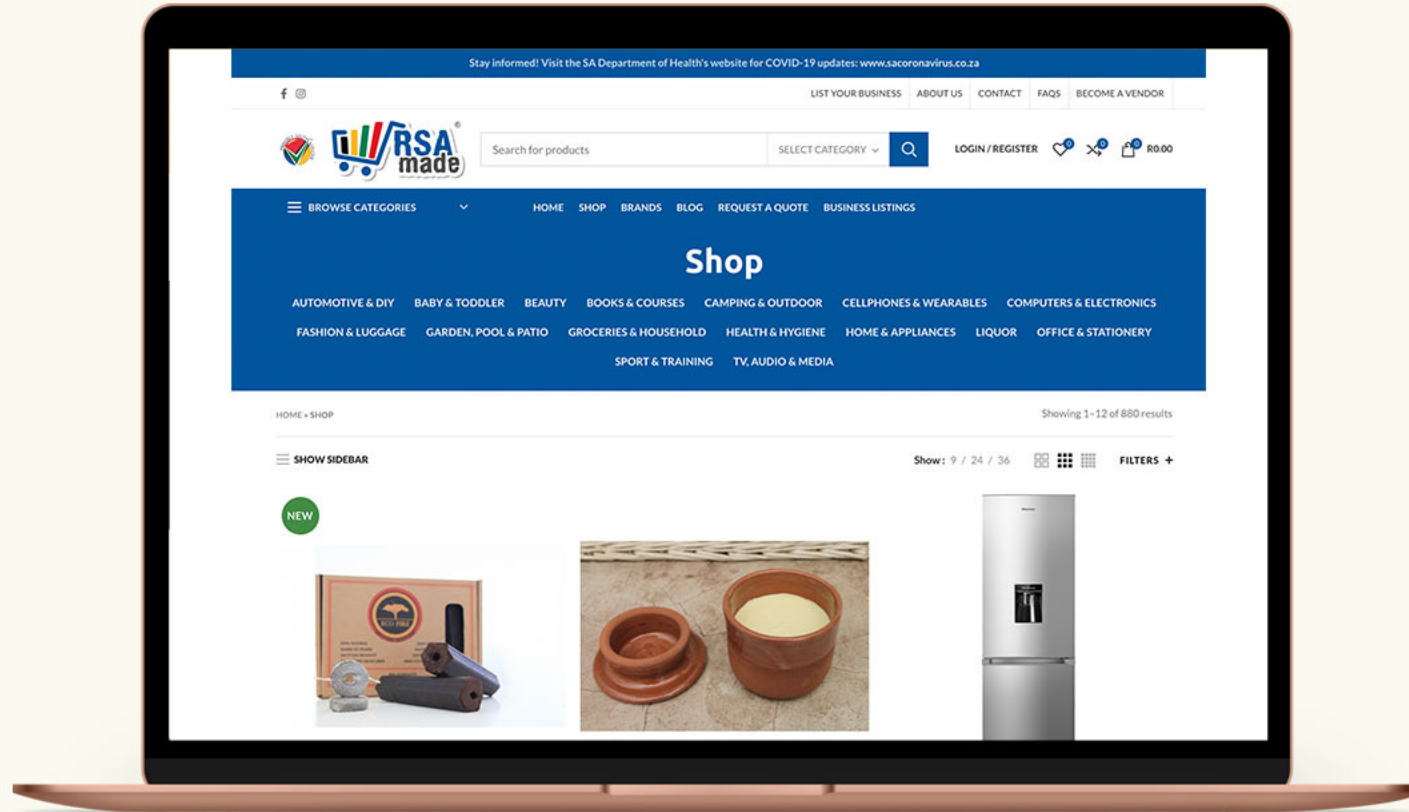
Labour Mobilisation

08

Sports events

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\"/>

Sold By: HISENSE SOUTH AFRICA

[VIEW PRODUCT](#)



Hisense LEDN43A6000F 43\"/>

Sold By: HISENSE SOUTH AFRICA

[VIEW PRODUCT](#)

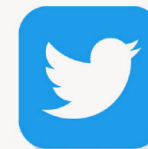


HISENSE LEDN58A7100F 58\"/>

Sold By: HISENSE SOUTH AFRICA

[VIEW PRODUCT](#)

2020 GAME TIME CONSUMER EDUCATION CAMPAIGN



THANK YOU



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