



MAKE LOCAL YOUR BUSINESS

*Eustace Mashimbye*  
*CEO: Proudly South African*

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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)

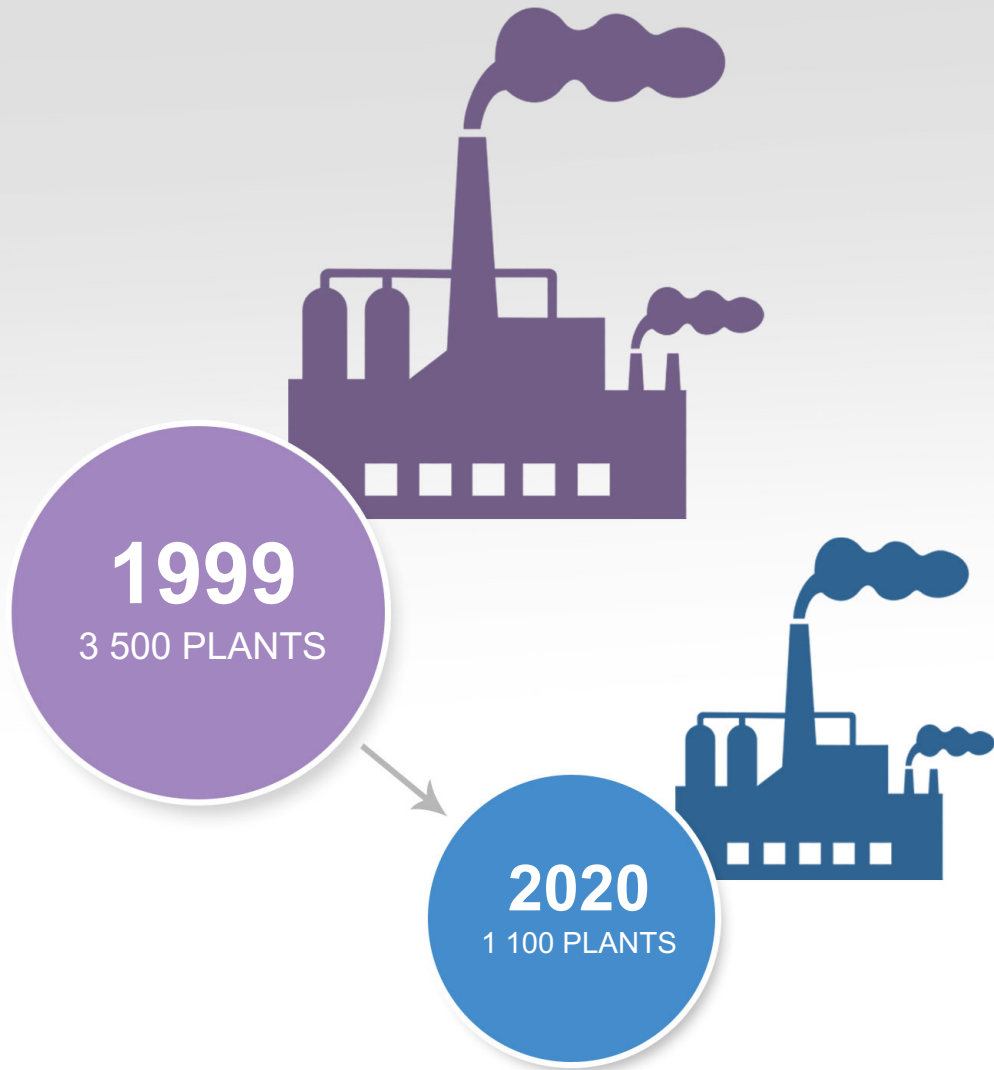
The number of unemployed: **7,2 million people**

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

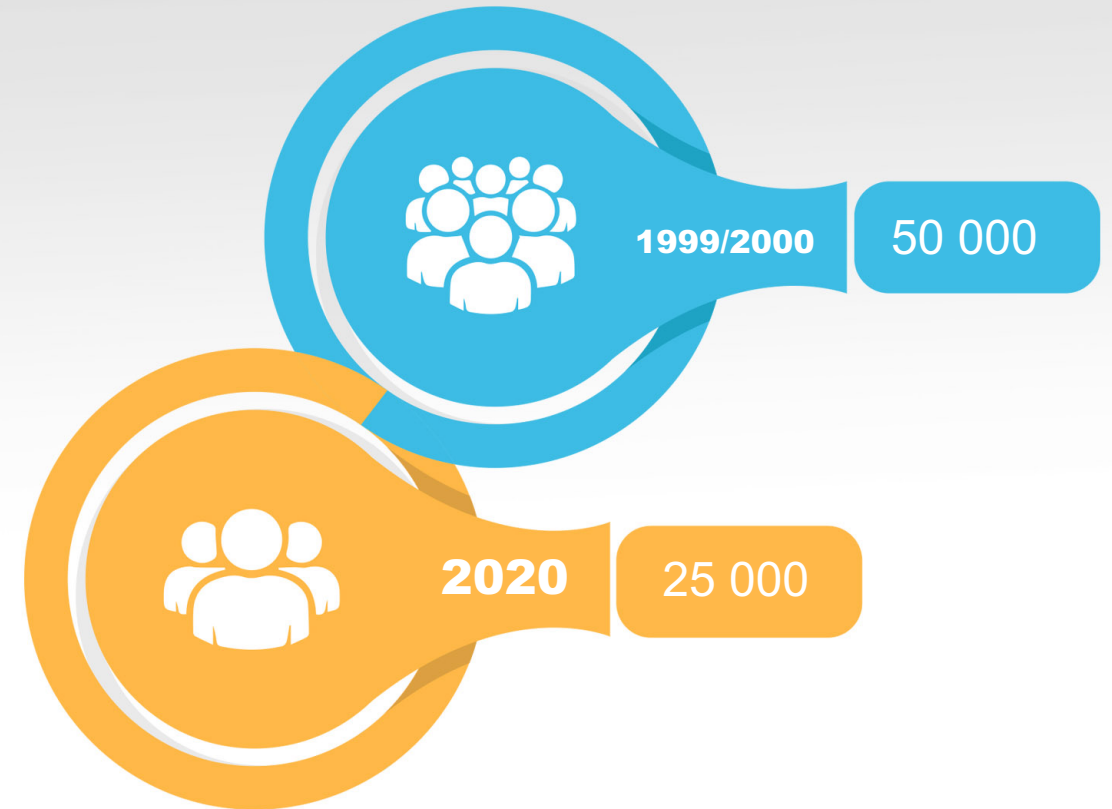
The expanded definition of unemployment, including people who have stopped looking for work: **43,2% (11,4 million people)**

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

**Total Population: 59 million people (estimated)**

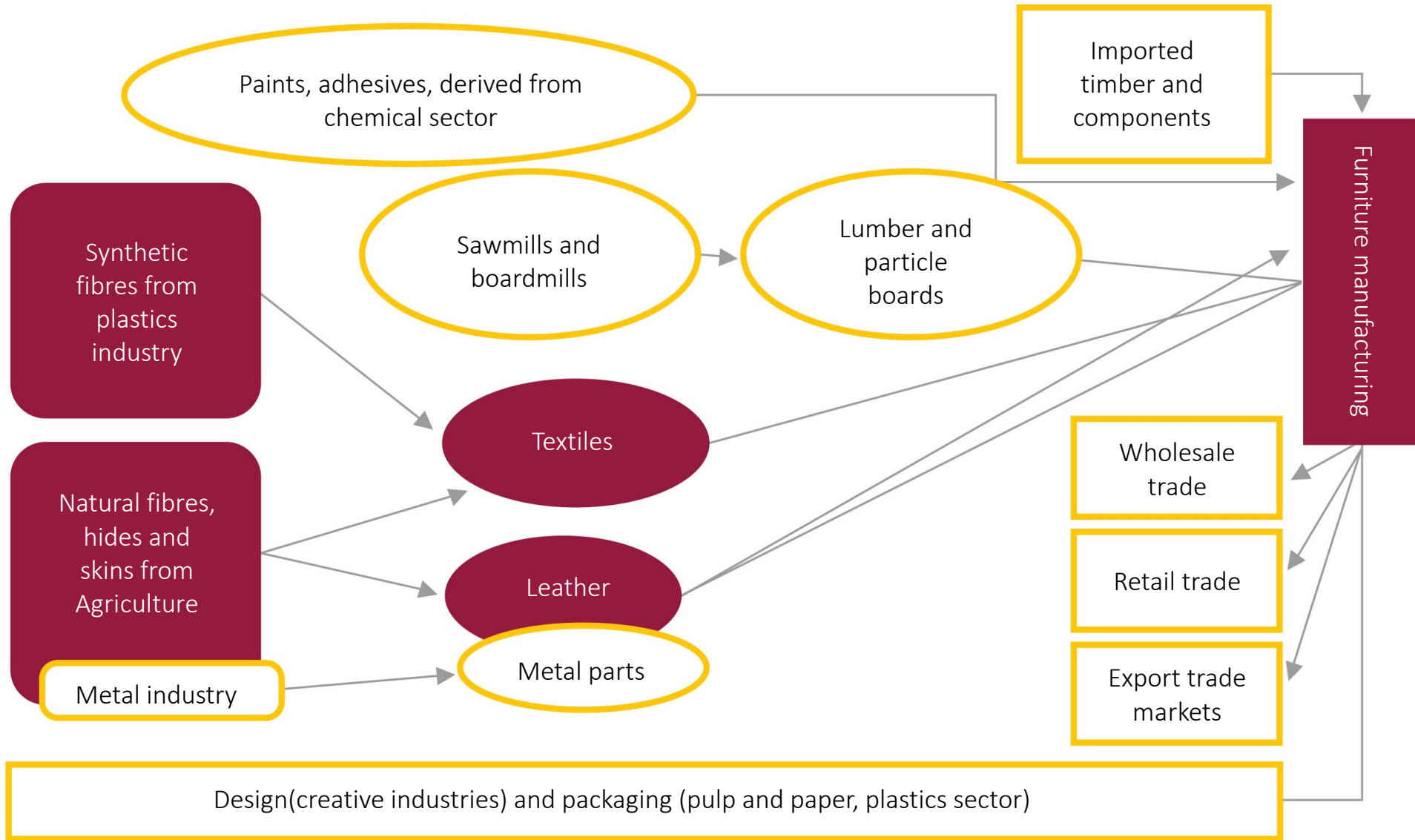


## EMPLOYEES IN THE SECTOR





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



# 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 1<sup>st</sup> 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 vertical yellow bar is on the left side of the image.



# 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?*







# **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

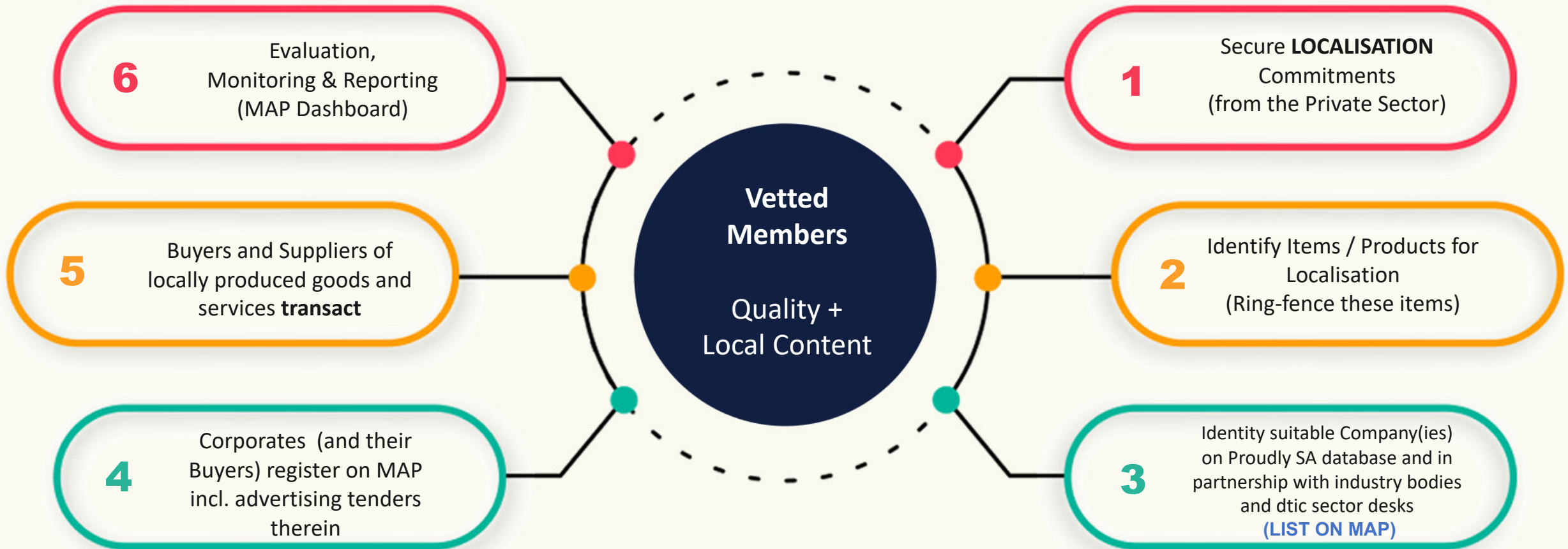
#WillYouCommit



WILL YOU COMMIT  
TO JOB CREATION?







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)



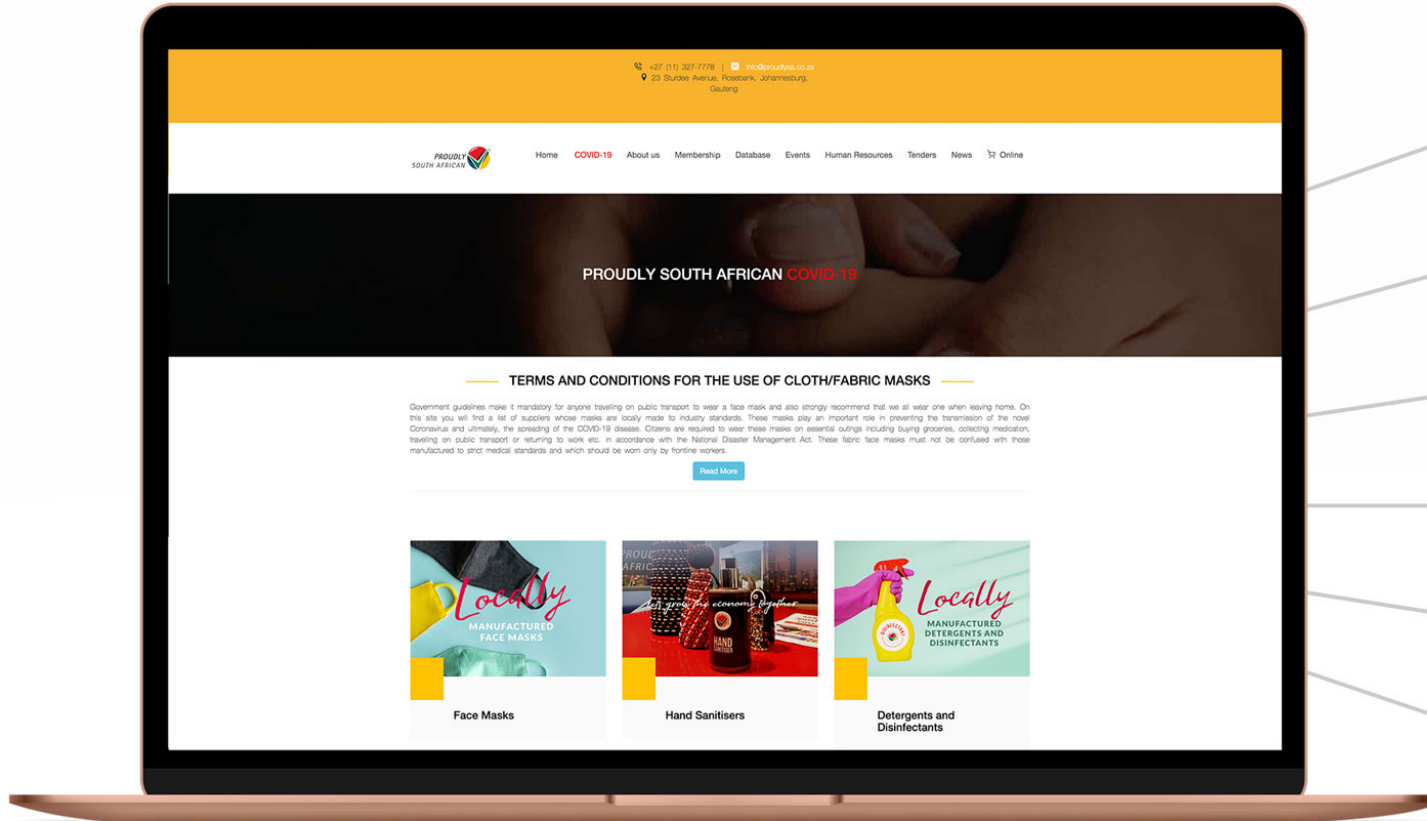
04

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

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







**CLOTH FACE MASKS**

**HAND SANITISERS**

**DETERGENTS & DISINFECTANTS**

**FACE SHIELDS**

**MEDICAL PPE<sub>s</sub>**

**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](http://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

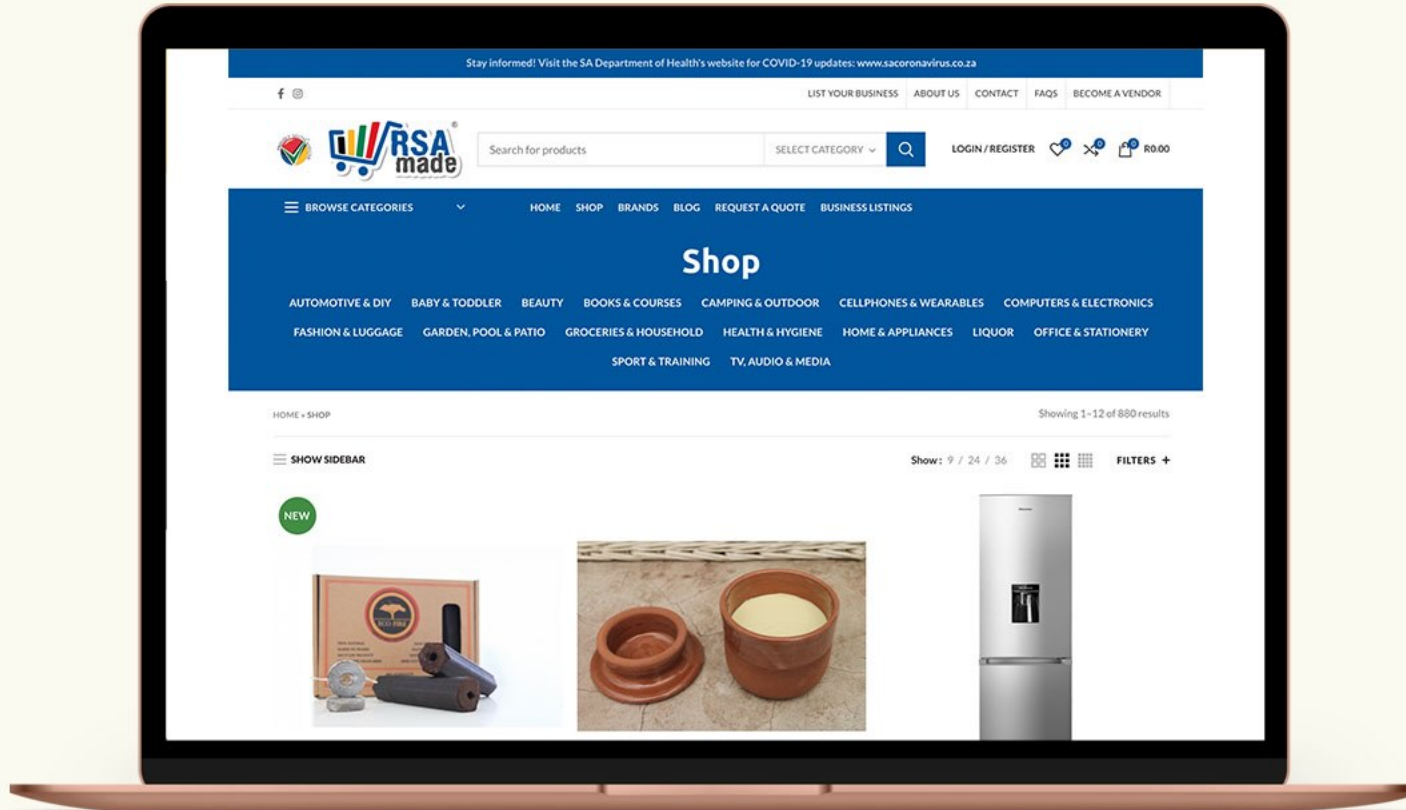


A person in a white lab coat is working in a laboratory setting. The background is filled with various pieces of equipment and shelves. In the foreground, there is a large, bright orange fiber optic cable bundle that is the central focus of the image. The overall color scheme is dominated by orange and yellow tones, with a dark blue horizontal bar at the top and bottom.

# **CONSUMER FOCUS**

# ONLINE SHOPPING: [www.rsamade.co.za](http://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



## HOSPITALITY SECTOR





## Festive Season



PROUDLY SOUTH AFRICAN

### *Festive Season Competition*

stand the chance to win one of four gift vouchers for [www.rsamade.co.za](http://www.rsamade.co.za) to the value of R1000

**RSAmade**

The advertisement features a dark red background with a festive theme, including hanging reindeer, snowflakes, and a pine branch at the top. The 'PROUDLY SOUTH AFRICAN' logo is at the top center. The main title 'Festive Season Competition' is in a gold, cursive font. Below it, the text describes the prize: 'stand the chance to win one of four gift vouchers for www.rsamade.co.za to the value of R1000'. At the bottom, the 'RSAmade' logo is displayed.

## Back to school



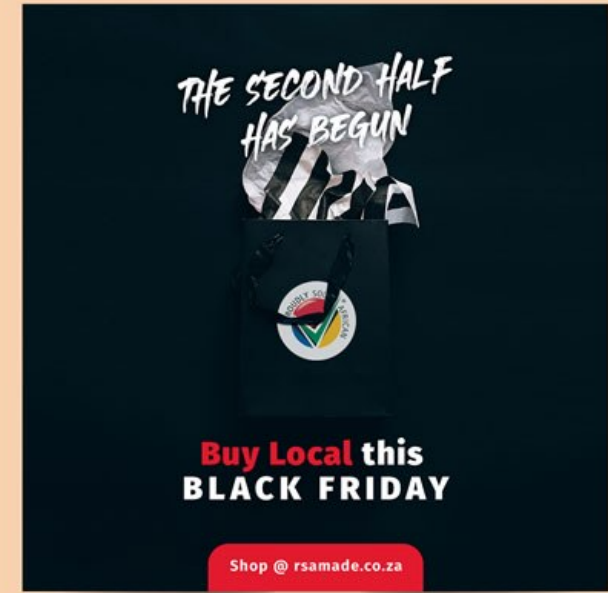
locally Manufactured School Shoes + Education = local Job creation

NASRON

BACK SCHOOL 2021

The advertisement has a bright yellow background with white line-art icons of school supplies like a pencil, paper airplane, and computer. The central text reads 'locally Manufactured School Shoes + Education = local Job creation'. A pair of black leather school shoes is shown in the center. The 'NASRON' logo is in the bottom left, and the 'PROUDLY SOUTH AFRICAN' logo and 'BACK SCHOOL 2021' text are in the bottom right.

## Black Friday



THE SECOND HALF HAS BEGUN

Buy Local this BLACK FRIDAY

Shop @ [rsamade.co.za](http://rsamade.co.za)

The advertisement has a dark background with a shopping bag overflowing with items. The text 'THE SECOND HALF HAS BEGUN' is written in a white, hand-drawn style. Below the bag, the 'PROUDLY SOUTH AFRICAN' logo is visible. The main message 'Buy Local this BLACK FRIDAY' is in bold white text. At the bottom, a red button contains the text 'Shop @ rsamade.co.za'.

# thank you

*Be Proudly South African. Buy local to create jobs*



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

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