



MAKE LOCAL YOUR BUSINESS

Eustace Mashimbye
CEO: Proudly South African

TRIPLE CHALLENGE

Be Proudly South African, buy local to create jobs.





The unemployment rate in South Africa: **35.3%**; (highest level of unemployment for SA)

The number of unemployed: **7,9 million people**

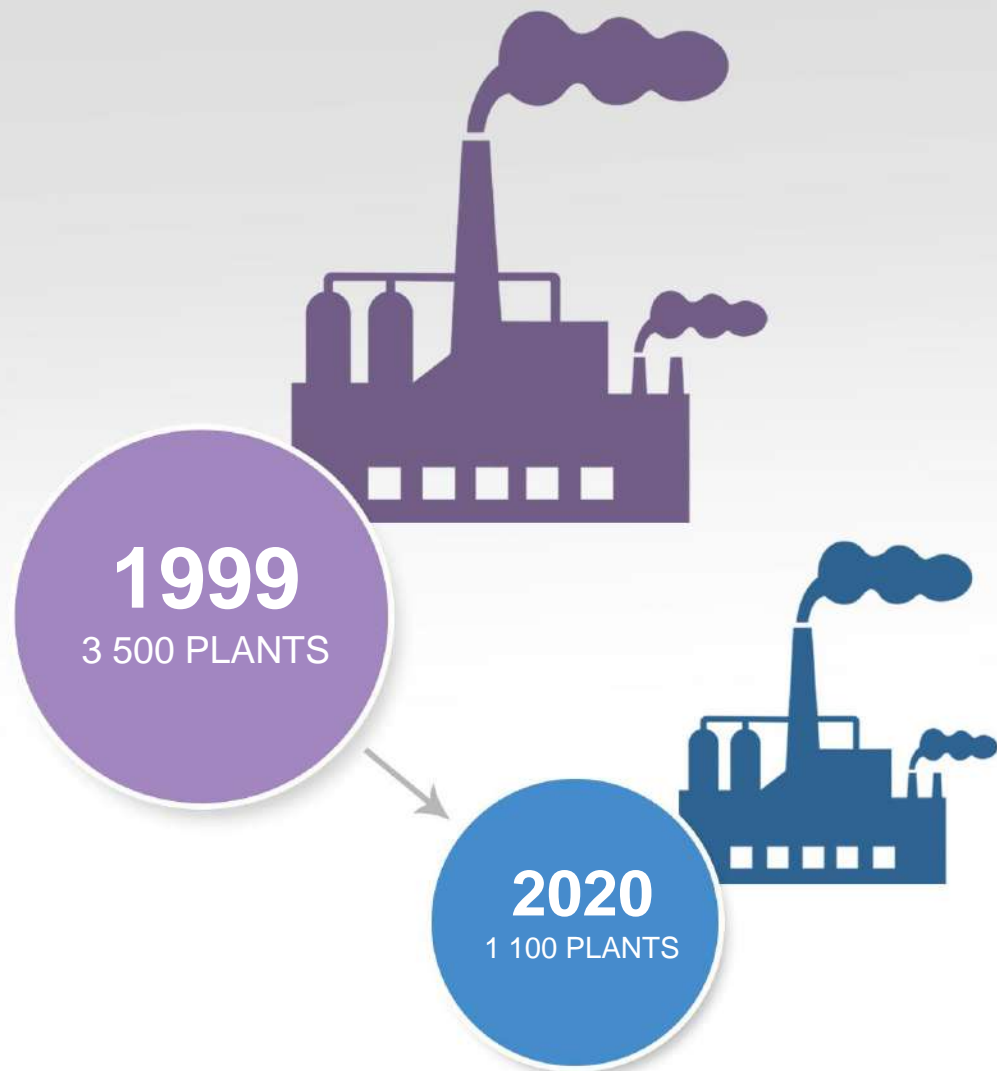
Discouraged work seekers: **3,3 million people**

The expanded definition of unemployment, including people who have stopped looking for work: **46,6% (11,7 million people)**

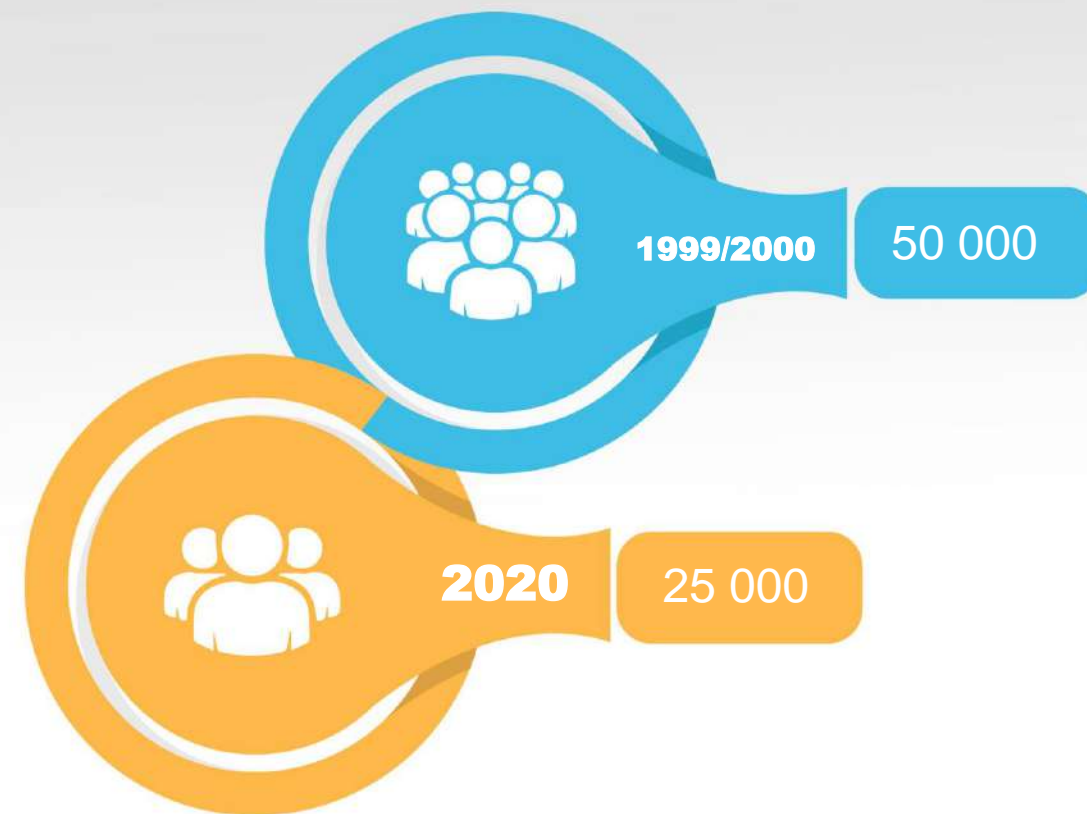
Youth unemployment: **in excess of 64.4%**

Women Unemployment: **41%**

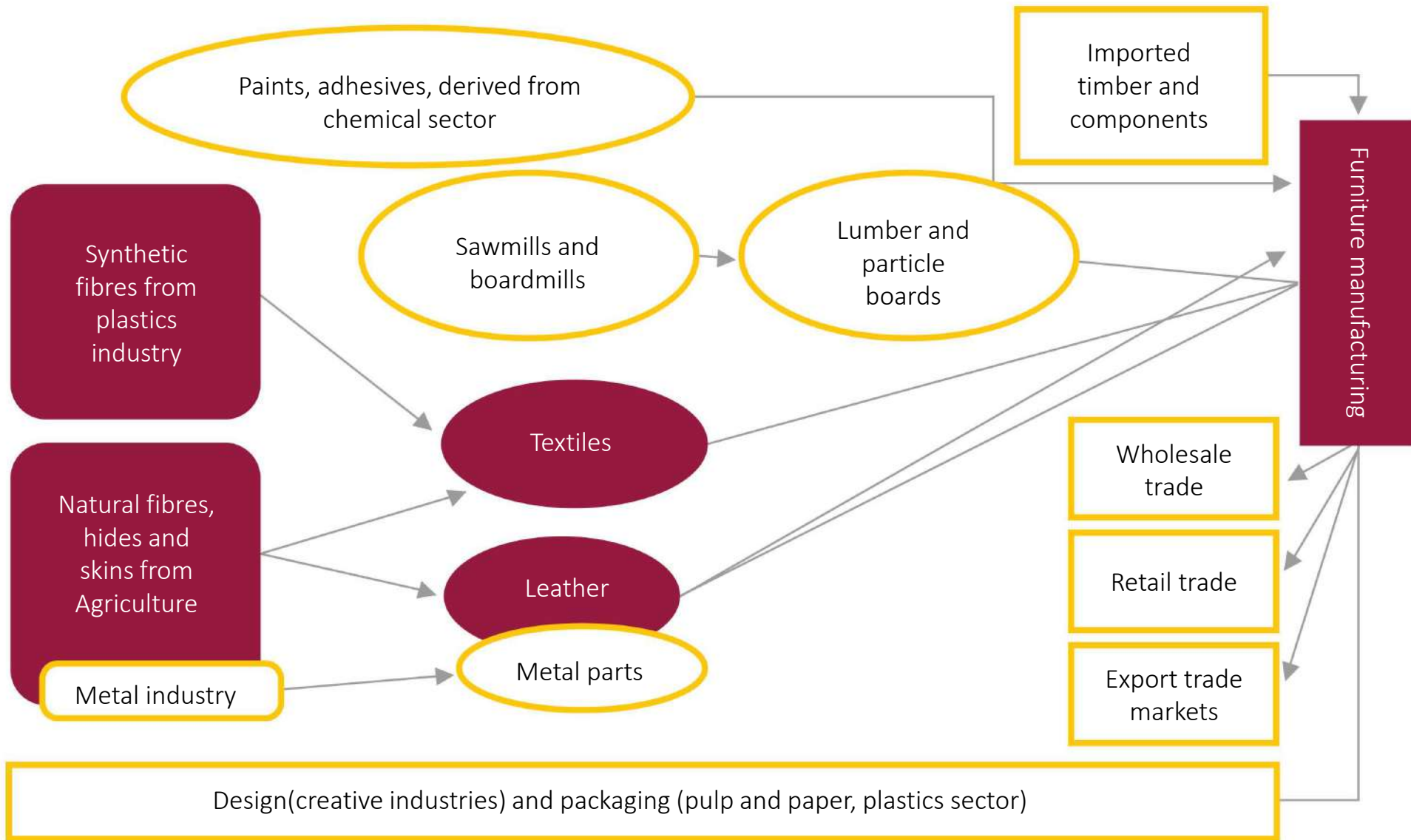
Total Population: **59 million people (estimated)**



EMPLOYEES IN THE SECTOR



FURNITURE SECTOR VALUE CHAIN - MULTIPLIER EFFECT (CASE STUDY)



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



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 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 IMPORTANCE OF SMMEs/ENTREPRENEURSHIP (to help turn the tide)

- Thriving economies are built on the back of strong SMEs;
- Small businesses represent more than 90% of enterprises in all economies and also constitute a majority of a country's employment virtually worldwide (*Business Tech: Jan 2017*);
- SMEs are the main source of jobs in the Business sector across the world (*OECD June 2017 SME Report*);
- The NDP estimates SMME contribution to GDP at 45% (one of the lowest in the world). Target set at 90% by 2030.
- BB-BEE is critical in bringing in new players and transformed entities that can grow the base of these much needed SMMEs




SMME support eco system

Be Proudly South African, buy local to create jobs.



**PROUDLY SA
FOCUS ON
ACCESS TO MARKETS**



PRIVATE SECTOR PROCUREMENT

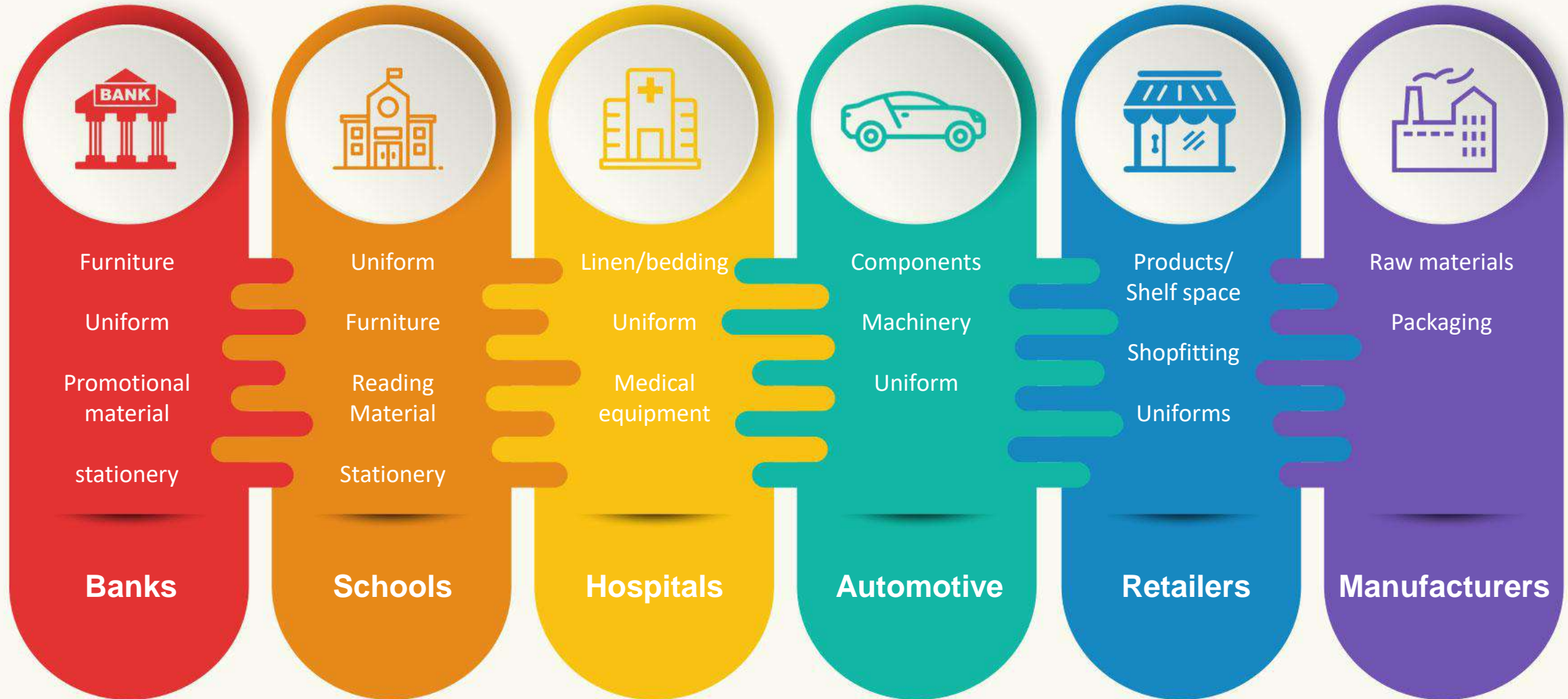
#WillYouCommit?



WILL YOU COMMIT
TO JOB CREATION?

Types of commitments – possible markets for Locally made products (and services)

Be Proudly South African, buy local to create jobs.



MARKET ACCESS PLATFORM (MAP)



Members / buyers will be able to

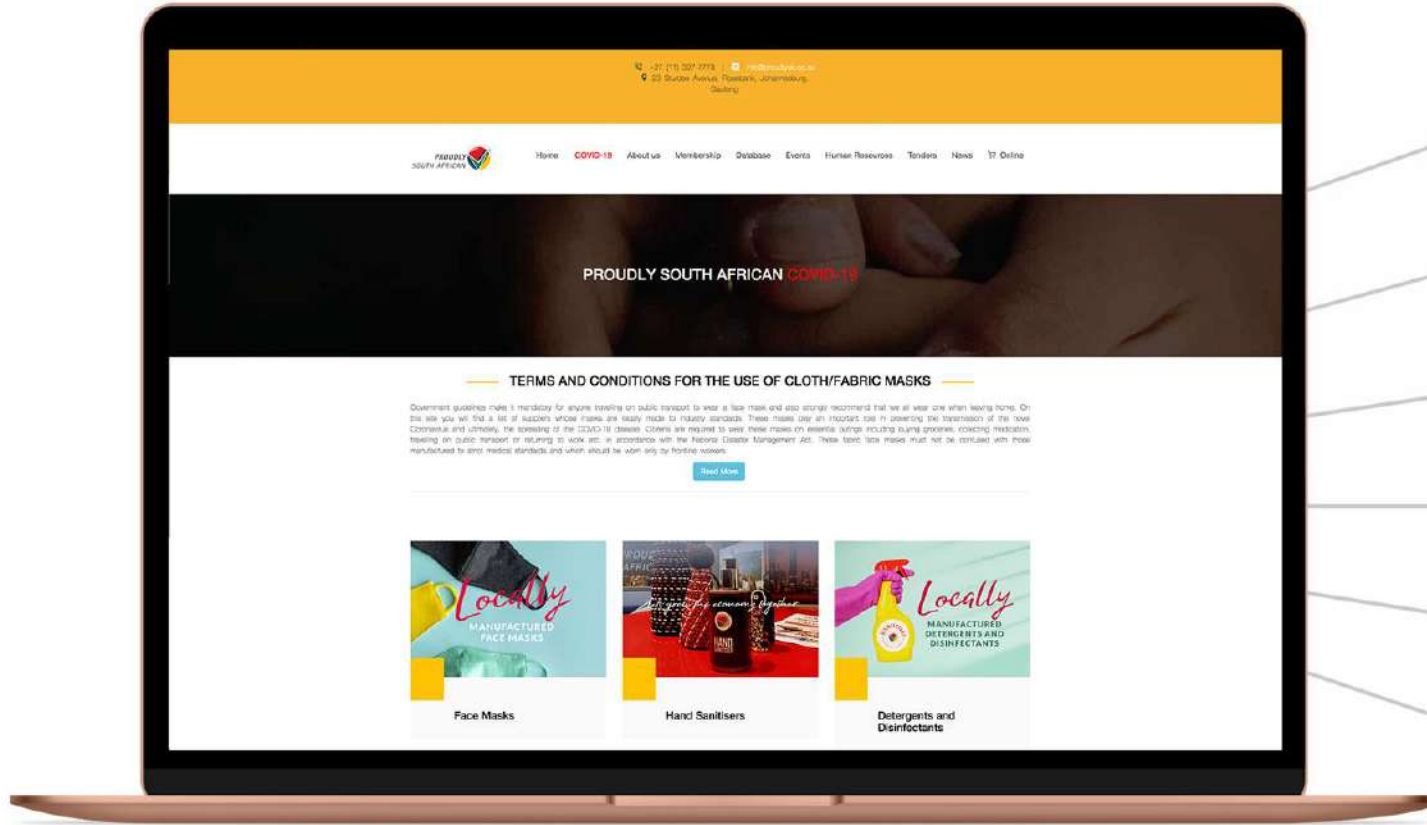
- Find reliable and vetted localised and transformed suppliers
- Refer their high performing transformed suppliers, local manufacturers and service providers to MAP, thereby enabling them to grow and become more competitive.
- Advertise procurement opportunities for private sector
- Support the growth 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



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





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
- 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 shortages in the levels of local production of PPE used in clinical settings. That said, infection risks, we now have the opportunity to review our manufacturing and procurement issues of these items. As a member of the private 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

The background features a person in a white lab coat, likely a scientist or researcher, working in a laboratory. The image is heavily stylized with a yellow and orange color palette. A complex, abstract graphic of thin, overlapping lines is overlaid on the left side, resembling a network or data visualization. The text 'PUBLIC SECTOR PROCUREMENT' is prominently displayed in the center in a bold, white, sans-serif font. Dark blue horizontal bars are positioned at the top and bottom of the image.

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



**CSD
Integration
with Proudly
SA database**

1 Govt. has designated items for local procurement (27 sectors)


2 Procurement opportunities advertised by state entities (Tenders/RFPs)

3 Tender monitoring (Track tenders issued for designated items)

4 Identify local manufacturers and send them the tenders

5 Assist State entities correct tenders where they are not compliant

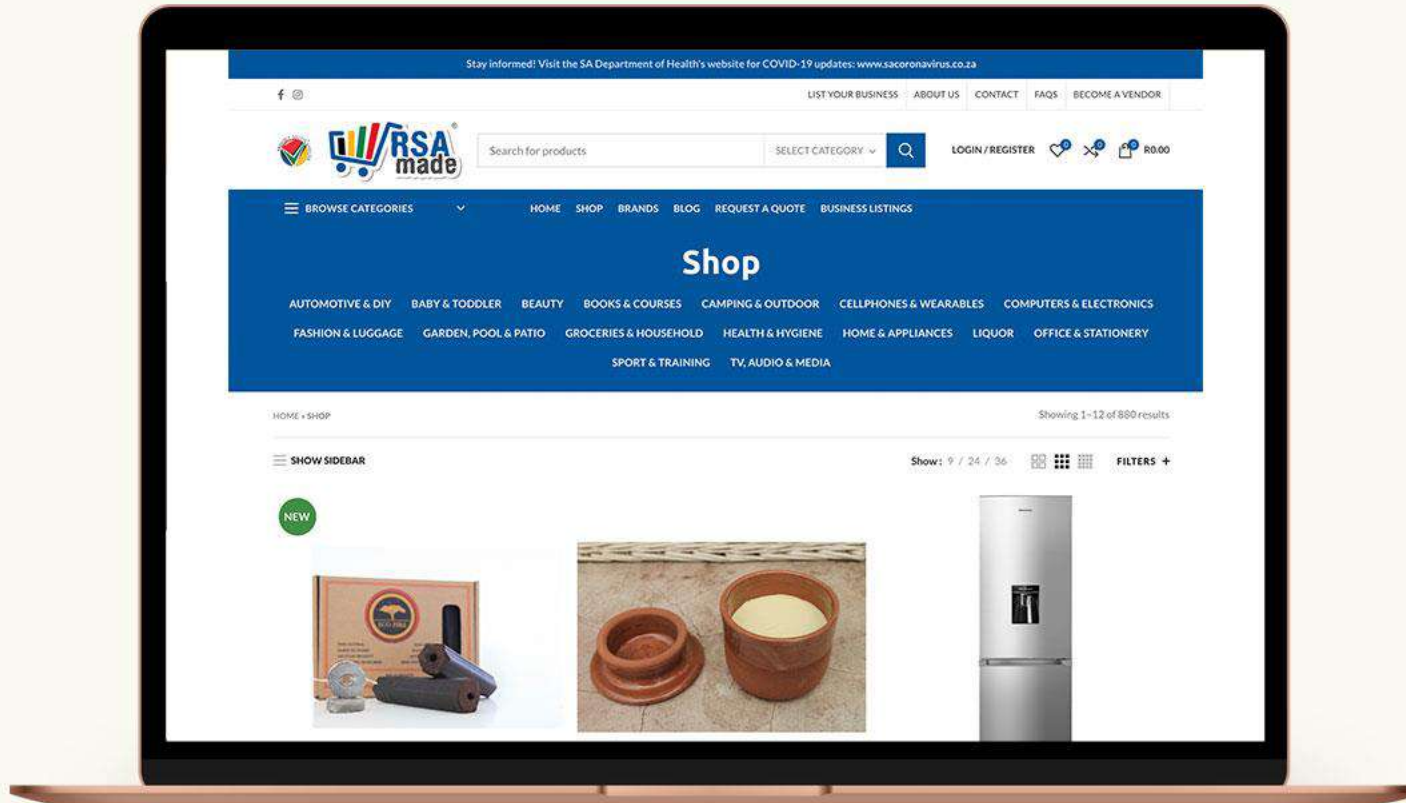
6 Responses/Bids received from local producers
Result: (Govt buying local)



CONSUMER FOCUS

ONLINE SHOPPING: www.rsamade.co.za

Be Proudly South African, buy local to create jobs.



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

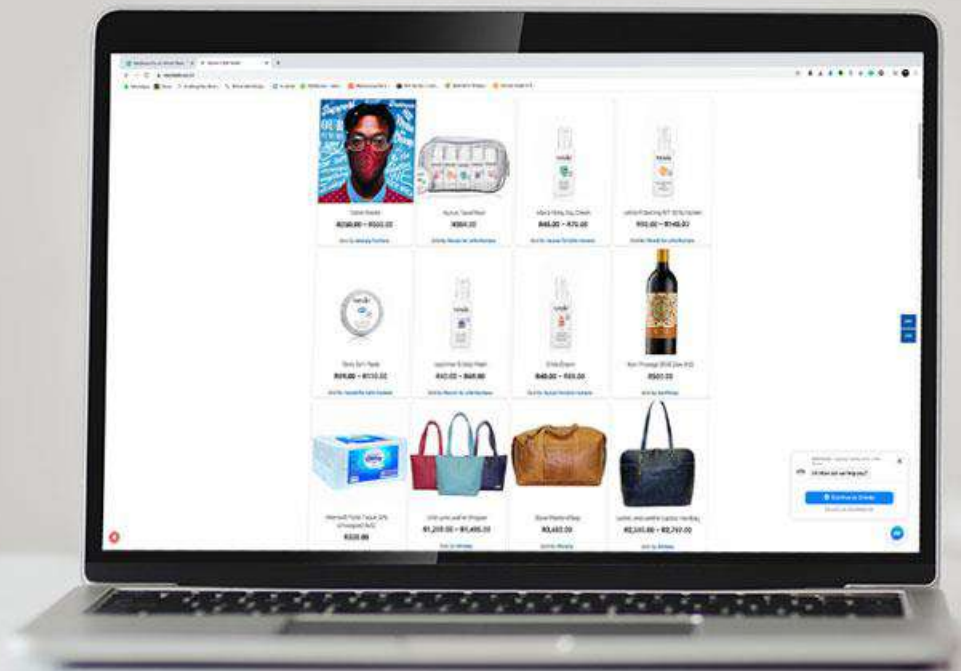
[VIEW PRODUCT](#)

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



DUBAI 2020 EXPO SA VIRTUAL EXPO AND (RSA MADE) E-COMMERCE PLATFORM

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

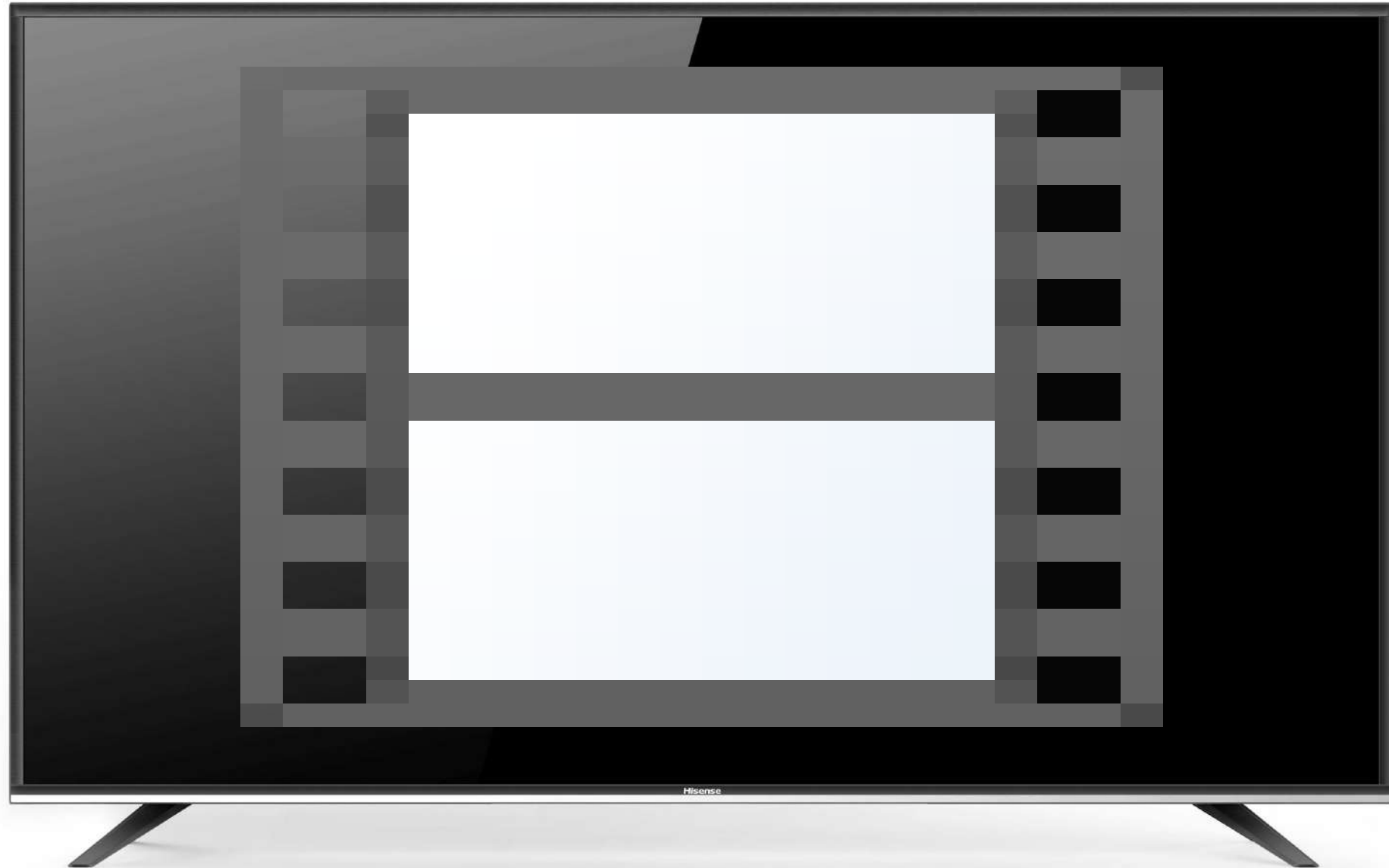
Applicable Discounts:

2-year membership at 10%

3-year membership at 20%

Monthly payment plans are also available

GAME TIME CONSUMER EDUCATION CAMPAIGN



thank you

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