



MAKE LOCAL YOUR BUSINESS

Eustace Mashimbye
CEO: Proudly South African

OUR MANDATE

Be Proudly South African, buy local to create jobs.



Proudly South African is the country's national **Buy Local** campaign, and seeks to strongly influence **procurement** in the public and private sectors, in favour of locally made products and services, as well as to influence consumers to **buy local**, in order to stimulate **job creation**.

The campaign was formed through **NEDLAC**, following the 1998 Presidential Jobs Summit, and opened its doors on 1 October 2001.





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?



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

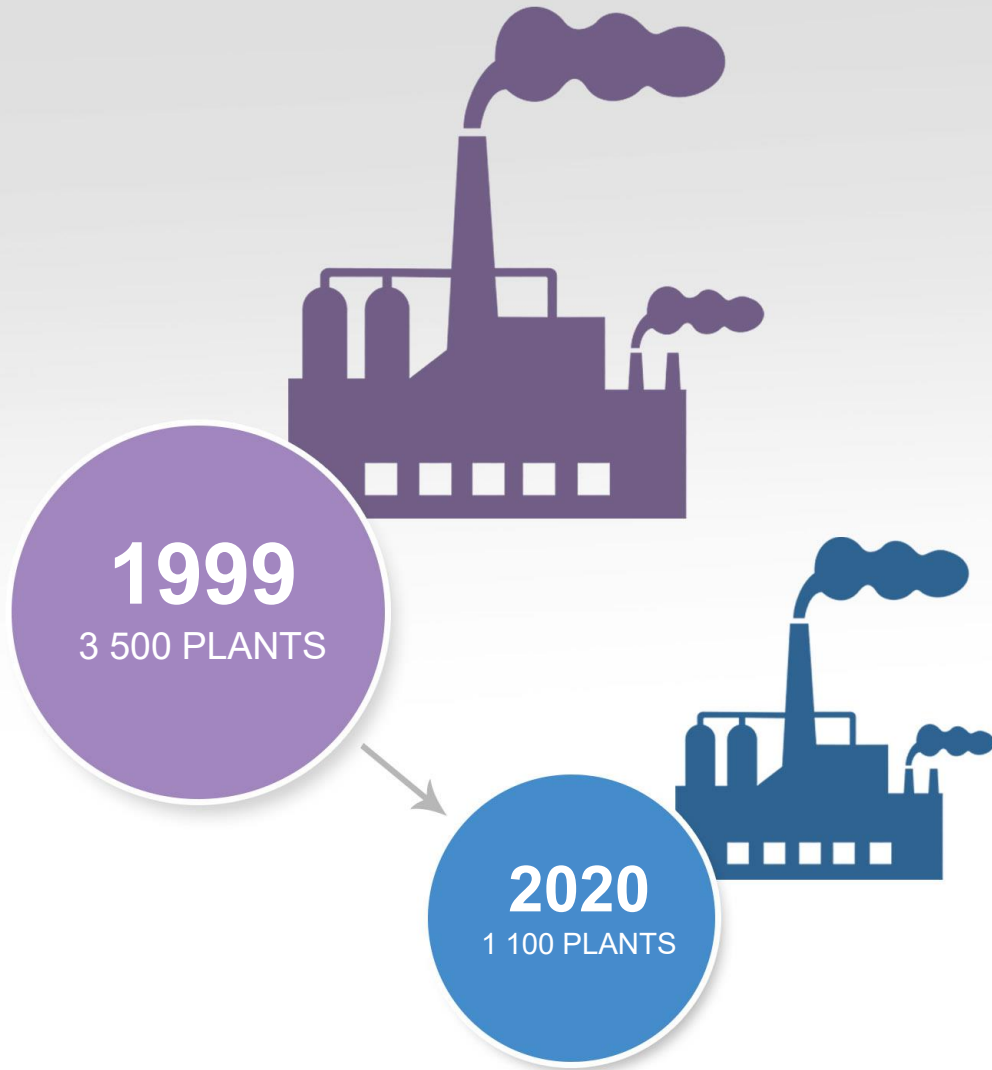


BUY LOCAL GLOBAL PHENOMENON. (US case study)

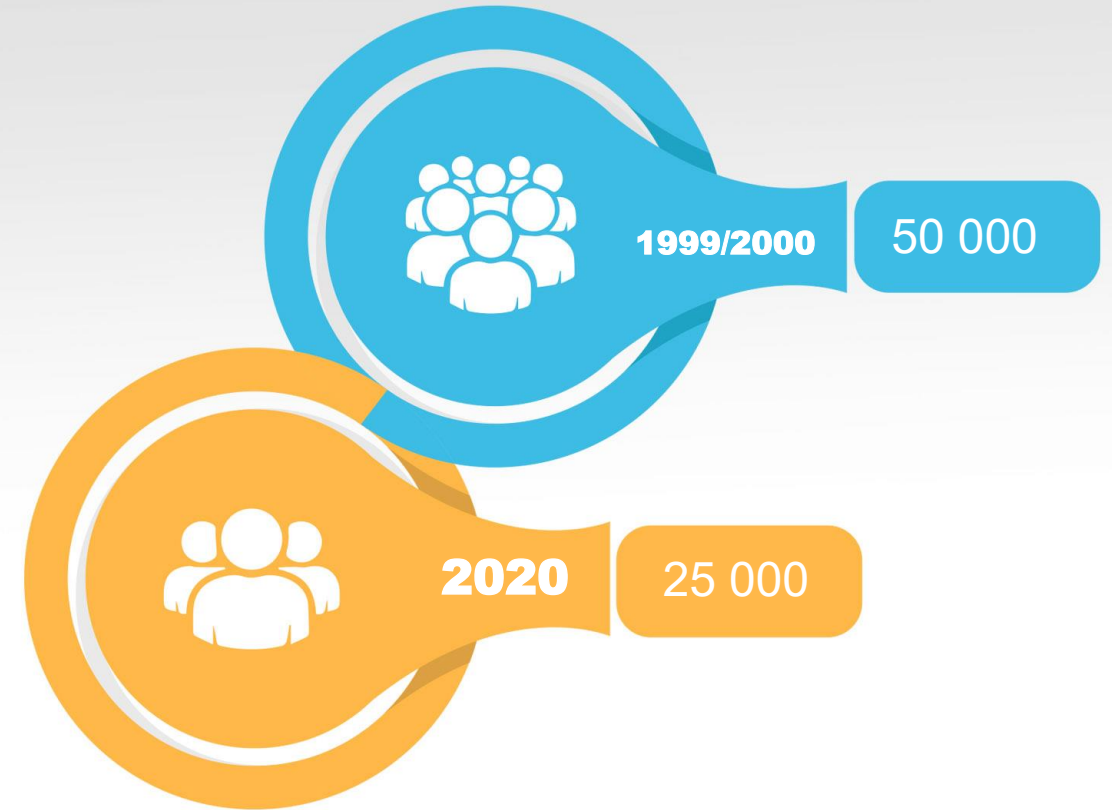
- The US has a Buy American Act (1933), Buy America Act (1982) and Buy America Improvement Act (2017) - all aimed at amongst other things, reviving their labour-intensive sectors (incl. their automotive Sector and winning back the jobs they have lost over the years due to large number of imported cars).
- 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
- Pre- current Trump Administration: 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 on a wooden surface. A silver pen is visible in the top right corner. The text is written in a cursive, blue-ink style and reads: 'think globally act locally'. The words are arranged in four lines, with 'think' on the first, 'globally' on the second, 'act' on the third, and 'locally' on the fourth. A yellow vertical bar is on the left side of the image.

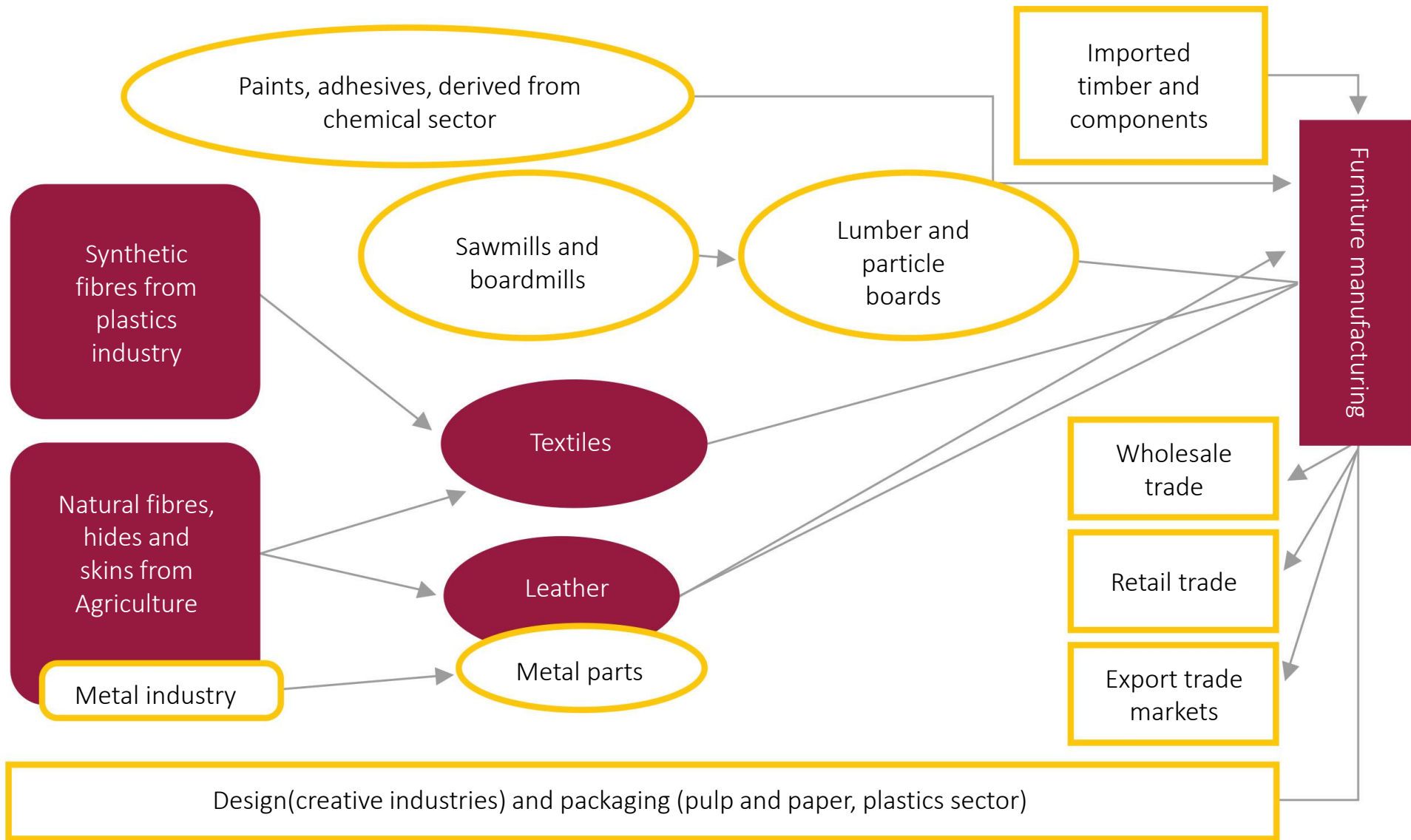
think
globally
act
locally



EMPLOYEES IN THE SECTOR



FURNITURE SECTOR VALUE CHAIN - MULTIPLIER EFFECT (CASE STUDY)



IMPORTANCE OF LOCALISATION

Be Proudly South African, buy local to create jobs.



Retain/Create Jobs

Skills development

Economic development

Empowerment

Improved living standards

Grow investment (domestic markets)

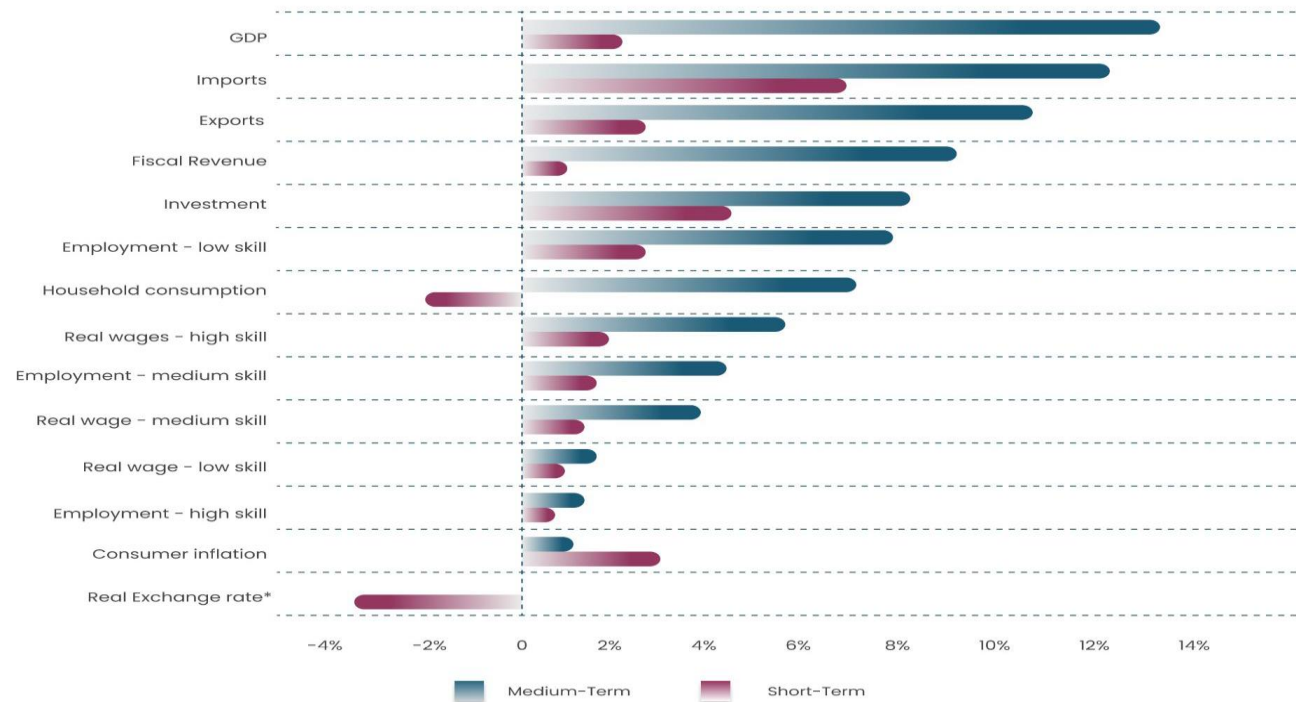
Increase the GDP

Balance of trade- increase exports decrease imports

10% Increase in Investment in the Entire Manufacturing Sector – medium term results

There is a projected GDP contribution of 13% as a result of a 10% increase in investment into the manufacturing sector.

A 9% increase in Fiscal Revenue is projected.



An estimated 75 300 jobs will be created in Manufacturing. 11 500 will be created in mining, and 10 100 created in Agriculture. Overall, there will be an 8% increase in employment creation.



In the short term, some negative impacts are experienced due to the crowding-out of private consumption and the inflationary pressure on prices and downward pressure on the real exchange rate, but these are reversed in the medium term. Due to supply constraints in the short-term, the full benefits of the investment increases are felt in the medium term, and these are considerable.



Business Support eco system/investment environment

(Guaranteed market will drive investment)

Be Proudly South African, buy local to create jobs.



Information



Funding



Access To Markets

(New products/
entrants
/transformed
entities)

Tax/Statutory
obligations



IP/trade marks



Productivity



Support



Compliance



PROUDLY SA STRATEGIC FOCUS AREAS

Be Proudly South African, buy local to create jobs.



**Local
Procurement
Advocacy:
Public Sector**

**Localisation
Advocacy:
Private Sector**

**Consumer
Education:
General
Public**

**Ensure and
grow the
accessibility of
locally made
Products and
Services**

ACCESS TO MARKET INITIATIVES

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Buy Local Expo



e-Commerce platforms (B2C & B2B) - Transactional



Local Wine Expo



3rd party Expos and Trade Fairs (meet buyers, e.g, Decorex)



Localisation Commitments - linkages



Matchmaking (link members with buyers)



MAP (Market Access Platforms) – Non transactional Portal

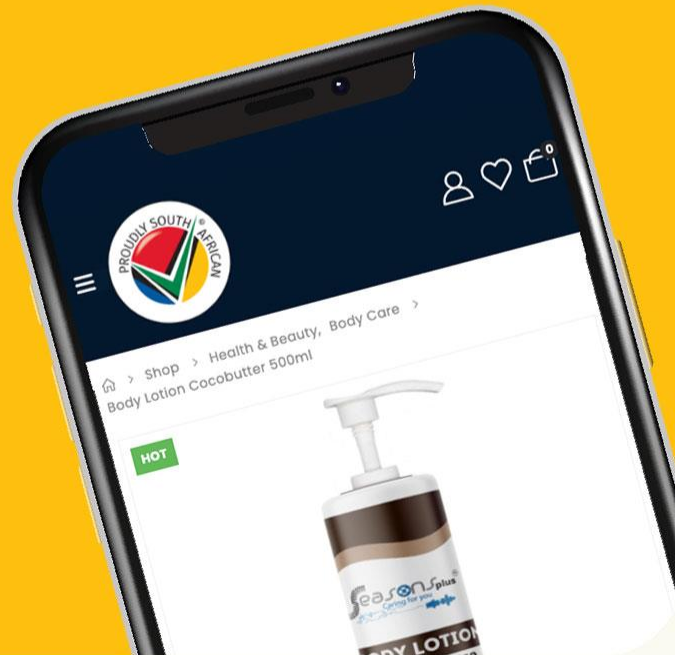


Website (listing of database per sector, plus Portals)

Shop Local. Shop Proudly SA.

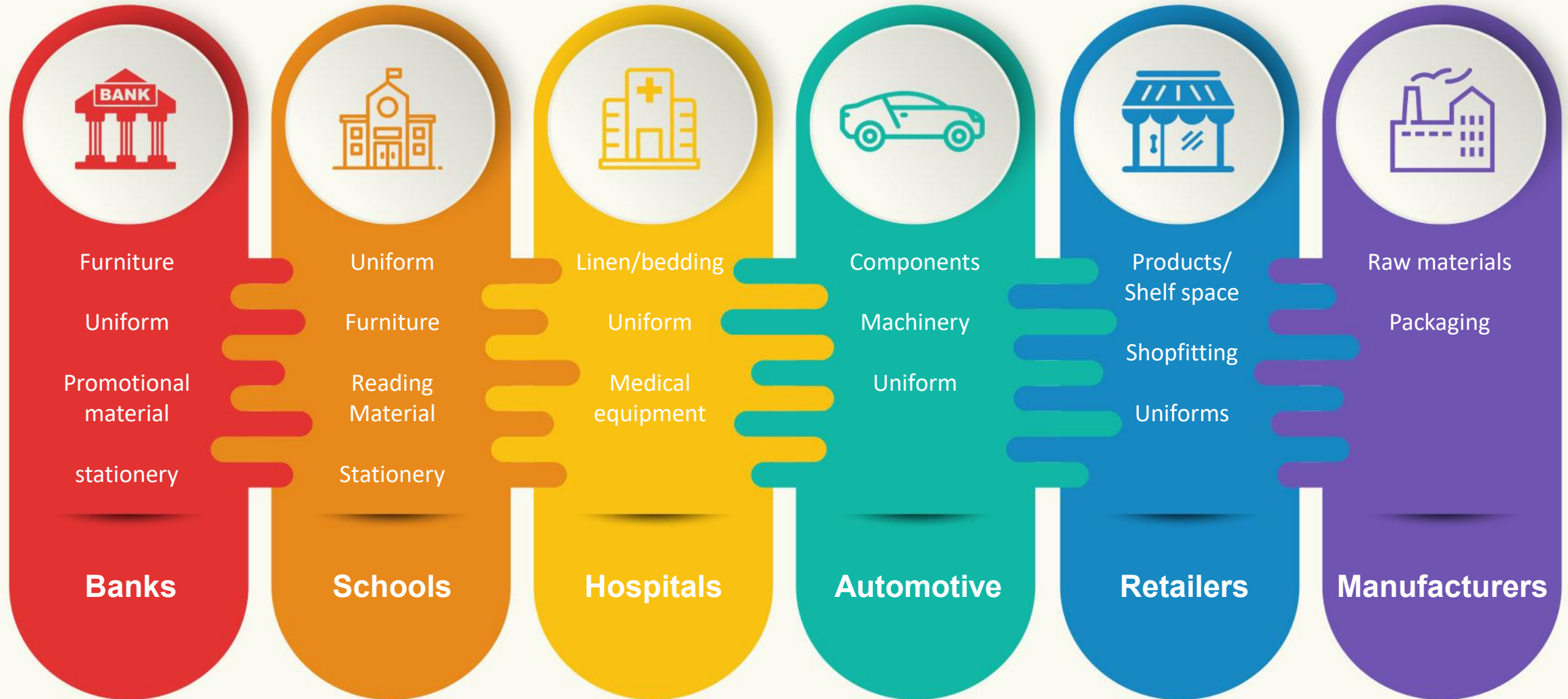
LOVED HERE. MADE HERE.

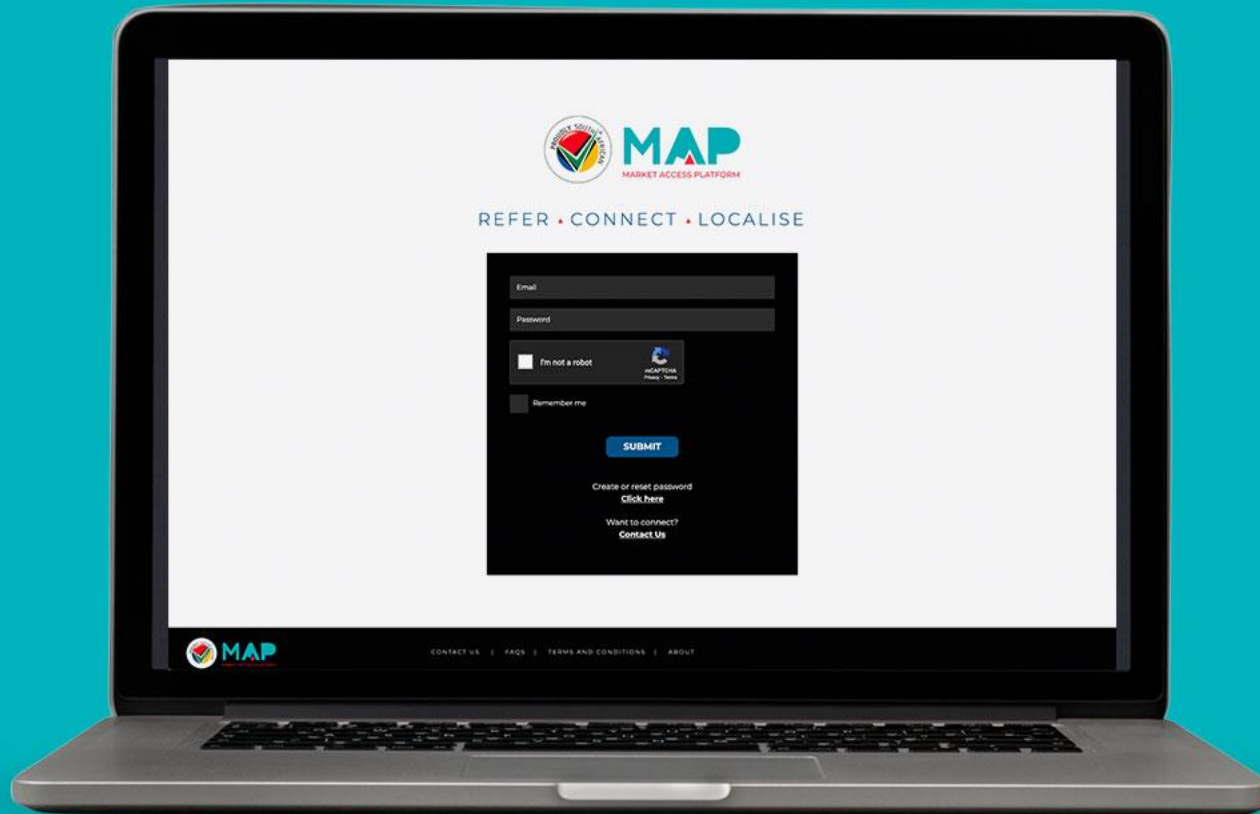
Explore South Africa's
finest local products
all in one place.



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

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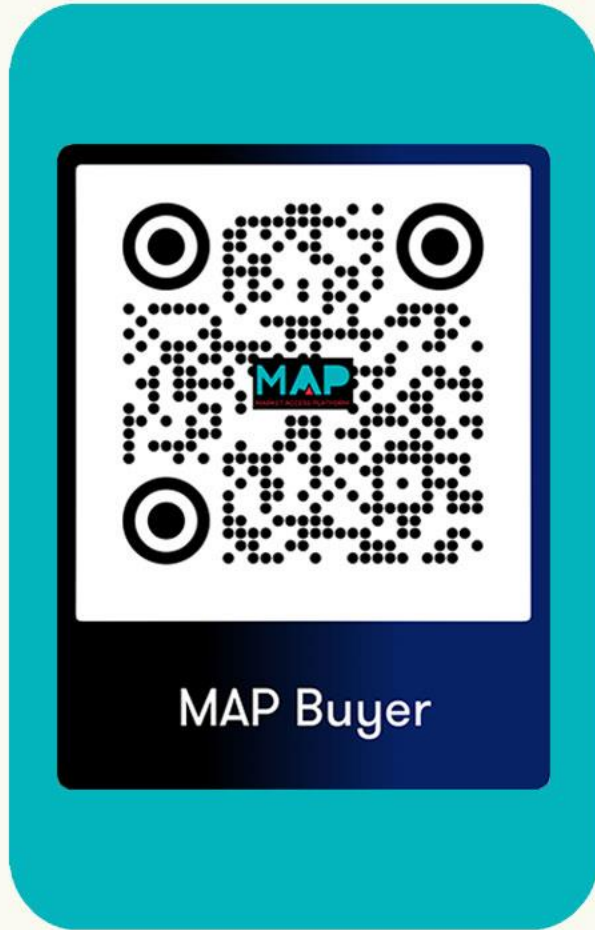


The Market Access Platform ("MAP")

Proudly SA value proposition for members

Objective: MAP is a database of reliable local manufacturers and service providers from which businesses that have undertaken to increase their uptake of locally made products and services can procure. In essence, the database is a source of local content and quality vetted companies. Members of Proudly SA are automatically eligible to be enlisted on MAP as “suppliers”.

Procurement officials from corporates (“buyers”) utilising MAP will be able to list their tender opportunities and be “matchmade” to listed suppliers in accordance with their own preferential procurement goals.



Join MAP today

Connect directly with verified local suppliers and access quality South African products in one place.



Register on MAP as a Buyer



THE ECONOMY IS IN YOUR HANDS, MZANSI

THANK YOU



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