

PROUDLY SOUTH AFRICAN

Update to Nedlac Trade and Industry Committee (TIC)

July 2020

Eustace Mashimbye

CEO: Proudly South African



ABOUT **PROUDLY SOUTH AFRICAN**

Proudly SA is the country's buy local advocacy campaign that works hard to promote the purchase of locally manufactured, grown and produced products or services by government, the private sector and by individual consumers. Buying local stimulates job creation, whilst buying imported goods exports jobs.

Without a strong local market, many companies cannot survive. It is difficult to substantiate the retention or creation of jobs as a result of our work, but it is easy to see the direct consequences of not buying local when stores, factories and businesses close down and are forced to retrench workers.





Preferential
Procurement
Education:
Public Sector

Consumer
Education:
Private Sector

Consumer
Education:
General
Public

Promote
Accessibility
of Local
Products and
Services

PUBLIC SECTOR

Local Procurement Regulations (Support)

OPPORTUNITY TO TENDER

Dear valued Proudly South African member

In accordance with our value proposition exclusively available to Proudly South African member companies, we hereby share first-hand access to a tender opportunity in your sector and/or region.

Please notify us should you successfully be awarded the tender attached.

Our best wishes accompany you!

CLICK TO DOWNLOAD TENDER DOCUMENT

[Download Tender Document](#) | [About Proudly South African](#) | [How To Register](#) | [Contact Us](#)



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Members of Proudly South African share a commitment to an uplifting ethos that promotes social and economic change and progress. They make a meaningful contribution to building South Africa's economy, alleviating unemployment and retaining existing employment opportunities.

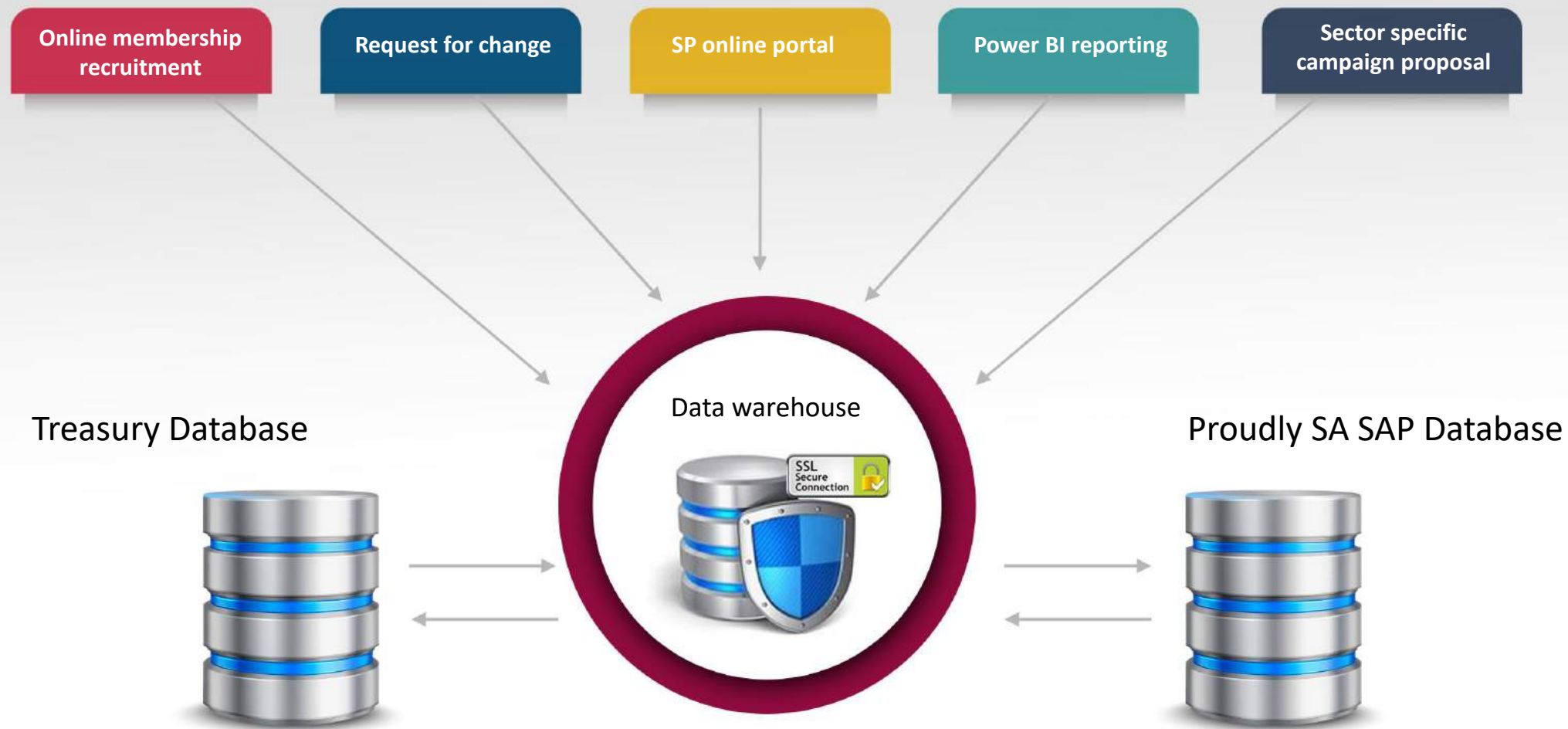
To contact us please visit <http://www.proudlysa.co.za> or call +27 (11) 327-7778.

This email was delivered to you by:
23 Sturdee Avenue,
Rosebank, Johannesburg,
Gauteng

PUBLIC SECTOR PROCUREMENT DESIGNATIONS – TENDER MONITORING FUNCTION:

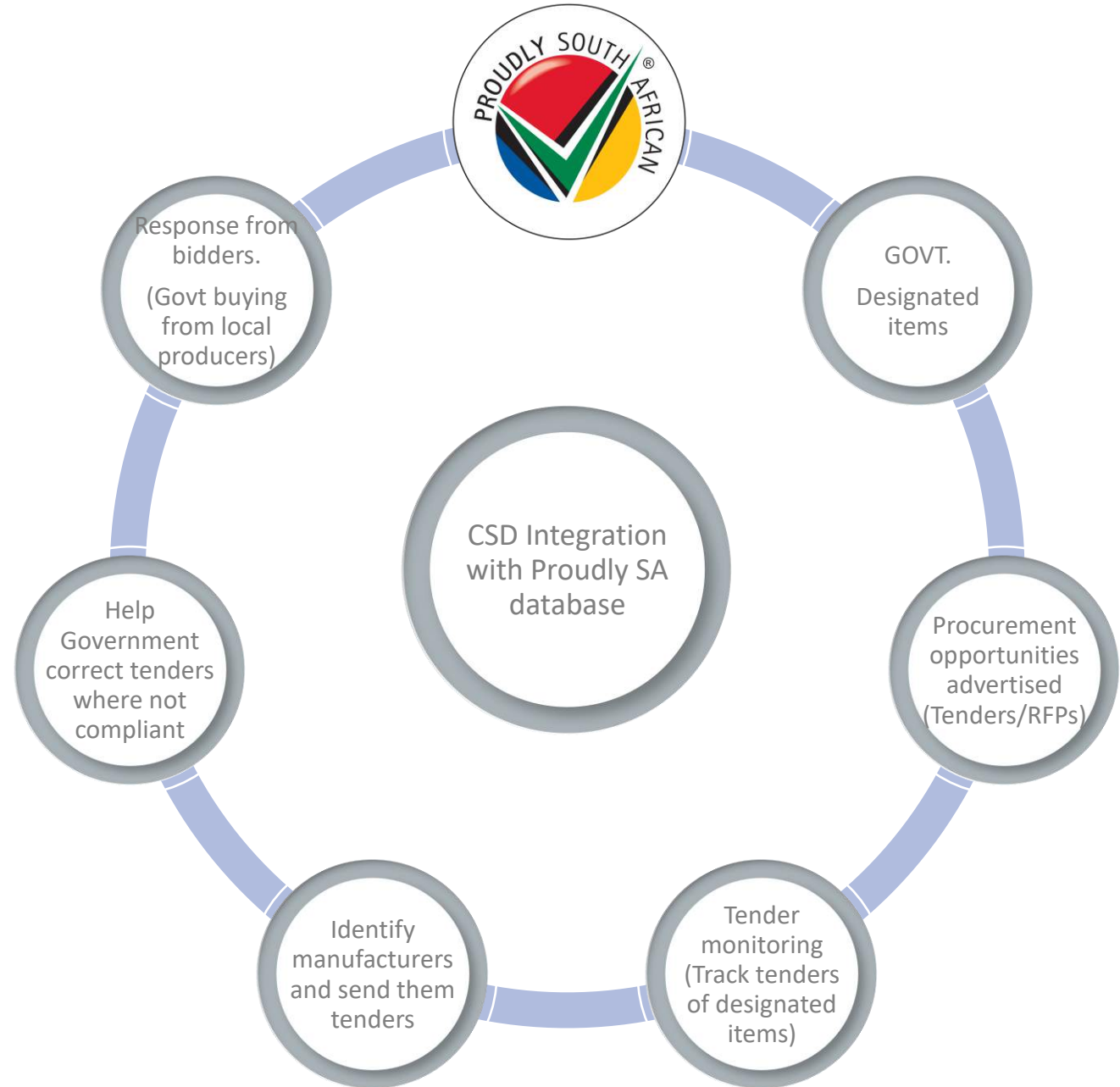
- A public sector tender monitoring tool (similar to SACTWU – clothing and textiles);
- To monitor tenders issued by all organs of the state and advertised on online websites;
- Continuously search for tenders issued for designated products (sectors) using keywords;
- Currently linked to over 763 websites (entity websites and NT mandatory online platforms/sites);
- Assist all state organs with compliance to local content provisions of the PPPFA;
- Intervene when tender/RFP is issued (with the dti's Industrial Procurement Unit) and not after the tender is awarded or contracts are issued;
- Value-add for Proudly SA members as they will be notified of tenders related to their offerings (and in their areas of operation – locality);

MIGRATION WITH THE CENTRAL SUPPLIER DATABASE



CSD and Proudly SA database integration map

PUBLIC SECTOR





- Aimed at educating public sector procurement officials and those tasked with procurement/buying in the public sector on the local content provisions,
- To ensure that procurement officials comply with applicable localisation procurement regulations;
- Hosted in all 9 provinces, in partnership with the dti and the provincial Treasury departments during 2019/20 financial year;
- Presentation made to State Owned Enterprises Procurement Forum in October 2019 on localisation regulations;
- Presented at the Eastern Cape procurement forum in December 2019



PRIVATE SECTOR

Procurement Efforts

To give effect to the local procurement commitments of the private sector in the Jobs Summit Framework Agreement, a local procurement technical committee has been set up and advocates have been appointed to ensure that a holistic approach is implemented, encompassing short to long terms measures to ensure that local procurement remains at the centre of the economy recovering.

These advocates include Proudly South African, Manufacturing Circle, South African Breweries, Business Leadership South Africa and Business Unity South Africa. (Now partnering with B4SA)



Status Update

Legend:

- To Start
- Completed
- On Track
- At Risk/ on hold

[illegible]

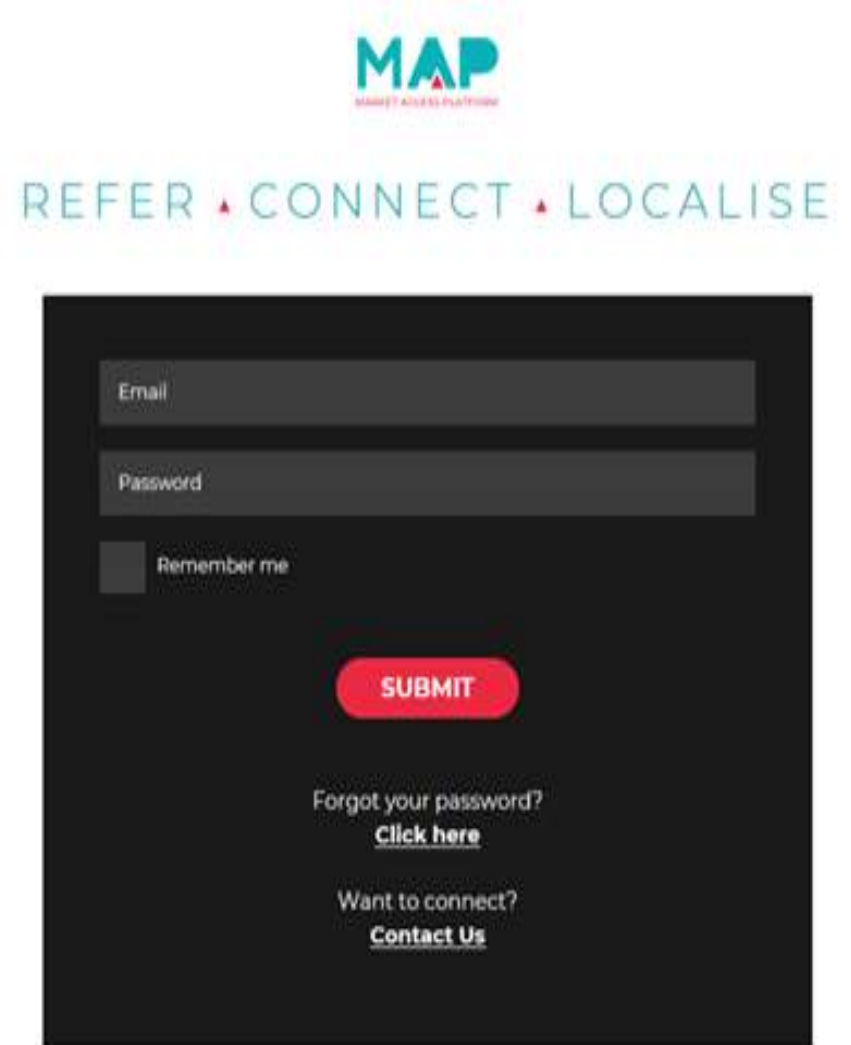
The Ask (as contained in the letter)

- We are therefore calling on Corporate South Africa to:
 - Review procurement practices and to give preference in all cases possible to companies that are manufacturing locally;
 - Make procurement commitments to give preference through their entire supply chain to local manufacturers;
 - Earmark procurement opportunities for companies manufacturing locally; and
 - Utilise a procurement portal that influences localisation and transformation to refer and find high performing suppliers and advertise procurement opportunities.
- These may be simple locally-made substitutions such as detergents/disinfectants for bathrooms and kitchens, new workspace furniture as offices and factories are reconfigured to accommodate physical distancing, new uniform orders, stationery, and other daily consumables.
- We urge you to relook at technical specifications for equipment which may in the past have precluded local companies from pitching for your tenders, even though their machinery is more than adequate for your requirements. Look at breaking orders into tranches to enable smaller businesses to meet delivery demands.

As large companies operating in South Africa, we recognise the long-term strategic benefit of current legislation focusing on transforming and localising our supply chain, beyond philanthropic reasons or/and to comply with legislation. In this context, corporates are increasingly investing in Enterprise and Supplier Development initiatives.

However a number of challenges remain :

- Finding vetted manufacturers according to local content requirements at acceptable industry-standard levels of quality with the capacity to keep up with demand required from large organisations;
- Finding high performing transformed suppliers across all categories;
- Bridging the gap between buyers' expectations and suppliers' capabilities;
- Suppliers' over-reliance on limited key accounts.
- Market Access Platform (MAP) is an online portal that influences localisation and transformation. It enables corporates to refer, find and rate vetted high performing transformed suppliers across industries thereby creating market access for suppliers while mitigating sourcing.



The image shows the Market Access Platform (MAP) login interface. At the top, the MAP logo is displayed with the text 'MARKET ACCESS PLATFORM' underneath. Below the logo, the tagline 'REFER • CONNECT • LOCALISE' is shown in a light blue font. The login form itself has a dark background and contains the following elements:

- An 'Email' input field.
- A 'Password' input field.
- A 'Remember me' checkbox.
- A red 'SUBMIT' button.
- Links for 'Forgot your password?' and 'Want to connect?' with corresponding 'Click here' and 'Contact Us' links.

The Market Access Platform serves as a verified platform for corporates to source suppliers that meet transformation and localisation requirements as a prerequisite for procurement/tender opportunities.

Note: No costs are associated to utilise the platform for either Corporate Members or Suppliers.

Corporate Members

Transformation Requirements

- Turnover >R50 million
- Regulatory Compliance - CIPC,SARS,BBEE
- National footprint and beyond our borders
- Positive reputation
- Supply chain synergies
- Committed to transformation and localisation

Suppliers

Requirements considered for Transformation

- Preference for suppliers with >51% Black Ownership. However no exclusions will be made
- No turnover limit
- Has to have supplied the Corporate Member within the last 12 months. **Note: In response to current unprecedented times, new suppliers will not be excluded & will be permitted to join.**
- Corporate Member must have procured > R50,000 from the Supplier in the last 12 months. **Note: In response to current unprecedented times, new suppliers will not be excluded & will be permitted to join**
- BBBEE Level 1 - 4 Status

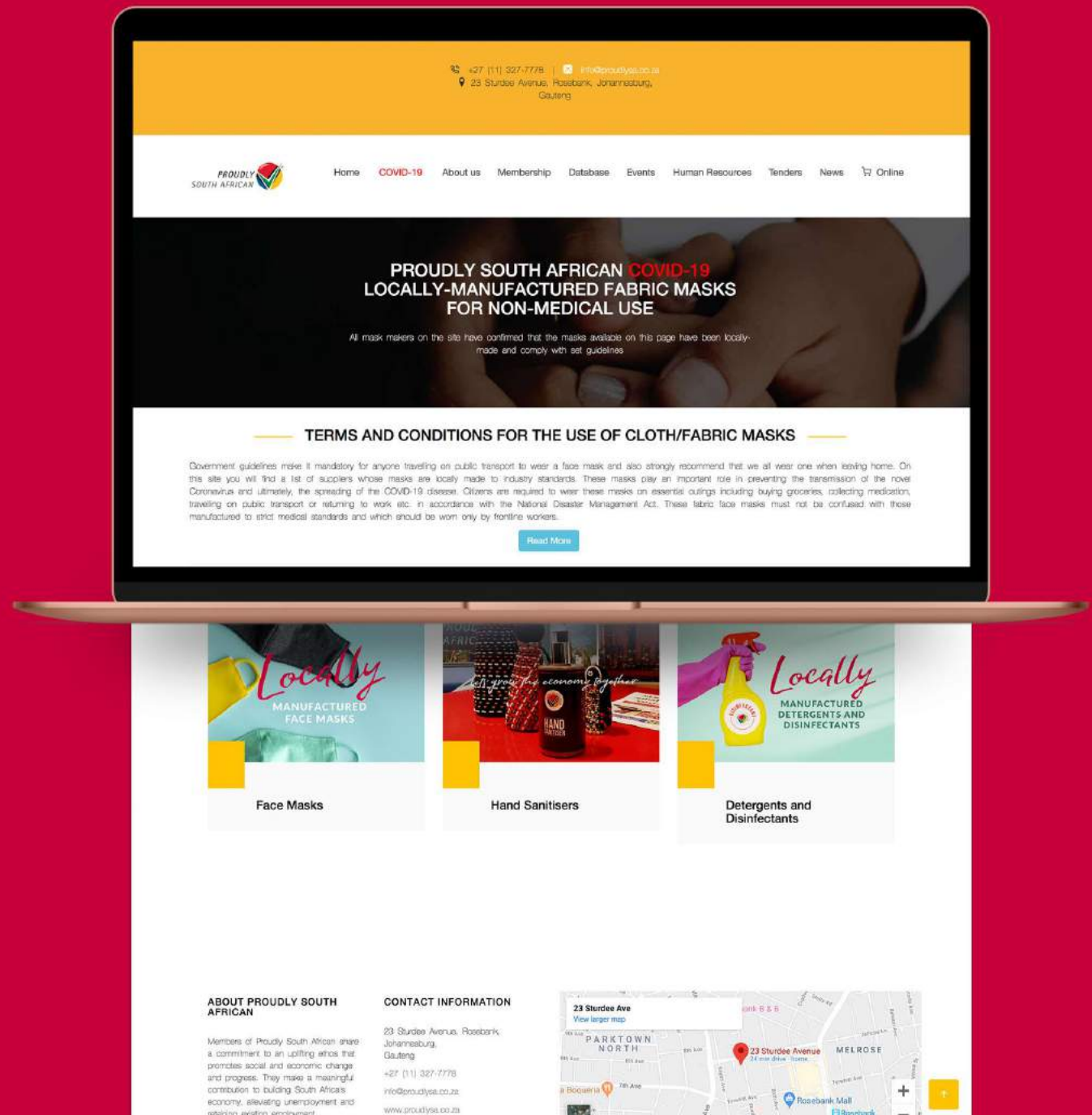
Requirements considered for Localisation

- >50% local content
- High quality vetted products

COVID-19

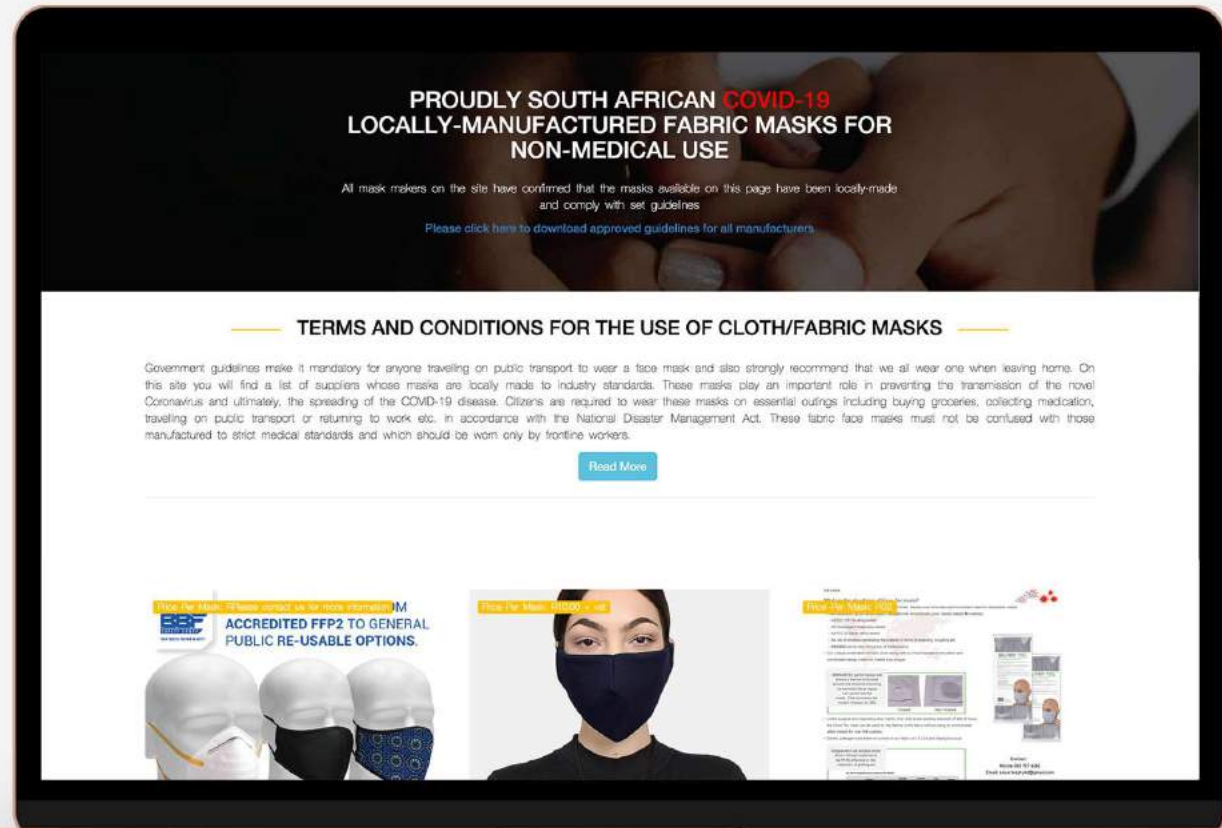
Local Procurement Interventions

COVID-19 PORTALS





MASKS PORTAL



PROUDLY SOUTH AFRICAN COVID-19 LOCALLY-MANUFACTURED FABRIC MASKS FOR NON-MEDICAL USE

All mask makers on the site have confirmed that the masks available on this page have been locally-made and comply with set guidelines.

[Please click here to download approved guidelines for all manufacturers.](#)

TERMS AND CONDITIONS FOR THE USE OF CLOTH/FABRIC MASKS

Government guidelines make it mandatory for anyone travelling on public transport to wear a face mask and also strongly recommend that we all wear one when leaving home. On this site you will find a list of suppliers whose masks are locally made to industry standards. These masks play an important role in preventing the transmission of the novel Coronavirus and ultimately, the spreading of the COVID-19 disease. Citizens are required to wear these masks on essential outings including buying groceries, collecting medication, travelling on public transport or returning to work etc. in accordance with the National Disaster Management Act. These fabric face masks must not be confused with those manufactured to strict medical standards and which should be worn only by frontline workers.

[Read More](#)



BBF SAFETY GROUP (PTY) LIMITED
ACCREDITED FFP2 TO GENERAL
PUBLIC RE-USABLE OPTIONS.



FOOT STYLE (PTY) LTD



SILVERTEC

BBF SAFETY GROUP (PTY) LIMITED

Contact: J.W. Eggink
Email: info@bbsafety.com
Website: www.bbsafety.com
Tel: 0870577770
Province : KwaZulu-Natal
City/Town : Durban
No. of masks per week: 330000

[Product Details](#)

FOOT STYLE (PTY) LTD

Contact: Mohsin Eassa
Email: mohsin@tufg.co.za
Website: www.planet54.com
Tel: 0315632777
Province : KwaZulu-Natal
City/Town : Durban
No. of masks per week: 100000

[Product Details](#)

SILVERTEC

Contact: Nicol Nabal
Email: perfectimpressions@gmail.com
Website:
Tel: 0839276262
Province : Western Cape
City/Town : Cape town
No. of masks per week: 250000

[Product Details](#)



**Pleated 3 Ply
WASHABLE**

1. Plastic Coated nose clip (12cm long)
2. Ear Loop 18cm long Elastic - 82% Draw textured Polyester Yarn, 18% Polyurethane based Elastomeric Spandex Fibre
3. Two layers of polyester fabric enveloping a replaceable insert
4. Width 100mm X Length 180mm



FOOT STYLE (PTY) LTD



SILVERTEC



HAND SANITISERS

PROUDLY SOUTH AFRICAN COVID-19 LOCALLY PRODUCED HAND SANITISERS

[CLICK TO REGISTER](#)

GUIDELINES RELATING TO THE PRODUCTION OF HAND AND OTHER SANITISERS

Sanitisers play an important role in preventing the transmission of the novel Coronavirus and ultimately, the spread of the COVID-19 disease.

As businesses are permitted to re-open in accordance with provisions of each stage of the national lockdown, employers are required to adhere to strict health and safety measures in the workplace. These include the sanitisation of work surfaces and shared equipment and the provision of sanitiser or proper handwashing facilities for employees.

Most buildings, retail spaces and offices require hands to be sanitised on entering, and therefore the supply of properly regulated sanitising products is imperative.

This site lists only suppliers whose sanitiser products are locally made according to industry standards.

[Read More](#)



AIRVENTIL PTY LTD

Contact: THEM MKGOME
Email: them@airventil.co.za
Website: WWW.AIRVENTIL.CO.ZA
Tel: 0858374618
Province : Gauteng
City/Town : ALBERTON NORTH
volume in litres per week: 7

[Product Details](#)

ALVA GROUP PTY LTD

Contact: Taylor Bignaut
Email: taylor@alvagroup.co.za
Website: www.alvagroup.co.za
Tel: 0762971452
Province : Gauteng
City/Town : Centurion
volume in litres per week: 2000

[Product Details](#)

BONTLEFELA

Contact: Bontle Tshole
Email: bontle.tad@gmail.com
Website:
Tel: +27814210899
Province : Gauteng
City/Town : Johannesburg
volume in litres per week: 35000

[Product Details](#)



Surfi-San is a concentrated detergent with a blend of antimicrobials, sequestrating and wetting agents. Surfi-San eliminates 99.999% of bacteria on hard surfaces.
Available in 5L & 25L.





DETERGENTS & DISINFECTANTS

PROUDLY SOUTH AFRICAN COVID-19 LOCALLY PRODUCED DETERGENTS AND DISINFECTANTS

[CLICK TO REGISTER](#)

GUIDELINES RELATING TO THE PRODUCTION OF DETERGENTS AND DISINFECTANTS.

Detergents and disinfectants play an important role in preventing the transmission of the novel Coronavirus and ultimately, the spread of the COVID-19 disease.

As businesses are permitted to re-open in accordance with provisions of each stage of the national lockdown, employers are required to adhere to strict health and safety measures in the workplace. These include the sanitisation of work surfaces and shared equipment and the provision of sanitiser or proper handwashing facilities for employees.

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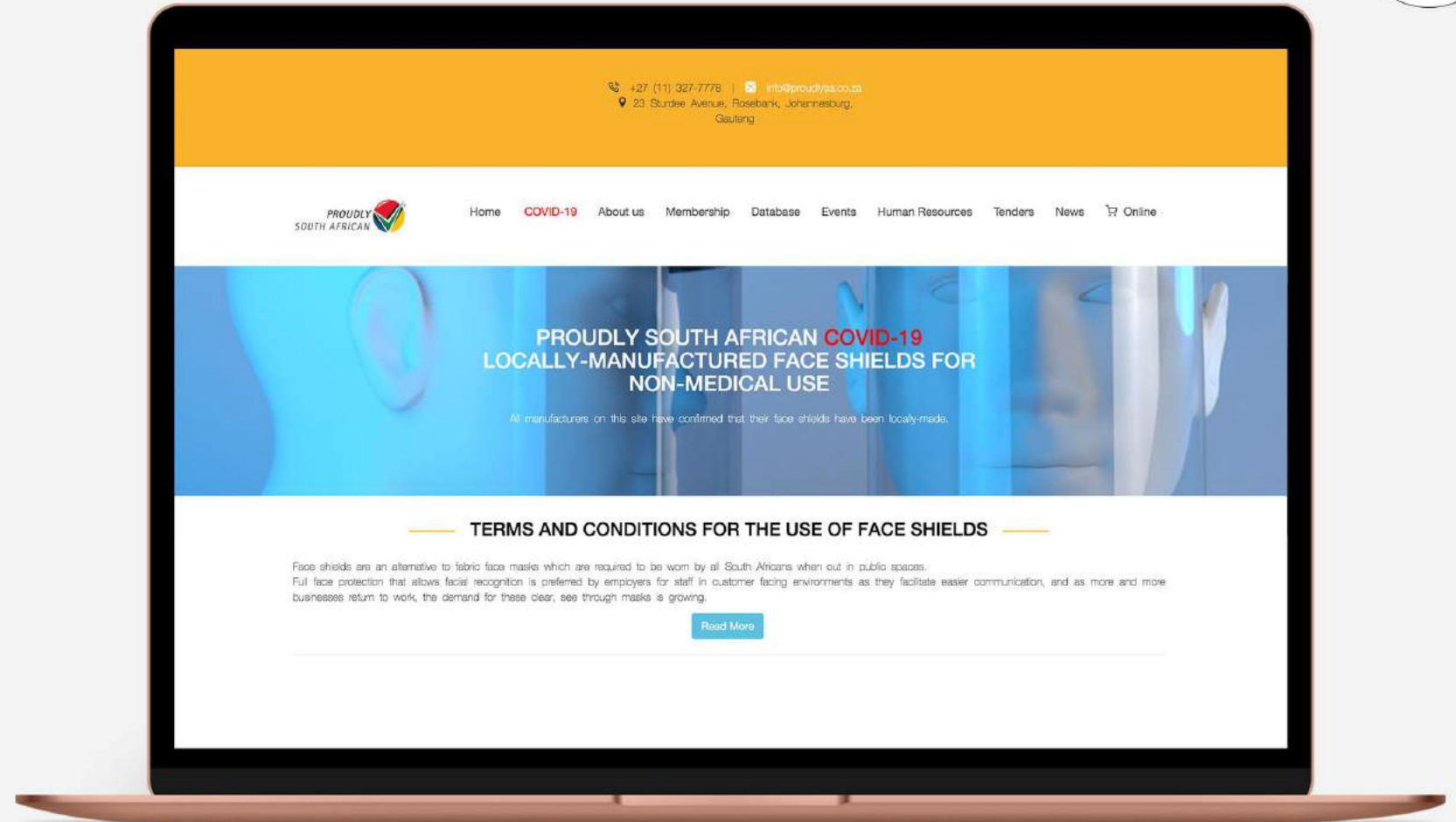
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[Read More](#)





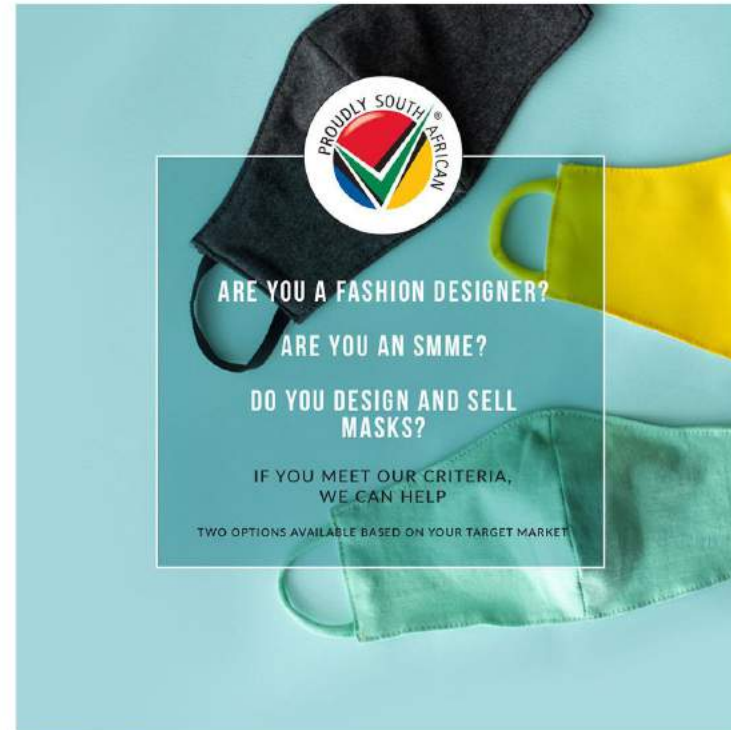
FACE SHIELDS





**REGISTER AS
A SUPPLIER OF**
Locally
**MANUFACTURED
FACE MASKS**
visit www.proudlysa.co.za

Steps
1) Register with Proudly SA to become a Member. Send email to Info@proudlysa.co.za
2) Register with the clothing bargaining council on www.nbc.org.za



**ARE YOU A FASHION DESIGNER?
ARE YOU AN SMME?
DO YOU DESIGN AND SELL
MASKS?**
**IF YOU MEET OUR CRITERIA,
WE CAN HELP**
TWO OPTIONS AVAILABLE BASED ON YOUR TARGET MARKET



*Buy
Locally*
**MANUFACTURED FACE
MASKS FOR YOUR STAFF
FROM OUR PORTAL.**
let's grow the economy together
visit www.proudlysa.co.za



REGISTER AS
A SUPPLIER OF

Locally

MANUFACTURED
SANITISERS

visit www.proudlysa.co.za

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& competition
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Trade, Industry and Competition
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Buy Locally

MANUFACTURED
SANITISERS FOR YOUR
STAFF FROM OUR PORTAL.

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REGISTER AS
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DISINFECTANTS



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DISINFECTANTS
FROM OUR PORTAL

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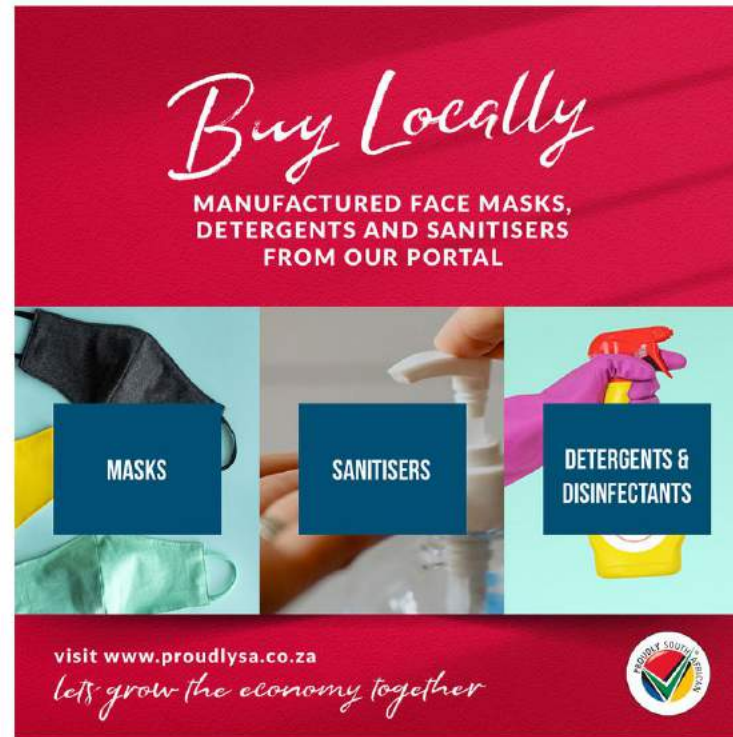
Buy Locally

MANUFACTURED
BLANKETS AND BABY WEAR
FROM OUR PORTAL

let's grow the economy together


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Buy Locally

MANUFACTURED FACE MASKS,
DETERGENTS AND SANITISERS
FROM OUR PORTAL


 MASKS

 SANITISERS

 DETERGENTS &
DISINFECTANTS

visit www.proudlysa.co.za

let's grow the economy together





Buy Locally

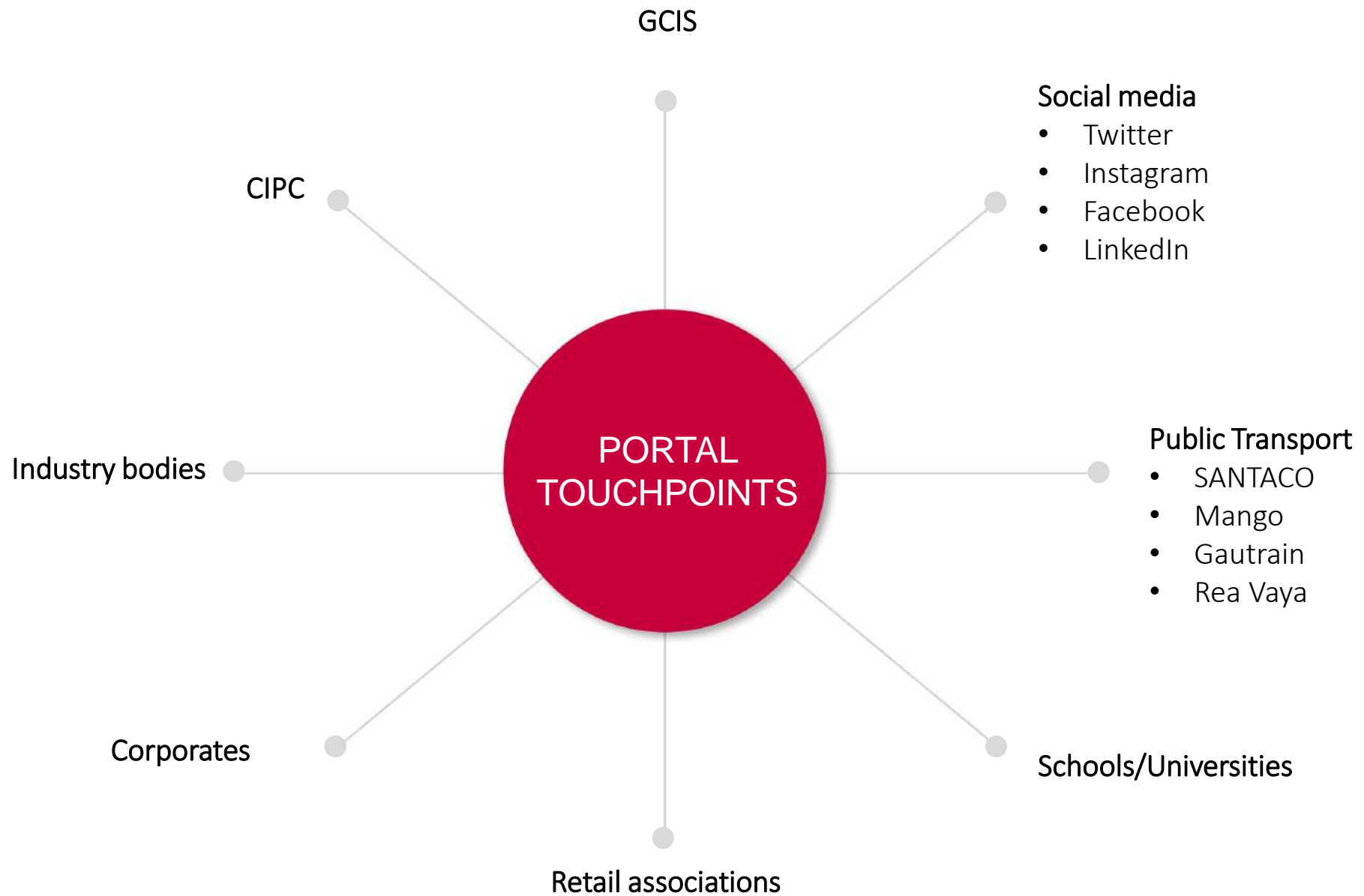
MANUFACTURED
FACE SHIELDS FROM
OUR PORTAL.

let's grow the economy together

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visit www.proudlysa.co.za





Twitter, Facebook, Instagram, LinkedIn





Date	Platform	Interviewee	Duration	Audience Reach/Value
27 April	Radio 702 Money Show	CEO	5'22	511 000/R85 888
27 April	Newzroom Afrika	CEO	5'51	5 700/R70 200
30 April	Smile fm	CEO	2 x 1'05 News bulletins	200 000/R17 000
02 May	Kayafm	CEO	10'00	774 000/R156 000
05 May	Talk with Rams online	Happy Ngidi	27'00	TBA



Proudly SA

2020

Consumer Education Campaign

“Game Time”



RATIONALE

The rationale of the new consumer education campaign is to show consumers and business owners across all sectors, that they can effect positive changes to the economy with their own daily purchasing choices . Creating a vibrant economy sounds like a difficult and insurmountable task but what the commercial will illustrate is that you can affect the economy when you buy locally made products, or when you buy from your local baker, a local designer, when you make use of local supply chains for your business, when you buy local products online etc.

These actions alone seem insignificant but when you see them in the scope of a commercial you realise that the whole is greater than the sum of its individual parts.





RADIO



TV







rewind



news
& sport



extra



movies



movies
extra



reality



toonz

DIGITAL CAMPAIGNS

Programmatics

Google adwords

Promoted Tweets

3rd Party Adverts



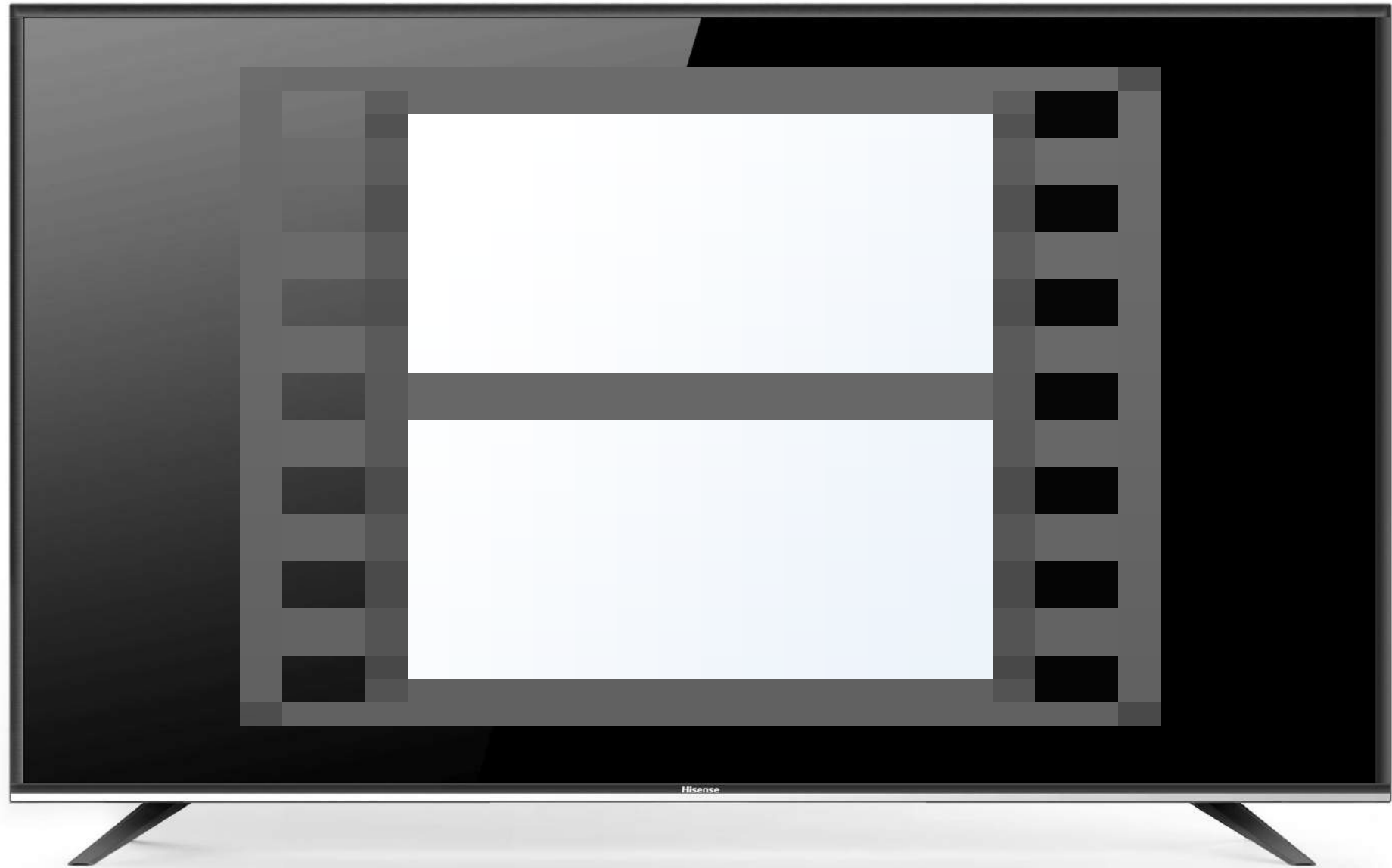




CELLPHONE MESSAGE POP-UP



Dr John Kani reprieves his role as the conscience of the nation and calls upon us all to respond to the current economic crisis by supporting our own and **BUYING LOCAL!**





GEN NEXT
Brought to you by IDC

The youth on buying local and creating local brands

Tuesday 30 June 10h00

THE FUTURE OF MEDIA
Advertising | Branding | Content

Joint-Headline Partners
eziADS
Connected by **vodacom**

REGISTER

Happy MaKhumalo Ngidi Proudly SA	Siya Sangweni CliffCentral.com	Jaun Pienaar ApexMedia	Nwabisa Makunga Sowetan	Brent Lindeque Good Things Guy	Matalane Ngobeni Brand South Africa

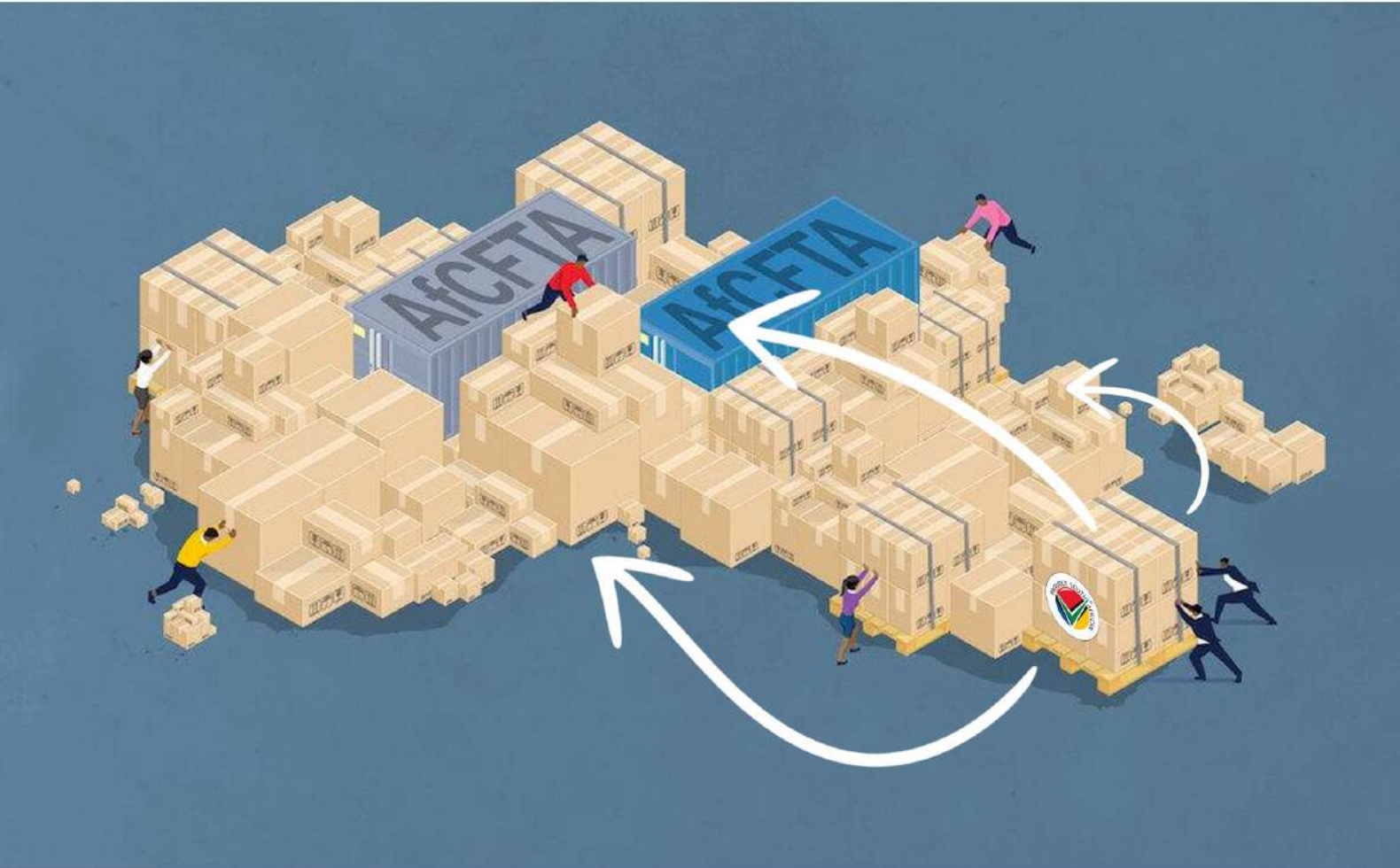
Partners:

Local Fridays
Gen Next
Future of media

ACCESS TO MARKETS

(Capitalising on the AfCFTA)

30 COUNTRIES THAT RATIFIED THE AfCFTA AGREEMENT – Potential Markets



Kenya

Ghana

Rwanda

Niger

Chad

eSwatini

Guinea

Uganda

Cote d'Ivoire

South Africa

Sierra Leone

Mali

Senegal

Namibia

Congo, Republic

Togo

Mauritania

Djibouti

Egypt

Ethiopia

The Gambia

Saharawi Republic

Zimbabwe

Burkina Faso

Sao Tome & Principe

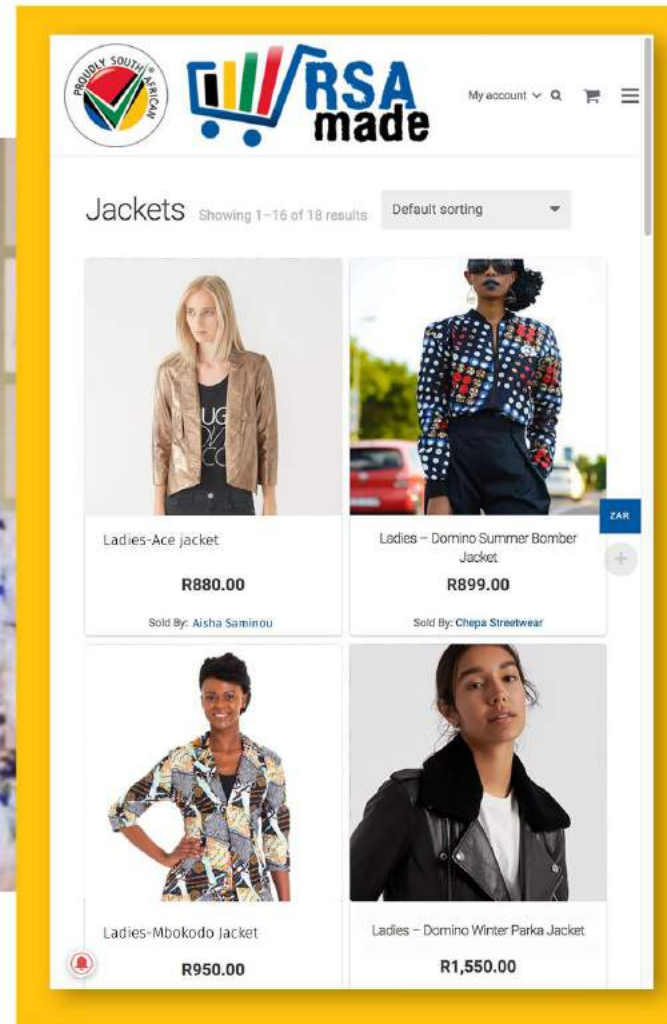
Gabon

Equatorial Guinea

Mauritius

Cameroon

Angola



Online/Virtual showroom with Trade and Investment South Africa (TISA) where buyers can view products and then buy these on RSA Made

THANK YOU



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

info@proudlysa.co.za