



**economic development
& tourism**

Department :
Economic Development & Tourism
KWAZULU-NATAL PROVINCIAL GOVERNMENT

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KWAZULU-NATAL IS OFFICIALLY PROUDLY SOUTH AFRICAN – AND WARNS AGAINST PIRACY AND COUNTERFEIT GOODS

The Province of KwaZulu-Natal has officially entered into a partnership with the *Proudly South African* “**buy local**” campaign, in a bid to crank up the economy of the province and create jobs.

The government of KZN, through its Department of Economic Development and Tourism, signed a pledge to **buy local** products and make use of local services. This is in line with the *Proudly South African* “**buy local**” campaign and the *Local Procurement Accord*.

“KwaZulu-Natal is the second biggest manufacturing base in South Africa. If we want to continue to grow the country’s manufacturing base, KZN will have to take the lead and form partnerships between government, business, organised labour and the community,” said the MEC for Economic Development and Tourism, Mr Michael Mabuyakhulu.

He also warned against the increasing global trend of piracy and counterfeit goods, saying these crimes had cost the G20 countries a hundred billion Euros annually – while it also destroyed some 2.5-million jobs.

In what has been described as a “ground-breaking” partnership between *Proudly SA* and the KZN government, the CEO of *Proudly SA*, Adv. Leslie Sedibe said: “If we are to meet the challenges of inequality, poverty and unemployment as a nation, we need to change our mind-set. We need people who are patriotic and loyal to South Africa, who have a social conscience to the problems we face. If you **buy local**, you help invest money in the local economy.”

The *Proudly South African* pledge was signed by the KZN Department of Economic Development and Tourism, the Provincial arm of COSATU, the province’s Growth Coalition business grouping, a community grouping and *Proudly SA*.

Through signing the pledge, the signatories made a commitment to prioritise local procurement, support local businesses, **buy local** goods and make use of local services to create and sustain employment for the people of KZN and South Africa.

KZN is the first of the nine provinces to partner with *Proudly South African*.

BE PROUDLY SOUTH AFRICAN. BUY LOCAL TO CREAT JOBS.

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