

# Buy local and help South Africa grow

**TNA Reporter**

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THE Gauteng leg of the Proudly South African “buy local” roadshow kicked off at Maponya Mall in Soweto at the weekend.

The campaign aims to educate people about buying locally manufactured products to stimulate the economy and help create jobs. The Proudly South African campaign fits with the broader national developmental agenda and the recently signed Local Procurement Accord, says spokesperson Gillian de Gouveia. The accord is a pact that seeks to boost local industry and create more jobs through localised procurement. It was signed last year by government, business, labour unions and community bodies. These role players have committed themselves to increasing the number of goods and services bought locally to 75%.

The roadshow seeks to educate consumers about the “country of origin label”. Consumers need to look for the label on each product and ensure their first choice is local.

Proudly South African and various entertainers are travelling across the country to educate consumers about the positive spin-offs of buying locally manufactured products and services. The road show runs until March. – 701068