

PROUDLY SA ON THE ROAD

THE Proudly South African “buy local” campaign is en route to KwaZulu-Natal this week – along with performer extraordinaire, choreographer, musician and actor, Somizi Mhlongo and his troupe of popular kwaito dancers, The Stunners.

Proudly SA and the 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 under the theme “Be Proudly South African – Buy Local to create jobs”.

The KZN leg of the road show includes a business forum tomorrow at Rain Farm Game Lodge in Umhlali, near Ballito. Speakers will include top industry CEOs and high level officials from the Department of Trade and Industry. Small business owners can attend for free from 8.30am to 2pm.

Somizi and The Stunners will join a team from Proudly SA at the Gateway Mall in Umhlanga on Saturday and Sunday. Local businesses will also exhibit products and services.

Proudly SA will visit all nine provinces and will hold business forums, mall promotions, expos and meetings with stokvel groups, community organisations, church groups and schools. The road shows runs till March 2013.

The team has already been to White River and Nelspruit in Mpumalanga and Cape Town. Other dates for the Proudly SA road show include: June 23-24 in Johannesburg (Maponya Mall); October 13-14 in Kimberley (Diamond Route Mall); October 20-21 in Upington (Upington Mall) and November 17-18 in East London (Main Mall).