

Buying local is lekker

TNA Reporter

BE proud of South African heritage and shop with conviction, that's the call from Proudly SA.

The organisation's PR Manager, Gillian de Gouveia, said on the eve of heritage day yesterday that South Africans should consider the importance of buying local products and using local service providers to create jobs.

"Supporting the Buy Local Campaign does not mean supporting 'economic xenophobia'. "It means supporting and assisting local businesses which create employment. More sustainable local and small businesses mean more



MAKE SOME NOISE: The vuvuzela ranks among truly South African products. Picture: GALLO IMAGES

jobs for the unemployed masses," said Leslie Sedibe, CEO of Proudly South African.

Global lender, the IMF recently expressed concern over South Africa's 24.9% unemployment rate. This fol-

lowed a visit to SA by IMF executive directors late last month.

The IMF issued a statement saying that if South Africa's unemployment was not addressed, the "stubbornly

high" rate could become politically and socially unsustainable.

"Buying locally made goods is one way in which ordinary South Africans can contribute towards job creation.

If we create a demand for products made in South Africa, we help to stimulate the economy and more jobs will be created by local businesses to manufacture those products," said Sedibe.

"We encourage the nation to shop with conviction. That way, we can leave behind a positive and sustainable inheritance for future generations to enjoy.

"Let this be part of our heritage," said Sedibe. - 701198