

Boost economy by buying local

Call for South Africans to show their pride in what the country produces

AS THE country celebrates Heritage Day, Proudly South African calls on the nation to 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 jobs for the unemployed masses,” said advocate Leslie Sedibe, the chief executive officer of Proudly South African.

The International Monetary Fund recently expressed concern over SA’s 24.9 percent rate of unemployment.

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

Expressing their concerns, the IMF issued a statement saying that

if SA’s unemployment was not addressed, the “stubbornly high” rate could become politically and socially unsustainable.

Said Sedibe: “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.

“As proud South Africans, we should also be proud of what our country produces. Local goods should be our first choice.” – Sapa