



The Proudly South African Campaign

Since gaining freedom through the historic 1994 elections, South Africa has faced a number of challenges, especially the troika challenge of poverty, unemployment and inequality. To address these socio-economic challenges, the first President of the democratic South Africa, President Nelson Mandela,

convened the Presidential Job Summit in 1998, and in 2001 the National Buy Local Campaign, Proudly South African was born.

At the heart of the Campaign are three key pillars of national pride, patriotism and the "Buy Local" initiative. All these pillars can be summarised in one word "Ubuntu", Proudly South African's brand essence!

The first phase of the Campaign which started with the launch of Proudly South African, centred around creating brand awareness and establishing the Proudly South African Logo in the minds of the South African consumers and what the logo represents – Local Content, High Quality, Fair Labour Practices and adherence to Environmental standards.

In the second phase which is being implemented at the moment, the emphasis has shifted increasingly towards locally produced products and services while at the same time assisting in empowering local businesses, especially the SMME sector to become more and more economically competitive.

To give effect to the efforts to create a stable industrial and manufacturing base in this country, the Minister of Finance, Pravin Gordhan, issued the Preferential Procurement Regulations on 8 June 2011 which requires all spheres of Government at National, Provincial and Local Level together with all State Owned Entities plus State Owned Agencies to procure locally manufactured products and services in the designated sectors. This is an effort to boost the drive to stimulate sustainable job

creation. The Regulations were later followed by the Local Procurement Accord signed on 31 October 2011, by all four social partners – the South African Government, Business, Organised Labour and Community Constituencies to support the Buy Local drive.

The Preferential Procurement Regulations came into effect on 7 December 2011 with the initial designation of sectors by the Minister of Trade and Industry, Minister Rob Davies. In order to strengthen the mandate and the role of Proudly South African, the Social Partners have requested Proudly South African to compile a database of all companies that manufacture/produce local products and services.

In partnership with other Government Agencies such as SANAS, SABS, Government Departments such as the dti, Economic Development Department and National Treasury efforts are underway to establish the necessary standards and verification of local content in consultation with industry stakeholders.

Proudly South African will be working closely with SARS, Customs, HAWKS, and ITAC to fight illegal imports, under invoiced products and counterfeit products being dumped in our country.

Proudly South African calls upon the people of South Africa to rally behind the efforts to grow our economy and create sustainable jobs in order to create a better life for all! Change starts with us!

Be Proudly South African. Buy Local to create jobs.

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www.proudlysa.co.za**



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