



MAKE **LOCAL** YOUR BUSINESS

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IMPORTANCE OF LOCALISATION

Be Proudly South African, buy local to create jobs.



Retain/Create Jobs

Skills development

Economic development

Empowerment

Improved living standards

Infrastructure development

Increase the GDP

Balance of trade- increase

exports decrease
imports

OUR MANDATE

Be Proudly South African, buy local to create jobs.



Proudly South African, the country's national Buy Local campaign, seeks to strongly influence procurement in public and private sectors, to increase local production, influence consumers to buy local and stimulate job creation. This is in line with government's plans to revive South Africa's economy so that millions of jobs can be created and unemployment can be decreased under the New Development Plan.

Formed through NEDLAC, Proudly South African fits hand-in-glove with the national localisation agenda - the Local Procurement Accord signed in October 2011 and now with the Economic Recovery and Reconstruction Plan

PROUDLY SA FOCUS AREAS

Be Proudly South African, buy local to create jobs.



**Preferential
Procurement
Education:
Public Sector**

**Consumer
Education:
Private Sector**

**Consumer
Education:
General
Public**

**Promote
accessibility of
locally made
Products and
Services**

A modern interior design showroom with a dark green sofa, a round coffee table, and large wall art. The room is decorated with various plants, a large wall sculpture of the word 'HOME', and a large wall sculpture of the word 'WATER'. The text 'PROUDLY SA MEMBERSHIP' is overlaid in the center.

PROUDLY SA MEMBERSHIP

WHO CAN BECOME A MEMBER OF PROUDLY SOUTH AFRICAN?



Any company or organisation of any size offering goods and/or services can become a member. Whether a commercial enterprise, NGO, sports team, professional body, educational institution, media house, or government entity – all qualify for membership, provided these criteria are met:



Local Content



Quality



Environmental Standards



Fair Labour Practices

Does your Company Qualify?



Since April 2017, membership fees have been reduced significantly.

Membership Category	Classification	Payable fee (excluding VAT)
NGOs/Startups/Crafters	Newly-established enterprises or enterprises with turnovers less than R5 million	R500.00
SMMEs	Enterprises with turnovers between R5 million & R10 million	R1 000.00
Silver	Companies with turnovers between R10 million & R30 million	R10 000.00
Gold	Companies with turnovers between R30 million & R50 million	R20 000.00
Platinum*	Companies with turnovers between R50 million & R100 million	R50 000.00
Diamond*	Companies with turnovers of R100 million & more	R100 000.00

***Applicable Discounts:**

- 2 year membership at 10%
- 3 year membership at 20%

Monthly payment plans are also available

1. Use of **Proudly SA logo** – recognised endorsement of local content & quality.

2. Access to Market Platforms:

PUBLIC SECTOR

- First-hand access to **tender opportunities** designated for local content by the dtic;
- **Recognition** as a member (local manufacturer and/or service provider of high quality) on National Treasury's Central Supplier Database – to stand out to procurement officials for and of state entities;



CONSUMER-FOCUSED

- Proudly South African has launched an **e-commerce** division. The division seeks to create access to market platforms for member companies. We have partnered with Zulzi, Makro Market Place, Made By Artisans and Bizzmed to name a few. Member companies are carefully selected and with permission they are listed as vendors on these online platforms.
- **joint promotions** with Proudly SA – consumer-targeted campaigns, major events & expos;
- Proudly SA's extensive **marketing strategy & activities** – promote members' products & services;
- Proudly SA's **PR & communication platforms** – newsletter, product booklet, social media platforms & print & broadcast media; and



PRIVATE SECTOR

- Inclusion in Proudly SA's **database of local products and services** and **industry-specific portals** hosted on the Proudly SA website www.proudlysa.co.za – marketplace for local manufacturers vetted according to industry standards (**procurement tool to drive local demand**), housed on the Proudly SA website;
- Automatic inclusion as a supplier (local manufacturer and/or service provider), and where applicable a corporate member on Proudly SA's Market Access Platform <https://mapcollaboration.com/> – supported by the dtic, BUSA, CGCSA, Manufacturing Circle, NBI, BLSA etc. – to **advance localisation in the private sector**;
- Introduction to procurement officials through the Market Access Portal and industry-specific portals to benefit from **local procurement commitments** by industry and individual corporates; and



- Facilitation of **B2B opportunities** through supply chain workshops and Proudly SA's import replacement project (through the dtic's CEO initiative);
- Participation in Proudly SA's flagship event, the Buy Local Summit and Expo – a forum and expo for **buyers in the private (and public sector)**;
- **Inclusion in national and international trade shows.**
- **Business & sector-specific forums** – networking & info-sharing.





Do not omit the white circle around the logo as this allows you to place the logo on any background.



Proudly South African is aware that the printing of a six colour logo on packaging will add to manufacturers' costs, therefore members are able to use the white version of the logo on their labels to save costs. A single colour logo or a black and white logo can only be used when printing, specifications do not allow for a two colour or a CMYK print.



THE SECOND HALF IS IN YOUR HANDS, MZANSI

THANK YOU



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