UNLOCKING
the VALUE of the
PROUDLY SOUTH
AFRICAN CAMPAIGN

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First conceived at the Presidential Job Summit in 1998, the Proudly South African Campaign was born out of the socio-economic necessity to create jobs, under the leadership of the former South African President, Nelson Mandela. The campaign is aimed at creating and sustaining quality jobs but encouraging the nation to contribute towards the economic growth and prosperity of the country through buying locally produced goods and services, thereby increasing employment opportunities and reinforcing national pride. Proudly South Africa has been running a number of events focused on driving the Proudly South Africa Campaign. These events included edutainment (educational entertainment for younger people), exhibitions and meetings with business in an attempt to communicate and spread the Proudly South Africa Campaign agenda.
On 26 November 2012, Enoch Ralehoko from the Marketing and Agribusiness Division of the Western Cape Department of Agriculture attended the Proudly South Africa Buy Local Summit & Christmas Festival Buy Local Expo. This also coincided with the launch of the Proudly South Africa Local Procurement Accord Database found on the Proudly South African website (www.proudlysa.co.za). The attendance of Deputy President Kgalema Motlanthe demonstrated the seriousness with which the campaign is taken by government. It was mentioned that state-owned companies bought goods and services to the value of R212.7 billion in 2011 alone. Documents such as the Preferential Public Procurement Framework Act 2000, the New Growth Path, the Industrial Development Policy Action Plan 2 (IPAP2) and the National Development Plan indicate opportunities for growth and focus. These documents spell out the terms and requirements for local content and skills in all new development projects.

It is worth mentioning that through the promulgation of the Preferential Procurement Policy Framework Act in 2011, the Department of Trade and Industry (DTI) stipulated sectors and products that departments, agencies and State-owned enterprises had to procure from local manufacturers or providers. The first wave of products was designated, and this included rolling stock, buses, canned vegetables, clothing, textiles, footwear and leather products and set-top boxes, while certain pharmaceutical products were selected in the wave of designations. There has already been a great deal of work done to further this. Toyota has agreed to assemble about 10 000 Quantum taxis in Durban by 2014 out of the 23 000 that is imported ever year, including support to Prestige Clothing for their expansion resulting in 300 more job opportunities in Caledon. Lastly, support was given to Boland Pulp with the manufacturing of new products and new packaging.

A number of bodies including retailers, government and civil society groups signed a pledge to purchase more goods and services from South African producers. It must also be noted that correct labeling of products will receive attention as the labeling should also guide buyers on issues of originality of the product they procure. The DTI has committed funding mechanisms to assist in the development of essential products not available in South Africa and to assist companies to develop or innovate certain processes or products in their value chain responsible for the final goods. These could be done to improve the competitiveness of the locally manufactured products against foreign imports.

The ‘eat well, eat safe, eat local’ programme launch was held on 16 April 2013 at the Maponya Mall in Soweto, organised by the DTI in collaboration with the Proudly South Africa and the Culinary Association of South Africa (CAASA). The aim of the Programme was to prevent the consequences of obesity through educating the general public about nutrition and how to prepare a healthy meal. It will also function as a platform to market and promote the consumption of local produce to preserve and protect jobs in the agro-processing spectrum. Food processing companies such as Boland Pulp exhibited new processed and innovated products such as fruit juice purees and canned fruits. Other companies include African Micro-mills who exhibited their product range and Chef Khumalo who is the president of the CAASA and a celebrity chef, demonstrated cooked food items.

In 2012 different stakeholders signed an ambitious pledge to have about 75 percent locally produced products and services in their procurement. This campaign therefore provides possible opportunities for manufacturing companies to increase their local content in their production and products and to do more business with government-owned institutions.

There is also interest expected from retailers to stock more locally produced products that could be taken into their stores locally and all over Africa which will benefit job creation and economic growth in the province and nationally. There needs to be innovative ways to increase green technologies, value chains, packaging etc. in line with global changes and the provincial 110 percent green strategy.