



MAKE **LOCAL** YOUR BUSINESS

*Alicia Logan
Membership Manager
Proudly South African*

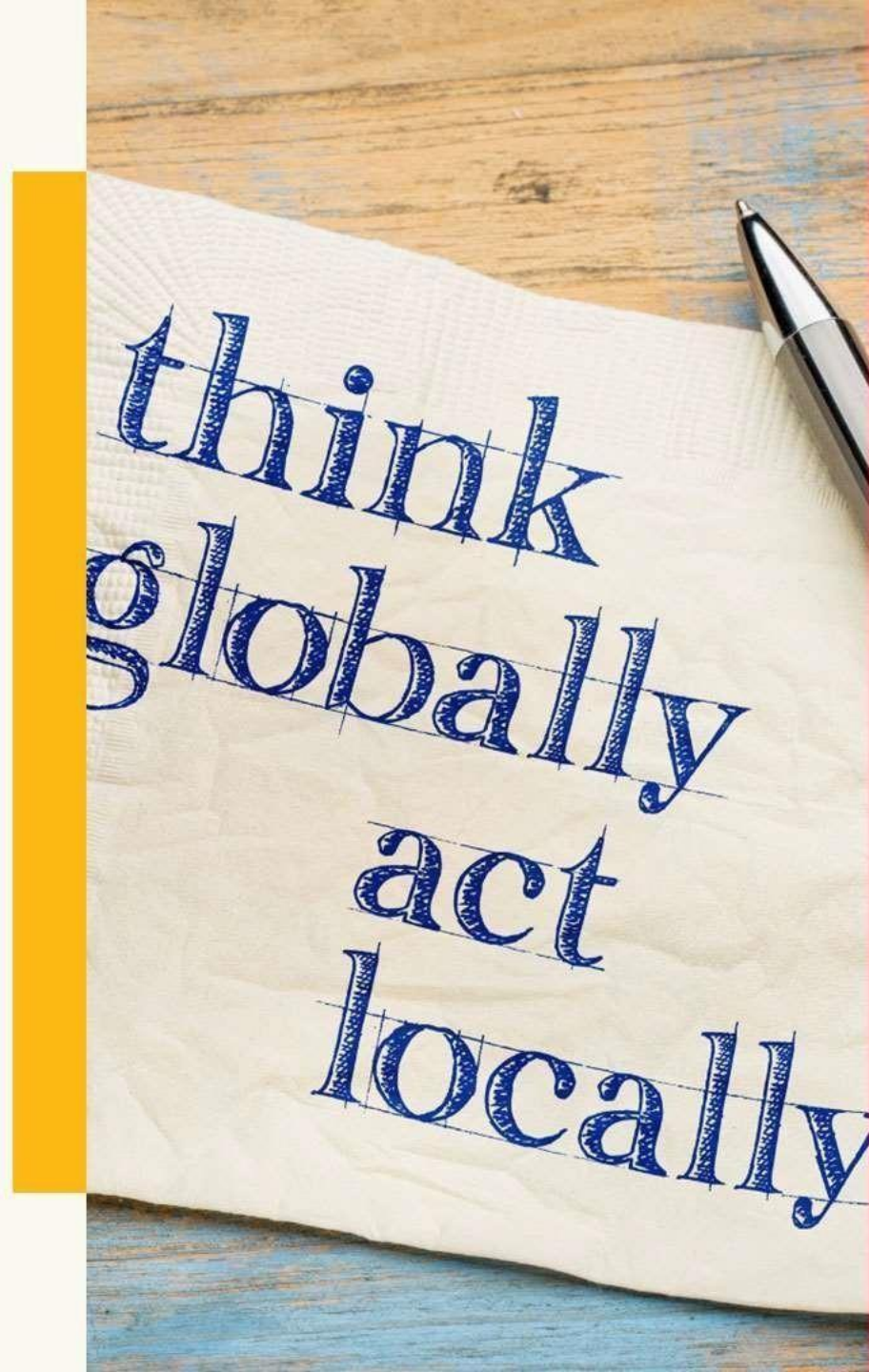
TRIPLE CHALLENGE

Be Proudly South African, buy local to create jobs.



BUY LOCAL GLOBAL PHENOMENON

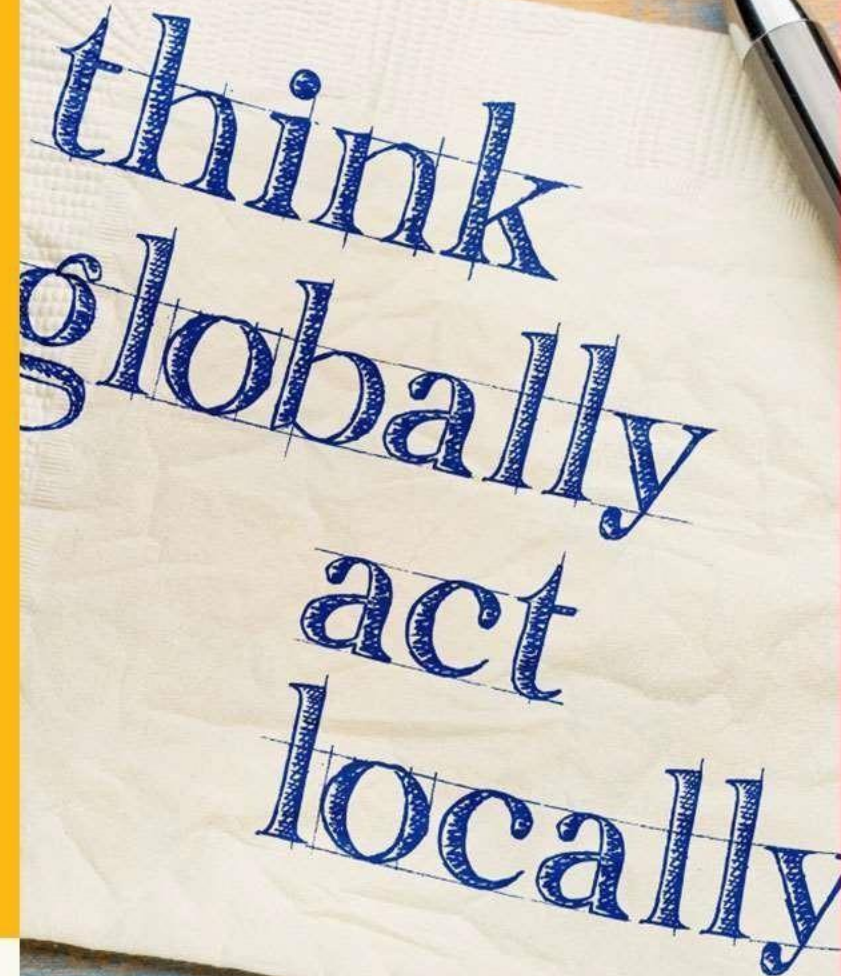
- Buying Local is a tried and tested phenomenon all over the world;
- Buy Local campaigns exist for countries, regions and even towns, and are present in countries such as:
 - Australia (Australian Made campaign)
 - USA (Legislated and also enforced by the new President)
 - UK (Keep it Local UK)
 - Philippines (Buy Local, Go Lokal)
- On the African continent, the Proudly SA campaign has been instrumental in assisting the following countries with setting up their Buy Local campaigns:
 - Buy Zambia
 - Buy Swazi
 - Buy Malawi
 - Buy Zimbabwe



BUY LOCAL GLOBAL PHENOMENON

■ (US case study)

- The US has a Buy American Act (1933), Buy America Act (1982) and Buy America Improvement Act (2017) - all aimed at amongst other things, reviving their labour-intensive sectors (incl. their automotive Sector and winning back the jobs they have lost over the years due to large number of imported cars).
- President Biden signed an Executive Order to strengthen "Buy American" provisions to encourage the federal Government to purchase goods and services from U.S. Companies in his 1st week in office
- Biden's briefing to joint houses during April 2021, confirmed the focus on local procurement/buy local focus by the US government

A photograph of a white paper napkin with blue handwriting that reads "think globally act locally". The napkin is placed on a wooden surface, and a silver pen is visible in the upper right corner. A thick yellow vertical bar is on the left side of the image.

think
globally
act
locally

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

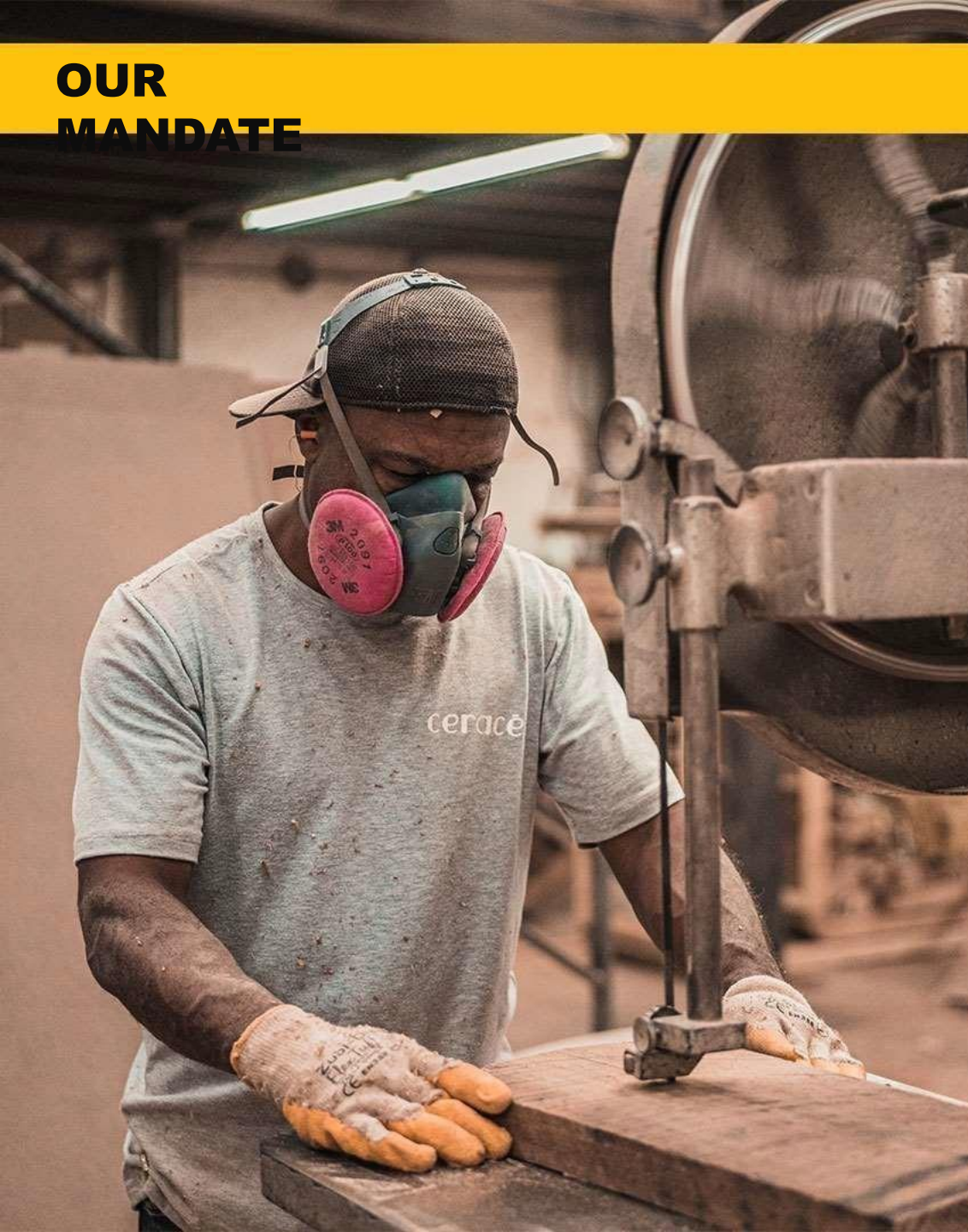
OUR MANDATE

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

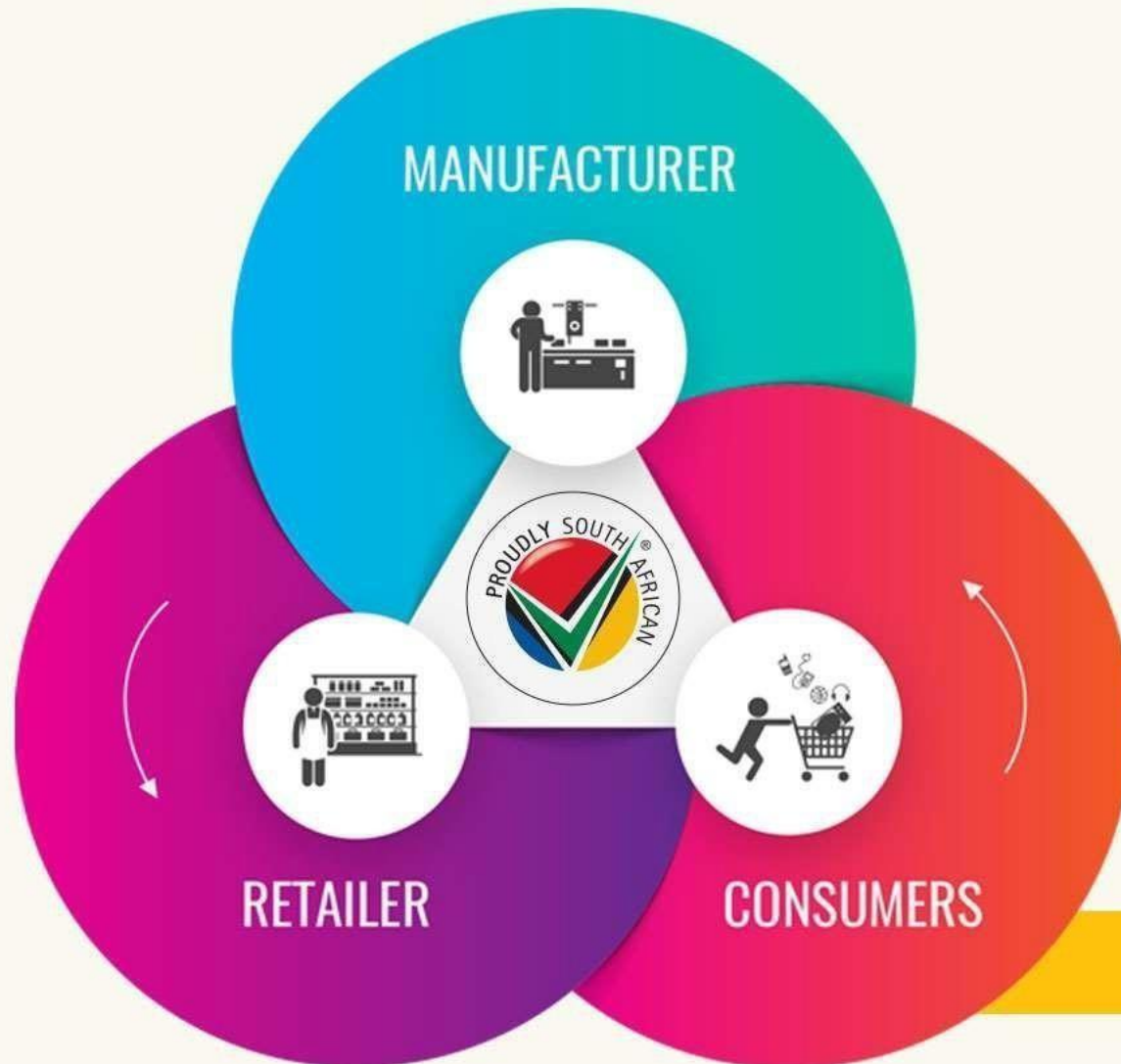
Consumer
Education:
Private
Sector

Consumer
Education
: General
Public

Promote
accessibility
of locally
made
Products and
Services


PROUDLY SA's ROLE IN RETAIL VALUE CHAINS

Be Proudly South African, buy local to create jobs.



Significant market share needs to be secured for locally made products in all industries, however it is important for consumers to demand locally made products and services, in order for retailers to increase their levels of local content on their shelves

Proudly SA's role is to stimulate demand for locally made products



**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?*



MEMBERSHIP FEE STRUCTURE: REVISED FEE STRUCTURE



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 10% year membership
3 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



BENEFITS

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



IMPROVED VALUE PROPOSITION: MEMBERSHIP BENEFITS

CONTINUED..

- 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.



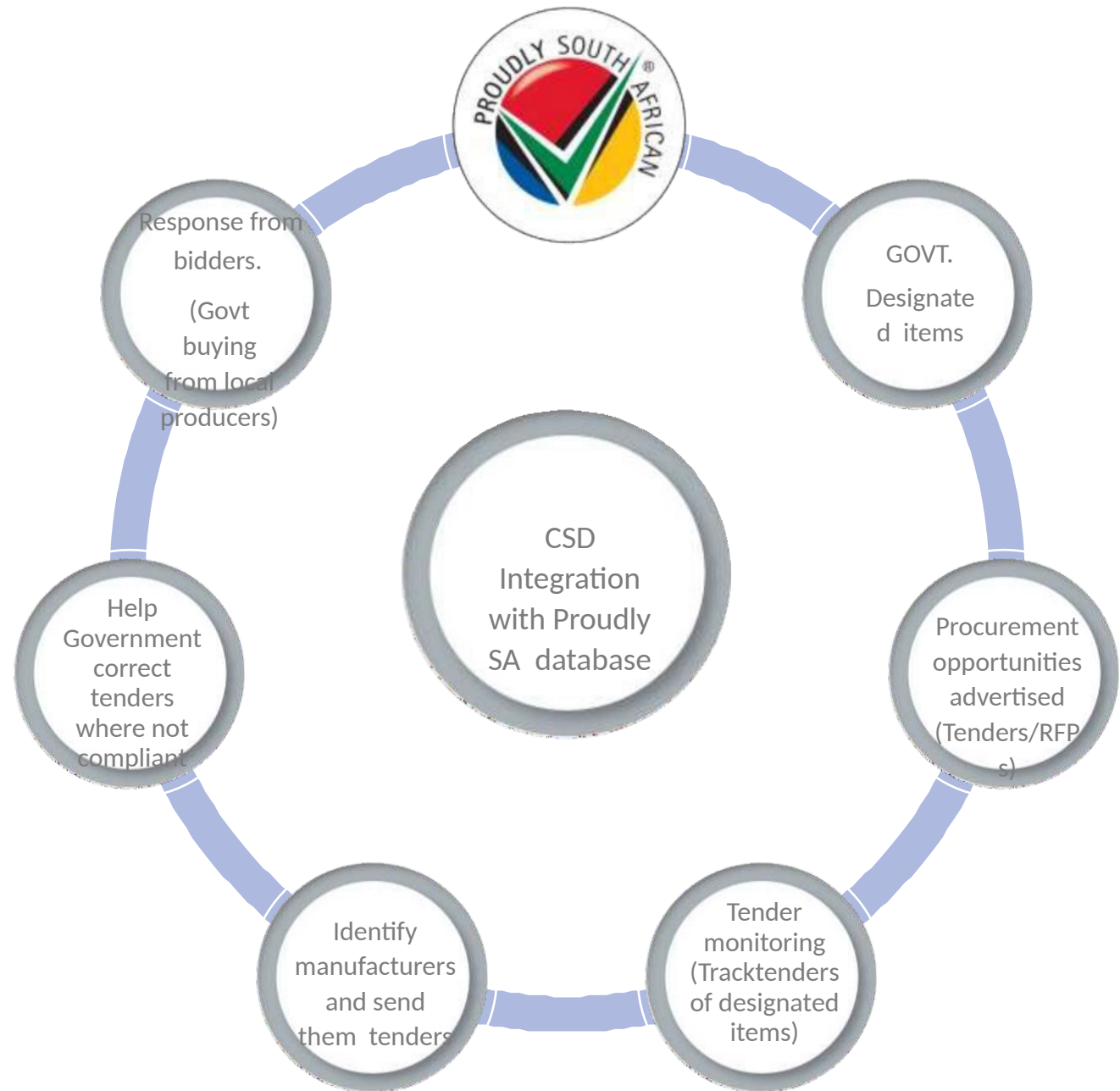
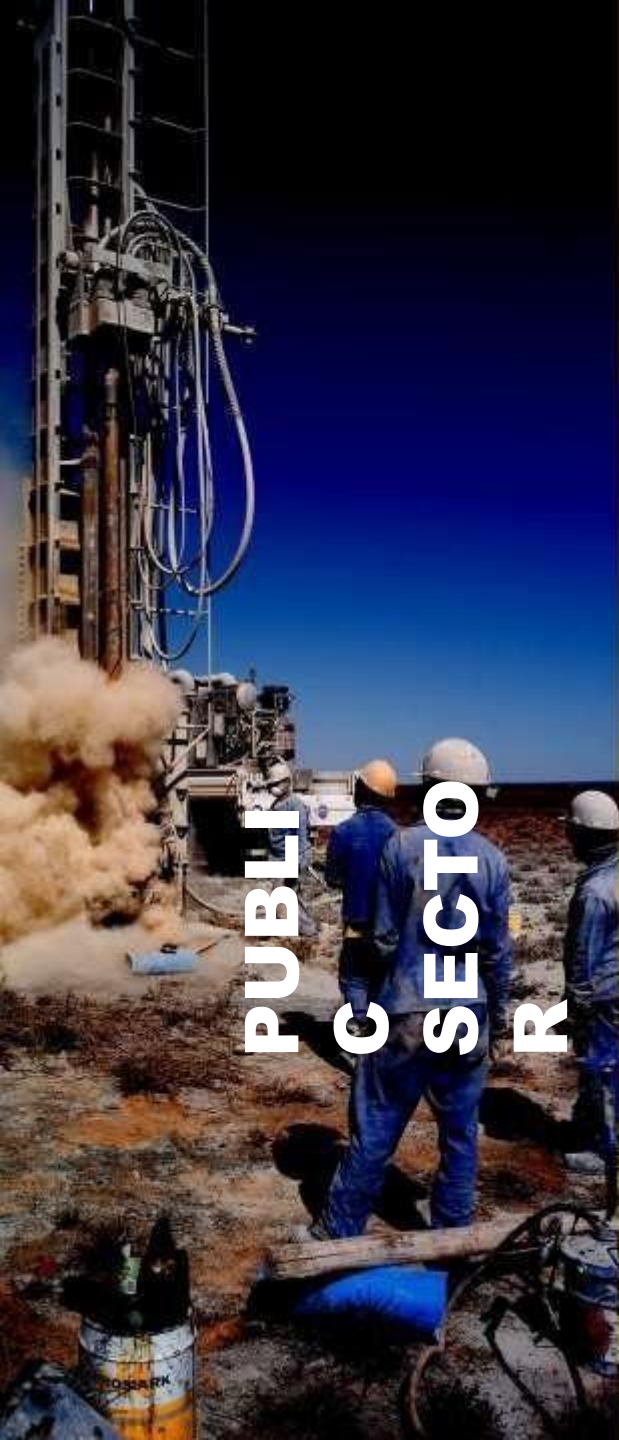
Proudly South African is aware that the printing of a six colour logo on packaging will add to manufacturers' costs, therefore members are able to use the white version of the logo on their labels to save costs. A single colour logo or a black and white logo can only be used when printing, specifications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



PUBLIC SECTOR PROCUREMENT

PUBLIC SECTOR - PRODUCTS DESIGNATED FOR LOCAL PROCUREMENT

Designated Products	LC Threshold	Date
1. Rail Rolling Stock	65%	16-07-2012
2. Power Pylons and Substation Structures	100%	16-07-2012
3. Bus Bodies	80%	16-07-2012
4. Canned/Processed Vegetables	80%	16-07-2012
5. Textile, Clothing, Leather and Footwear Sector	100%	16-07-2012
6. Certain Pharmaceutical Products	Per tender	07-12-2011
7. Set-top Boxes	30%	26-09-2012
8. Furniture Products	85-100%	15-11-2012
9. Electrical and Telecom Cables	90%	08-05-2013
10. Valve Products and Actuators	70%	06-02-2014
11. Working Vessels (Boats)	60%	01-08-2014
12. Residential Electricity Meters and Water Meters	90%	01-08-2014
13. Steel Conveyance Pipes, Pipe Fittings and Specials	80-100%	28-09-2015
14. Transformers and Shunt Reactors	10-90%	28-09-2015
15. Two Way Radio Terminals	60%	30-06-2016
16. Solar PV Components	15-90%	30-06-2016
17. Rail Signalling System	65%	30-06-2016
18. Wheelie Bins	100%	18-08-2016
19. Solar Water Heaters	70%	19-07-2012
20. Fire Fighting Vehicles	30%	21-11-2016
21. Steel Products and Components for Construction	100%	13-01-2017
22. Rail Perway (Track) Infrastructure	90%	13-11-2017
23. Pumps & Medium Voltage Motors	70%	12-12-2017
24. Plastic Pipes	100%	2020
25. Air insulated MV Switchgear	50%	2020
26. Bulk Material Handling	85%	2020
27. Industrial lead Acid Batteries	50%	2020
28. Cement	100%	04-10-2021






PUBLIC SECTOR FORUM

- Educate public sector procurement officials
- To ensure officials comply with applicable localisation procurement regulations
- Hosted (virtually) with all 9 provinces
- Presentation made to State Owned Enterprises Procurement Forum (SOEPF) at least once per annum on localisation regulations;
- Aim is to also try reach all municipalities in the country



TENDER MONITORING

- Attender tracking and monitoring tool
- To monitor tenders for designated sectors in the public sector
- using keywords to search for tenders
- Currently linked to over 800 websites
- Assist all state organs with compliance to local content provisions of the PPPFA;
- Intervene when tender/RFP is issued
- Value-add for Proudly



PRIVATE SECTOR PROCUREMENT

01



Commitments to increase local procurement from large corporates;

e.g. Jobs Summit commitments from banks to buy local furniture only)

02



Increased local content levels in retail spaces

(CTFL Retailers - TFG, Mr Price; Furniture Retailer - Lewis Stores; FMCG Retailer - OBC increasing local content levels on their shelves

03



Increase of local content usage (raw materials, components, etc.) in production processes;

(e.g. Sourcing of sugar and other raw material from local farms by Coca Cola Beverages SA; SAB and more

04



Lobby market access support for SMMEs that manufacture local products and services;

(Introduce Franchise Association of SA companies to Proudly SA black owned SMMEs)

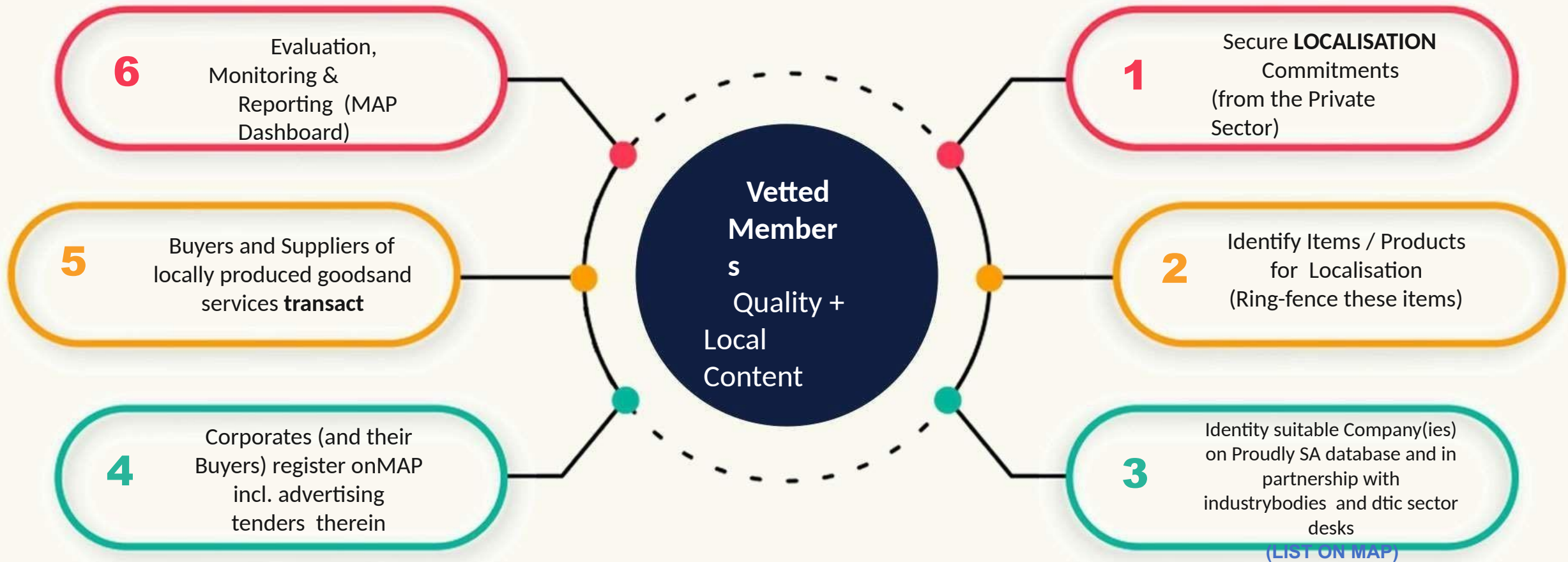
JOBS SUMMIT – LOCAL PROCUREMENT COMMITMENTS



To give effect to the local procurement commitments of the private sector in the Jobs Summit Framework Agreement, a local procurement technical working committee has been set up and advocates have been appointed to ensure that a holistic approach is implemented, encompassing short to long term measures to ensure that local procurement remains at the centre of the economy recovering.

These advocates include Proudly SA, NBI Manufacturing Circle, South African Breweries, Business Leadership South Africa, the Consumer Goods Council of South Africa and Business Unity South Africa. (Now partnering with B4SA)





MARKET ACCESS PLATFORM I CONTEXT



As large companies operating in South Africa, we recognize the long-term strategic benefit of current legislation focusing on transforming and localizing our supply chain, beyond philanthropic reasons or/and to comply with legislation. In this context, corporates are increasingly investing in Enterprise and Supplier Development initiatives.

However, a number of challenges remain:

- Finding vetted manufacturers according to local content requirements at acceptable industry-standard levels of quality with the capacity to keep up with demand required from large organisations;
- Finding high performing transformed suppliers across all categories;
- Bridging the gap between buyers' expectations and suppliers' capabilities;
- Suppliers' over-reliance on limited key accounts.
- **Market Access Platform (MAP)** is an online portal that influences localisation and transformation. It enables corporates to refer, find and rate vetted high performing transformed suppliers across industries thereby creating market access for suppliers while mitigating sourcing.




MAP
MARKET ACCESS PLATFORM

REFER ▲ CONNECT ▲ LOCALISE

A screenshot of the Market Access Platform (MAP) login interface. It features a dark background with light-colored input fields. The first field contains the email 'map@serempre.com'. The second field is labeled 'Password'. Below these is a reCAPTCHA section with a checkbox labeled 'I'm not a robot' and a reCAPTCHA logo. There is also a 'Remember me' checkbox. At the bottom right is a blue 'SUBMIT' button.

map@serempre.com

Password

☐ I'm not a robot  reCAPTCHA
Privacy - Terms

☐ Remember me

SUBMIT

MARKET ACCESS PLATFORM(MAP)



Members / buyers will be able to

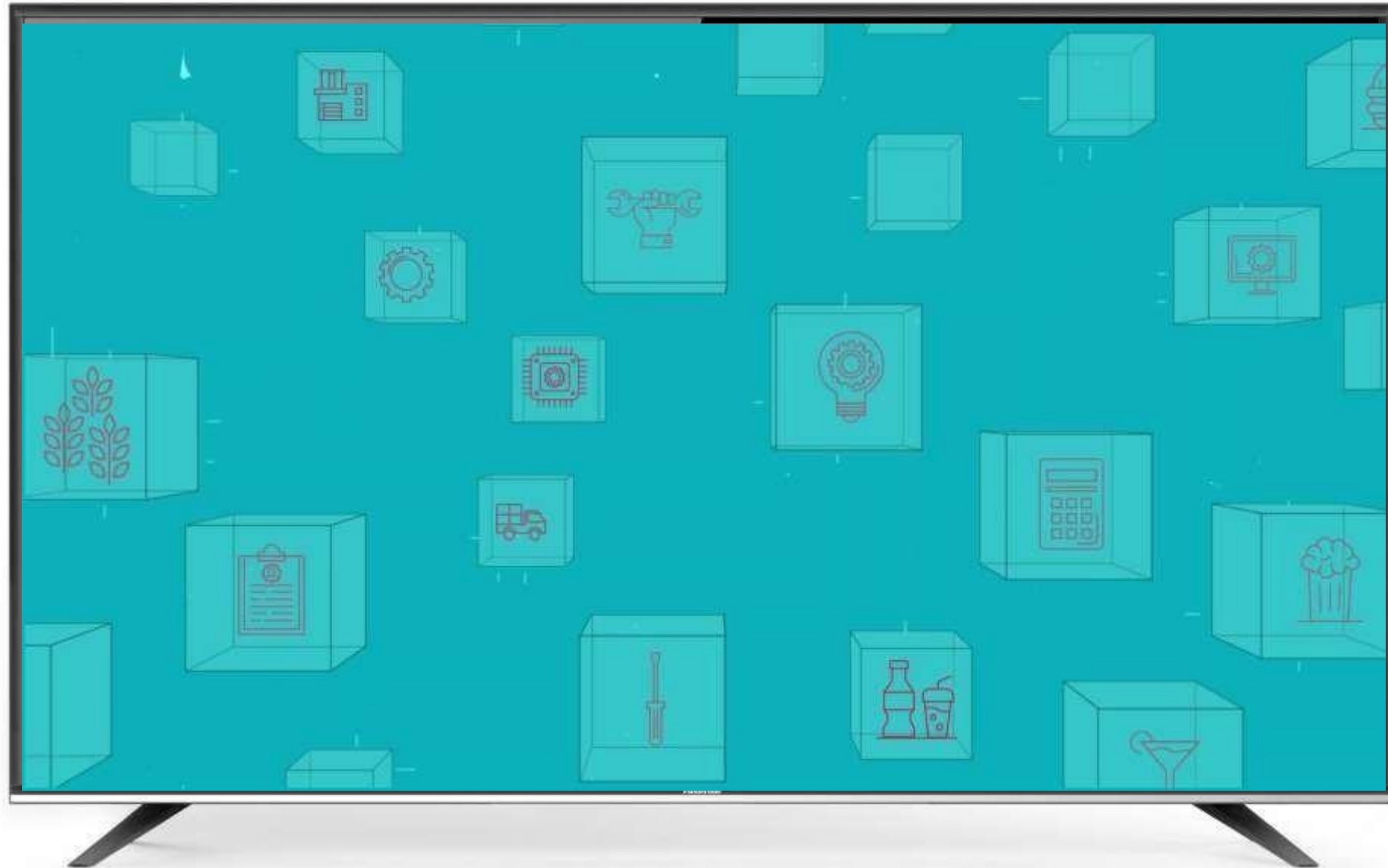
- Find reliable vetted localised and transformed suppliers
- Refer their high performing transformed suppliers, local manufacturers and providers to MAP, thereby enabling them to grow and become more competitive.
- Advertise procurement opportunities for private sector
- Support the growth of their own high- performing suppliers
- Increase competitiveness in sourcing suppliers
- Reduce the cost of sourcing
- Rate services received from suppliers
- Record and monitor their localisation procurement commitments
- View the socioeconomic impact of their commercial activity with selected suppliers

Suppliers will be able to

- Increase their visibility in a cross-industry marketplace – Access to Market
- Find other suppliers to procure from
- View tenders and RFQs when published for their specific Industry sector
- Report on benefits derived from MAP



REFER • CONNECT • LOCALISE





CLOTH FACE MASKS

HAND SANITISERS

DETERGENTS &
DISINFECTANTS

FACE SHIELDS

MEDICAL PPEs

CAPACITY FOR MORE
PORTALS

Manufacturers of medical PPEs



Proudly SA is calling on all the local manufacturers of medical PPE that have been vetted by the Business for South Africa team.

The medical PPE portal will only be accessible to the private and public hospital procurement departments to increase the demand for locally-manufactured products.

The portal is non-transactional but is a place where procurement officers can source compliant, approved, locally-manufactured medical PPEs. To get a sense of the functionality of the portal, visit Proudly SA's COVID-19 portals on www.proudlysa.co.za.

Who is eligible to register: Local manufacturers of

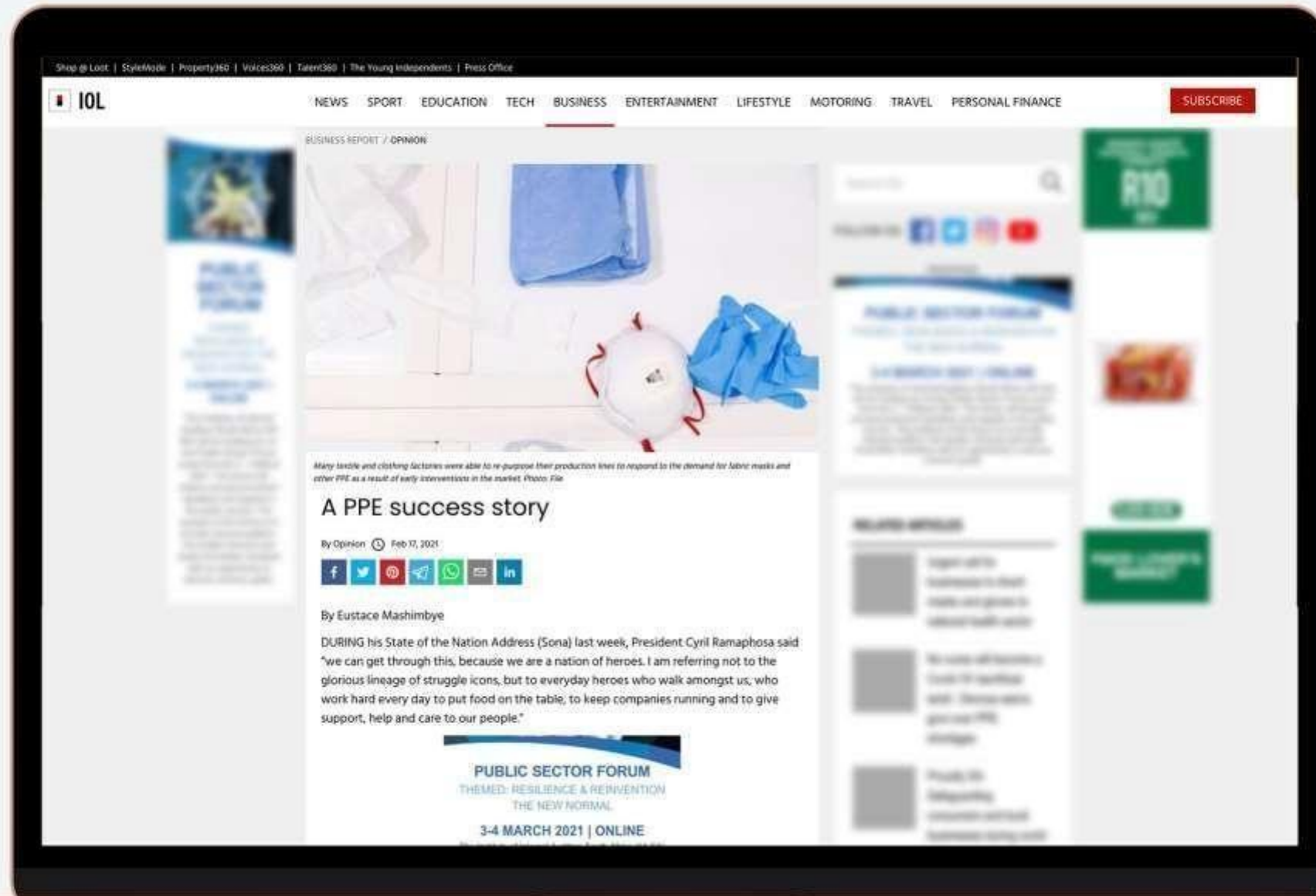
- Disposable/Plastic Aprons
- Disposable/Isolation Gowns
- Surgical Masks
- FFP2 Respirators
- SANPRA-licensed Sanitisers
- Non-sterile Examination, or Sterile and Non-sterile Surgical Gloves that have been vetted by Business South Africa in accordance with the National Department of Health and SANPRA/NRCS specifications





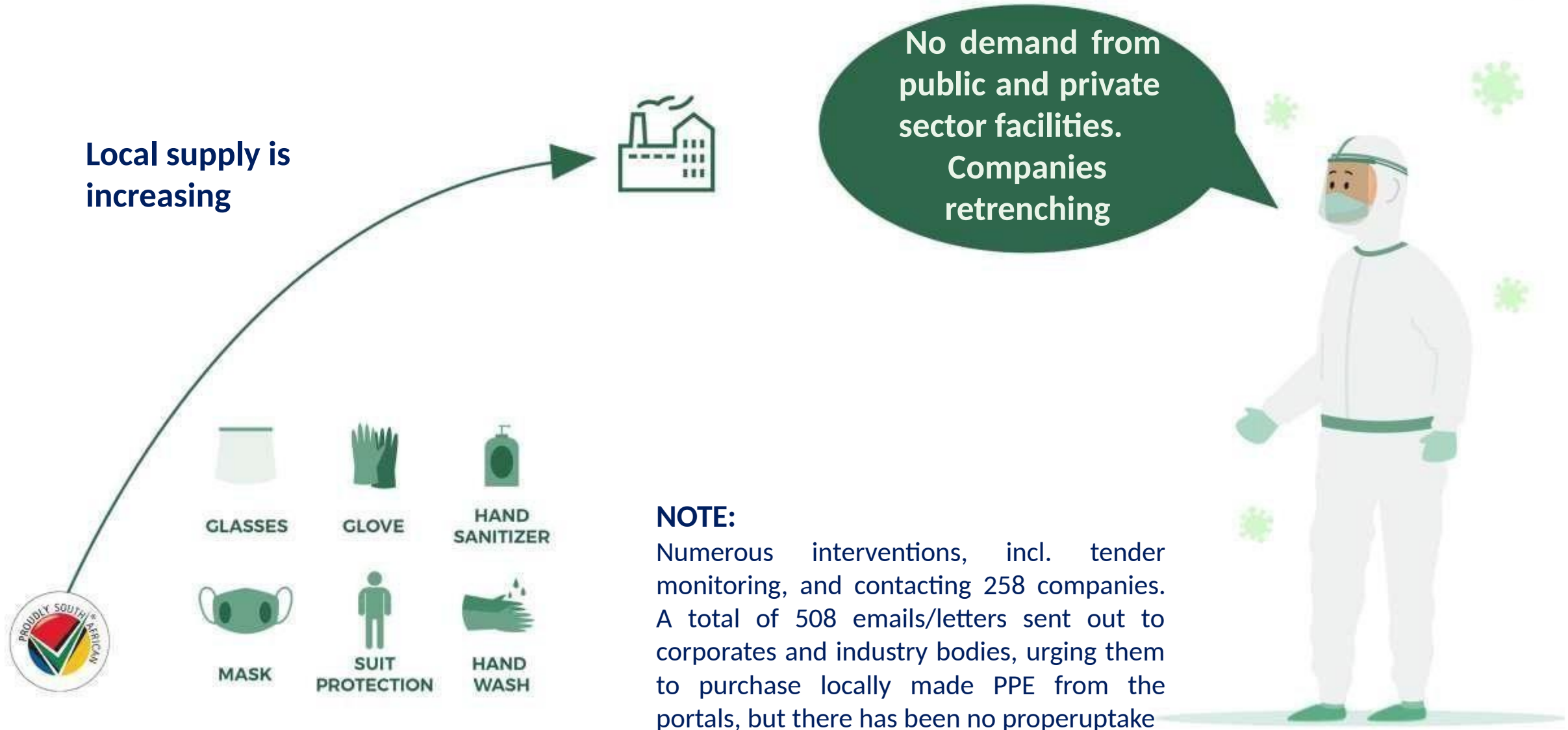

For more information and to register as a vendor, [CLICK HERE](#)

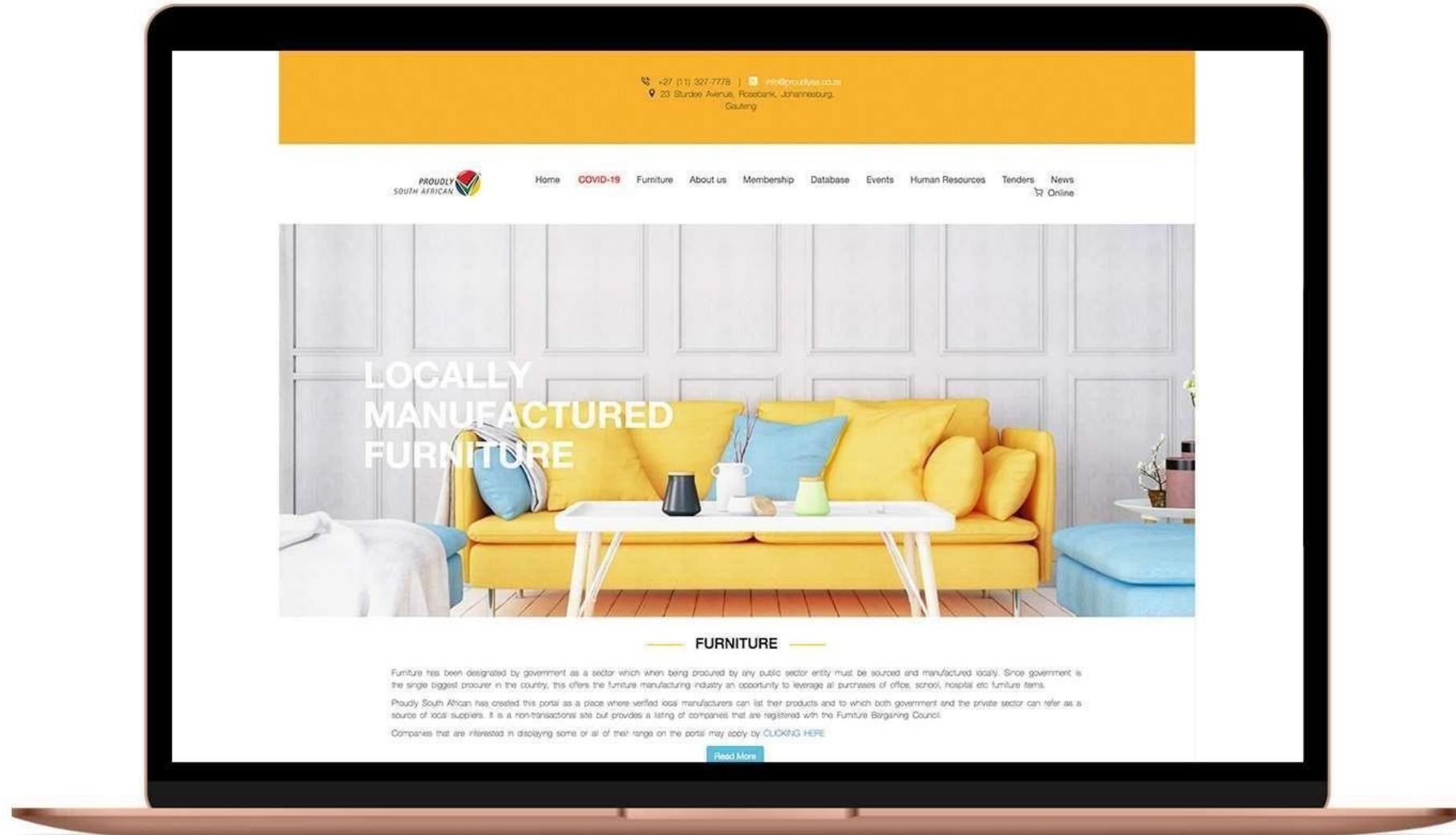


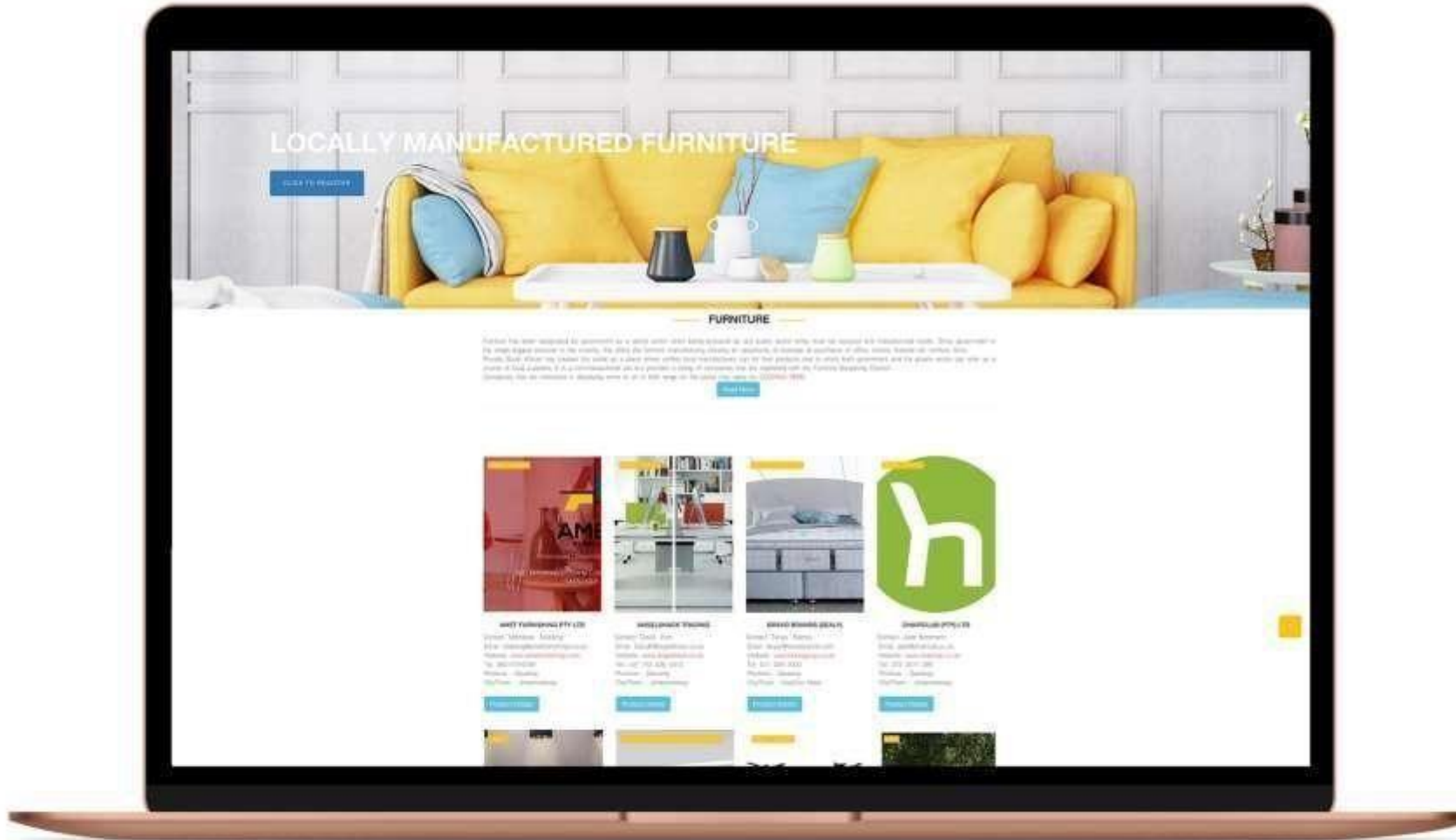


MAIN LESSON: DEMAND REQUIRED TO SUSTAIN SUPPLY, RELATED OPERATIONS

AND JOBS







Portal:

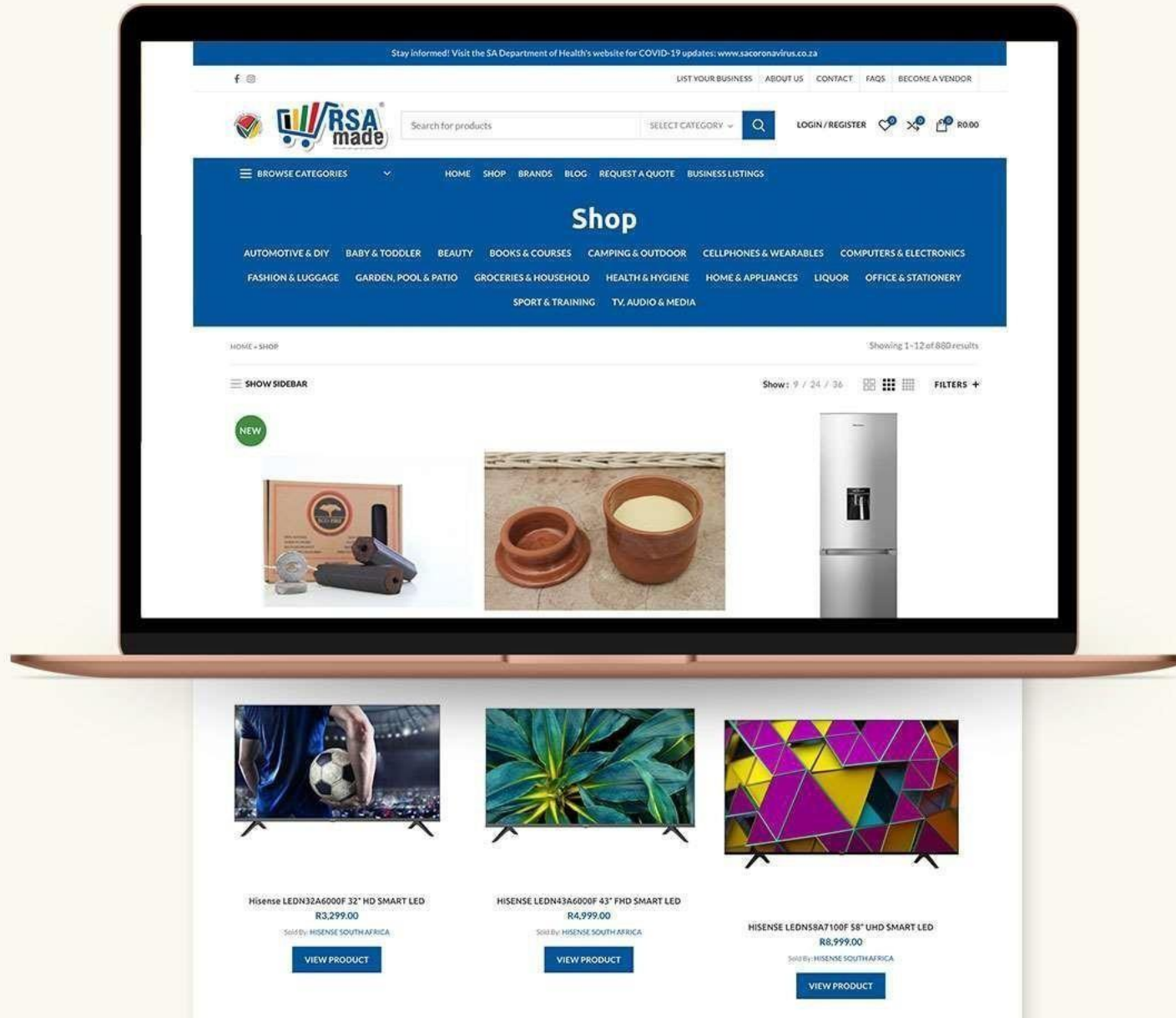
- A collaboration between Proudly SA and **the dtic**
- A database of local manufacturers of a full range of furniture items
- Non transactional
- Accessible to consumers, the public and most importantly, the private sector



FOCUS ON CONSUMER S

ONLINE SHOPPING:

www.rsamade.co.za



Be Proudly South African, buy local to create jobs.



Market access opportunity
for members

Free listing on site as a
member of Proudly
South African

Offer high quality(vetted
local products) to consumers

Retain jobs and possibly
create new jobs for these local
producers

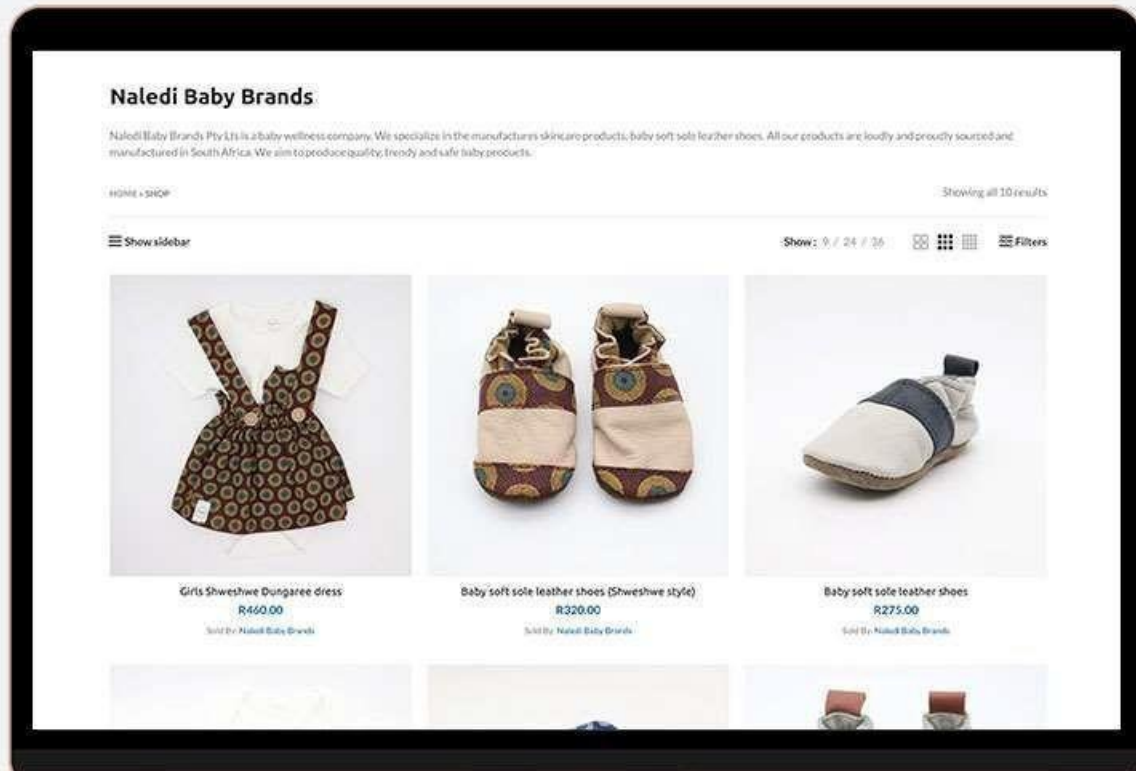
**BABY
CARE &
NURSER
Y**

**BABY
CLOTHIN
G**

**HEALTH &
SAFETY
EQUIPMEN
T**

**TRAVEL
&
PLAY**





Naledi Baby Brands

Naledi Baby Brands Pty Ltd is a baby wear company. We specialize in the manufacture of skin care products, baby soft sole leather shoes. All our products are locally and proudly sourced and manufactured in South Africa. We aim to produce quality, trendy and safe baby products.

HOME » SHOP

Showing all 10 results

Show sidebar

Show: 9 / 24 / 36



Filters



Girls Shweshwe Dungaree dress
R460.00

Sold By: Naledi Baby Brands



Baby soft sole leather shoes (Shweshwe style)
R320.00

Sold By: Naledi Baby Brands



Baby soft sole leather shoes
R275.00

Sold By: Naledi Baby Brands



Baby onesies
R200.00

Sold By: Naledi Baby Brands



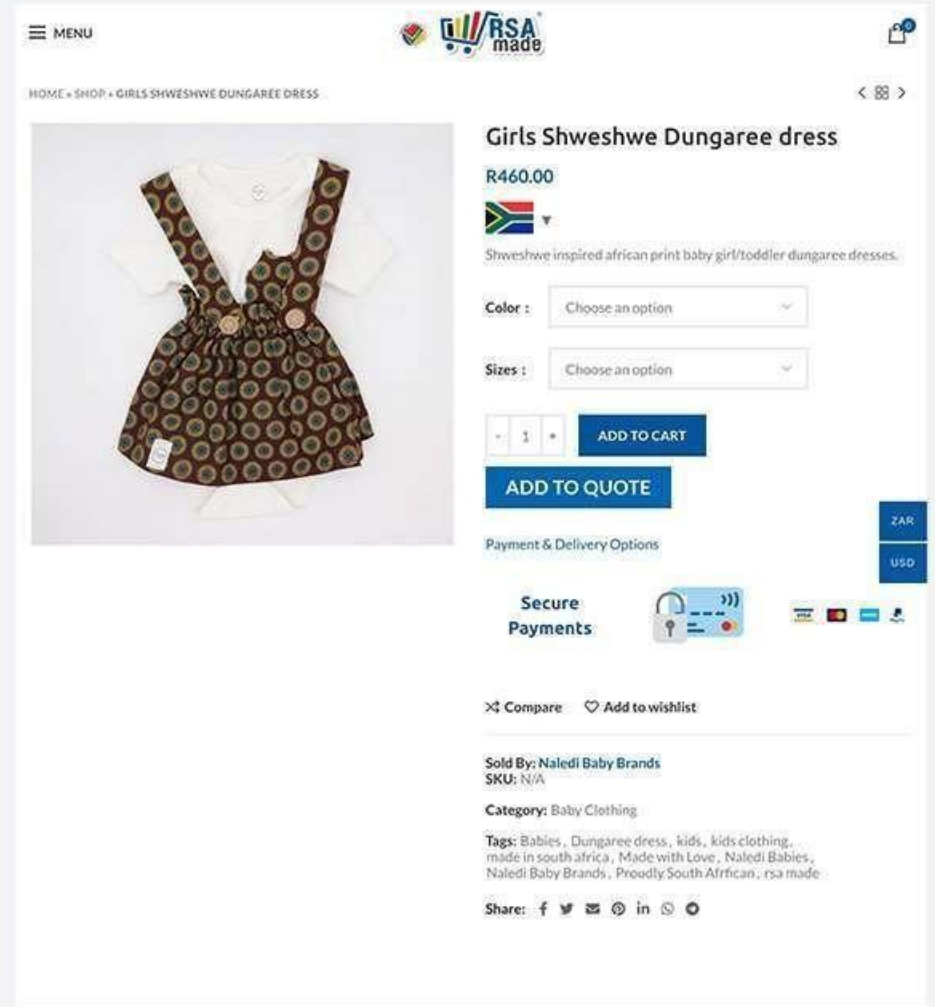
Kids sun hats
R200.00

Sold By: Naledi Baby Brands



Baby soft sole leather shoes (heart shape style)
R275.00

Sold By: Naledi Baby Brands



MENU



HOME » SHOP » GIRLS SHWESHWEE DUNGAREE DRESS

< >



Girls Shweshwe Dungaree dress

R460.00



Shweshwe inspired african print baby girl/toddler dungaree dresses.

Color : Choose an option

Sizes : Choose an option

1 ADD TO CART

ADD TO QUOTE

Payment & Delivery Options

Secure Payments



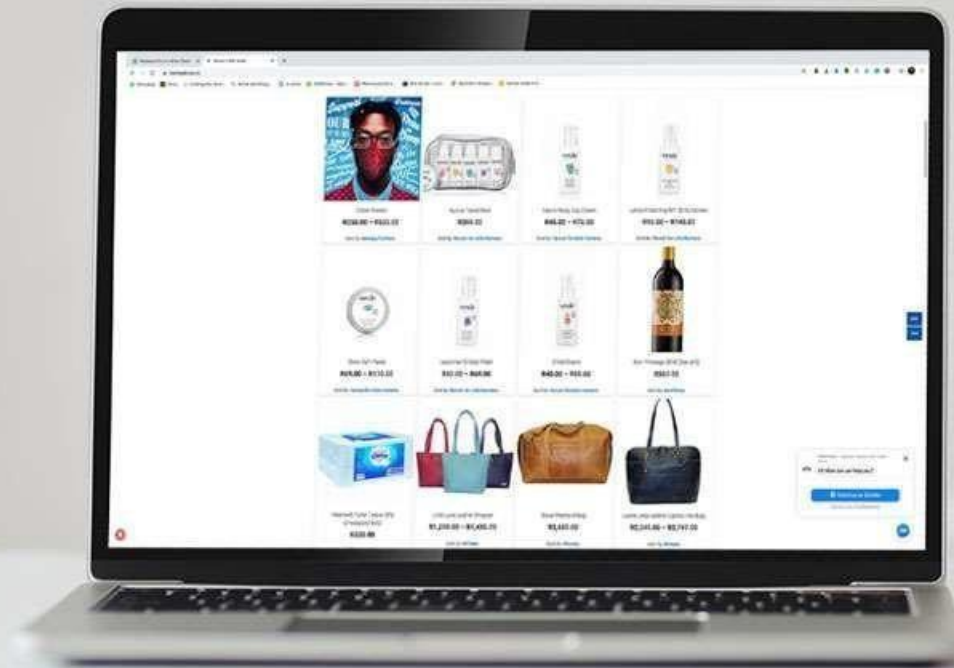
Compare Add to wishlist

Sold By: Naledi Baby Brands
SKU: N/A

Category: Baby Clothing

Tags: Babies, Dungaree dress, kids, kids clothing, made in south africa, Made with Love, Naledi Babies, Naledi Baby Brands, Proudly South African, rsa made

Share: f t e p in o



DUBAI 2020 EXPO SA VIRTUAL EXPO AND (RSA MADE) E-COMMERCE PLATFORM

CONSUMER EDUCATION DRIVE (Pre-Covid-19 era)



01

Mall
activations

02

Festival
activations

03

Online
competitions

04

Consumer
advertising

05

University
activations

06

Consumer
expos

07

Labour
Mobilisation

08

Sports
events

SECTOR SPECIFIC CONSUMER EDUCATION CAMPAIGNS



CTFL SECTOR POULTRY



EXACT

FIX

WE
AR
SOUTH AFRICA

SECTOR



HOSPITALITY SECTOR



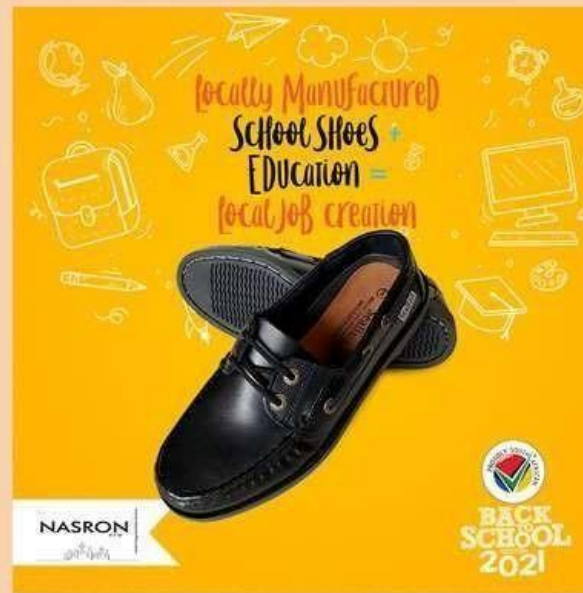
FESTIVE SEASON CAMPAIGNS (CONSUMER EDUCATION)



Festive Season



Back to school



Black Friday





**WEAR
LOCAL**
To Create Jobs!



GAME TIME ADVERT EXECUTION (ROLL-OUT OF GENERIC CAMPAIGN)

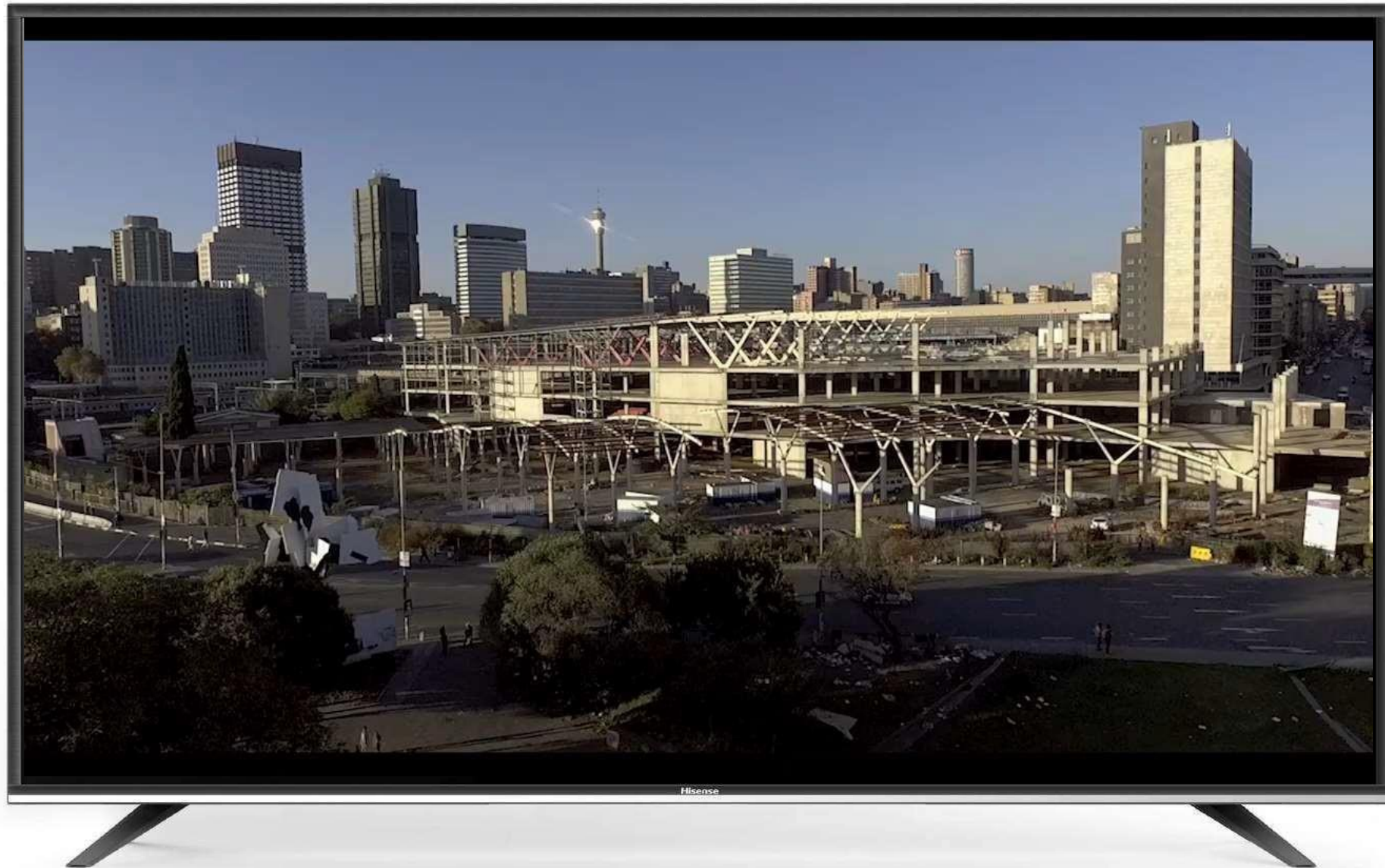


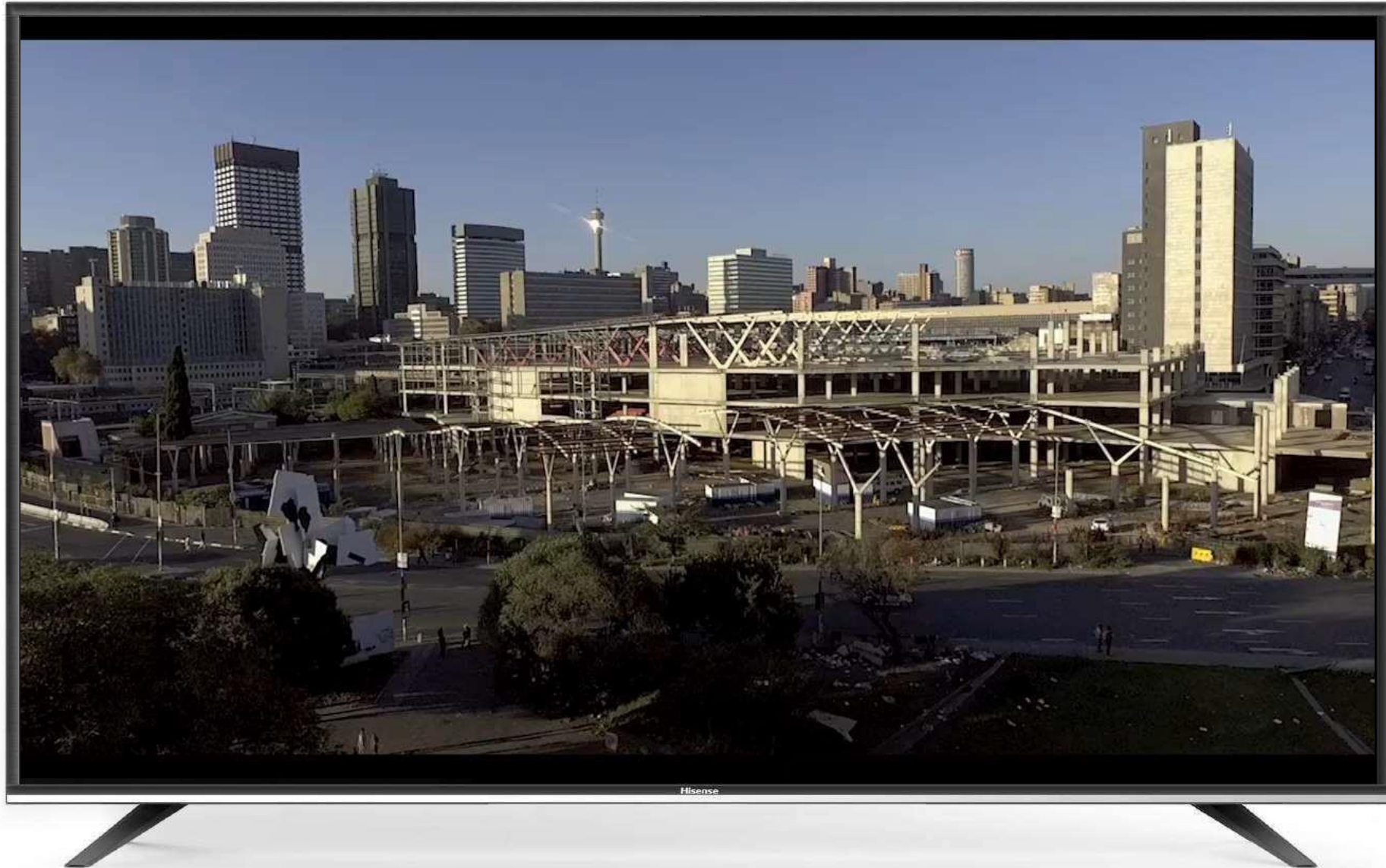
TV COMMERCIAL PARTNERS



ONLINE/ DIGITAL ROLLOUT











THE SECOND HALF IS IN YOUR HANDS,
MZANSI

THANK YOU



www.proudlysa.co.za | [@ProudlySA](https://www.facebook.com/ProudlySA) | 011 327 7778

info@proudlysa.co.za