



PROUDLY
SOUTH AFRICAN
BUY LOCAL
SUMMIT AND EXPO

14 - 16 MARCH 2022

virtual edition

RESET | REBUILD | RECOVER

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DAY 1 | 14 MARCH 2022



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SUMMIT PROGRAMME

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SUMMIT DAY 1 | 14 MARCH 2022

- 09h00 **Programme Director**
Fifi Peters, Anchor, CNBC Africa
- 09h05 **Welcome**
Adv Pria Hassan, Proudly SA Board Member
- 09h10 **Opening remarks and importance of localisation in advancing Small Businesses**
With an emphasis on small businesses and enterprise supplier development, this event supports the work of the Department of Small Business Development.

Hon. Stella Ndabeni Abrahams, Minister Department of Small Business Development
- 09h30 **Overview of Proudly South African's role within the SMME support eco system**
Eustace Mashimbye, CEO, Proudly SA

09h50

How SEZ's drive localisation, assist SMMEs and create jobs

A look at the importance of Special Economic Zones in promoting market entry and growth of small and medium sized businesses.

- **Lionel October**, Head: SEZ Unit, IDC
- **Thami Klassen**, Director: Regional Industrial Development, dtic
- **Kaashifah Beukes**, CEO Saldanha Bay IDZ
- **Charles Arendse**, Co Owner West Coast Corrosion Protection

Facilitator: Fifi Peters, Anchor, CNBC Africa

11h25

Launch of Gauteng Department of Economic Development (GDED)'s Local Content Framework

Parks Tau, MEC, Gauteng Department of Economic Development

11h50

Harnessing the power of the 4IR for job creation, localisation and growing SMME's

Does the Fourth Industrial Revolution pose a threat to job creation as traditional jobs disappear, or does the new tech economy offer opportunities for young entrepreneurs to innovate and create new career paths.

- **Annette Muller**, Founder, Flexy
- **Tshegofatso Dladla**, Founder RoboSTEAM Train
- **Miles Kubheka**, CEO Wakanda Food Accelerator
- **Steven Ambrose**, CEO, Atvance

Facilitator: Aki Anastasiou, Host of TechHub on eNCA

13h00

LUNCH BREAK

Insights into the automotive sector – In Partnership with Nissan SA

14h00

SAB SHARP – Championing Responsibility in SA

How SAB as a homegrown company is tackling heads on the local challenges of alcohol abuse

Barbara Copelovici, Director | Entrepreneurship, SAB SHARP

15h30

We are family and we mean business!

A lively panel discussion on starting and running a business together with family members from some local families that have created iconic brands.

- **Mosibudi Makgato** and **Rosemary Padi**, Co-owners, Ya Mama Gemmer
- **Bokang Montjane-Tshabalala** & **Siphiwe Tshabalala**, Co-Founders, SB Kids
- **Violet Kuwanda** and **Takura Chimbuya**, Co-Founders, Brothers Beard
- **Zothile** & **Dineo Langa**, Co Founders, Port of LNG
- **Malcolm Green**, Owner, LaRicmal Wine **Ricardo Green**, Owner, LaRicmal Wine
- **Vivian Kleynhans**, Co Founder, Seven Sisters Wines

Facilitator: Happy Ngidi, Chief Marketing Officer, Proudly SA

END OF DAY 1



DAY 2 | 15 MARCH 2022



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SUMMIT PROGRAMME

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SUMMIT DAY 2 | 15 MARCH 2022

- 09h00 **Programme Director**
Khaya Sithole, Khaya Sithole (CA (SA))
- 09h05 **Welcome**
Howard Gabriels, Chairman of Proudly SA Board
- 09h10 **Introduction of Honourable President Cyril Ramaphosa by Hon. Ebrahim Patel, Minister of Trade, Industry & Competition**
Address by the **President of the Republic of South Africa, Cyril Ramaphosa**

09h40

Localisation Commitments

A Proudly South African Initiative

Following the Presidential Jobs Summit in 2018, Proudly South African approached corporate South Africa calling for commitments to increasing levels of local procurement through their supply chains. Here we follow up on those commitments.

- **Dr Stavros Nicolaou**, Group Senior Executive, Strategic Trade, Aspen Pharmacare
- **Kholofelo Shaai**, Head of Supplier Development, Standard Bank
- **Tony da Fonseca**, CEO, OBC
- **Vusi Fele**, Chief Procurement Officer, Group Procurement, Absa
- **Sphe Vundla**, Brand Director, SAB Corporate
- **Graham Choice**, MD Merchandise Supply Chain, TFG
- **Kabelo Rabotho**, SAF Country Director, Nissan SA
- **Mike Mabasa**, CEO, NAAMSA
- **Dr Thomas Funke**, CEO, SA Canegrowers' Association
- **Gerhard Victor**, CEO, PG Bison

Facilitator: Eustace Mashimbye, CEO, Proudly SA

10h30 **The SA Furniture Sector – its importance to the local economy.**

With the participation of:

- Bravo Group
- PG Bison
- Angel Shack
- Homewood Manufacturing (PTY) LTD
- Amet Furnishing (PTY) LTD
- Jacoline S Designs
- Eco Furniture Design
- Real-Inte-Rea
- The Urbanative

11h00

Localisation: An economic imperative for job creation in South Africa?

A panel discussion unpacking the pros and cons of localisation as a trade policy.

- **Riefdah Ajam**, General Secretary, FEDUSA
- **Dr Stavros Nicolaou**, Group Senior Executive, Strategic Trade, Aspen Pharmacare
- **Trudi Makhaya**, Economist & Advisor to the President
- **Joanne Yawitch**, CEO – National Business Initiative
- **Stuart John Bartlett**, Manager, Regional Partnerships, The IDC
- **Thulani Tshefuta**, NEDLAC
- **Eustace Mashimbye**, CEO, Proudly SA

Facilitator: Leanne Manas, Anchor, Morning Live

12h40

How BEE can positively impact localisation

Zodwa Ntuli, Commissioner, B-BBEE Commission

13h00

LUNCH BREAK

The SA Furniture Sector – its importance to the local economy.

14h00

Furniture Design Competition brought to you by the dtic

15h50

Comedy – Trevor Gumbi

16h30

Mzansi : Are you wearing Local?

A panel of local designers discussing who is wearing whom both here and overseas.

- **Gavin Rajah**, Atelier
- **Hagwani Nengovhela**, Rubicon
- **Kealeboga Pule**, Founder, Nungu Diamonds
- **Sello Medupe**, Scalo Designs
- **Tania Macalagh**, Founder, Lesela
- **Sandy Rogers**, Koop Studio

Facilitator: Unathi Nkayi, Singer, TV producer and Media personality



EXPO PROGRAMME



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Workshop 1 – Practical solutions for business challenges | 10h00 – 11h00

10h00 Welcome & Opening
Rams Mabote

10h10 **Rene Rademeyer**, Senior Business Development Manager, **Harambee Youth Employment Accelerator**

Creating employment is at the heart of everything we do at Proudly South African, but finding staff is one of businesses' biggest challenges. Find out about different sources of skilled, semi-skilled or unskilled workers.

10h20 **Thula Mkhwanazi**, KZN Manager, **SEFA**

Whether you are financing your own business or looking for a start-up loan, financial support is imperative for the sustainability of your business. SEFA has a track record in working with entrepreneurs and can help.

Workshop 1 – Practical solutions for business challenges | 10h00 – 11h00

10h30 **Miles Kubheka** CEO, **Wakanda Food Accelerator**

Wakanda Accelerator Program & The importance of entrepreneurship in the food and food-tech space. Wakanda Food Accelerator is an entrepreneurial hub for food tech innovators driving disruptive solutions for the future of food in South Africa

10h40 **Nthonyana Kitsa**, Regional Manager, **Black Umbrellas**

Are you looking for an investor or are you looking for a business into which to invest? Black Umbrellas connect entrepreneurs and innovators and creates synergies in enterprise supplier development. Come and see what they can do for you.

11h00 **Facilitator: Rams Mabote**
Closing of session

Workshop 2 – Registration & Compliance/ IP | 11h30 – 12h30

11h30

Welcome & Opening
Rams Mabote

11h40

Amanda Lotheringen , Senior Manager: Copyright and Ip Enforcement, **Companies And Intellectual Property Commission (CIPC)**

A look at compliance issues and protecting intellectual property with the CIPC, legal rights, amongst other things.

12h00

Lindiwe Madonsela, Senior Manager: Education, Advocacy and Awareness
B BBEE commission

A look at the application of BEE codes and how they can have a positive impact on localisation

12h25

Facilitator: Rams Mabote
Closing of session

Workshop 3 – How to create a profitable business | 13h00 – 14h00

13h00

Welcome & Opening
Rams Mabote

13h05

Leigh Tobin, Founder & Director, **Alphabet Social**

You've established your business and it's up and running. So now what? Where will future growth come from? Alphabet Social's Leigh Tobin looks at ways to support small businesses and marketers with the tools to thrive in the digital era. She analyses two businesses and gives us tips and tricks on how to implement digital strategies successfully.

14h00

Facilitator: Rams Mabote
Closing of session

Workshop 4 – Coaching and Mentorship | 14h30 – 15h30

14h30

Welcome & Opening
Rams Mabote

14h40

Elelwane Pahlana, Certified Professional Coach and Managing Director, **Nyamukara Advisory Services (Pty) Ltd**

“Unlock your Greatness through Coaching”

Elelwane chats to us about the importance of nurturing, coaching and mentorship.

14h55

Mahlatse Tolamo, Ecosystem Enabler, **22 ON Sloane**

22 On Sloane is the largest startup campus in Africa. The campus offers disruptive startups and innovative SMEs a complete turnkey solution to scale, from the initial idea all the way to commercialisation, funding opportunities and access to markets. Its aim is to nurture the entrepreneurial mindset, ensure their sustainability, and explore development of new industries and contribute towards job creation in Africa.

Workshop 4 – Coaching and Mentorship | 14h30 – 15h30

15h10

Lolo Ndlovu, Founder & CEO, **The Sneaker Shack**

Sneaker Shack is a phenomenal local success story and a testament to passion and hard work. Learn some life and business lessons from one of South Africa's leading entrepreneurs.

15h30

Facilitator: Rams Mabote
Closing of session

Workshop 5 – Mental health in the workplace | 16h00 – 16h45

16h00 Welcome & Opening
Rams Mabote

16h05 **Tracy Feinstein**, Call Centre Manager, **SADAG**

Taking care of our own mental health and that of our employees and colleagues is imperative for maintaining a balanced work environment. Two years into a vastly transformed work landscape, how are we managing to cope with the ‘new normal’? SADAG’s Cassey Chambers speaks about warning signs and finding help when we need it.

16h40 **Facilitator: Rams Mabote**
Closing of session

END OF DAY 2



 **DAY 3 | 16 MARCH 2022**



EXPO PROGRAMME

08h30

Expo viewing and networking

10h00 – 16h00

Business Solutions Hub

- National Empowerment Fund (NEF)
- Industrial Development Corporation (IDC)
- South African Revenue Service (SARS)
- Office of the Tax Ombud
- Tshaya Mashabela Attorneys
- The Companies Tribunal
- RSA Made
- Department of Small Business Development (DSBD)
- Merseta
- Harambee
- Maximum Profit Recovery (MaxProf)
- CIPC
- Department of Trade and Industry (the dtic)
- South African Bureau of Standard (SABS)
- B-BBEE Commission
- Small Enterprise Development Agency (SEDA)

Closure

Jeannine van Straaten, Executive: Strategy, Stakeholder Relations & Legal, **Proudly South African**



END OF DAY 3

