



SAFI SEASONAL GREETINGS!

November/December 2016
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SOUTH AFRICAN FURNITURE INITIATIVE NEWSLETTER



SPECIAL INTEREST ARTICLES

Productivity SA

A GLIMPSE INTO 2017

Cape College Appreciation



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SAFI ANNOUNCEMENT



The South African Furniture Initiative would like to extend their appreciation to the industry for its support throughout the year.

NB: Please note that the South African Furniture Initiative **Shutdown period** is as follows: **23rd December 2016 – 3rd January 2017**

Wishing you all the best through the festivities, stay safe and act responsibly!

Compliments of the season!

The SAFI Team

COUNT SAFI IN!

The South African Furniture Initiative says no to violence against Women and Children not just during these **16 Days of Activism** but all year around! So **COUNT US IN**, as we partake through economically empowering our nation, educating and encouraging transformation within our male dominated industry.

SAFI encourages you to join the movement, and say no to violence against our women and children!



SAFI EVENTS

The Western Cape Manufacturing Indaba

On the **8 November 2016** the annual **Manufacturing Indaba Western Cape** which took place at the **Cape Town International Convention Centre** brought together the province's manufacturers and businesses, amongst them was SAFI represented by Chief Operating Office **Mrs. Bernadette Isaacs**.

"The Indaba looked to explore growth opportunities, find out

about the latest manufacturing incentives and trends, and provide a platform for networking and collaboration." – **Manufacturing Indaba**

The Indaba was centered on four panel discussions with SAFI attending two, namely **Panel Discussion 2:** The Effectiveness of Spatial Interventions for Industrial Development Including Special Economic Zones (SEZ) To Assist Businesses,

and **Panel Discussion 3:** Localisation & Skills Development.

The purpose of the panel discussions like all others, were to trigger an exchange of ideas and perspectives to establish possible opportunities and profitable directions which would benefit the industry.





16th Edition Design Mission Africa

The South African Furniture Initiative embarked on a partnership with **Ideas Designed Executed (IDE) Global** to introduce the **16th Edition Design Mission African Conference** to the South African furniture industry.

The conference took place at the **Sandton Convention Center, Johannesburg from November 17th - 18th 2016.**

The **16th Edition Design Mission Africa** – a **B2B summit** specializes in a diverse array of industry domains like; Investment, Hospitality, Infrastructure and Construction to name a few. These B2B summits

are the ultimate sales platforms - focused on bringing best-in-class buyers and sellers together in an exclusive and captivating environment to do business. All buyers and sellers are extensively pre-qualified and confirmed based on a diligent criterion as the ultimate decision maker for their division. **Moreover, the platform gives an opportunity to all participating vendors to conduct meetings worth months in just two days.** An interactive conference agenda, prescheduled face to face meetings and five-star networking

activities make up the critical mix of this unique event to ascertain the ideal podium to do business.

This year's edition featured over six hundred projects, a surplus of more than three thousand five hundred face to face meetings, with over two hundred buyers, one hundred and fifty sellers and twenty investors.

Missed out on it?

You could get more information on the event and IDE Global on <http://www.designmissionseries.com/dmseries/africa/>

“...the platform gives an opportunity to all participating vendors to conduct meetings worth months in just two days!”



SAFI PROGRAMMES

PRODUCTIVITY SA

With 2017 fast approaching, don't find yourself stuck with 2016 problems! Give your business a boost and sign up for the **Productivity SA Turnaround Solution Programme**. The Turnaround Solutions Programme identifies businesses that are in distress and institutes technical processes to enable the rescues of those business. The Programme is generally applied in companies, with +50 or more employees, facing the threat of large scale retrenchments – so if you feel your business simply

needs a push in the right direction in order for it to grow - visit <https://www.productivitysa.co.za/index.php/turnaround-solutions/about-us> for more information. But because it is the season of giving, we've got a gift for everyone! **The Workplace Challenge** which focuses on improving enterprise competitiveness through industrial clusters is a two year project which seeks to implement the basic principles of continuous improvement in existing establishments who aren't necessarily in distress but seek to further their

horizon. If this is an opportunity you'd be interested in, visit <https://www.productivitysa.co.za/index.php/workplace-challenge/improving-enterprise-competitiveness>





A GLIMPSE INTO 2017 FOR THE FURNITURE INDUSTRY:

Local Content Workshop: Furniture Designation

Date: 26 January 2017

As per the Preferential Procurement Regulations, 2011 pertaining to the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000) the Department of Trade & Industry(dti) has since designated a minimum threshold for furniture products for local production and content, below are the stipulated minimum threshold percentages for the different categories of furniture:

Category of Furniture	Stipulated minimum threshold
Office Furniture	85%
School Furniture	100%
Base and Mattress	90%

These three categories were designated in November 2012, and since its approval the department has seen a number of requests for exemption from the industry, thus implying that the set thresholds may not be the true reflections of capabilities in the local sector. The suspicion is also that the targeted beneficiaries (manufacturers) are not the ones participating in

the public sector procurement, resulting in a need to improve and tighten the monitoring of the process.

The dti has now proposed to review the thresholds with the objective to revise thresholds and identify gaps in the local industry, furthermore improving the participation of manufacturers in the tendering process and provision of locally manufactured furniture to government departments and state owned entities.

The Ideal output will be a comprehensive guide of what is available, and can be manufactured locally. This will assist the Department in advising procuring officers.

Against this background you are invited to participate in the workshop - location and times to be communicated soon.

Please confirm your attendance with Ms. Diedericks at GGDiedericks@thedti.gov.za or call **0123943209**

TAFADZWA NYANZUNDA
DIRECTOR: FORESTRY BASED INDUSTRIES



Intra Industry Trade Development Initiative

February 2017

The dti directorate for Leather & Footwear Industry together with South African Furniture Initiative (SAFI) has defined an **"Intra Industry Trade Development"** Initiative to promote the linkage of the SA Leather Industry with SA Furniture Industry aimed at beneficiation of South African

Leather and Exotic Leather resources in locally manufactured furniture.

A meeting and site visit will take place in **February 2017** to appraise the manufacturers in the furniture industry with the **Ostrich Leather** value chain and facilitate the development of trade relations to explore manufacturing of high value added **"Exotic Leather Furniture"**.

Background: The Ostrich Leather value chain is well established and the Klein Karoo Valley in Eastern Cape is the heart of the industry with two state-of-the art ostrich tanneries. **More than 65% of the world's ostriches are**

being found in South Africa and South Africa also accounts for 80% of ostrich products in the world. South Africa has a historic advantage because it started with ostrich farming in 1864. The natural conditions in South Africa are also ideal for ostrich production. About 75% are being produced in the Western and Southern Cape, 20% in the Eastern Cape and the rest in the other provinces of South Africa. The Ostrich value chain normally derives income from Leather, Meat & Feathers.

To participate in this two day initiative or if you simply have any queries please forward them to Bernadette@furniture.org.za

The DTI National Pavilion List



Trade and Investment South Africa participates in various selected trade fairs and exhibitions globally by means of National Pavilions.

Assistance is therefore provided to qualifying South African exporters to introduce South African products into foreign markets by participating in suitable foreign exhibitions in a cost effective manner.

For a list of the upcoming

pavilion, download the below pdf file, for more assistance you may visit https://www.thedti.gov.za/trade_investment/emia_national_pavilions.jsp



Adobe Acrobat Document

INDUSTRY ANNOUNCEMENTS:

The Riversands Incubation Hub

The Riversands Incubation Hub is a not-for-profit organisation that offers subsidized rentals (R48 per square metre) and business support services to assist small business growth.

Unlike a commercial lease, they offer entrepreneur-friendly terms – they don't require collateral, a long trading history or long lease terms (our leases are one-year with a 30 day cancellation period).

Riversands have spaces ranging from 50 square metres to 200 square metres and currently have about four

businesses in furniture manufacturing. As a large scale incubator (they have space for 150 small businesses on site), their mission is to see the South African economy grow with the addition of sustainable new businesses and to uplift the nearby township of Diepsloot by creating new jobs.

You are welcome to liaise directly with Ms. Victoria Williams should you wish to explore this opportunity further or have any further queries:

victoriaw@riversandsihub.co.za
Tel: 011 012 4617



College of Cape Town Appreciation!

Earlier in November the **College of Cape Town** approached SAFI for assistance in conducting an **upholstery survey** with regards to the extension of their training workshop.

SAFI launched the survey and here is what the College of Cape Town (CCT) had to say:

The outcome of the research was positive and detailed, which clarified the needs of

the industry, and provided CCT with a clear guideline of the specific training requirements that need to be covered and included in the planning phase of the focused areas of training for the new flagship of the CCT Furniture Making Workshop at the Thornton Campus.

The CCT will be offering training according to the survey outcome, for the upskilling of existing staff and

new intakes, and furthermore is confident that the quality of training set to address industry needs will lead to a better skilled workforce which will contribute to company's performances.

NB: The industry may also make use of their **FP&M SETA grant** to have their staff up skilled at the College of Cape Town. This will include Short Courses and Learnerships with limited

College training time frames.

For more information you may direct your queries to Ms. Mary Pearson at mpearson@cct.edu.za
Tel: 021 404 6775

The College of Cape Town and SAFI thanks the industry for their contribution to the progress of this initiative!

**COLLEGE OF
CAPE TOWN** 
Inspiring minds



South African
Furniture Initiative

WISHING YOU ALL THE BEST THIS FESTIVE
SEASON AND A PROSPERUS 2017!



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We're on the Web!

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