



South African  
Furniture Initiative

JUNE 2019 NEWSLETTER

## South African Furniture Initiative

Yes! Time has flown and we're almost at the end of the first quarter but here we are, still working hard to realise the vision of the South African Furniture Industry.

### Hot Take On The News

## Furniture Sector Forum 17 July 2019

The **South African Furniture Initiative (SAFI)** in partnership with **Proudly South African (PSA)** and the **Department of Trade Industries (dti)** sector desk, is bringing to you an interactive knowledge sharing platform aimed at improving market access to furniture manufacturers.

Join the local furniture industry experts and be part of the buy local and market access conversation to explore potential local market that are capable of taking the industry forward.



PROUDLY SOUTH AFRICAN 

# FURNITURE SECTOR FORUM

17 July 2019

**SAVE THE DATE**

 South African Furniture Initiative  the dti  
Department of Trade and Industry  
REPUBLIC OF SOUTH AFRICA

17 July 2019 | The Canvas, Riversands Fourways, Johannesburg, 8 Incubation Drive Riverside View Ext 15 | RSVP [phumzile@proudlysa.co.za](mailto:phumzile@proudlysa.co.za)

## Furniture Directory

A directory aimed at furniture procurement opportunities, by showcasing furniture manufactures' capabilities.



# CALL FOR INTEREST

ONLINE FURNITURE DIRECTORY

CONTACT:  
[SAFI.INFO@FURNITURE.ORG.ZA](mailto:SAFI.INFO@FURNITURE.ORG.ZA)

## Upcoming Events



The Hotel Show Africa 23 to 25 June 2019 [read more](#)



Manufacturing Indaba 25 to 26 June 2019 [read more](#)



Decorex Joburg 7 to 11 August 2019 [read more](#)



Real Estate Development Summit 25 to 26 July 2019. [read more](#)

## Future Production Technologies Convention

**FUTURE PRODUCTION TECHNOLOGIES CONVENTION**  
*The Fourth Industrial Revolution (Industry 4.0) will herald the transformation of entire systems of production, management and governance.*

Robotics . Artificial Intelligence . Nano Technology . Quantum Computing  
Biotechnology . The Internet of Things . 3D Printing . Autonomous Vehicles

31 July & 1 August 2019 ■ Cape Town - South Africa

Hosted by Production Technologies Association of South Africa

PISA

In association with

intimbi ntip

CONFERENCE & EXHIBITION

31 July & 1 August 2019 International Convention Centre, Cape Town.

For details visit [www.sbs.co.za/fptc2019](http://www.sbs.co.za/fptc2019)

## CTEX Career and Training Expo



10 & 11 July 2019 The Look- Out V&A Waterfront, Cape Town.

For more details visit <https://www.ctex.co.za/>

## Furniture Design Competition: Application closes 31 August 2019

The Department of Trade & Industry is running the annual furniture design competition open to **design students** registered in the South African Academic Institutions and to **local emerging and established furniture manufacturing companies**.

For entry forms, details, terms and conditions of the competition, please contact the dti on [www.thedti.gov.za/furnituredesigncompetition](http://www.thedti.gov.za/furnituredesigncompetition) | 012 394 1260/1128 | [FurnitureDesign@thedti.gov.za](mailto:FurnitureDesign@thedti.gov.za)

Entry Forms: [Student](#) | [Established Manufactures or Designers](#)

## SABS/TC 136 Furniture: Appointment of Chairperson

Congratulations are in order to Mr Max Frehse who has been appointed to chair SABS/TC 136: Furniture for the period of three (3) years.

## Export Interventions

### Export Development Training

The South African Furniture Initiative is committed to facilitating trade promotion activities through regional export development programmes. The programme provides exporters with support, access to existing funding, export workshops and training that will improve trade management knowledge.

SAFI would like to encourage established Furniture Manufacturers with exciting and unique products working with sales and export related tasks to take on this opportunity and participate in the Export Advancement Training programmes.

For more information please visit

<http://www.wesgro.co.za/trade>

<http://www.exportkzn.co.za/index.php>

<http://www.ggda.co.za/investment/guide-to-exports>

### EMIA Funded Trade Missions

The Export Marketing and Investment Assistance (EMIA) scheme develops export markets for South African products and services and to recruit new foreign direct investment into the country.

#### Identified Furniture Sector focused Missions:

Nigeria: 18 -21 September 2019  
2019

Singapore: 15 - 17 October

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Kenya: 03 - 06 November 2019  
2019

Egypt: 02 - 06 December

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For more information please visit

<https://www.thedti.gov.za>

Allison Christian: 012 394 1028 [AChristian@trthedti.gov.za](mailto:AChristian@trthedti.gov.za)

Corne du Plessis: 012 394 1020 [CduPlesses@thedti.gov.za](mailto:CduPlesses@thedti.gov.za)

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## Trade and Investment Portal

Looking for a simple and efficient way to access trade and investment opportunities both national and international? Visit the Trade and Investment Portal, created to bring awareness of investment opportunities as well as possible trade or sub-contracting possibilities [read more](#)

**Let's Recap**

## Furniture Design Competition 2018 Winners Announced

The winners of the Department of Trade and Industry annual Furniture Design Competition was announced at the Proudly South African Buy Local Summit and Expo in Johannesburg on 12 March 2019.

[read more](#)



*SAFI Chairman Mr Penwell Lunga and the dti Group COO Ms Jodi Schotz at the Buy Local Summit 2019*

## **Proudly South African Buy Local Summit & Expo 2019**

SAFI exhibited at the Proudly SA Buy Local Summit & Expo in collaboration with local Office Furniture Manufacturers to showcase their products, capabilities and engage with corporates and public sector buyers.[read more](#)



*SAFI stand at the Buy Local Expo showcasing Local Office Furniture*



*SAFI stand at the Buy Local Expo showing Local Office Furniture*

The furniture industry's institutional support was demonstrated through initiatives like the enforcement of local furniture procurement, where on 13th March 2019 at the Proudly South African Buy Local Summit, Proudly South African (PSA) with SAFI signed a pledge on the commitment of procuring locally.



*SAFI COO Mrs Bernadette Isaacs signing the commitment pledge at the Buy Local Summit*



## Proudly South African shining the spotlight on the furniture industry

Proudly SA chief executive Eustace Mashimbye, shines the spotlight on the Furniture Industry in his article with the Business Report where he highlights partnership between SAFI, the dti sector desk and Proudly SA to facilitate corporate procurement-manufacturer engagements directed at cultivating local procurement of Office Furniture opportunities to translate the Presidential Job Summit 2018 Corporate commitments made into tangible orders. [read more](#)

## EMIA Outward Trade and Investment Mission (OTIM) to Uganda

South African companies in the furniture, agro-processing, capital equipment, and energy sectors attended the Outward Trade and Investment Mission (OTIM) to Uganda organised by the Department of Trade and Industry (dti).

The mission is part of the Market Access Strategy for the South African Furniture Industry, which is premised to increase domestic market share off the 2015 base and furniture exports at a compounded annual growth rate of at least 10% per annum through to 2020.

During the short stay in the city of Kampala, SAFI representative met with furniture manufacturers, distributors as well as local furniture association representatives to create a two-way trade and investment to benefit both the South African Furniture Industry as well Ugandan partners. [read more](#)



*Byron Donaldson from Reboni Furniture Manufacturing presenting on the trade and investment opportunities in SA's furniture industry*



*Mr Fortune Tshigo from SAFI shaking hands with Uganda business people*

