



# South African Furniture Initiative

South African Furniture Initiative Digital Newsletter June 2022

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Source: Collaboration between Houtlander, Mash T design Studio (Thabisa Mjo ) and master weavers in KZN

# MESSAGE FROM THE MANAGING DIRECTOR

With lockdown and the state of emergency behind us, for now at least, the furniture industry is emerging by pivoting to physical events like the recent Decorex Cape Town and the Manufacturing Indaba, with more events coming in the second half of the year. However, the sector remains vulnerable, and as a collective we must collaborate to work towards the common goal for growth and job creation along the value chain.

Despite the current woes Eskom is piling on us, we at SAFI truly believe that the furniture industry can make a positive contribution through the recently adopted Furniture Industry Master Plan (FIMP).

In this edition of the SAFI Newsletter you can read about the ample opportunities in exporting to the rest of the world and how to do it, keep up to date on our partners Decorex, Trade Forward and the Manufacturing Indaba as well as product news from PG Bison.

Please stay safe, take care and most of all, keep on buying and supporting local.

Best wishes,

Bernadette Isaacs  
Managing Director

*Bernadette Isaacs*

## List your business on the SAFI Furniture Directory

In our continuous endeavour to support the industry, the SAFI Furniture Directory was established to showcase local South African furniture for domestic and international buyers.

The pilot service is provided by SAFI for free to all registered members of a regional Furniture Manufacturing Bargaining Council as part of our objective to create an opportunity for complaint companies to list their businesses and products online to ensure exposure to prospective buyers.

To list your business is easy, and a six-step guide is available here: <https://safidirect.co.za/index.php/guide/create>



# DECOREX CAPE TOWN A SUCCESS



Turning out in full force to welcome the return of Decorex Cape Town after a three-year break, a significant crowd of VIP guests, including guest speaker Alderman James Vos, the Mayoral Committee Member for Economic Growth for the City of Cape Town, gathered for the official opening of the Mother's City's leading decor and design trade show on the evening of the 16th of June 2022. The evening was crowned with the announcement of several new industry awards, in keeping with the show's reimagined approach.

The Decorex Cape Town 2022 awards celebrate the designers and businesses that are reimagining the future of the industry. These awards promote the appreciation of excellence by paying tribute to the stands, products, services and people that are driving innovation.

The judging process was facilitated by Sisipho Graham of House and Leisure and the panel of independent judges included Laurence Brick, Managing Director of award-winning agency Platform Creative, respected interior designer Liam Mooney, Johanna VDM-Brouwer, owner and creative lead at The Sourcing Lab and Anja Joubert, the Trend Director at Superbalist.com.

The judges recognised excellence in the following new award categories namely; Build, Kitchen, Reimagination, Collaboration, New Talent, Sustainability Designer of the Year and Best Stand.

The **DESIGNER OF THE YEAR** award goes to the designer who has consistently produced outstanding, original and impactful work. This designer understands the demands and culture of our time and is designing for now, next and when we are gone.

The winner was Thabisa Mjo. She is the only South African designer to have had pieces included in the permanent collection of the Museum of Design in Paris, and she is consistently one of the largest exporters of South African design through the Nando's Portal to Africa, facilitated by Clout/S.A. Very recently, in mid-June 2022, the renowned Pompidou Centre in Paris acquired Mjo's Hlabisa Bench, a collaboration between the designer, Houtlander, and master weaver, Beauty Ngxongo.

For more information on the winner, please go to: <https://www.decorex.co.za/global/en-gb/journal/BestofdesignawardedatDecorexCapeTown.html>

- Decorex Johannesburg will take place from 28 to 31 July 2022 at the Sandton Convention Centre.

**DECOREX**  
AFRICA  
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the dtic

Department:  
Trade, Industry and Competition  
REPUBLIC OF SOUTH AFRICA



The Deputy Minister of Trade, Industry and Competition Ms Nomalungelo Gina, recently applauded the sector-specific Master Plans that are paying dividends in regard to job creation, economic transformation, localisation and sustaining jobs. Ms Gina described the Master Plans as key pillars of re-industrialising the South African economy, saying government was impressed that there weren't any stakeholders in all economic sectors that weren't committed to the re-industrialisation agenda, hence the tangible progress and achievements registered in the implementation of the plans.

As one of its key drivers, the South African Furniture Initiative has worked extensively on the Furniture Industry Master Plan (FIMP) over the past three years to establish a framework to boost local jobs and develop local value chains, amongst others.

According to Ms Gina, industry Master Plans have been developed in five more sectors, namely Automotive, Clothing, Textile, Footwear and Leather (CTFL), Sugar, Poultry, Steel and Metal Fabrication. Together these industries account for 6% of South Africa's Gross Domestic Product (GDP), 25% of exports and employ nearly 700 000 workers.

"The master plans are a social compact with each sector of society – Business, Government and Organised Labour – working towards improving their industrial capacities and sophistication, focusing more on export orientation, skills development, greening the economy and reclaiming domestic market space lost to imports," Ms Gina said in a statement.

# GOVERNMENT APPLAUDS INDUSTRY MASTER PLANS

# MANUFACTURING INDABA EMPOWERS MEMBERS



## manufacturing indaba



The 9th Manufacturing Indaba took place recently and continued to empower members of sub-Saharan Africa's manufacturing community to remain competitive on a global front. The two-day event provided a platform to engage and discuss the latest global and local manufacturing trends such as the latest technologies including robotics, additive manufacturing, energy efficiency, cybersecurity and industrial automation.

During the conference, one of the panel discussions on "Growing Industrial Development Zones and SEZ's" looked into the role of SEZs (Special Economic Zones) in the country's post-pandemic recovery where Coega Development Corporation's Vuyokazi Gwabeni told delegates that the world was now moving towards a more environmentally conscious and sustainable approach and SEZs must align to this as well. "A shift to a digital economy, with infrastructure that is sustainable and environmentally conscious will be needed to ensure a resilient industry," she said.

According to Lionel October, Industrial Development Corporation (IDC) head of SEZs, National Treasury must overcome fiscal conservatism and provide further finance for infrastructure.

As an Endorsing Partner, SAFI supports the ideals of the Manufacturing Indaba including the cultivation of a skilled workforce, discussions to pave the way for a more equitable, competitive and successful manufacturing industry and acquiring insight into what incentives are available to better empower local business.

It's  
PG Bison.



## PG BISON ANNOUNCES NEW OFFERINGS AND A NEW SALES EXECUTIVE

PG Bison announced the acceleration of its white BisonLam offering by launching the new Picco White Strata finish, which is designed to offer a more modern, whiter matt finish than the previous Super White in Peen. Selling at the same price as the Super White in Peen, customers will now get a superior finish and product with the new Picco White Strata poised to set the bar for white-board manufacturing. For more information:

<https://pgbison.co.za/media/1082/download>

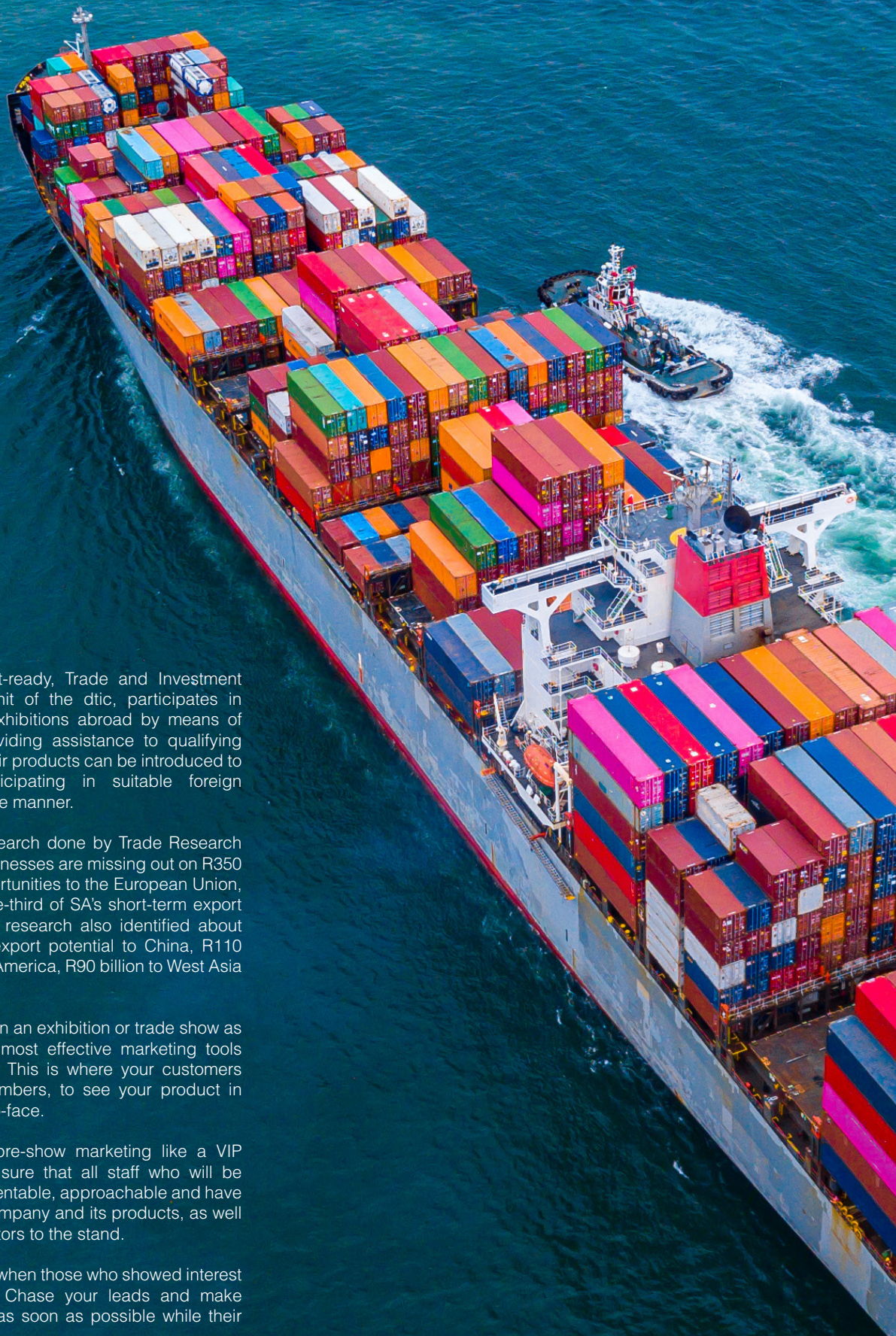
They also welcomed its new Sales Executive, Christo Bester, to the team. Christo has a 20-year track record in the retail and building material industries, including wood-based panel and retail industries, and has led successful and profitable business units across multiple brands.

"It is an absolute privilege to join PG Bison – a Proudly South African company that has been serving South Africa successfully for many years," Bester said in a statement. "I am truly looking forward to building mutually beneficial relationships with our valued customers and stakeholders by doing things with integrity and honesty, and always with respect."

According to PG Bison CEO, Gerhard Victor, Bester has an exemplary record of leading highly successful and profitable business units across multiple retail brands making him the perfect candidate to take this role to the next level.

"In the last 10 years, he has served on the Exco of one of the country's leading building material and hardware retail brands. I have no doubt his strong retail and financial acumen and skills in strategic planning, sales and operational management will help PG Bison and our customers go from strength to strength."

# EXPORT OPPORTUNITIES – THIS IS HOW



If your company is export-ready, Trade and Investment South Africa, a special unit of the dtic, participates in selected trade fairs and exhibitions abroad by means of National Pavilions. By providing assistance to qualifying South African exporters, their products can be introduced to foreign markets by participating in suitable foreign exhibitions in a cost-effective manner.

According to the latest research done by Trade Research Advisory, South African businesses are missing out on R350 billion a year in export opportunities to the European Union, which represents about one-third of SA's short-term export potential to the world. The research also identified about R220 billion of untapped export potential to China, R110 billion to North and Central America, R90 billion to West Asia and R15 billion to Africa.

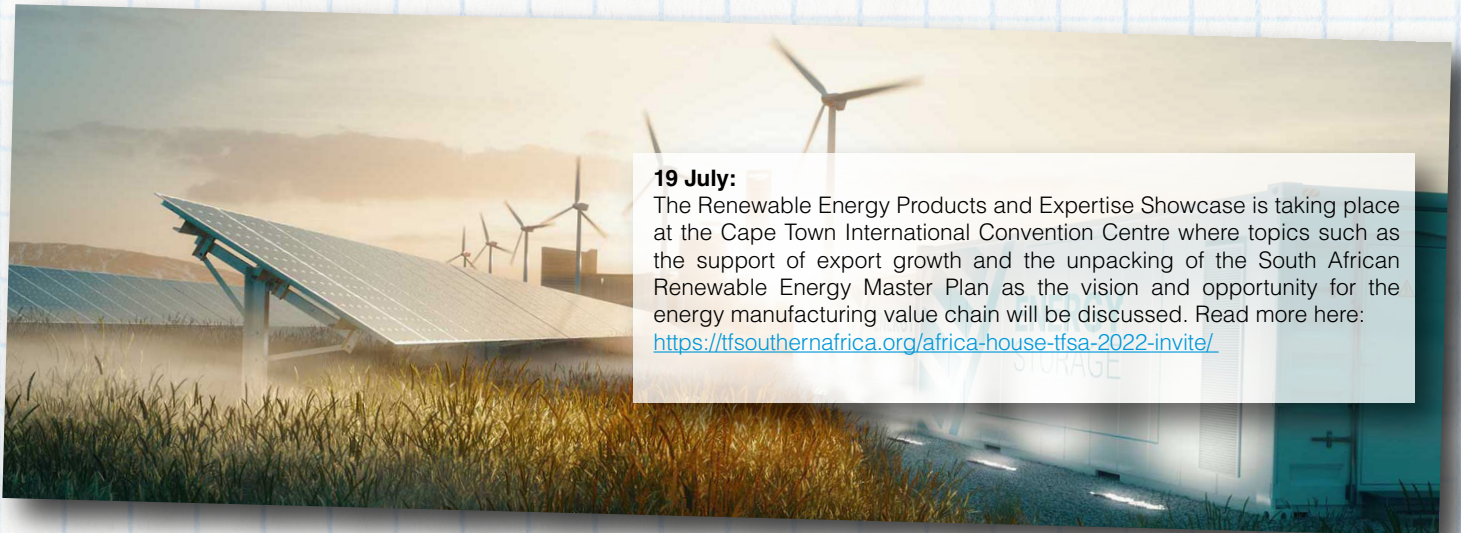
It is essential to participate in an exhibition or trade show as they can be some of the most effective marketing tools available to your business. This is where your customers come to YOU, in large numbers, to see your product in action and meet you face-to-face.

Some guidelines include pre-show marketing like a VIP Visitor Campaign, making sure that all staff who will be manning the stand are presentable, approachable and have a wide knowledge of the company and its products, as well as keeping record of all visitors to the stand.

Many opportunities are lost when those who showed interest are not followed up with. Chase your leads and make appointments with visitors as soon as possible while their memories are still fresh.

For more information go to <http://www.thedtic.gov.za/exhibiting/>

# EVENTS TO DIARISE



## 19 July:

The Renewable Energy Products and Expertise Showcase is taking place at the Cape Town International Convention Centre where topics such as the support of export growth and the unpacking of the South African Renewable Energy Master Plan as the vision and opportunity for the energy manufacturing value chain will be discussed. Read more here:

<https://tfsouthernafrica.org/africa-house-tfsa-2022-invite/>



## 28-31 July

Decorex is finally back as a physical event and will take place at the Sandton Convention Centre when Decorex JHB and 100% Design bring Africa's pre-eminent design and décor event to Johannesburg. Read more here: <https://www.decorex.co.za>

# DECOREX

## AFRICA

REIMAGINED

## 22-25 September

100% Design South Africa is an annual international event for showcasing classic and contemporary furniture to ceramics and textiles at the Gallagher Convention Centre in Midrand.







South African  
Furniture Initiative



[www.furnitureza.org.za](http://www.furnitureza.org.za)

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