



# South African Furniture Initiative

March 2024

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According to the acting Managing Director, Greg Boule, the Board of Directors recently underscored the importance of an organisation supporting the stakeholders of the furniture manufacturing and design industry during its Board meeting.

“By adding new functionalities to the website, we as a Board of Directors, believe the contributions made by SAFI to inform and support the members and stakeholders of the industry will make a significant difference to create more job opportunities as well as provide local procurement tender opportunities,” Boule said.

The newly launched website now includes an Employment Portal, which includes industry-specific talent acquisition, centralised job opportunities, targeted job matching, supporting career development and streamlining the recruitment process, amongst others.

The upgraded Business Directory will now be able to enhance and emphasise its role in connecting businesses, fostering collaboration and amplifying the visibility and brand awareness within the industry. Members will now be able to create a comprehensive profile and be able to do advanced search and filtering to find businesses on specific criteria like location, services and product offering.

According to Boule, membership and associated membership are now expanded to include furniture manufacturers, raw material and asset suppliers, designers and service providers, as well as any other stakeholder in the furniture manufacturing sector.

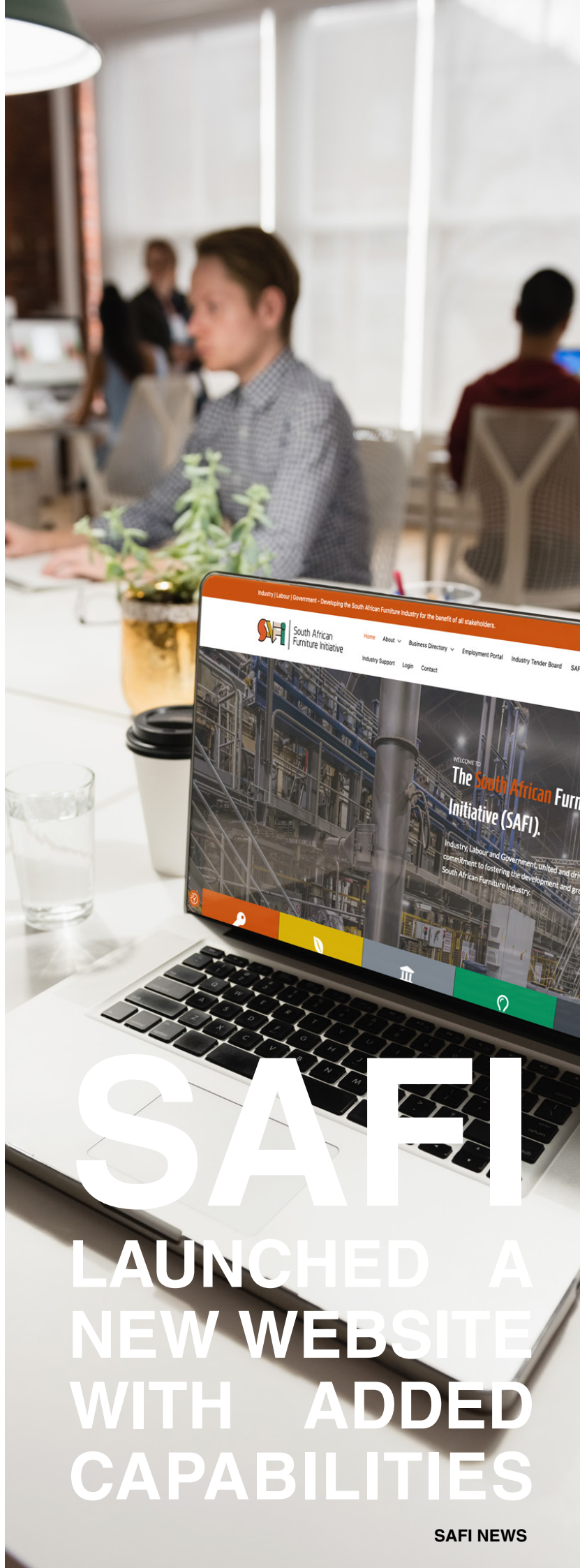
The Tender Bulletin is a comprehensive resource that consolidates and presents all available government tenders in a centralised platform and showcases the opportunities in government procurement.

“We believe that, for the first time, our members will be able to have access to government tenders from various departments and agencies at a single, easy-to-navigate platform,” Boule said.

Industry Support sets out financial solutions and non-financial solutions available to qualifying businesses and the training section includes training material for the available occupational qualifications and other relevant information.

To register as a Member or Associate Member, or just view the website, please go to:

[www.southafricanfurnitureinitiative.co.za](http://www.southafricanfurnitureinitiative.co.za)



# SAFI LAUNCHED A NEW WEBSITE WITH ADDED CAPABILITIES

# MEMBERSHIP MODEL



**ASSOCIATE MEMBERS**


Includes all the vital industry Suppliers and Service Providers.

**Membership Application Eligibility**

<ul style="list-style-type: none"><li>▪ Associations</li><li>▪ Designers</li><li>▪ Interior Decorators</li><li>▪ Fixed Asset Suppliers</li></ul>	<ul style="list-style-type: none"><li>▪ Raw Material Providers</li><li>▪ Retailers</li><li>▪ Service Providers</li><li>▪ Other Stakeholders</li></ul>
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**Associate Membership Application**

... Membership Plans Available ...



**MEMBERS**

This member type includes all local Furniture Manufacturers.

**Membership Application Eligibility**

Membership is available to any South African Furniture Manufacturing Business that is registered with a furniture manufacturing Bargaining Council.\*

**Membership Application**

\* Confirmation of Registration from a Bargaining Council is required.

**FREE Membership**

As part of the newly developed website of SAFI, much more focus will be directed at the membership model as part of the drive to provide members with information and tools that will add value to their businesses.

SAFI membership offers access to all our resources, including the employment portal, tender listing, the business directory as well as industry support like financial solutions, non-financial solutions and training material.

As a SAFI member, you will be able to amplify your voice within the furniture industry through SAFI's collective representation and have access to networking opportunities through exclusive events, seminars and other sessions to connect with industry peers and influencers.

Added to these benefits are our advocacy efforts to ensure your interests are represented in industry-related policies, combined with our sustained knowledge sharing platforms to provide industry trends, market insights and best practices.

Additionally, members will be included in the Business Directory, have access to the employment portal and be able to participate

in collaborative initiatives, Government Initiatives and inclusive community building like events and webinars.

To register as a member, the manufacturer must be registered with the applicable Furniture Manufacturing Industry Bargaining Council

There is also an associate membership opportunity for businesses that supply raw materials and other assets to the furniture manufacturing industry, or provide services to it, retailers or other parties that have an interest in the industry.

Some of the benefits for associate members include exclusive communication regarding the furniture industry, invitations to various events, workshops and webinars, and be able to advertise product or services being offered through the SAFI Furniture Directory, as well as have access to job seekers and receive weekly tender updates.

To become a member, please follow this link and complete the digital application form:

<https://www.southafricanfurnitureinitiative.co.za/membership-manufacturer/>

# CAREERPORTAL

## **SAFI employment portal a dynamic platform**

A major capability of the recently launched website of SAFI is the adding of an Employment Portal that is much more than a recruitment tool but will serve as a dynamic platform facilitating seamless connections between job seekers and industry-leading employers within the South African furniture industry.

Through a user-friendly interface, job seekers can explore a wide range of career opportunities tailored to their skills and aspirations, while also accessing valuable resources to enhance their job searches. On the other hand, employers benefit from targeted exposure to a pool of qualified candidates, experienced within the industry, enabling them to efficiently fill their job vacancies with the best-suited talent. With advanced search and filtering options, as well as robust applicant tracking tools, the portal simplifies the recruitment process for both parties.

Job seekers have the option of establishing a profile, upload their CV, and maximise their visibility to industry members seeking specific skills or looking to fill vacancies. Additionally, they can browse through the portal's current opportunities.

SAFI Members have access to the employment portal, where they list any available positions or requirements.

In essence, SAFI's Employment Portal transcends traditional job boards, offering a holistic platform that goes beyond recruitment. It is a dynamic ecosystem where employers and job seekers converge, creating synergies that drive the South African furniture industry forward. By unlocking the full potential of this platform, businesses and professionals alike can navigate the job market with confidence, knowing that they are part of a community dedicated to success, innovation, job creation and mutual growth.

To explore the employment portal, go here: <https://www.southafricanfurnitureinitiative.co.za/job-portal/>

### **Side case 1:**

#### Bridging the Talent Gap

- Access to a specialised talent pool.
- Efficient and targeted recruitment.
- Visibility and brand exposure.
- Interactive job posting and application tracking.
- Industry networking opportunities.

### **Side case 2:**

#### Navigating Career Success:

- Access to industry-specific opportunities.
- Simplified application process.
- Professional development resources.
- Visibility to reputable employers.
- Community engagement and collaborations.







SAFI stands as an advocate for local content specifications within government tenders, championing the interests of South African manufacturers. With a steadfast commitment to promoting domestic industry growth and sustainability, SAFI plays a pivotal role in influencing procurement policies to prioritise locally produced goods.

By advocating for the inclusion of local content requirements in government tenders, SAFI ensures that South African manufacturers have fair access to government contracts, fostering economic development and job creation within the sector. Moreover, SAFI actively engages with policymakers and stakeholders to raise awareness of the importance of supporting local businesses and strengthening the country's industrial base. Through strategic partnerships and advocacy efforts, SAFI amplifies the voice of local furniture manufacturers, advocating for policies that promote economic empowerment and self-reliance.

By emphasising the significance of sourcing locally made products, SAFI contributes to building a resilient and competitive manufacturing sector, driving sustainable growth and prosperity in South Africa.

Securing government tenders can be a game-changer for businesses seeking growth and expansion. SAFI's Tender Bulletin serves as a comprehensive platform that aggregates and presents all available government tenders in the industry in one central location.

#### **Side case**

- Aggregated tenders: a centralised hub of opportunities
- Advance search and filtering: precision in tender pursuit
- Real-time updates: staying ahead of the curve





# HOTEL & HOSPITALITY EXPO AFRICAN AND SAITEX

## **SAFI a strategic partner of both the Hotel & Hospitality Expo African and SAITEX**

SAFI is a proud strategic partner of the 7th annual Hotel & Hospitality Expo Africa which will be taking place at the Sandton Convention Centre from 11-13 June 2024. Titled "Redefining Hospitality: Trends, Technologies and Opportunities," this year's Expo will focus on transformative action and the innovations, conversations and changes needed to redefine hospitality on the continent.

Some of the key themes to be discussed this year include exploring the churning landscape of hospitality in Africa, unlocking opportunities for city destination marketing in Southern Africa, the possibility of sustainability and luxury to co-exist, how a balance between embracing AI and safeguarding your guests' privacy and data can be obtained, as well as streamlining supply chain optimisation.

With more than 100 top-tier global exhibitors, you don't want to miss this opportunity to immerse yourself in a vibrant collaborative environment, make connections with industry leaders and be among the first to experience ground-breaking new trends.

Here's why you should attend: You can network like a pro by connecting with industry leaders and fellow hospitality visionaries while building relationships that will fuel your success. You can dive into premium content curated by experts to uncover the latest trends and gain actionable insights. Finally, you can explore a comprehensive range of products and services that elevate every aspect of your business.

SAFI members qualify for a 10% discount on exhibiting fees and can experience the heart of the hospitality industry first hand by attending for free.

A full list of the speakers, exhibitors and details regarding registering to attend can be found at <https://www.thehotelshowafrica.com> or <https://www.saitexafrica.com>

Stand bookings for those members who are interested to take advantage of the 10% discount on booking a stand, please go here:

SAITEX Exhibition - <https://bit.ly/3vOMFDT>

Hotel & Hospitality Exhibition - <https://bit.ly/4b1J43U>



# DECOREX<sup>™</sup>

## CAPE TOWN

### Decorex Cape Town sure to showcase design excellence

SAFI is a proud Associate sponsor of Decorex Cape Town, which will be taking place at the Cape Town International Convention Centre (CTICC) from 6-9 June 2024. As Africa's leading decor and design platform, more than 230 of the most dynamic and creative companies on the continent will be showcased. The event offers a unique opportunity for industry professionals and design enthusiasts to explore the latest trends and innovations in the world of interior design and decoration.

An authority on design with three decades of experience, Decorex is known for shaping every exhibition space into a showcase of design excellence. With over 230 exhibitors, two interactive theatres – including the Samsung Bespoke Cooking Theatre, 11 exclusive feature installations with designer collaborations from Lexus, Plascon and Belgotex, plus exciting designer showcases from Kim Williams, Maxhosa Africa and Studio Lloyd, three restaurants and cafes – the much-loved Bubbly Bar, Bloom Café in collaboration with Wunders and Coffee Café, there is plenty to see, to do and to taste.

Secure your spot at Cape Town's premier design event and visit [decorex.co.za](https://bit.ly/4cQBN91) or click here <https://bit.ly/4cQBN91> to buy tickets via Howler.



# PROUDLY SA'S BUY LOCAL SUMMIT AND EXPO CELEBRATE LOCAL MANUFACTURERS



**Left to Right:** Eustace Mashimbye (CEO of Proudly South African), Happy Ngidi (CMO of Proudly South African), Caroline Rakgotsoka (Board Member of Proudly South African), Kgalalelo Tlhoale (Head of Enterprise Development ABSA South Africa), Howard Gabriels, Minister of Trade, Industry and Competition, Ebrahim Patel, Motshidisi Mokwena (Head of Communications & Reputation, Coca-Cola Beverages South Africa), Motshididi Mokoena, Ndwakhulu Lawrence Bale (Board Member of Proudly South African).

Proudly South African hosted its 12th annual Buy Local Summit and Expo at the Sandton Convention Centre in a two-day (25 & 26 March 2024) event of local splendour. This year, Proudly SA's summit and expo, which is a celebration of all local manufacturers within the borders of South Africa, wanted to create a conducive environment for smaller businesses to collaborate with bigger businesses.

The expo floor hosted 200+ SMMEs, which had the opportunity to showcase their goods and services to the public, private businesses, buyers and procurement officials as well as special guests such as the Minister of the Department of Trade, Industry, and Competition (dtic), Ebrahim Patel, and the Minister of the Department of Small Business Development, Stella Ndabeni-Abrahams, during the two-day spectacle.

The dtic's Minister Ebrahim Patel officially launched the exhibition and conference, which was created to encourage the support of our home-grown brands. Minister Patel delivered the keynote address and called on people to buy locally produced products and services, as this will strengthen the economy and create much-needed jobs. Minister Patel lauded Proudly SA for representing both a vision and a set of actions, stating: "Proudly SA's very vision is one of a country that produces more and more goods and services that consumers buy, proudly knowing that it is of high quality."

The Minister of the Department of Small Business Development, Stella Ndabeni-Abrahams said in her keynote address on the final day of the summit that entrepreneurs needed to collaborate more with one another to grow their businesses, create jobs and grow the economy. The programme for the second day was jam-packed with informative discussions such as the SMME showcase, which had local entrepreneurs telling success stories of their entrepreneurial journey. The next panel discussion themed Localisation in action: Driving Industrialisation through ESD programmes, saw representatives from ABSA, SAB, FNB, Telkom and Coca-Cola Beverages South Africa, sharing what their businesses have done to equip and promote SMME growth and sustainability within the economy.

The next session, which was powered by Takealot, featured representatives from Zulzi, Bob Shop and Takealot, as they elaborated on how eCommerce and other online platforms help drive localisation, industrialisation and the growth of SMMEs in our country.

Proudly SA introduced three new segments in this year's summit, the first being family affairs, where the spotlight was on local businesses that were founded and run by family members. The second segment was the pitching tank to equip small business owners with the necessary skills to be able to pitch for funding or business support from buyers and other commercial businesses. The third segment, which was a robust reminder to the public that our local fashion was on par with the best in the world, by hosting a "Local Walk" on the expo floor, which housed clothing brands such as Scalo, Zulu Madame, Otiz Seflo and the legendary David Tlale. The day ended with a celebration of local gin on the expo floor, where Black Crown, Vutomi Liquids, and the Gin Company Africa showcased their mixology skills.

"This magnificent display of some of the best South Africa has to offer would not have been made possible without the support and backing of our sponsors, who heeded the call to uplift and give a platform to small business owners."

Proudly SA CEO, Eustace Mashimbye, would like to thank all our sponsors who are very dear friends of the campaign, who not only talk about supporting small businesses but put their money, time and brand behind small businesses to ensure the stimulation and growth of our economy.

Mashimbye said that "Minister Patel has requested that all citizens prioritise the purchasing and procurement of local goods and services. We as Proudly South African, ask that you think of the future of our children when you make any purchasing decision and that you take the responsibility of changing the status quo by choosing to buy local, to create jobs."

For more, visit:

[www.proudlysa.co.za](http://www.proudlysa.co.za) or [www.buylocalsummit.co.za](http://www.buylocalsummit.co.za).





# DIARISE

## **23 MAY 2024: SAFI WEBINAR: FURNITURE INDUSTRY QUALIFICATIONS WORKSHOP**

SAFI arranged a Webinar Workshop for industry, labour and key stakeholders to discuss how to approach the current legacy qualifications to seamlessly transition to the newly available registered furniture qualifications. To RSVP go to [RSVP - Google Forms](#)

## **6-9 JUNE 2024: DECOREX CAPE TOWN**

Africa's leading decor and design platform showcases more than 230 of the most dynamic and creative companies on the continent. The event offers a unique opportunity for industry professionals and design enthusiasts to explore the latest trends and innovations in the world of interior design and decoration. To find out more and apply to exhibit, go to <https://www.decorex.co.za>

## **11-13 JUNE 2024: HOTEL & HOSPITALITY EXPO AFRICA**

Bookings for a stand at the 2024 Hotel & Hospitality Expo Africa are now open. The Show has undergone a major transformation to now be Africa's dedicated exhibition for the Hotel & Hospitality sector. The Expo plans to reflect better on the latest trends in the industry with a modernised approach to enhance the overall experience for exhibitors and attendees. Book your stand now by going here: <https://www.thehotelshowafrica.com>

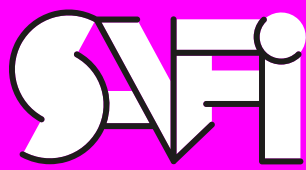
## **1-4 AUGUST 2024: DECOREX JOHANNESBURG**

Decorex Joburg has been at the forefront of decor, design and lifestyle trends for almost three decades, hosting over 100 events and helping to launch thousands of businesses, thereby putting an indelible stamp on the industry. This exhibition showcases over 397 of the continent's most pioneering decor and design firms. To find out more and apply to exhibit go to <https://www.decorex.co.za>

## **22-23 OCTOBER 2024: MANUFACTURING INDABA**

The aim of the annual Manufacturing Indaba and its provincial roadshows is to bring together business owners, industry leaders, government officials, capital providers and professional experts to explore opportunities and grow their manufacturing operations. The dates for next year will be from 22-23 October 2024 at the Sandton Convention Centre. Find out more about next year here: <https://manufacturingindaba.co.za>





South African  
Furniture Initiative



[www.southafricanfurnitureinitiative.co.za](http://www.southafricanfurnitureinitiative.co.za)

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