



Building a resilient economy through localisation

#BuyLocalSummit2025
17 MARCH 2025

Time	Item	Presenters
08h30	Walkabout – Ribbon cutting	Exhibition Hall Minister Parks Tau and dignitaries
10h00	Opening remarks	Master of Ceremonies Iman Rappetti
10h20	Welcome Address: Host Province	Lebogang Maile MEC: Gauteng Economic Development
10h40	Chairman Address and Launch of the Proudly SA Online Store	Howard Gabriels, Board Chairman, Proudly SA
10h55	Keynote Address	Minister Parks Tau: Department of Trade, Industry and Competition
11h20	Backing Localisation and SA's economy – Your Story matters	Ronnie Mbatsane Managing Executive, SME Business at Absa Relationship Banking
11h35	First Half of Localisation Commitments (recordings)	Introduction of session: Eustace Mashimbye: CEO, Proudly SA
11h50	Partner videos	Everyone has a story to tell
12h00	Second Half of Localisation Commitments (recordings)	Proudly SA
12h15	BREAK: TEA/COFFEE (IN THE MAIN PLENARY ROOM)	
12h30	Panel discussion: Building a resilient economy through Localisation (Growing key industries)	<ul style="list-style-type: none"> • Mike Mabasa - CEO, NAAMSA • Muzi Manzi - CEO of AFSA: South32 • Tshifhiwa Tshivhengwa - CEO, Tourism Business Council of SA • Kgosi Mogotsi - SAB, Government & Stakeholder Relations Director
13h30	LUNCH	

SPECIAL PLENARY

14h30 - 16h00

Facilitator

Lisa Seftel, Board Member, Proudly SA

The impact of illicit trade on the SA economy and industrialisation.

Powered by PG Bison

- **Justin Berry** – Executive Marketing and Strategic Development, PG Bison
- **Tanya van Meelis** - Head of Policy Unit and Labour Market, COSATU
- **Penwell Lunga** – Chairman, SAFI
- **Albert Louw** - Managing Director, Lasher Tools
- **Ayabongwe Cawe** - Commissioner, ITAC
- **Edward Kieswetter** - Commissioner, SARS

SPECIAL PLENARY

EXHIBITION FLOOR

11h45 - 13h00

Timeless Thread - The Evolution of South African Fashion

Facilitator:

Ouma Tema - Plus Fab

Mzukisi Mbane – ImprintZA

Palesa Mokubung - Mantsho

David Tlale – David Tlale

Craig Jacobs - Fundudzi

13h00 - 15h00

Taking the Buy Local message to the streets

TAKE A STAND MARCH

Led by the CTFL Sector including many other labour-intensive sectors

SPECIAL PLENARY

EXHIBITION FLOOR

16h00 - 17h00

Consumer Activation: "Happy Hour"

LOCAL LOVE AFFAIR WITH YOUR FAVOURITE GIN

