



Building a resilient economy through localisation

#BuyLocalSummit2025
18 MARCH 2025

Time	Item	Presenters
09h00 - 09h45	Minister Walkabout	Exhibition Hall Stella Ndabeni-Abrahams and dignitaries
10h00 - 11h00	SMME Showcase & Media Engagement - Real Stories Panel Discussion: The impact of localisation on SMMEs	Department of Small Business Development (2 companies) ABSA (2 companies) Proudly SA (2 companies)
11h00 - 11h20	Proudly SA CEO address and introduction of Minister	Eustace Mashimbye, Proudly SA CEO
11h20 - 11h45	Keynote Address	Ms. Stella Ndabeni-Abrahams Minster of Small Business Development of South Africa (DSBD)
11h45 - 12h00	Creating successful SMMEs and uplifting the economy in the services industry	The Santam case study CEO: Santam
12h00 - 13h30	Smme Support Programmes Driving Industrialisation (panel discussion with Sponsors)	Sponsors with support programmes to talk about their financial and non-financial offerings. Show and tell/video and voice over artist.) Retail and market readiness. Facilitated by the MC. <ul style="list-style-type: none"> ▪ Yaesh Moosa - Head of Market Place, Takealot ▪ Tshepo Phetla - Head: Business Development, Telkom ▪ Sentle Mokalanyane - Head: Corporate Planning & Strategy, AITF ▪ Mark Goliath - Acting Divisional Executive: Manufacturing Textiles and Wood Products, IDC ▪ Yonela Jeneto- Fund Manager, ESD, Sasol ▪ Naledzani Mosomane - Head of Enterprise and Supplier Development for Business and Commercial Banking, Standard Bank ▪ Saki Zamxaka - CEO, GEP ▪ Absa - Speaker to be confirmed
13h30 - 14h30	LUNCH	
16h00	All activities end	

SPECIAL PLENARY

BILL GALLAGHER ROOM

13h30 - 16h00

Funding Symposium
Gauteng Department of Economic Development

SPECIAL PLENARY

EXHIBITION FLOOR

14h15 - 15h15

Panel Discussion

THE LOCAL HEROES BATTLE OF THE BEST OF SA BRANDS

- **Conny Sethaelo** - Corporate Communications & Public Affairs Director, Nestlé
- **Marsha Kumire**- Corporate Brand Director, SAB
- **Thobile Khuzwayo** - Channel and Category Director for Home Care, Unilever
- **Lorna Scott** - Founder, Inverroche

