



# Building a resilient economy through localisation

#BuyLocalSummit2025  
17 MARCH 2025

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

## 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**





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18 MARCH 2025

Time	Item	Presenters
09h00 - 09h45	Minister Walkabout	<b>Exhibition Hall</b> Stella Ndabeni-Abrahams and dignitaries
10h00 - 11h00	SMME Showcase & Media Engagement - Real Stories  <b>Panel Discussion:</b> 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	<b>Eustace Mashimbye,</b> Proudly SA CEO
11h20 - 11h45	Keynote Address	<b>Ms. Stella Ndabeni-Abrahams</b> 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	<b>Smme Support Programmes Driving Industrialisation</b> (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"> <li>▪ <b>Yaesh Moosa</b> - Head of Market Place, Takealot</li> <li>▪ <b>Tshepo Phetla</b> - Head: Business Development, Telkom</li> <li>▪ <b>Sentle Mokalanyane</b> - Head: Corporate Planning &amp; Strategy, AITF</li> <li>▪ <b>Mark Goliath</b> - Acting Divisional Executive: Manufacturing Textiles and Wood Products, IDC</li> <li>▪ <b>Yonela Jeneto</b>- Fund Manager, ESD, Sasol</li> <li>▪ <b>Naledzani Mosomane</b> - Head of Enterprise and Supplier Development for Business and Commercial Banking, Standard Bank</li> <li>▪ <b>Saki Zamxaka</b> - CEO, GEP</li> <li>▪ <b>Absa</b> - Speaker to be confirmed</li> </ul>
13h30 - 14h30	<b>LUNCH</b>	
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

