

Proudly South African: Championing local procurement for economic growth

Since 2018, Proudly South Africa, the mandate of the country's buy local advocacy campaign, has worked with its members to acquire localisation commitment pledges. These pledges act as promises to social and economic change by supporting locally produced goods, which aligns with the President's efforts to encourage local industry.

On 26 March 2024, Proudly SA hosted an event honouring businesses that have demonstrated a commitment to strengthening local procurement within their supply chains. The evening introduced a special localisation segment led by Mr Ebrahim Patel, South Africa's Minister of Trade, Industry & Competition, at the Sandton Convention Centre. Attendees included chief executive officers (CEOs), captains of industry, procurement officials, government representatives, entrepreneurs, members of Proudly SA, and the media.

LESCO Manufacturing, a Proudly South Africa member since 2012, was honoured at this event with its CEO, Jonathan Shapiro, by pledging further commitment to job creation. The electrical manufacturing company's pledge included:

- To further vertically integrate its manufacturing capabilities, thereby creating more jobs
- To further uplift and employ people living with disabilities through various projects and initiatives
- Continued investment in new machinery and equipment installation at a pre-determined period to increase production and employment opportunities.

This commitment to 'local' is not new for LESCO. The company has been championing the African continent for more than 20 years and, through its various initiatives and programmes, LESCO has continued to drive sustainable change in the face of much adversity. "For LESCO, this pledge is more than just a commitment; rather, it serves as a reminder that there is still work to be done in creating jobs, driving inclusiveness, and contributing to country's economic and social development," says the company's CEO.

Leaders in sustainable change

LESCO Manufacturing is a leader in the manufacturing and distribution of a wide range of innovative electrical products, including but not limited to adapters, surge protection devices, light switches, sockets, multiplugs, and USB products. "Since its inception in 1999, the company has produced over 300 million products, making a significant mark on the industry," says Shapiro, adding that "LESCO remains competitive thanks to its proudly local status, strict quality control and quick response to any specification changes, steadily increasing employment initiatives, and an extensive range of products at competitive prices, with a commitment to high quality and safety for the local market. All products adhere to local standards and are SABS and ISO 9001-accredited."

Further distinguishing the company is its commitment to providing work opportunities to a diverse range of labour, including low- to high-functioning differently abled individuals, mostly women and young adults. "By giving equal access to opportunities and resources, LESCO contributes to the nation's growth, helping to drive a strategy aimed at unlocking the country's full economic potential," concludes Shapiro.

Source: <https://www.crown.co.za/sparks-electrical-news/contractors-corner/28555-proudly-south-african-championing-local-procurement-for-economic-growth>

Date Published: June 06, 2024